HCI seminar 1

Gathering design ideas and goals

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Design - the process of envisioning and defining software solutions to one or more sets of problems. [1]

All design is redesign

Created functionality is best UNDERSTOOD when:

- It reflects existing **workflows** that are familiar.
- **Values** and **goals** align with user needs.
- There is a small **learning curve** or none at all.

Figure 1: 2007 iPhone 1 presentation[2]

Design analysis

Implicit	Explicit
What you **THINK** is true	What is **ACTUALLY** true
Design elements are **inferred**	What are the **steps**
Relies on **shared understanding**	What are the **artifacts**
Intuitively grasp the intended design	What are the **goals**
	What are the **pain points**

Starting a car (1)

Steps

1. Unlock the driver door
2. Take the seat behind the wheel
3. Insert key
4. Turn key clockwise
5. When engine starts, release the key

Artifacts

- Key
- Car
  - door-lock
  - ignition switch

Starting a car (2)

Goals
Narrow:

- Turn on the car

Broader

- Buy bread in supermarket
- Grab a meal
- Have a satisfying evening

Pain points
Narrow:

- if the key is in the car, why not just drive off

Broader

- needing a car to buy bread.

There are two main methods used to find what user wants:

1. Diary studies (longitudinal)
2. Experience sampling (sporadic)

They provide **insights for designers** to create more user-centered and effective systems.

Diary studies

- Record information **after delay**
- Can be made on bigger **scale**
- Provides a **rich understanding over time**
- Easy to start but difficult to keep up.

Examples:

- What was your general mood today?
- What interruptions did you encounter?

Experience sampling

- Record information **real time**
- Users need to be **reminded constantly**
- Does not rely on retrospective recall

Examples:

- How happy do you feel?
- What did you think about the ad?

Lead - advanced users who may come up with clever solutions to problems designers did not think about.

- May find innovative solutions that designers did not think about
- Workflow optimizations

Extreme - uses application far more or far less than the average user.

Person who interacts with the system once a month is as useful as a CEO who goes through thousands of interactions. They help:

- Identify edge cases
- Reveals system limits

Persona model

Persona - abstract user who you create yourself for the purpose of grounding yourself.

Some of the things it might have:

- Name
- Demographic information
- Beliefs
- Intentions
- Goals

It helps you be empathetic to a specific person rather than a generic one.

Persona example

- **Name:** Bob John
- **Demographic info:** 28-year-old marketing professional, has bachelor's degree in communications.
- **Intentions:** wants to enhance collaboration with his team, efficiently manage project timelines.
- **Goals:** increase efficiency in work processes, allowing him more time for creative pursuits.

Figure 2: Picture of a Bob John

Questions?

References

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