Understanding User Experiences

21.04.17

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AARHUS

Time	Subject
8.30	Agenda and recap
8.35	Introduction to UX
9.05	Experiential qualities
10.00	**Break**
10.30	Fluency and Pliability
11.30	So far so good?
12.00	Away to Buger and Sharks

Todays Schedule

This time:

Topic: Understanding User Experiences

- Wright down the 3 most interesting points from Hassenzahl!

- Wright down the most difficult to understand part of Hassenzahl!

- Make sure you understand what **Pliability, Fluency, Drama and Rythm** is.

Lecture Date: 16. August 2016

Brief for Lecture #1
Title: The Evolution of Interface Design

Literature:

[Cooper]: Allan Cooper, About Face, 4th edition, 2014. Read *Introduction to the fourth edition* and pages 3 – 24 in *Chapter 1* (31 pages in total. Ca. 2.5 hours of reading).
[Dank]: Nick Dank: Web Design is NOT Dead, You're Just Talking About it Wrong, 2015: https://uxmag.com/articles/web-design-is-not-dead-youre-just-talking-about-it-wrong (Ca. 30 min reading)
[Nouvel]: Sergio Nouvel, Why Web Design is Dead, 2015: https://uxmag.com/articles/why-web-design-is-dead (Ca. 30 min reading)

Further reading:
The rest of Allan Coopers, About Face, chapter 1.

Purpose of the day:
To be "updated" on the state and direction of web development. Introduction to the fact that web development is not about making pretty websites, but acquiring knowledge about development process and design situations. (Based on text: Nouvel vs. Dank discussion + Exercise throughout the day).

To gain knowledge about the field of Interaction design, including interface design and the Goal Directed Design process. (Based on Text: Coopers introduction to AboutFace.)

To learn about the past and possible future of HCI and get to know some of the many different directions with in the design research and design field, including; GUI, NUI, MUI and CUI.

We will discuss different definitions of *Interface* and perhaps come to realise that *Interface* can best be understood as a fuzzy phenomenon. (Based on two Exercises)

Control questions – (before coming to class, be able to answer the following):

- Question for the Alan Coopers text:
  - What is the difference between Interface Deign and Interaction Design?
  - What is Goal Directed Design Process?

- Question for the Nick Dank and Sergio Nouvel articles:
  - Why does Nouvel believe Web design is dead?
  - What does Dank mean by "*Web design is not dead, you are just talking about it wrong*"?
  - On what crucial point does Dank and Nouvel agree?

Wrap up – (Will be updated after class with corrections or added points):

Changes may occur   Page 1 of 1

Homework and preparation

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Communication strategy, and visualizing data

- New media sphere (Viral)
- Monologue and Dialogue
- Prosumers and Consumers

- Plan for engagement for it is going to happen.

- Home -> Category -> Product -> Shop

- Manage you content in Content audits

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} =* \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest · Post · Creator · Type · Recency

Interest Interest of the user in the creator

Post This post's performance amongst other users

Creator Performance of past posts by the content creator amongst other users

Type Type of post (status, photo, link) user prefers

Recency How new is the post

✱ This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.
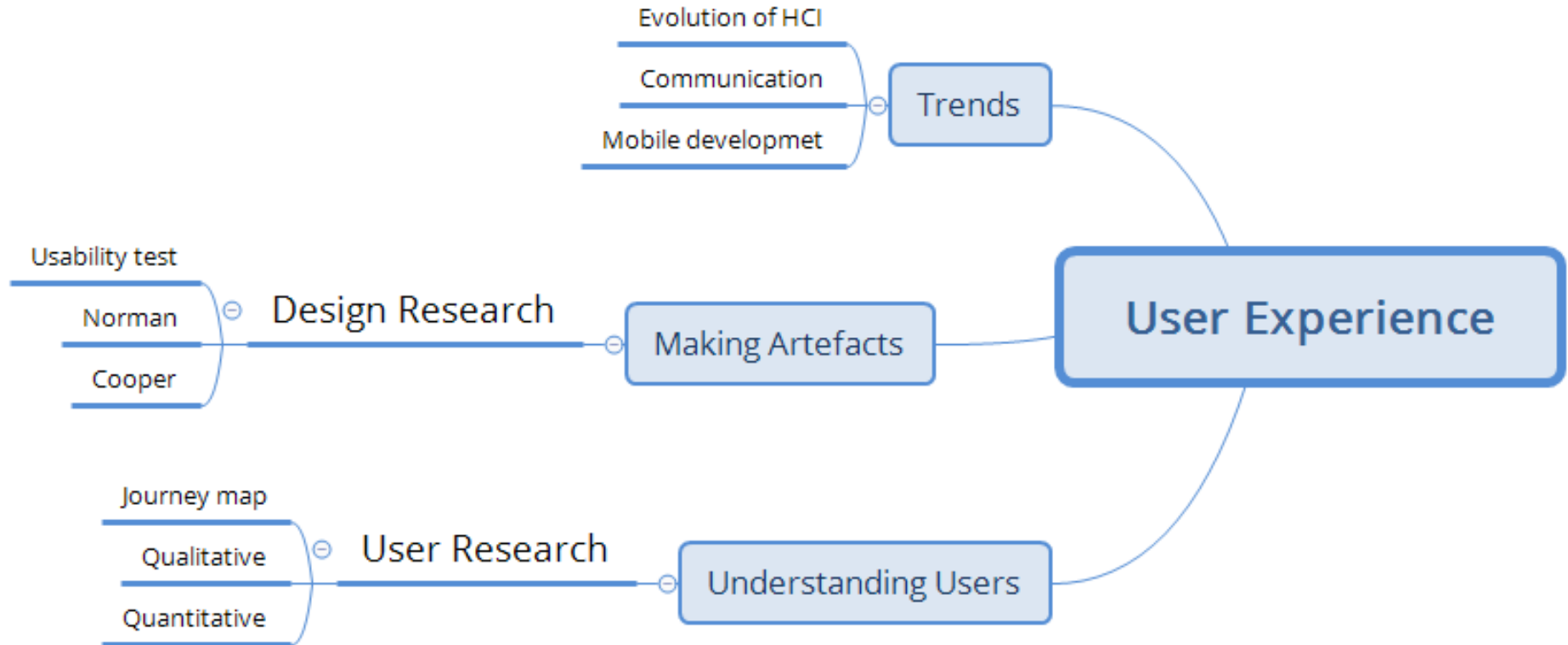
Communication strategy, and visualizing data

