



For this first tutorial, we would like you to start thinking of how users experience ‘**interacting**’ with digital services.

Pay particular attention to specific aspects which may be important to user interfaces, user interaction and user experience designers, such as:

*user interfaces, visual layouts, interactive functionalities, ease of use, aesthetics, as well as more subjective matters such as: your feelings of satisfaction, enjoyment, or frustration, dissatisfaction, etc.*

Over time, we will further define these interfaces / interactive components and experiences as we will progress through the course.

For the time being, try to identify and explicitly describe what aspects of these interactions seem to work well and what others not so well. Try to start thinking of how you might do things differently if you were in charge of ‘developing’ and ‘improving’ these digital products.

There are 2 different scenarios to complete and you may be allocated to groups to complete these scenarios.

You should spend approximately 10-15 minutes to complete each scenario and then proceed to writing down your interaction experiences’ notes

We will then spend approximately 15 minutes / scenario discussing these experiences during the tutorial.

## **Scenario 1 – Online Shopping**

*You have been invited to spend a bank-holiday week-end with your new partner’s parents in the Scottish Highlands...*

You want to make a good first impression so have decided to spend a £100 in presents for the parents.

The constraints you have given yourself (...on the advice of your partner) are as follows:

- You should spend more or less the same amount of money for both presents, up to a [40-60] ratio (e.g. you can spend 50 / 50, 55 / 45, 60 / 40 but no less than 40 if you spend more than 60 on the other present)  
This constraint is to not cause offence to one parent for spending less on one present than the other
- Your partner’s parents live in a part of the Highlands where broadband bandwidth is unreliable at best. They are retired so have plenty of time for their personal hobbies.

- **Your partner's mother** is fond of periods drama and particularly DVD boxsets of these.

Your partner has advised you to buy her a couple of these boxsets.

The constraints for these are:

- The boxsets must be new and still in their original packaging
- She already has the complete Downton Abbey, Poldark, the Crown and Outlander
- The series should not be about violence or war but about romance, complex relationships, beautiful settings and landscapes and obviously great costumes...
- **Your partner's father** is fond of 60's English rock and has a good collection of **vinyl records**.

Your partner has advised you to buy him one good English rock vinyl record.

The constraints for these are:

- He already has all the obvious bands: Beatles, Rolling Stones, Pink Floyd, The Who, etc.
- The record can be second-hand but should be in good condition

You can use ebay and Amazon to conduct your purchases.

**...You have 15 minutes to complete this scenario: ...now GO!**



## Scenario 2 – Booking Holiday online

The Campbell are a family of four, including a teenage girl (15) and a son (12)

They are planning their holidays for the summer of 2025. They want to take 3 weeks holiday +/- 3 days

- Ms Campbell likes to spend her holidays by the sea, in sunny countries and in nice (but affordable!) hotels. She's not a huge fan of crowds though, nor of party destinations, so she will be keen to go to family-friendly destinations.
- Mr Campbell like to spend his holidays in temperate countries where temperature do not get too hot. He likes self-catering accommodations (3 rooms min.), where everyone can chill and relax and do their own things while he can indulge in his love of cooking with local ingredients for the family. He likes wild, unspoiled landscapes, hiking, walking, cycling etc. Mr Campbell is also happy to go somewhere near the sea as long as it doesn't get too hot: i.e. so nowhere near the Mediterranean sea in the summer.

You are tasked with booking flights and accommodation for the Campbell.

To keep the peace, the holiday needs to include 2 destinations / trips, one which will satisfies Mrs Campbell and Mr Campbell ideas of a nice holiday.

The constraints are:

- The holiday should take place in July 2025
- The Campbell will leave and return from either Glasgow or Edinburgh, nowhere else.
- They should leave to go to their first destination, then the second destination then return home via either Glasgow or Edinburgh
- All flights should be direct preferably, or include 1 stop over at most
- The trips should be of approximately 10 days each, with a minimum of 7 nights in either of the 2 destinations
- Their budget for flights and accommodation is £3000 / week (+/-10%)

You can use any flight / accommodation booking sites you want for this task, including flight comparator sites, Air B&B etc.

**...You have 15 minutes to complete this scenario: ...now GO!**



## Interaction Analysis



*Use the table below to take some notes about your user's experience when completing these tasks*

Think of your overall experience completing this scenario. Would you describe your experience as good? Bad? In between the 2?	Describe why?
What were the main challenges you encountered?	

Did you find the websites 'easy' to use?	Describe how?
Did you find the functionalities provided supported your goals?	Describe how?
Were you able to easily find the functionalities you were looking for?	Describe which?
Were functionalities supportive and helpful for achieving your goals?	Describe how?
Were there obvious functionalities missing?	Describe which?
What other functionalities would like to see added?	Describe which?
Was the site responsive or slow?	
Were there aspects of the experience you found annoying?	Describe which / how?
What were your overall impressions about the user interface?	
Was the UI appealing?	Describe how?
Was the UI coherent / consistent?	Describe how?
What did you think of the visual layouts and aesthetics of the websites?	
Was the experience satisfying?	
Was the experience engaging?	
Was the experience fun?	
Was the experience frustrating?	
Do you have any thoughts on the website that you have used in terms of 'branding', reputation, public relations, reliability, trust etc.	
Based on your experience of interacting with the services and prior knowledge of these brands, how likely are you to re-use their services in future or recommend these to others?	