

## Hendrik Cammann

UX - Lecture IA6

## Interaktion - Konzeption

g6.AKTION (1930230),  
EPS UX (1920002)



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## Kick-Off

**All Students** - group A **and** group B -  
please attend the Kick-Off Event for this course on

**Monday 23.3.2020 14:00**

**Room will be announced** at Untis:

<https://melpomene.webuntis.com/WebUntis/?school=HS-Augsburg#/basic/main>

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## Content

In this lecture we will dive into the basics of user experience design.

In your project groups (based on your term projects) you will work practically with concepts like Product-Field, Business-Model Canvas, Personas and a lot more.

Basically we will complete **one cycle of a design sprint**

(Understand-, Observe-, Synthesis-, Ideation-, Testing-, Reviewing-Phase).

For their grade every group has to do a presentation about

one User-Experience Design technique of their choice

and two major presentations presenting your results we develop in the course.

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