- Data is the new soil.
- Combine language of the eye and mind

- Infographics: Linear, Tabular, Hierarchical, Network, Geographic
- Navigation and interactions: Scroll and pan, Zoom, Open and close – in place, Drill down

- McCandalss says: Combine Information, Story, Goal and Visual form.
- The CV: make what you know visible.

Knowledge
Is Beautiful

David McCandless

What happened?

Why user experience

4 reasons

Sergio Nouvel
Designer and director
at Continuum

Nouvel believes that the pursuit of web design has no future, and designers need to move on to more important challenges.

Nick Dank
Co-Founder, Director of Strategy
at Suits & Sandals

Dank believes that web design is getting better, maturing and growing up.
It has a bright future.

Reason 1 - Why User Expereince

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They agree on **one thing** - shift focus to UX design:

"This switch from web design to experience design is directly caused by the shift from web pages to digital products, tools, and ecosystems. Web pages are just part of something much bigger:

mobile apps, API's, social media presence, search engine optimization, customer service channels, and physical locations all inform the experience a user has with a brand, product, or service.
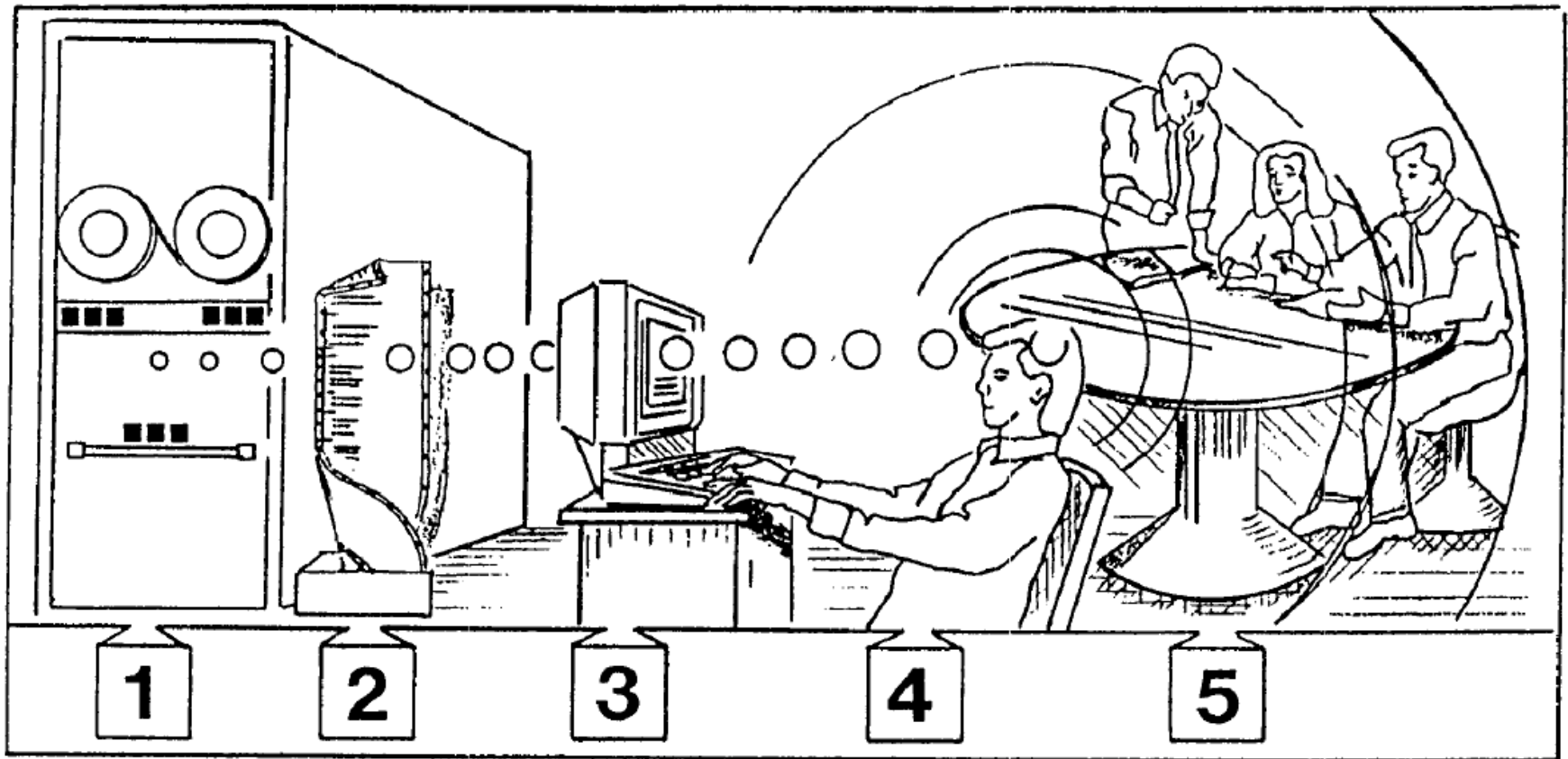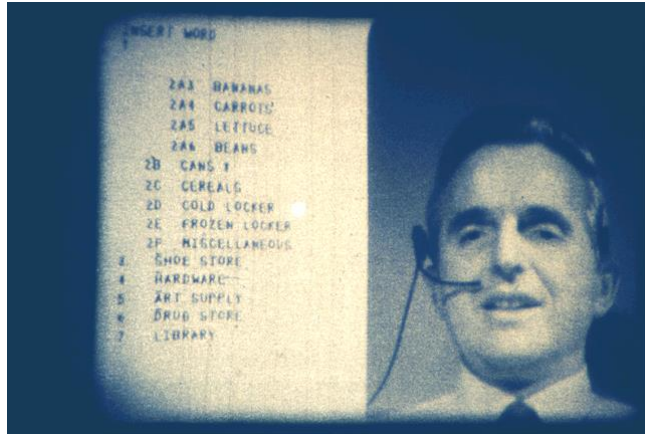
- Sergio Nouvel

