

1 Introduction

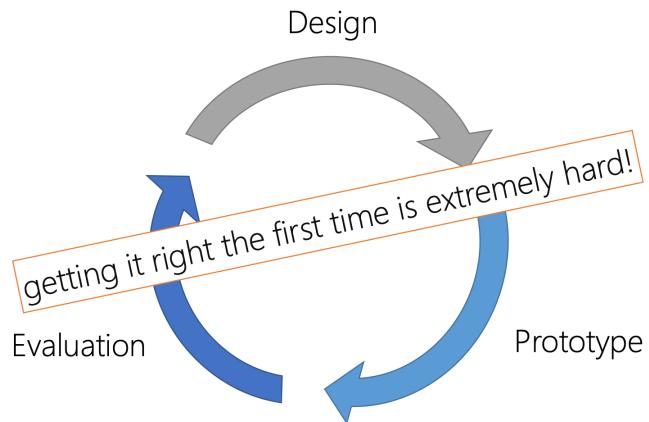
Goal of course: Understand principles of user-centered design and able to apply these to practice. Learn about the basic notions of Computational Design in HCI context.

Moore's Law Computational power grow exponentially. Transistor count doubles every two years. Also with RAM and pixel densities. However: Human capabilities stay stable.

Good System design Accounts for human capabilities, human error and exceptional circumstances.

Human Computer Interaction Concerned with design, evaluation and implementation of interactive computing systems for human use.

Process in HCI



Formative : understand problem and user to inform our design. Evaluative: understand how well design works. Also detects mistakes in design.

Time to move to element i

$$t_i = a + b \log_2 \left(\frac{A_i}{W_i} + 1 \right)$$

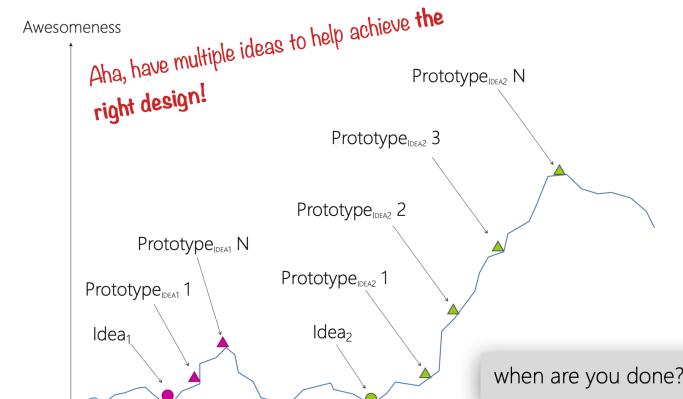
Average time to operate menu

$$T = \frac{1}{n} \sum_i p_i t_i$$

2 User-centered Design

Design intention vs User Needs

Prototyping as an iterative process



Does the design work properly in the context of use? If not fix the problems and carry out more tests.

Early focus on users and tasks: Cognitive, behavioral, anthropomorphic AND attitudinal characteristics.

Empirical Measurement: Observe user's reactions and performance in scenarios, manuals simulations and prototypes, record and analyze.

Root-Cause Analysis Problems need to be discovered (find the right problem to solve, not any problem to solve) and find the right solution to it.

Need finding

Users rarely know what they want. Cannot imagine what is possible. Instead look at tasks, context:

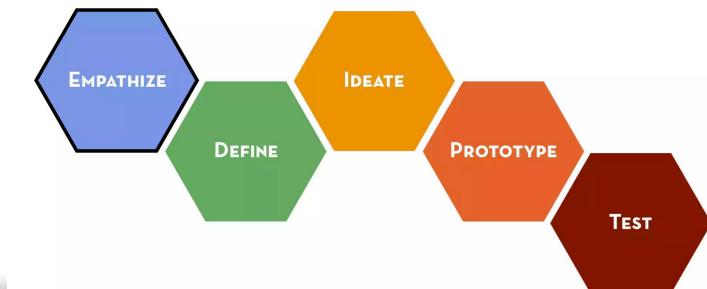
- What information needed?
- Identify collaborators
- Why is task achieved the way it is?
- Identify tasks in existing behavior
- Identify tasks in future scenarios

We ourselves are not representative of the typical user. To learn about customers conduct interviews, self-reports and logging/analytics. Also observe users performing tasks and understand their cognition.

Understanding the User Active observation is not knowing yet what you are looking for.

- Immerse
- Observer
- Engage

Design Thinking Process



Goals of Need finding

- Distill useful and actionable insights
- Make meaning from needfinding data
- reframe problem to guide solution search

We start with closed ended questions and move to open ended questions: "What's and why's of feelings". Engage people in their environment. The goal is to find inspiring users, that surprise us and bring us to game-changing ideas.

Needs vs. features vs. requirements

Requirements are goals that the system needs to accomplish. Solutions fulfill requirements. What does the user want to accomplish and how is he doing it? What would they like to be doing? What are they currently disliking? For what is the system usable and what tasks will it support? Answering these questions will make the system more usable.

There are tons of methods to needfinding such as:

- Task Analysis
- Interviews
- Affinity Diagrams
- Cognitive Walkthrough
- Questionnaires
- Focus Groups
- Diary Studies
- "Speed dating"
- etc.

Interview

Interviewee speaks 90 percent of time and stays on topic. We choose participants to be representative target users, either

current or potential future users. We like both experts and typical users. Try to provide and explanation into how users make sense to themselves.

Common pitfalls in interviews Suggesting answers. Hypothetical questions.

