

Did you know The Wizard-of-Oz method has been around for decades?

CONNECT: SMART SEMINAR SERIES

SEMINAR: Ozlab for the interactive prototyping of interactivity

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TOPIC

The Wizard-of-Oz method has been around for decades, allowing researchers and practitioners to conduct prototyping without programming. The extensive literature review in the field that we have conducted revealed, however, that the re-usable tools supporting the method do not seem to last more than a few years. Generic systems start to appear from around the turn of the millennium, but already most have fallen out of use. Our interest in doing this review was inspired by the ongoing re-development of our own Wizard-of-Oz tool, the Ozlab, into a system based on web technology. The presentation will highlight pitfalls for systems that try to circumvent the need for programming in experimentation within interaction design.

BIO

Prof. John Sören Pettersson is a Professor in Information Systems at Karlstad University. He initiated and led the development of Ozlab, a system for making non-programmed prototypes interactive, from 2001-2005. A web-based version is now used and further developed, available at www.kau.se/en/ozlab. He became a professor in 2008 and served as dean from 2009-2012. Much of his work in HCI has been within the field of privacy and he has been working in major European Union-funded project with this area.

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