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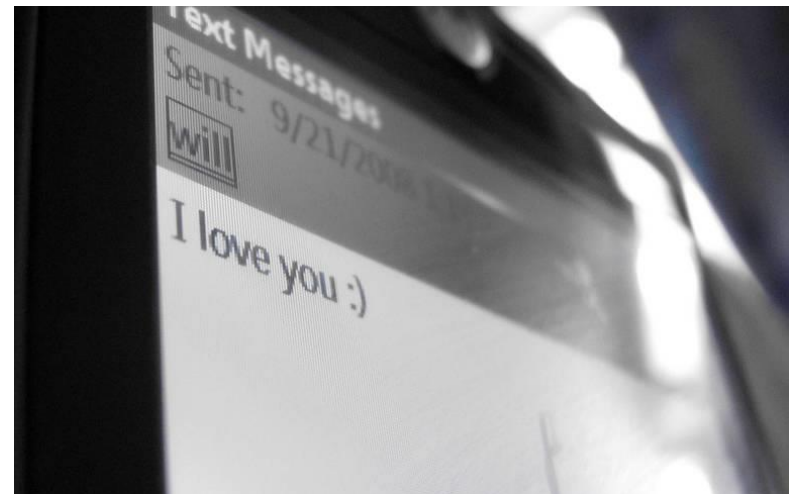
Figure 1. The five foci of interface development.

Reason 2 - Why User Expereince

Why User Experience?
Because everything that went before - has led here.

Why UX?

"We like experiences and we like feelings. Whatever products gets us closer, that is the product we choose."

"It is not about the technology. If technology can get us there – great. But it is about the experience and the feelings."

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What is a web developer:

Web developers work with **digital representations**, that are **navigated through designed interactions** and are **structured according to prioritized content** to deliver the best **user experience.**

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FINISHING
○ mirror
○ titanium

TATTOO
∧
BEETLE
∨

WEIGHT
○ 15g (7cm closed)
◉ 27g (9cm closed)
○ 37g (11cm closed)

HANDLE
○ Naked
○ Colors
◉ Wood — GRENADILLA WOOD

PRESS

CLOSE ›

SHARE MY DEEJO

ENTER YOUR TEXT HERE   35

39.90€

ORDER ›

http://my.deejo.fr/

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- What is the intention of this site?

- What experience did you have while using this site?

- Does the experience make sense in relation to the intention?

- What signifiers, feedback, affordances and other elements play an important role in creating this UX?

What is user experience

Term used to describe all aspects of the user's experience when interacting with the product, service, environment, or facility.

Across the internet industry, an important language shift is taking place, from the older GUI (graphic user interface) to the newer term User Experience. GUI puts too much emphasis on the graphics, and too little emphasis on the user. It's a kind of last-mile problem: no matter how much time and labor a company invests in the design and development of its Web site or enterprise application, the true value comes when a user understands and engages with the experience they see before their eyes.

The real action isn't taking place on the screen -- it's taking place in the mind of the users.

European Commission?!?!

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NN Group (general definition):
It's important to distinguish the total user experience from the user interface (UI), even though the UI is an important part of the design.

We should also distinguish UX and usability: According to the definition of usability, it is a quality attribute of the UI, covering whether the system is easy to learn, efficient to use, pleasant, and so forth. Again, this is very important, and again total UX is an even broader concept.