Diary Study Ask people to record events as they happen. User diary studies for rare events, easily forgotten events and events where the actual frequency is important. Problems with diary studies is that the simple tracking of their behaviors will change their behaviors.

Retrospective Survey Ask about things happened in the past. Use this for critical events (well remembered), recent and memorable events, rare events that had a big impact and are memorable. DO not use them for hard to remember events.

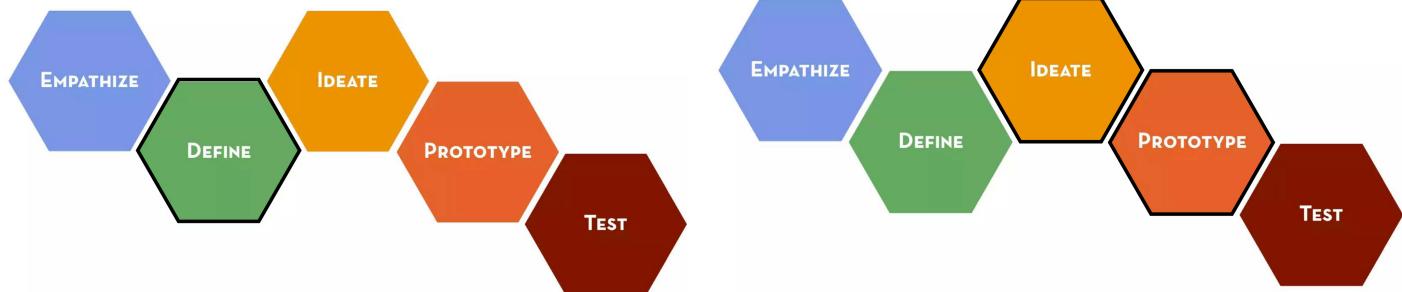
Artifact Analysis Look at things people leave around to understand a problem they might have. Use this for physical spaces (physical artifacts from workflows), tasks involving artifacts and interactions generating artifacts (emails, social media posts etc.). Only use if there are in fact artifacts and there is no faster way to learn information.

Contextual Inquiry Ethnographics or participatory design, combining aspects of other methods. Interviewing, observing in the context of work. Goal is to discover real requirements of the work. Interview people while they are working and gather real artifacts. User decides the tasks, but you decide the focus.

Key Differences

interviews, surveys, focus groups	Contextual Inquiry
summary data & abstraction	in-situ experience & data
what customers say	what users do
subjective	objective
limited reliability of humans	spontaneous, as it happens
what users/customers think they want	what users actually need

Result of Need-Finding We know what works and what does not yet exist. Problems and incomplete parts in process. So we have a long list of problems.



Define This part is more a focussing part and not flaring. Figure out what is important from collected data. Group info and find relations.

Affinity Diagrams

Data with affinity to each other are grouped together to form category. Groups are given labels, can be one or more categories in the end. Identify user, need and insight. Combined to create point of view.

Good point of view insires the team, frames the problem in a focussed way. Empowers to make decisions and fuels brainstorming by suggesting "how might we" statements.

The elastic user The elastic user can mean everyone and also noone. Vague and unfocused, lack of specifics makes it easy to rationalize any design.

Personas Personas are precisely described. Act as stand-in for real users. Guide design decision. Fictitious but based on knowledge of real users. Informed from observations. Personas are not elastic, don't make them fit the prototype.

Ideate Flaring here, not focussing anymore.

Ideation techniques

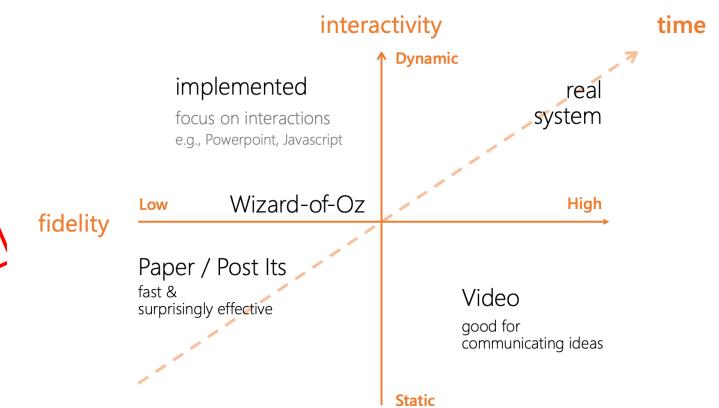
- brainstorming
- mind-mapping
- storyboard
- sketching
- low-fi prototyping

3 Prototyping

Prototypes develop from sketches over time and are more defined in their criteria weights. Make multiple prototypes to evaluate different approaches and check for failure/success. Prototypes help us understand requirements and specifications of the idea. They answer a specific question.

Vertical vs. horizontal Vertical provides critical path of one or few features (real feature on that path is completed). Horizontal provides only overview with little to no functionality.

Fidelity and Interactivity



beware of stereotypes

Paper prototypes Are rapid and cheap.

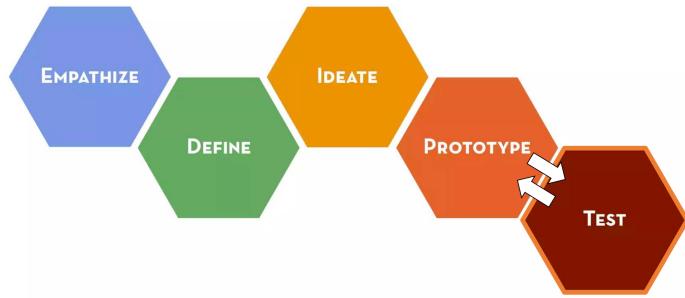
Wizard of Oz Interprets user input and simulated a system response. Allows rapid testing of complex features before implementing.

