

Konrad Baumann

Department of Information Design, FH Joanneum University of Applied Science, Graz, Austria



Speaker Qualifications

Konrad Baumann is full-time teaching at FH Joanneum University of Applied Sciences within the Departments of Information Design, Exhibition and Museum Design, and Media and Interaction Design. Also he is lecturing at Danube University in Krems, Austria, and at Johannes Kepler University in Linz, Austria. He is active in the field of User Interface Design, Interaction Design, User-Centred Design and Usability Engineering. At FH Joanneum he is also in charge of helping to promote the international exchange activities and

initiating new university partnerships within the departments of Information Design, Exhibition and Museum Design, and Media and Interaction Design.

Before starting to teach Konrad Baumann worked in industry with Mikron Identification Gratkorn, Philips Semiconductors, and Philips Consumer Communications as a product manager.

He is co-author of two books: "User Interface Design for Electronic Appliances", and "Mensch-Maschine-Schnittstellen elektronischer Geräte".

He was project leader of the perception lab "VisionSpace" that was established at FH Joanneum within a funded research project.

Konrad Baumann holds a PhD from Vienna University of Technology and a master's degree in Telematics Engineering from Graz University of Technology. His dissertation "How Designers Teach" focuses on methods of design education.

He is a board member at the International Institute for Information Design www.iiid.net and secretary of the IFIP Working Group 13.1 on Human-Computer Interaction Education www.hcieducation.org

User-centred design of mobility-related services

Abstract

Public transport is one of the services that is offered to a maximum range of different customers. In a project at FH Joanneum, we identified 20 different means of transport, 10 personas with 10 different optional attributes and more than 20 scenario settings.

Based on these examples we set up a four-dimensional matrix enabling us to predict the maximum number of different combinations of personas, means of transport, attributes and scenario settings. Every possible combination represents a scenario that has a certain probability of happening in real life. This concept is illustrated with a series of case studies in form of scenarios and storyboards, i.e. the visualised versions of the scenarios.

Most unforeseen events arising in public transport have their roots in the lack of interconnectivity or infoconnectivity between different transport modalities. Typical problems arise if one or more exceptions from large user groups, frequent travel times or frequent travel itineraries occurs. Our structured analysis of the current status can serve as a basis to create new concepts aimed at improving the public transport sector's service quality, usability and customer satisfaction.