Ideas about UX

Robert Hoekman (from Experience Required):
"UX is the application of psychology to the design of technology. It is not the colour of a buttons that gets UX professionals invested. It is the reason for the button. Why is it there in the first place. What will it do for a user? A business? A society?"

Ideas about UX

Jesse James Garrett
(from The Elements of User Experience):
"User experience is not about the inner workings of a product. User experience is about how it works on the outside, where a person comes into contact with it. When someone asks you what it is like to use a product, they're asking about the user experience"

You cant design UX – you can influence it purposely.

Ideas about UX

Working with a conceptual model of Experience - Focused on designing experience

- Share what you found the most difficult and help each other understand it.

- Share your 3 most interesting points from Hassenzahls text. As a group pick one thing you find important for designing user experiences.

Hassenzahl

Working with a conceptual model of Experience - Focused on designing experience

Very important point:
An Experience(oplevelse) **vs**. Experiencing(erfaring)
Named beginning and end **vs**. Ever-present stream

User experience in digital media is the same as any other experience – but with a strong focus on the **mediator as interactive products.**

Hassenzahl
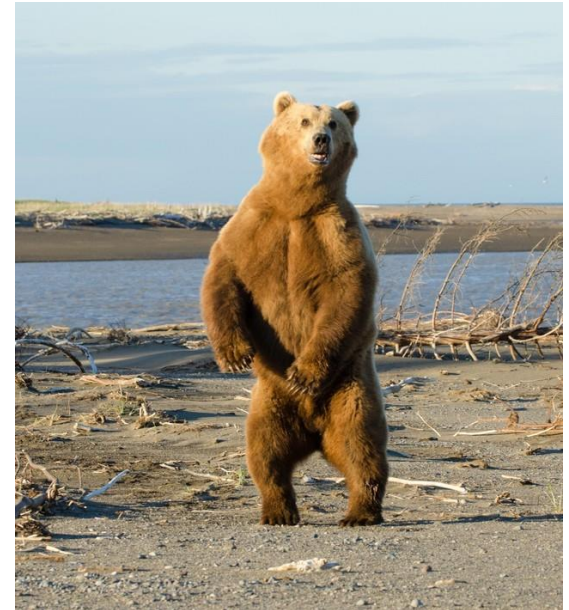
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An Experience

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Experiencing

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Experiences are build of smaller experiences:

- The running
- The smell
- The roar
- The adrenalin

combine to create a meta-experience we can describe as "Running in fear from bear".

Hassenzahl

Jonas Löwgren

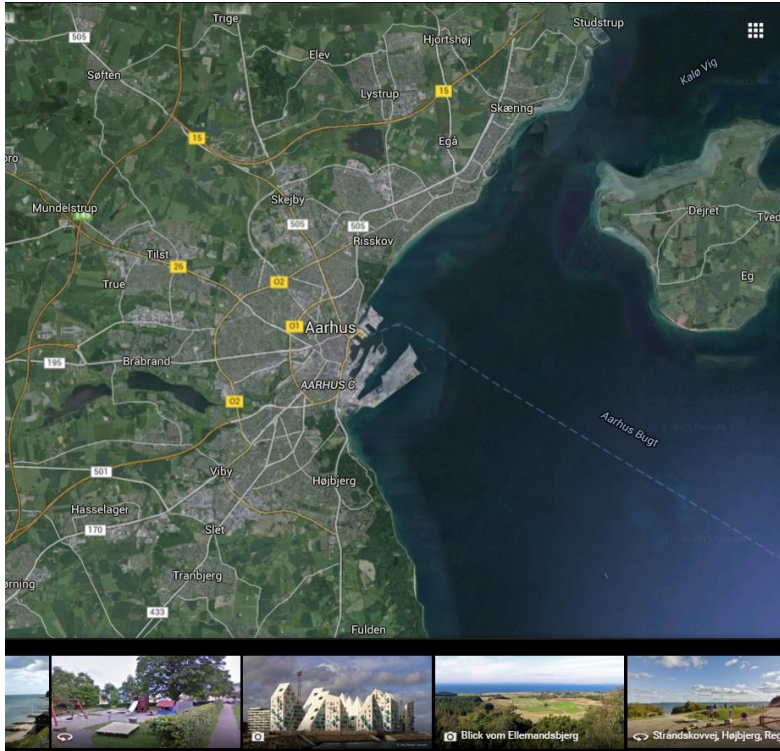Professor in interaction design at Malmø University.

He also wrote **Thoughtful interaction design**

Löwgren found out about pliability and Fluency by doing research! By looking at the world, describing it and reflecting on it before building a hypothesis.

It is a theory founded on research – you can add to it.

Pliability as experiential quality?

Pliability is an aesthetic interaction quality.

"aesthetical interaction quality"?

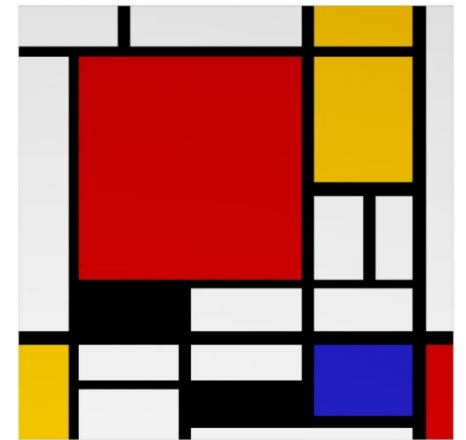Discuss the meaning.
What could it be?