MidFi-Prototypes

Physical (paper, cardboard, lego etc.) to software.

- Powerpoint, Keynote

- AdobeXD, Figma



Analytical vs. Empirical

Analytical

Look at inherent attributes of the design, rather than the design in use. Intrinsic characteristics of the design. Examples are usability/UX inspection methods, design walkthroughs, heuristic evaluations.

Empirical

Based on how well a design or design change pays off in terms of real observable usage. Includes quantitative and qualitative data. Examples are usability/UX scores, controlled experiments and case studies.

Formative vs. Summative

Formative

Helps form the design. Part of iterative process. Evaluations done during testing. Mainly collects qualitative data but also quantitative. Focuses on what is not working.

Summative

Helps sum up the design. Evaluates the success of the finished product, and compares with competitors. Collects quantitative data, and focuses mainly on what is working.

Evaluation criteria for UI design

Usability

Extent to which product can be used by specific users to achieve goals with effectiveness, efficiency and satisfaction. Five quality components of Usability:

- learnability
- efficiency
- memorability
- errors
- satisfaction

User Experience

Totality of the effect(s) felt by a user as a result of interaction with the usage context of a system, device or product.

It includes:

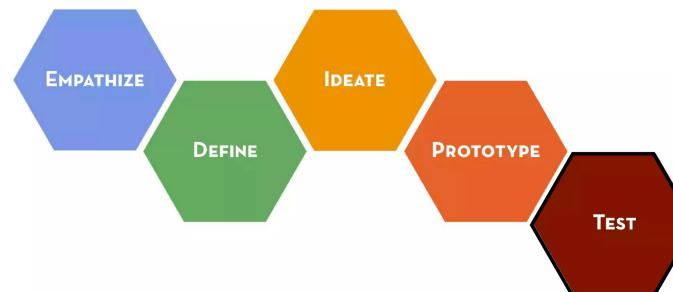
- Usability
- usefulness
- emotional impact
- savoring memory after interaction

It embraces seeing, touching, thinking about system or product and admiring it and its presentation. Focuses on holistic experience of user.

Affordances Actions that the design of an object suggest to the user. Provide strong clues to how objects are to be used without labels, explanations or manuals.

Works for both physical objects and software. Up to a certain degree of complexity.

4 Analytical Investigation



Is performed by usability experts and domain experts. They use their knowledge of users and technology to assess the usability and user experience. Result can be formal or informal reports.

Two types of analytical investigation:

1. Usability and UX inspection (Design, cognitive walkthroughs, heuristic evaluation)

2. Predictive user performance models (GOMS, KLM)

1. Usability and UX inspection

Cognitive Walkthroughs

Evaluate design by experts, with the goal of exploring the design on behalf of the users. Difference to UX inspection: UX inspection only one aspect of a design presented to experts. Cognitive walkthrough: More focused on ease-of-learning.

Heuristic Evaluation

Heuristics are design guidelines. Examine the interface, judge its compliance with recognized usability principles (heuristics). Is cheap, fast and easy to use. Is developed for inexperienced practitioners, experts can be limited through heuristics. Can be done on paper-only prototypes.

1. Briefing to tell evaluators what to do
2. Each evaluator inspects interface alone (at least twice, get feel for flow of interaction and scope of system, also focus on specific interface elements)
3. evaluators aggregate findings
4. debriefing session, discussion of possible redesigns for major UX problems, look at positive aspects

Optimally between 3 and 5 evaluators. Limited because it does not encourage to take a rich and comprehensive view of interaction. It's only a rough outline, and experts find problems with inspection not heuristics. Danger of overestimating heuristics and use for any evaluation.

Nielsen's Heuristics

1. *Visibility of system status*

System should always keep users informed about what is going on, through appropriate feedback in reasonable time.

2. *Match between system and the real world*

System should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real world conventions, make info appear in natural and logical order.

3. *User control and freedom*

Users need a clearly marked emergency exit from unwanted state, if chosen system functions by mistake.

4. Consistency and standards

User should not have to wonder whether different words, situations or actions mean the same thing.

5. Error prevention

Good error messages, but better is design that prevents a problem from occurring in the first place. Eliminate error-prone conditions or check for them and give users a confirmation option before committing to the action.

6. Recognition rather than recall

Minimize the user's memory load by making objects, options and actions visible. Instructions for use of the system should be visible or easily retrievable, whenever appropriate.

7. Flexibility and efficiency of use

Accelerators may often speed up the interaction for the expert user, such that the system can support both inexperienced and experienced users.

8. Aesthetic and minimalist design

Dialogs should not contain irrelevant or rarely needed information. Extra infos compete with the relevant units of information.

9. Help users recognize, diagnose and recover from errors

Error messages should be expressed in plain language, precisely indicate the problem and constructively suggest a solution.

10. Help and documentation

Even it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Should be easy to reach, list concrete steps and should not be too extensive.

2. Predictive User performance models

Way of evaluating products or design without directly involving users. Estimated of efficiency of systems for different tasks.

We use GOMS to model knowledge about the system and cognitive processes involved when users interact with systems.

We use KLM to provide numerical predictions to performance and estimate chains of operations.

GOMS model

Goals

The state the user wants to achieve.

