

Microinteractions.01

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Venkatesh Rajamanickam (@venkatrajam)
venkatra@iitb.ac.in
<http://info-design-lab.github.io/>



Hold on, please.
We are now loading your travel options!

Malmö

Th, 21 Nov



5 °C

Malmö

Fr, 22 Nov



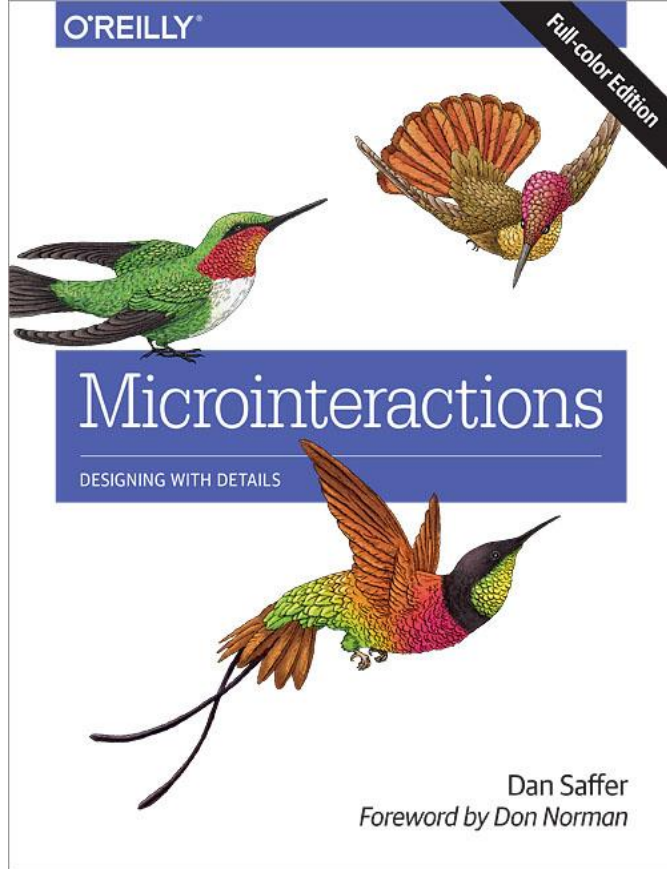
5 °C

Malmö

Sa, 23 Nov



5 °C



Microinteractions – details that delight

Big picture or small details?

The details are not the details. They make the design
— *Charles Eames*

God is in the details
— *Ludwig Mies van der Rohe*

To create something exceptional, your mindset must be
relentlessly focused on the smallest detail
— *Giorgio Armani*











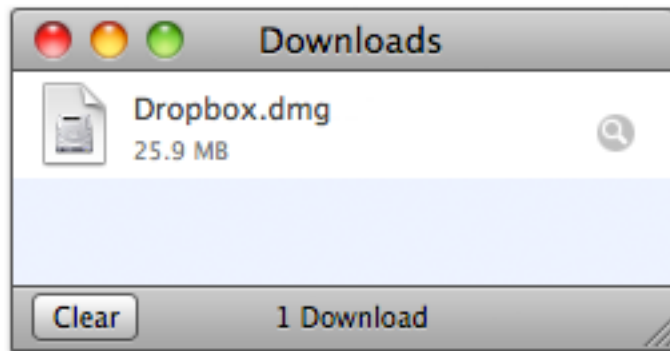


What is a "microinteraction"?

- Microinteractions are the small pieces of functionality that are all around us
- It is a product use case boiled down to a single moment, focused on a single task
- Every time you change a setting, sync your data or devices, set an alarm, pick a password, log in, set a status message, or favorite or “like” something, you are engaging with a microinteraction
- Microinteractions are small, subtle, fleeting, yet incredibly important, and are often the difference between a product you love and a product you merely tolerate

Examples of Microinteractions

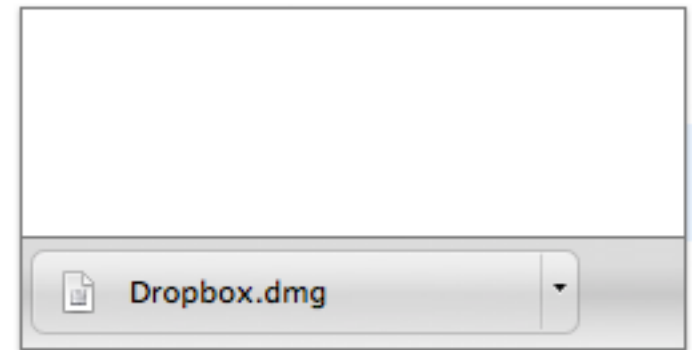
Safari



1. Run the Dropbox Installer

From your browser's Downloads window, double click the .dmg file that just downloaded.