Try to find examples.

Experiential quality?

Aesthetical quality

Aesthetic is everything you pick up with your senses – It means "what is sensed".

Often used as another word for style. i.e. "this house has romantic aesthetics".

Löwgren: We have mistakenly used the concept to only describe layout and left out the interaction.

Aesthetical quality
Aesthetic interaction

Ideas of what aesthetical quality is

The perceived excellence or superiority of an experience

Qualities that are hard to give examples of because you can not really point to them with just one finger.

It is something that springs form the combined elements of the "interface" – not a quality of any single element.

It takes place in the mind of the user!

aesthetical quality

Ideas of what aesthetical quality is

They are the small things you design.

The elements you put together.

A sound, icon animation, color change, the right word in the heading, the right information at the top and bottom of the page, the image, the button shape and the right navigation.

Together they make up the small-experience that combine to a meta experince.

aesthetical quality

Ideas of what it is

A good design may have many aesthetical interaction quality or just a few. What makes is really good, is when these qualities fit the **context of use**!

Closely related to Normans Affordacnes. You can use (Normans) signifiers, mapping and feedback to point out functions which strengthens aesthetical interaction qualities.

aesthetical interaction quality

Spatial vs. temporal

How many dimensions do we live in?

Spatial (*or space-ial*) refers to the dimension of a design which you can see without abstraction. It is what can be "touched" or moved. It's the "physical" manifestation.

aesthetical interaction quality

Spatial vs. temporal

How many dimensions do we live in?

Temporal (*or temporary*) is the dimensions of a design which evolves over time. The feel of the interaction that changes as you engage in it. The emerges of **aesthetics**.

aesthetical interaction quality

We will look at: Pliability and Fluency

Next time: Rhythm and Dramaturgical structure, Enchantment, Engagement and Inquiry as peepholes.

Other Experiential qualities include:
- Curiosity, Gamification, Emotional (humour, fright, horror, melancholy), Pleasure / sensual, Entertainment , Informative / learning
- Many more….

Break 30 min - sins.nfb.ca/#/Grid

_____

Pliability and Fluency are aesthetical interaction qualities

In couples Discuss the term: Pliability and Fluency

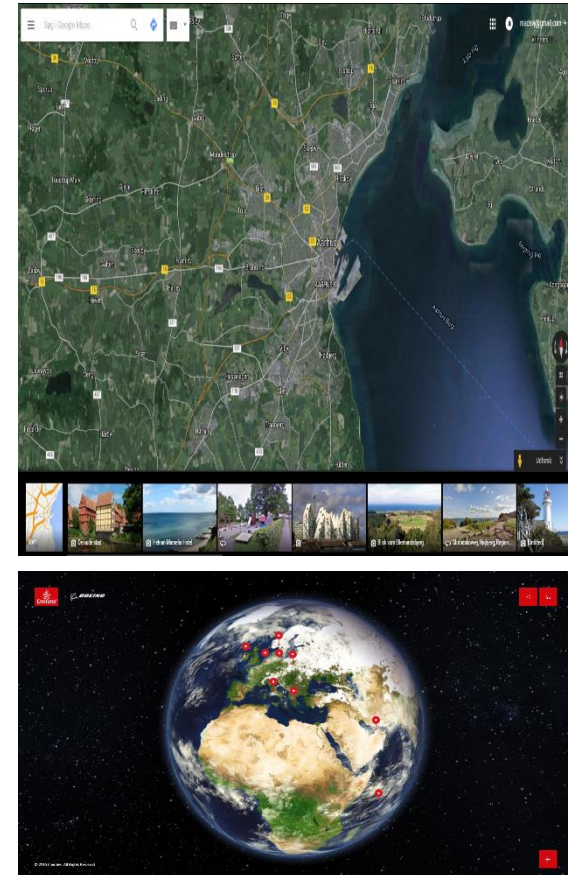1. Find an example of either one online or on your computer/phone. Find another example were there is **no** pliability or fluency.

2. Work out your own definition without referring to examples.

3. Come up with ideas for how to apply in interface designs.

4. What is Calm technology? (Bonus: What is Augmented Spaces?) and how is it related to fluency and pliability?

Pliability is an experiential quality

Pliability is:

- A tightly connected loop between eye and hand, between action and response.

- A pliable interaction is one where the user is drawn into a sense of shaping the digital information with his/her fingertips.

- Pliability is a sensuous quality, having to do with how it feels to use the artifact in the here and- now of the use situation.

