Sino-German Industrial Design Expert Committee

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Essentials of Digital Storyboarding
for Industrial Design Innovation
using the example of UUX

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well-established interface design methods include:

1. **Methods in user research like**
   a. Interview
   b. Focus Groups
   c. Questionnaires
   d. Personas
   e. Acceptance Testing
2. **Methods in user interface design like**
   a. Prototyping
   b. Card sorting
   c. Design Thinking
   d. Human-centred Design
3. **Methods in usability evaluation like**
   a. Usability testing
   b. Heuristic evaluation
   c. Eye-tracking testing

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These methods in user research and user interface design are well-established, but challenges are existing like:

Error prone recording of data

Mix of analogy and digital data

Unstructured nature of result data

Error prone key point summaries

Error prone analysis of results

Plausibility consideration of results

Interpretation of results

Definition and development of questionnaires

Definition and development of personas

These challenges are time and money consuming!

The Solution

The solution to these challenges is

an intelligent system assistance based on

Digital Storyboarding with Artificial Intelligence (AI) algorithms

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