Operators

Cognitive processes and physical actions needed to attain the goals (mouse click etc.)

Methods

Procedures for accomplishing the goals, drag mouse over search field, type in term, press go etc ...

Selection Rules

Decide which method to select when there is more than one.

Goms example:

Goal: delete a word in a sentence

Method for goal of deleting a word using menu option:

- Step 1. Recall that word to be deleted has to be highlighted
- Step 2. Recall that command is 'cut'
- Step 3. Recall that command 'cut' is in edit menu
- Step 4. Accomplish goal of selecting and executing the 'cut' command
- Step 5. Return with goal accomplished

Keystroke Level model (KLM)

Mesasures and compares execution times.

Operator name	Description	Time (s)
K	Pressing a single key or button	0.35 (average)
	Skilled typist (55 wpm)	0.22
	Average typist (40 wpm)	0.28
	User unfamiliar with the keyboard	1.20
	Pressing shift or control key	0.08
P	Pointing with a mouse or other device to a target on a display	1.10
P ₁	Clicking the mouse or similar device	0.20
H	Homing hands on the keyboard or other device	0.40
D	Draw a line using a mouse	Variable depending on the length of line
M	Mentally prepare to do something, e.g. make a decision	1.35
R(t)	System response time – counted only if it causes the user to wait when carrying out his/her task	t

Predictive models strengths and weaknesses

- Relatively easy to perform comparative analysis for different interfaces and prototypes, specifications.
- Can only model high-level tasks, involving small set of high routine low level tasks
- Only valid for predictable/expert behavior (no multi-tasking, fatigue, learning effects etc)

5 Evaluations and Experimental Design

Formative early in the design process, sanity checks that we're building the right thing. *Summative* to check if we improved upon our last iteration, does it work better than other solutions?

Quantitative Evaluation Methods

Ensure certain level of quality, comparesolutions objectively, attain a scientific statement.

Primary Usability Metrics

A **usability metric** reveals something about the interaction between **the user** and **the thing**:

Effectiveness

being able to complete a task

Efficiency

amount of effort required to complete the task

Satisfaction

degree to which the user was happy with his/her experience while completing the task

these metrics can help answer these critical questions:

- Will users like the product?
- Is this new product more efficient than past products?
- How does the usability of this product/version compare to others?
- What are the most significant usability problems with this product?
- Are improvements being made from one design iteration to another?

Cause and Effect

We want to identify clear causal links. Cause precedes effect, they need to correlate and other explanations have to be ruled out. Isolate causality by controlled experiments. Alter design with suspected cause absent (control) and present (experimental condition). All other conditions should be identical.

Quasiexperimentell — Observational

We observe that independent variable and dependent variable are highly correlated, but did not control for anything (for instance participation in exercises and final exam grade).

Experimental — Controlled

We randomly assign students to exercise and no exercise condition, then we controlled for other variables and results implies causality.

characteristics of Empirical Methods

- Objectivity
- Reproducibility
- Validity (internally and externally)
- Relevance

For instance threat to external validity is over-use of specific participant groups (only psychology or cs students).

The experiment

Independent variables affect the dependent (measured) variables through experiment.

Variables can be categorical, ordinal (ordered discrete), or cardinal/interval (continuous) data.

Designing an empirical study

1. What is being compared? (which Independent variables)
2. What are they being compared in? (dependent variables, metrics)
3. What else is being varied? (extraneous variables to control/eliminate)
4. Relevance

Look at slide set 5 for various examples.

More complex comparisons

Different experimental designs possible: *Within subjects*: Everyone does everything. *Between subjects*: Only one condition per group.

Latin Square Counterbalancing

full randomization can lead to huge experiments (e.g., $6! = 720$)

Latin square design reduces number of experimental orderings

- total number of experimental conditions is the square of the number of treatments
- each treatment appears once and only once in each row and column

A	B	C	D	E
D	E	B	A	C
B	C	E	D	A
E	A	C	B	D
C	D	A	E	B

Latin Square Example for 5

first row in alphabetical order $\Rightarrow A B C D E$

subsequent rows – shift letters one position

A B C D E	2	C D E A B	A B D C E
B C D E A	4	A B C D E	D E B A C
C D E A B	1	D E A B C	B C E D A
D E A B C	3	B C D E A	E A C B D
E A B C D	5	E A B C D	C D A E B

Then: randomize the order of the rows: i.e., 2 4 1 3 5

randomize the order of the columns: i.e., 4 3 5 1 2

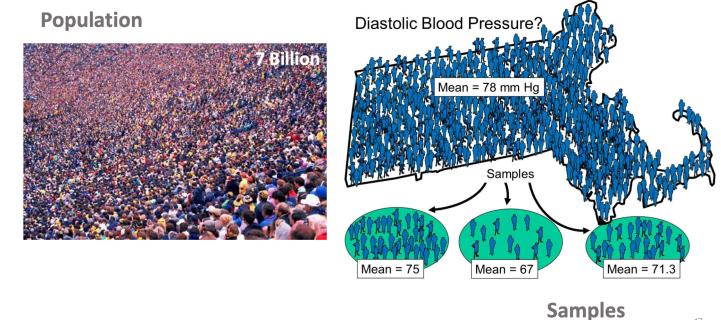
6 Statistical Analysis

Data Collection

Important:

- Choose representative sample
- Form hypothesis to make assumptions testable
- collect data to test Hypothesis
- collect all available data (better too much)

Population vs Sample



Generalizability

Results should be valid for all people. Participants should be representative of population. Look at relevant factors, such as Age, Gender, Occupation.