Pliability as an experiential quality!
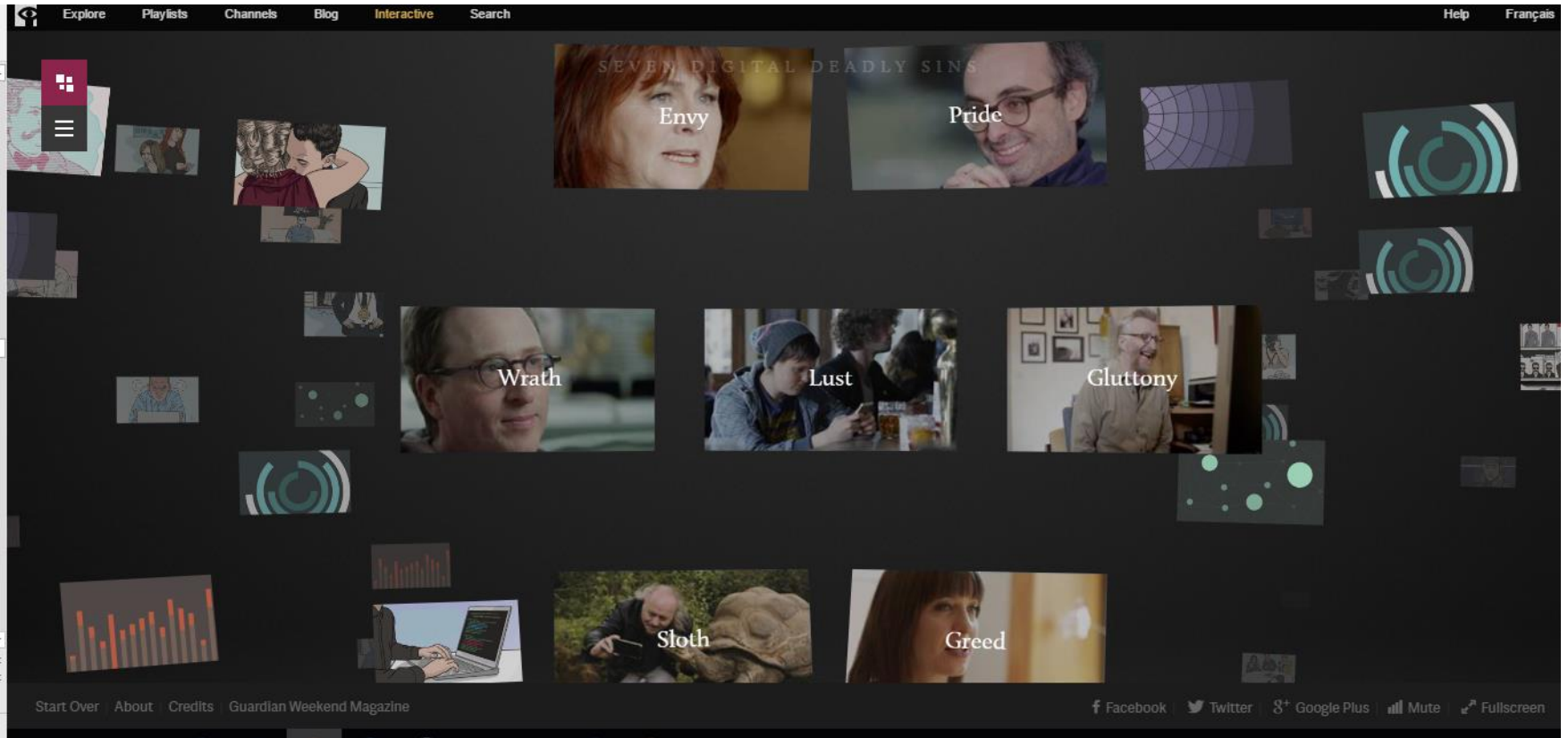
Pliability is...

... not forgetting the interface, its shapes and forms, but having it work with you, naturally, seamlessly. It is something too strive for!

If you do it right, curiosity-driven exploration is encouraged and if feels captivating in a tactile sense.

I often find that pliability is the reason I like one program more that another. The connection feels better.
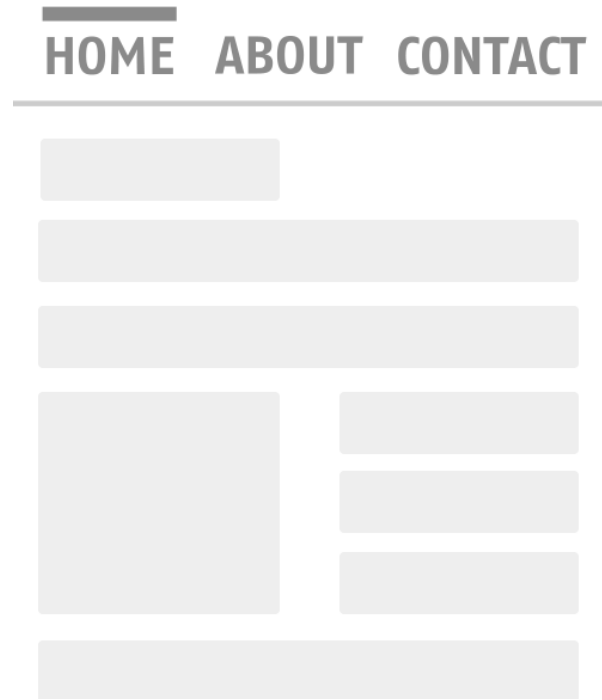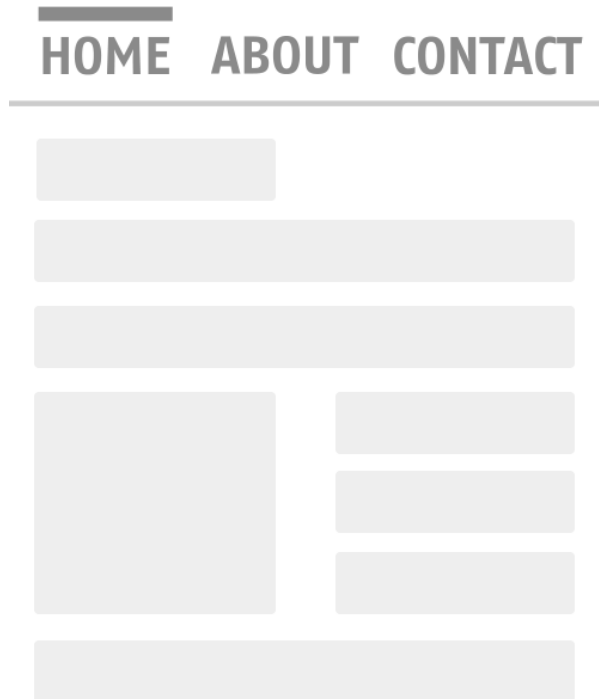
Pliability as an experiential quality!

