RESEARCH TOUR

Module II   **Course** Infographic   **Topic** Design process and visual design basics in UX   **Lesson 1**

Activity

- **Short Description**: Explore a museum or a natural park and collect information and data about possible unmeet user requirements, especially regarding visual communication, to improve the delivered User Experience.

- **Methodology**: The methodology of this activity is based on learning by experience and inquiry-based learning. By researching, analyzing and assessing the User Experience delivered in existing physical information environments, the learners become familiar with the User-Centered Design approach needed for creating an effective and satisfying infographic in different kinds of contexts. Moreover, they reinforce their knowledge on the learning topic.

- **Duration:** 4 hours

- **Difficulty (high - medium - low)**: High

- **Individual / Team**: Individual

- **Classroom / House**: Street (Museum or natural park)

- **What do we need to do this activity?**

    - **Hardware** Any device with a camera.

- **Software** None.
- **Other resources** Pen, paper

Description

● **Text description**: Each student visits a museum or a natural park and explores its physical environment collecting information and data about possible unmeet user requirements, especially regarding visual communication. Based on the knowledge and skills acquired in Lesson T1.L1 and in Activities T1.L1.1 and T1.L1.2, follow a User-Centered Design process in order to improve the User Experience delivered by the museum or the natural park. During the research tour the student is required to observe the context and the behaviours of people, collecting information and data on their needs, goals, and level of satisfaction with the existing services and facilities. The student should put particular attention on the efficacy and efficiency of the communication system in supporting visitors in their tasks or goals, letting them have a nice experience.

● **Illustration**: None

Instructions

1. Take a tour in a museum or in a natural park and explore the environment focusing on the people around.
2. Observe people's behaviours, attitudes, aptitudes, goals, concerns and things they like and value the most. Pay attention to the context and to the efficacy and efficiency of the communication system in supporting visitors in their tasks or goals, letting them have a nice experience.
3. Collect as much information and data as possible, in order to be able to apply the same process used in Activities T1.L1.1 and T1.L1.2 in a physical space for identifying possible unmeet user requirements, especially regarding visual communication.
4. Produce a final report with all your observations.

Expected outcomes

● Learn to analyze a physical information environment by properly identifying key insights about the context of use and the users' needs that are useful to design an adequate user experience.

● Learn to analyze a physical information environment by properly identifying the requirements that make information and services meet the users' needs allowing an adequate user experience.

● Understand the User-Centered Design way of thinking about a product, system or information visualization.

This activity can be used in other (module, course, topic, lesson):

● **Module II, Course Infographic, Topic 2, Lesson 3**

● **Module II, Course Infographic, Topic 2, Lesson 4**

DIGICOMP (Competences developed):

1. *INFORMATION AND DATA LITERACY*
1.1   Browsing, searching and filtering data, information and digital content
1.2   Evaluating data, information and digital content
5. *PROBLEM SOLVING*
5.2   Identifying needs and technological responses

ENTRECOMP (Competences developed):
1. *IDEAS AND OPPORTUNITIES*
3. *INTO ACTION*
3.5.   Learning through experience

Example (when necessary): None