Hypothesis testing

Effect size is difference in the means of H_A and H_0 . It is unknown a-priori and hence we don't know how to show the threshold for acceptance. Therefore instead of showing H_A is true, we show that the obtained data is incompatible with H_0 .

Descriptive statistics and validation

How should data be validated?

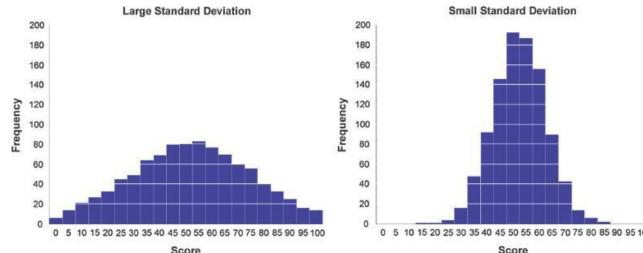
Mean

Least distance to all other data points. Good representation of data points piled together. Bad representation if some data points are extreme values (outliers). Doesn't make sense if we divide through categorical or ordinal data.

Median

is robust against outliers. The number at the middle of the ordered data points. Natural choice to represent ordinal data.

Distribution



Confidence Interval (CI)

Interval in which we are very sure that our true values lie in. We mostly choose 95 percent of values to lie within this interval if often replicated. Confidence interval of mean difference (two samples)

Analysis

Bayesian quantitative approach no covered in this course, also not qualitative analysis methods.

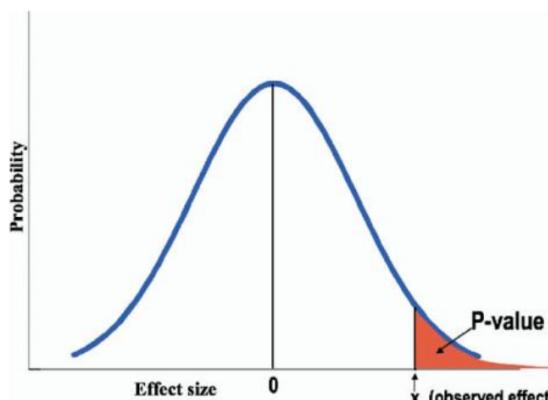
Frequentist Approaches

Hypothesis testing

We assume H_0 to be true. The lower our p-value the less likely that H_0 is true and H_A is true. P-value indicated how compatible the data to which hypothesis is.

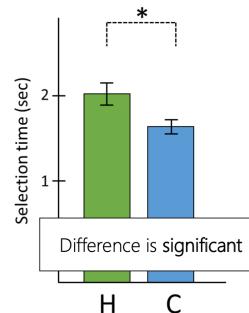
P-Value

P-value is probability of observed data if H_0 were true.

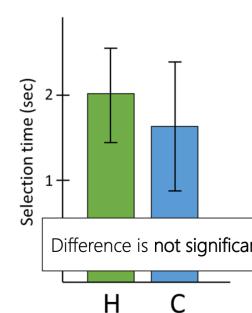


Alpha-Level

Threshold to determine if p-value is lowe enough. Usually $\alpha = 0.05$. In medicine even lower. If p-value is larger than α this does not mean that H_0 is true!



Significant implies that in all likelihood the difference observed is due to the test conditions (H vs. C).



Not significant implies that the difference observed is likely due to chance.

Errors

Type I error: Effect was found, but no effect in reality (False Positive).

Type II error: No effect was found, but effect exists in reality (False-Negative).

Degrees of Freedom

Number of values that are free to vary. Number of observations (n) minus the number of parameter estimates. For one-sample t-test:

$$v = n - 1$$

Independent vs dependent samples

Independent: One subject only exposed to one condition (use different subjects for differen conditions). Also referred to as Independent measures or means.

Dependent: Same subject exposed to all conditions (Within subject design). Also referred to as matched pairs or paired samples.

Parametric vs. non-parametric tests

Non-parametric do not assume specific distribution. Assume equal spread of group samples. Less statistical power. Type II error more likely.

Examples: Chi-Square, Mann Whitenes, Wilcoxon's signed rank test, Kruskal Wallis, Friedman

Parametric tests assume gaussian distribution and homoscedasticity (equal variances). More power!

Examples: one-sample t-test, two-sample t-test, paired-sample t-test, one-way/factorial ANOVA, repeated measured ANOVA.

A/B Testing

Common example as in our case: Change one categorical independent variable with two levels (A and B) and measure one interval dependent variable. In our case task execution time.

Independent t-test

Checks if two means are reliably different from each other. $t = (\text{variance between groups}) / (\text{variance within groups})$.

Large t means different groups (H_0 refuted).

From t-value to significance

T-values lead us to our p-value over degrees of freedom in standardized tables. T-distribution depends on sample size (degrees of freedom). Its a distribution of t-values of a population where the null hypothesis is true.

ANOVA analysis of Variance

Use this if independent variable /factor has three or more levels. One-way ANOVA is used for data with one factor and multiple levels. Factorial ANOVA is used for data with multiple factors and levels. Does not tell us which levels are different.

Effect size

Statistical significance does not mean that the measured effect is meaningful. So we need a standardized effect size. We use Cohen's d, Pearson's correlation, odds ratio.

