Analysis, Redesign and Evaluation with Teasing Apart, Piecing Together

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Abstract. This half-day tutorial will teach participants how and when to use Teasing Apart, Piecing Together (TAPT), a two-phase design method for understanding and redesigning user experiences in new contexts. TAPT was developed to address a gap in the field for methods oriented around *experiences*, particularly with respect to understanding their social and emotional facets. TAPT has been successfully used in both industry and academia, and this workshop will draw on the tutor's experiences in the field.

Keywords: TAPT, UX, understanding, analysis, design, evaluation.

1   Teasing Apart, Piecing Together

TAPT concerns understanding and redesigning experiences in new contexts. It has been used to facilitate the design of real-world versions of experiences that were initially situated on the web (such as microblogging and wiki usage). TAPT's development was motivated by issues of accessibility, such as the lack of access to web-based social tools by people who are offline.

TAPT falls into two phases:

1. 'Teasing Apart' involves analysing an experience's 'surface elements' (design / physical aspects) and 'experienced effects' (literal and abstract outcomes). These are reviewed to identify essential aspects and produce a 'distilled' description that does not refer to the original modality.

2. In 'Piecing Together' practitioners take the distilled experience description and use it as a springboard for creatively redesigning the initial experience in the new context, which may be physical or digital.

2   The Tutorial

Overview: The first half of the tutorial covers the basics of TAPT, demonstrating how it can be used to solve design problems. This session will draw on information from a 43-participant trial of TAPT conducted across industry and academia.

The second half of the tutorial concerns agile uses of the method. Participants will learn how TAPT has been used in the field for analysis and evaluation as well as for design, and about different modes of usage: with end users or practitioners, and by groups or individuals. This section of the day will draw on knowledge gained from fieldwork, specifically case studies of TAPT's successful usage in academia (in the UK and Norway) and industry (by IBM UK and IBM India).

This tutorial combines formal presentations with group exercises and feedback. Participants will be asked to work in groups to respond to design tasks, and to briefly present their results to one another. Participants will be encouraged to provide feedback to one another (within and between groups), and to engage with the tutor.

Learning outcomes:
-   how to analyse design problems with TAPT

-   how to use TAPT for redesign

-   how to evaluate TAPT-built designs

-   how to design TAPT workshops, considering aspects such as available resources, number and background of participants, and workshop format

Audience: Design practitioners, HCI researchers and practitioners, students, other professionals in the field.

Prior knowledge required: None.

Supporting materials: participants will be be given copies of tutorial materials: slides introducing TAPT and explaining modes of use; TAPT instructions and forms; sample TAPT exercises. Participants will also receive copies of key publications[1].

Tutor: Clare J. Hooper is a computer scientist based at the Eindhoven University of Technology. During her doctorate, she developed and evaluated TAPT. In addition to design, Clare's research interests include web science, hypertext and HCI.

3   Provisional Schedule

15 minutes	Opening words and settling in
45 minutes	Presentation / Q&A. Why use TAPT; what it looks like; the types of problem it can solve
30 minutes	Group work: a simple redesign exercise
15 minutes	Feedback and discussion of group work
15 minutes	Coffee break
30 minutes	Presentation / Q&A. Agile uses of TAPT: analysis, design and evaluation; use with practitioners or end users; creativity prompts
30 minutes	Group work: choice between analysis or evaluation exercises
15 minutes	Feedback and discussion of group work
15 minutes	Final questions, closing remarks

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[1] Hooper, C. J. and Millard, D. E. (2010) Teasing Apart and Piecing Together: Towards Understanding Web-based Interactions. *Web Science 2010*, April 2010, Raleigh, USA. Hooper, C. J. and Rettberg, J. W. (2011) Using TAPT as an Analytical Method for Understanding Online Experiences. *Web Science 2011*, June 2011, Koblenz, Germany.