UX OF AN INTERACTIVE TABLE

Boy Kolman | Industrial Design Engineering | University of Twente | Enschede, Netherlands

Improving the interactive table, designed by 100%FAT, Recreate and Studio MAD, by improving the User Experience of this interactive system

Background information

The assignment was provided by 100%FAT. This is a company located in Enschede, specialized in Interactive Product Design. 100%FAT aims to create new interactive experiences using the latest technologies. It has created interactive surfaces like interactive tables for big companies like Thales Nederland. The aim of this assignment is to examine if it is possible to improve the User Experience of the interactive table. The interaction with the current table could be improved, which led to the idea to consider a new improved version of the interactive table. The main purpose of this interactive table was to showcase a company portfolio on trade fairs. Other attempts of changing the interactive table are not yet succeeded.

Figure 1 – The interactive table made for Thales

Research have shown that unpleasant User Experiences (UX) is one of the potential causes that the interactive table is rarely used. In-depth insights into the UX of such interactive surfaces are scarce. That is the reason why 100%FAT was very enthusiastic about this research.

Approach

To make sure the process would go as smoothly as possible; a research question was made: In what extent is it feasible to design a concept that improves the User Experience of the interactive table designed by 100%FAT, Recreate and Studio MAD? In-depth research in User Experience had been done to begin with to get an understanding of this subject. To answer the main question people first need to know what User Experience is and difference between good and bad UX. After this research a product analysis took place to gain knowledge on the current interactive table designed for Thales and the current situation was described. Next, researching the target group and stakeholders and transforming personas into scenarios was crucial to gain information on about the people who will eventually work with the product and to make sure to design a product that meets the requirements and the wishes of the users. After that, experiments took place to gain information on the ability to improve the interactive table that is placed in The Gallery at the University of Twente by improving User Experience (because other interactive tables were not available for experimenting purposes). When these experiments were done something could be said about the ability of improving the interactive table by improving the UX. And after these experiments, requirements could be listed. These requirements were an interpretation of the analysis phase translated into a list of requirements.

Results

When experimenting with the solutions on how to improve the UX of this interactive table at The Gallery, it became clear that the UX of this product was bad in this scenario. The difference between experiment 1 (current scenario) and experiment 6 (last experiment with "all" the solutions in one) was huge. The percentage of people trying the product (interactive table) was almost increased tenfold. In addition, the percentage of people who noticed the product did also increase fivefold. The product (after adjustments) was used more often since the product had become more desirable. A list of requirements was composed to make sure the next time designing an interactive table, it would be a success. After listing the requirements, a concept has been made to show how the interactive table could look like with those requirements taken into account.

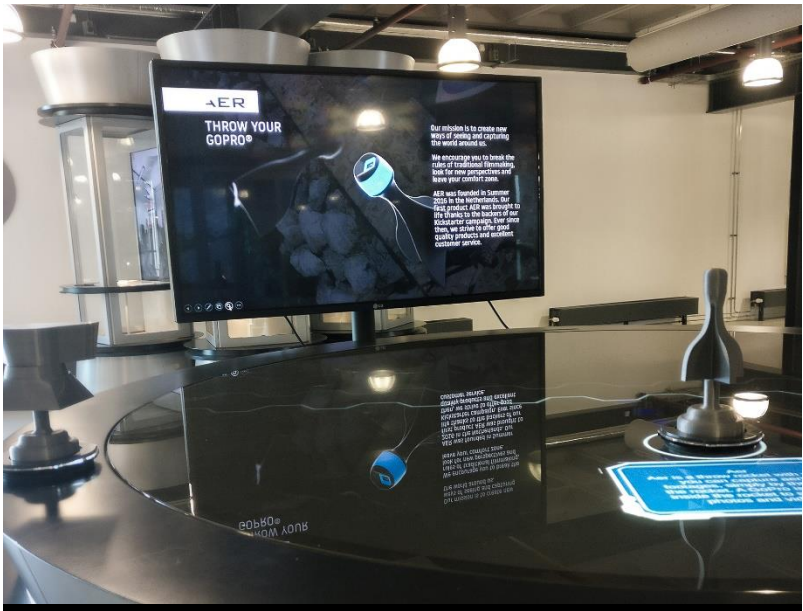

Figure 2 – Experiments at The Gallery

Conclusion

The assignments' objective has been reached, because the main question was answered. It is possible to improve the interactive tables by improving the UX of these products. When designing with a more user-centered approach, the product will become more valuable, desirable, usable and useful. And by using different UX principles and having a user-centered approach, the products could become more successful for both the users and the company selling the product. Just like The Gallery experiment. This assignment resulted in a list of requirements for trade fairs. It also resulted in a concept for trade fairs that has an improved User Experience. And not to forget, it improved the current interactive table at The Gallery, which made the product more useful.