Cohens' d is a standardized mean difference between the samples. Depends on the field.

$$\text{Cohen's } d = \frac{\text{mean}(A) - \text{mean}(B)}{\text{mean}([\text{std}(A), \text{std}(B)])}$$

Power analysis

Compute min. number of participants to achieve desired effect. Can be calculated from

- prob. of finding an effect that is not there ($\alpha = 0.05$)
- prob. of finding an effect that is there ($1 - \beta = 0.8$)

- the desired effect size (HCI d = 0.8)

Software for statistical analysis

- SPSS
- Python
- R
- etc.

Reporting

Writing up the results

- To compare the effect of the independent variable on the dependent variable, we conducted a statistical test as data [not] meets assumptions.
- With condition A, ... (M = XX, SD = X). With condition B, (M = XX, SD = XX).
- The mean difference between the two groups was statistically [not] significant; DOF of test, p-value, etc.
- These results indicate that condition A was ... than condition B.
- Which variables?
Which statistical test?
Which assumptions?
- How do the samples look like?
- How do differences look like?
- What do differences mean?

7 User Modeling

Human vs Computer

Strengths of human

- intuition
- memorize cohesive information
- signal detection under noise
- recognizing complex signals (speech etc.)
- recognizing complex configurations (scenes etc.)
- adaption to unexpected situations
- learning aptitude

Strengths of computer

- measuring and counting
- storing large amounts of incoherent data
- detecting known signals
- fast and reliable reaction to signals
- reliable fatigue free reaction to known signals
- superiority if problems can be algorithmically formulated

Model Human Processor

We can look at humans as an information processor. Taking the computers output as input and after processing the information outputting the input for the computer.

The human perception, memory and motor system can be applied to estimate execution time, error rates, training effects for simple stimulation /reaction interactions and system parameters.

Information Processing pipeline

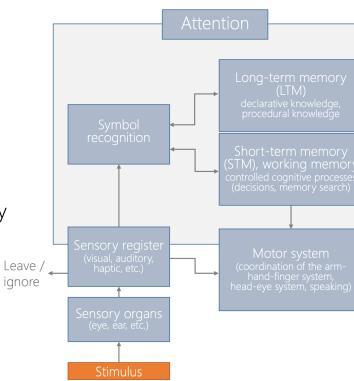
Input – Perception

- Visual system
- Auditory system
- Haptic system

Processing – Cognition and Memory

- Sensory memory
- Short-term memory
- Long-term memory

Output – Motor System



We look at three main processors with associated memory.

Perceptual System

Containing sensors and buffers.

Cognitive System

Containing working memory and content symbolically coded

Motor System

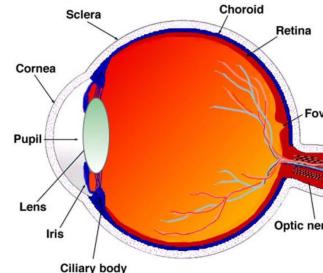
Contains movements.

Each processor has associated runtime. Overall runtime is sum of these.

Perception (Visual System)

Anatomy of human eye

- light travels through:
cornea → crystalline lens → retina
iris controls amount of light
retina "decodes" light through photo receptors
- rods (low-light vision)
 - cones (color vision)
- optic nerve transmits processed light to visual cortex



Rods are very light sensitive and have a slow response time. Are located in the periphery of the fovea. 120 million per eye, have maximum sensitivity at 500nm.

Cones are fast in responding and concentrated at the fovea. 6 million per eye. Three types for blue (S type, 420nm), green (M type, 534nm) and red (L type, 564nm).

Visual Field

Sharp vision within 2 degree radius of fovea. Fine detail. Peripheral vision has decreased visual acuity with distance from fovea. Horizontal visual field is 60 degrees nasally and 90 degrees temporally. Vertical visual field is 60 degrees up and 70 degrees down.

Useful field of view is rather small (1-4 degrees for high character density and max 15 degrees for low character density.) We use this in Foveated Rendering to reduce details in the outer parts (for instance with eye tracking).

Eye movement

Saccades are repositioning of fovea. Take around 30ms with an amplitude of max 600 degrees per second. Perception is greatly decreased.

Fixations are dwelling on one point. Its between saccades. It takes around 90 percent of the visual time. Take around 150 to 600 ms.

Gaze movements are context dependent of foreknowledge, attitude, task and predisposition.

Reading

Reading is a sequential loop of fixation and saccades. In average around 230ms fixation and 30ms saccades. On average around 300 WPM reading speed.

(Visual) Attention

We have great gaps in our perception. Interpretation is much sparser than one might assume. Perception of objects requires lots of attention. Attention has to be directed. Perceptual processor receives and buffers signals. One buffer per sensory channel. Perception time is around 100ms (ranging 50-200ms).

Bloch's law

$$R = I * t$$

Where R is response, I is intensity and t is exposure time. For $t \geq 100\text{ms}$, we assume R constant. As a consequence we have limits on frame-rates (min 10Hz).

Cognitive Processor

Connects perceptual system to motor system. Learning, retrieval of facts, decision making, problem solving etc...

Processing time is around 70ms (25-170). Operates on chunks of information. For instance age, parts of a phone number.

Short term memory

Working memory, responsible for intermediate products of thinking and representations of perceptual system. Holds activated item from long term memory. Capacity is limited to 5-9 units (augmented by LTM). Pure capacity is around 2-4 units. Decay rate and capacity can be varied depending on strategy etc. but decreases strongly with increased items.

Long term memory

Declarative (facts etc.) and procedural (how to do stuff) parts. Practically unlimited capacity with no decay time. Retrieval depends on associations with for instance external stimuli. It is fast-read, slow-write.