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Pliability as an experiential quality!
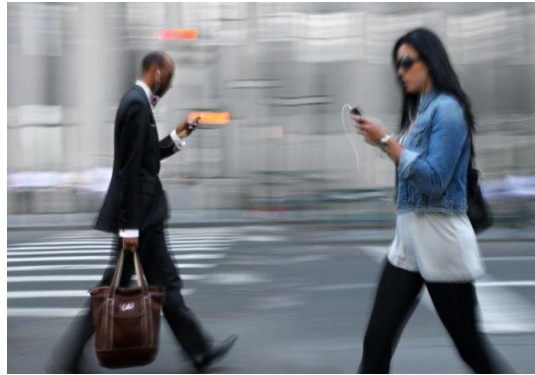
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What is the difference in experience?

Animation makes something significant **salient**

Another kind of pliability

Fluency is aesthetical interaction quality

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Always connected

"The *dance* between media streams"

65% uses internet daily via computer.
51% uses internet daily on phones.
35% uses internet daily on tablet.

Above three years old - 2,53 hours of TV every day.
Above twelve years old – 1.56 hours of radio every day.
Age 15 – 75 uses 15 minute on Netflix, and 6 minutes on Youtube every day.

The average user checks his/her phone 100 – 150 times a day.
IPhone users spend an average of 49 minutes looking at their phone every day.
Which is 53% more than Android users.

Numbers from: DR Medieudvikling 2014. Ericsson swedish survey. Experian information services company

Why Fluency?

Words on fluency by Löwgren

"The degree of gracefulness with which the users deals with multiple demands for their attention and action. "

Implications for fluency:
Digital media can be designed to reflect the rhythms of the communication that they mediate. It is called content fluency.

Large volumes of data can be fused into compact representations that provide users with conveniently accessible highlights.
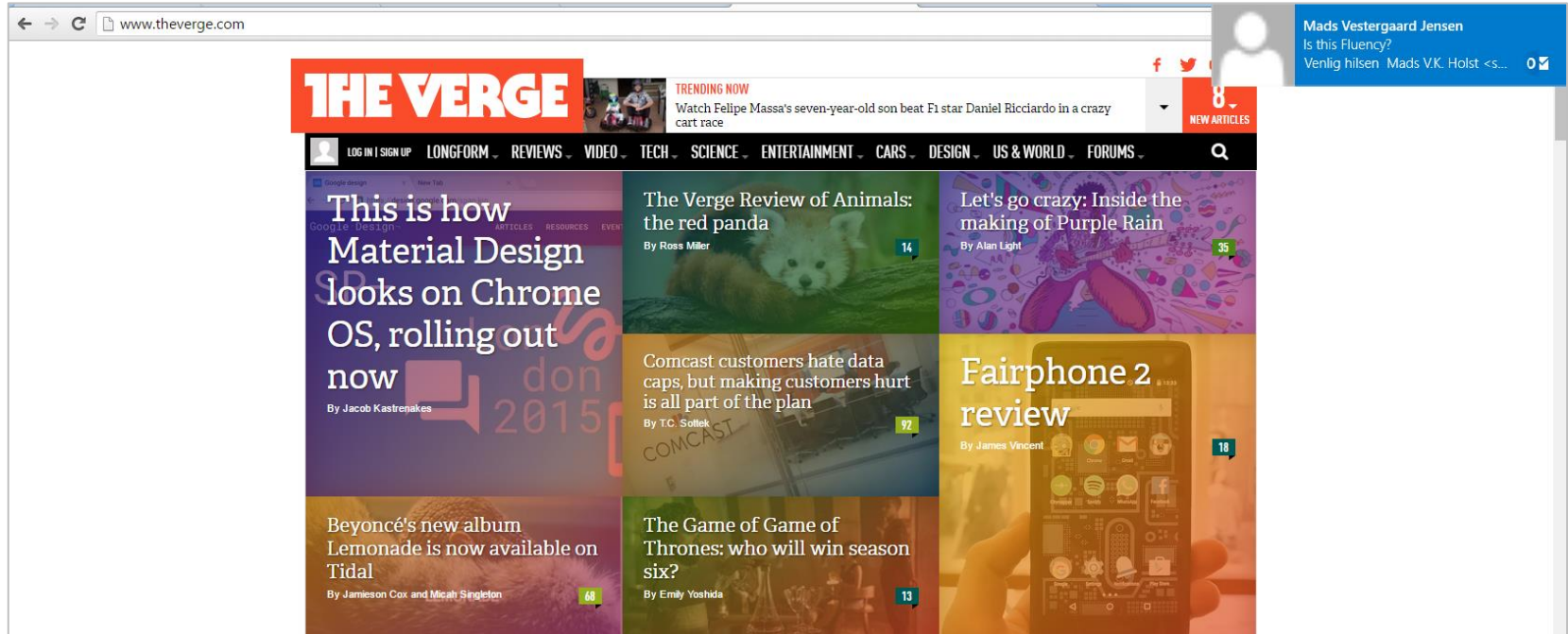//Related to data visualisation. //