Designing for memory

We try to design for memory through grouping of related functionalities and use familiar structures. We also use recognition instead of recall.

Motor Processor

The average processing time is the sum of time needed for the perceptual, cognitive and motor processor. We differentiate between an open (no perceptual control, motor processor takes around 70ms) and a closed loop (perceptual system controls movement, ca 250ms).

Fitt's Law

Models throughput in aimed movements such as reaching for a control in the cockpit or clicking on icons with a mouse. Is very powerful and widely used. Holds in many circumstances, also under water and intoxicated. Allows for comparison among different experiments.

Originally the task was to touch the centerplate with a pencil, without touching the error plate on the sides. Generally

the task is to predict the time to hit a target as a function of distance and size.

Index of difficulty

$$ID = \log_2(2D/W)$$

Index of Performance or Throughput

ID = information (nr of bits) required to specify movement (amplitude within given tolerance) IP is index of performance.

$$IP = ID/MT$$

(is in bits/sec) Depends on input device and limb. Movement time MT

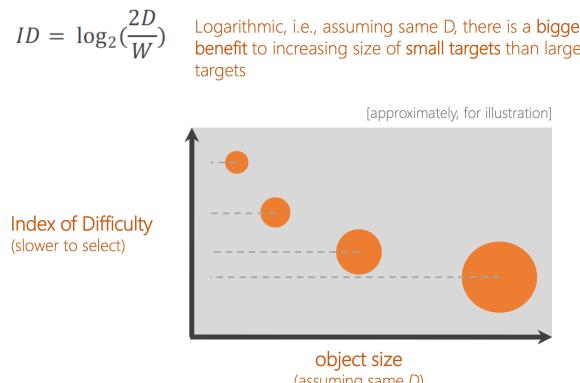
$$MT = a + b * ID$$

$$MT = a + b * \log_2(2D/W)$$

In the end we can use the different MTs to estimate a regression on ID and MT (estimate a and b of line).

Fitt's Law implications

We find that doubling the distance adds roughly a constant to execution time (Logarithmic nature of the law). Doubling the target width is roughly equal to halving the distance (implied by D/W term in the formulation).



Fitt's Law in practice

We can add the last pixel of buttons on the left side, to increase to effective Width of "almost infinite".

Larger fields can be clicked more easily.

Application: Compare input devices

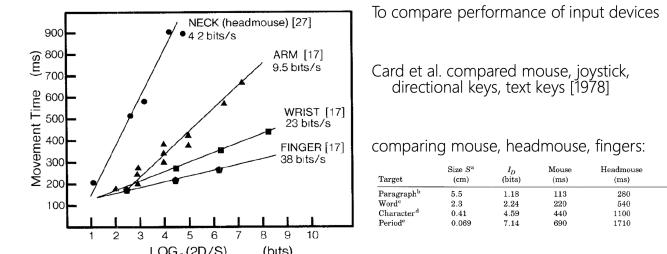
Compare mouse, trackball and stylus in speed. Use pointing and dragging as actions. This corresponds to finding a and b in the formula for MT. We can then use this information to design an "optimal" UI.

Limitations of Fitts' Law

Fits law does not:

- consider body asymmetries (right vs. left hand flexion vs. extension)
- address parallelization strategies (use multiple finger, hands)
- include any cognitive factors (reaction time, visual search time etc.)

Bandwidth



Performance of use depends on human (bandwidth of muscle groups), application (precision requirements of the task) and device (effective bandwidth of input device).

From Model Human Processor to Fitt's Law

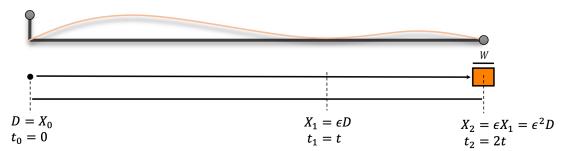
Visual and Proprioceptive Feedback Loop

First we observe handposition, then we plan the movement, we perform the hand movement and finally assess the error to expected position. This is a loop and gets repeated until desired movement is finished.

Assumptions: movement consists of multiple ballistic sub-movements of *constant* time t and *constant* error ϵ

Deterministic iterative corrections model

- Movements longer than 200 ms are controlled by visual feedback



We know from MHP that one cycle through all processors is around 300ms. If n is the times we go through loop, the final time then is

$$n \times (\tau_p + \tau_c + \tau_M)$$

After the first cycle we have:

$$X_1 = \epsilon X_0 = \epsilon D$$

In the second cycle:

$$X_2 = \epsilon X_1 = \epsilon(\epsilon X_0) = \epsilon^2 D$$

n^{th} cycle :

$$X_n = \epsilon^n D$$

We stop the movement when:

$$\epsilon^n D \leq \frac{1}{2} W$$

We solve for n:

$$n = -\log_2 \left(\frac{2D}{W} \right) / \log_2 \epsilon$$

We insert into formula for movement time:

$$MT = n \times (\tau_p + \tau_c + \tau_M)$$

⇒

$$MT = \frac{\tau_p + \tau_c + \tau_m}{-\log_2 \epsilon} \cdot \log_2 \left(\frac{2D}{W} \right)$$

$$MT = I_M I_D$$

$$I_M = \text{Index of motion} \left(\frac{\text{sec}}{\text{bits}} \right)$$

8 Visual Perception

Gestalt principles

Gestalt psychology was founded in the 1920s by Max Wertheimer and others. It is about the perception of groups, patterns and objects.

four key principles

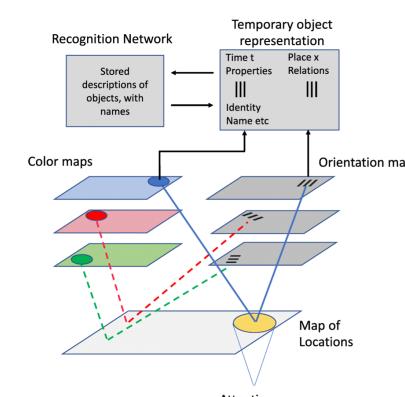
- Emergence
- Multistability
- Eification
- Invariance

laws of grouping

- Proximity (close objects belong to group)
- Similarity (similar appearance belong to group)
- Closure (humans prefer to see complete figures)
- Symmetry (symmetric objects form groups around the center)
- Figure and ground (users tend to separate images of foreground and background)
- Continuity (Objects that intersect are perceived as individual objects)
- Past experience (Based on past experience group objects together)

Feature integration theory

Availability of visual information is limited. Full visual acuity is only available in foveal area. Peripheral vision provides limited information. This is why FIT suggests stimuli that are registered early and automatically.



Theory is based on the process of selective attention. Is useful but certainly limited in certain aspects. FIT primarily concerns bottom-up activation. Top-down activation through memory and expectation.

Selective Attention

There is an ongoing debate about Early / Late selection. The early selection model has been proposed earlier and mainly relies on the idea of an early "bottleneck" in the attentional process given by perception. It also assumes that focused attention can prevent distractor processing at an early stage.

Late selection was proposed later and assumes unlimited perception and the automatic discrimination of relevant and irrelevant stimuli. It assumes that later processes such as memory or behavior are the processes with selected attention.

Perceptual Load Theory

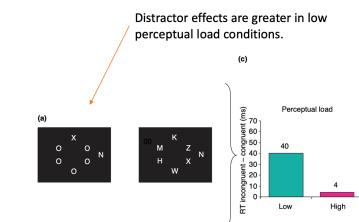
Sees perception as a process with limited capacity. This is in line with the early selection views. PLT also assumes that automatically all stimuli are processed until capacity is filled.

Example experiment on PLT

Cognitive load and capacity is directly related with response time and users' ability to react to visual stimuli.

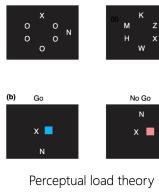
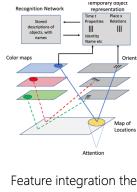
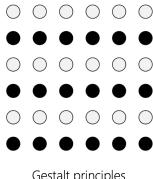
Typical setup of experiments

- User is asked to find a target, X or N, *within the circle*.
- Another stimuli, X or N, is also presented as *peripheral distractors* outside the circle.
- The letters (M, H, W, Z, K) or little symbols (o) in the circle vary the cognitive load.



Takeaways on PLT

Users' ability to react to stimuli is related to its context. High load leads to more focus and less distraction. Low load leads to quicker distraction.



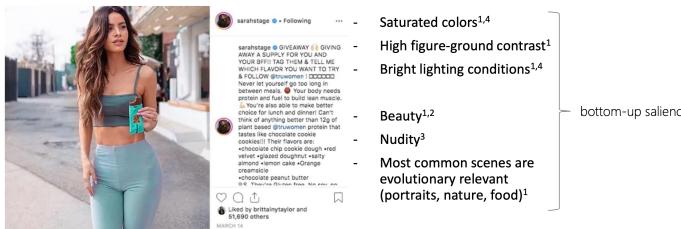
Visual Saliency

The context of objects popping-out as pre-attentive for selection. Assumes that feature maps are computed in parallel and combined. The computed maps yield a saliency map. Assumes that the "Winner-takes-it-all". Assumes that this sequential processing is based on inhibition of return.

Example is given by an experiment where different skins are compared and snake skin resulted in significantly higher brain activity measured over EEG.

With visual saliency we can predict users' gate and importance. It is mainly bottom-up and therefore feature based. Top-down saliency is challenging, however task and load influence the saliency.

If there is too many competing features, clutter will occur.



→ proficient in catching our visual attention

Visual Search

The process that decides where humans look next.

1. Guided Search (rules exist on priorities for items or areas in the scene)
2. Bounded rationality (selection of actions based on expected utility under uncertainty)

Guided Search

1. Calculate the distance (eccentricity) to the current fixation location for each item

2. Given eccentricity decide which items and features are available to visual representations
3. Calculate bottom-up saliency for each item
4. Calculate top-down saliency for each item
5. Sum up bottom-up and top-down activations and select the ones with highest activation

Bounded Rationality

Assumes that humans take the action with satisfactory expected utility given their constants.

Simply put: Humans takes the **Action** with satisfactory **expected utility** given their **constraints**.

1. calculate the distance (eccentricity).
2. decide which items and features are available.
3. calculate the bottom-up saliency
4. calculate the top-down saliency.
5. The item with the highest activation will be attended next.



Both visual saliency and search behavior are important for user interfaces and computational design.

Application in HCI

Aalto interface metrix (AIM)

Combination of empirical models and metrics of user perception and attention. Quantifies user experience, complements and removes guesswork.

Online UI adaption

Is a tool to measure spatially and semantically relevant labels. Measures pre-attentive object features. It is also possible to distinguish pre-attentive and attentive object features.

There are also many more tools and applications that make use of these concepts.