Fluency by Löwgren

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Words on fluency by Löwgren

"The degree of gracefulness with which the users deals with multiple demands for their attention and action. "

Fluency is not the same as flow!

Example of Fluency

https://robertsspaceindustries.com/starmap
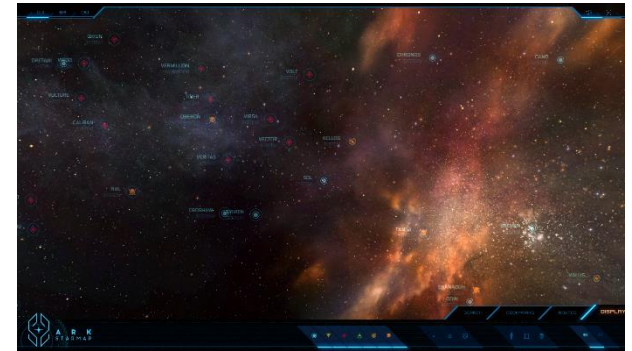
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What is the intention of this site?

What experience did you have
while using this site?

Can you point at Pliability, Fluency,
Rhythm and Drama?

What signifiers, feedback,
affordances and other elements
play an important role in creating
this UX?

Web UX

Next time:
Topic: Building User Experiences

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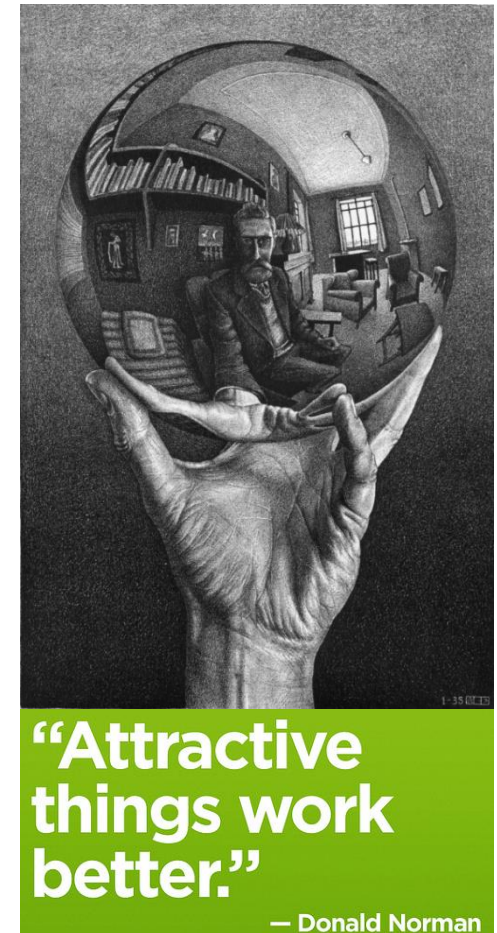Wrap up – (Will be updated after class with corrections or added points):

Changes may occur   Page 1 of 1

Homework and preparation

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Understanding User Experiences

- In the mind of the user!
- Aesthetic Interaction qualities
- Spatial and temporal elements.

- Deedjo and Space Industry website
- Pliability and Fluency – as an experiential quality.

- Hassenzahl – Emotions are the language of UX.
- Technology can create unique experiences.

"Attractive things work better."
— Donald Norman

5 min break

Follow-up on Class Culture

Your proposal for changes, to make the web development program even better:

1. The professional/academic content of each subject (Blue)

2. Contact with companies (Red)

3. Social life (Orange)

4. Other comments (Yellow)

Write a post-it for each topic, and present it to the class.

Class Culture 17 V PBA Web Development

Revisiting class culture

21th of April 2017

Social aspects

- Be open to other people and don't be afraid to ask questions about them.

- Have a positive attitude and try to maintain and spread it.

- Hang out – also after class.

- Say hello and greet each other when you meet.

- Ask academic aquestions and don't be afraind to show that you want to know more.

- Ask classmates for help when dealing with difficult material. And help classmates who ask for it.

Support to learn

- We want "funny" teachers who are present, motivated and interested in their topic.

- We don't want disturbances from people talking during class (outside exercises) or arriving late.

- When you agree on meetings and dates. Stick to the agreement. This builds trust which supports learning.

- Keep a friendly class culture that supports good groups.

- Don't be afraid of asking questions - even stupid ones.

Obstacles to avoid

- Workload in groups must be shared evenly.

- Different languages spoken decreases learning and social interaction.

- Progression, feedback and achievements are classic challenges.

- It can be difficult to structure homework – teachers must help.