Chrome

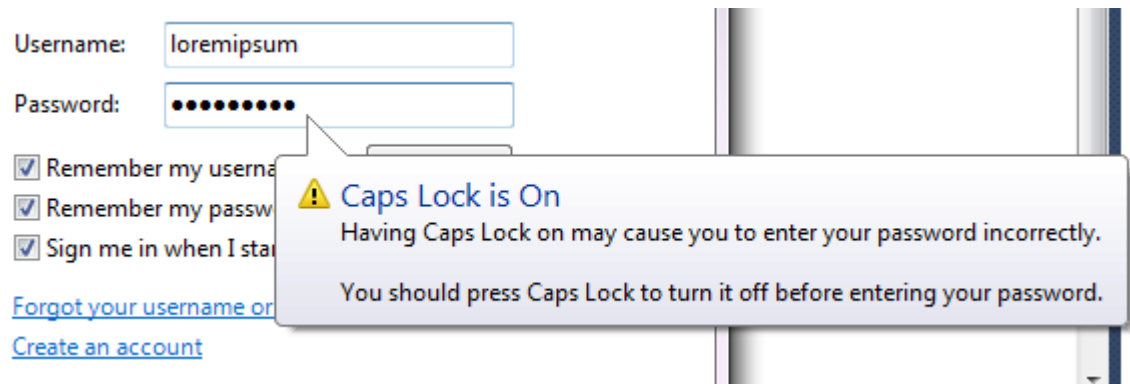
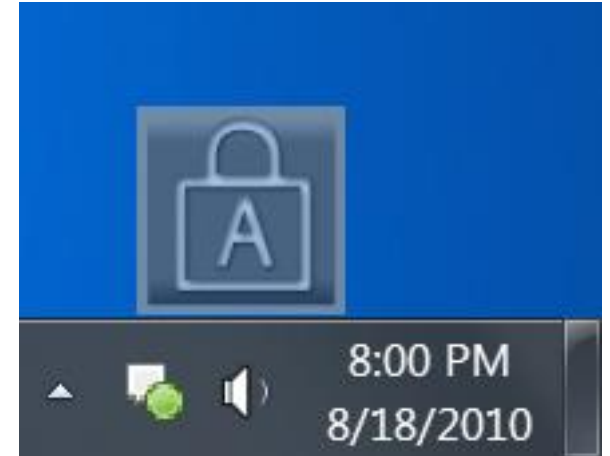


1. Run the Dropbox Installer

Click on the .dmg file that just downloaded in the lower left corner of your browser window.

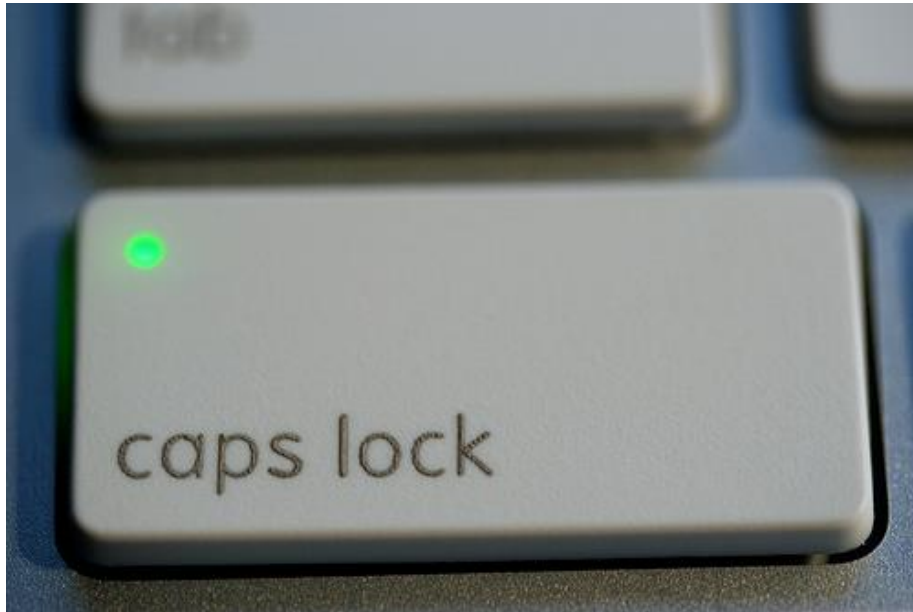
Dropbox's download instructions differ according browsers

Examples of Microinteractions



Win caps lock alerts

Examples of Microinteractions



Mac caps lock alerts

CHECK-IN

Choose a date



CHECK-OUT

Choose a date



June



MON

TUE

WED

THU

FRI

SAT

SUN

JUN
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JUL
1

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Upload



9:00 AM

Balance : + \$45

CHARGE:

\$ 0.00

TO : Name, Phone or E-mail

COMMENT : What's it for ?

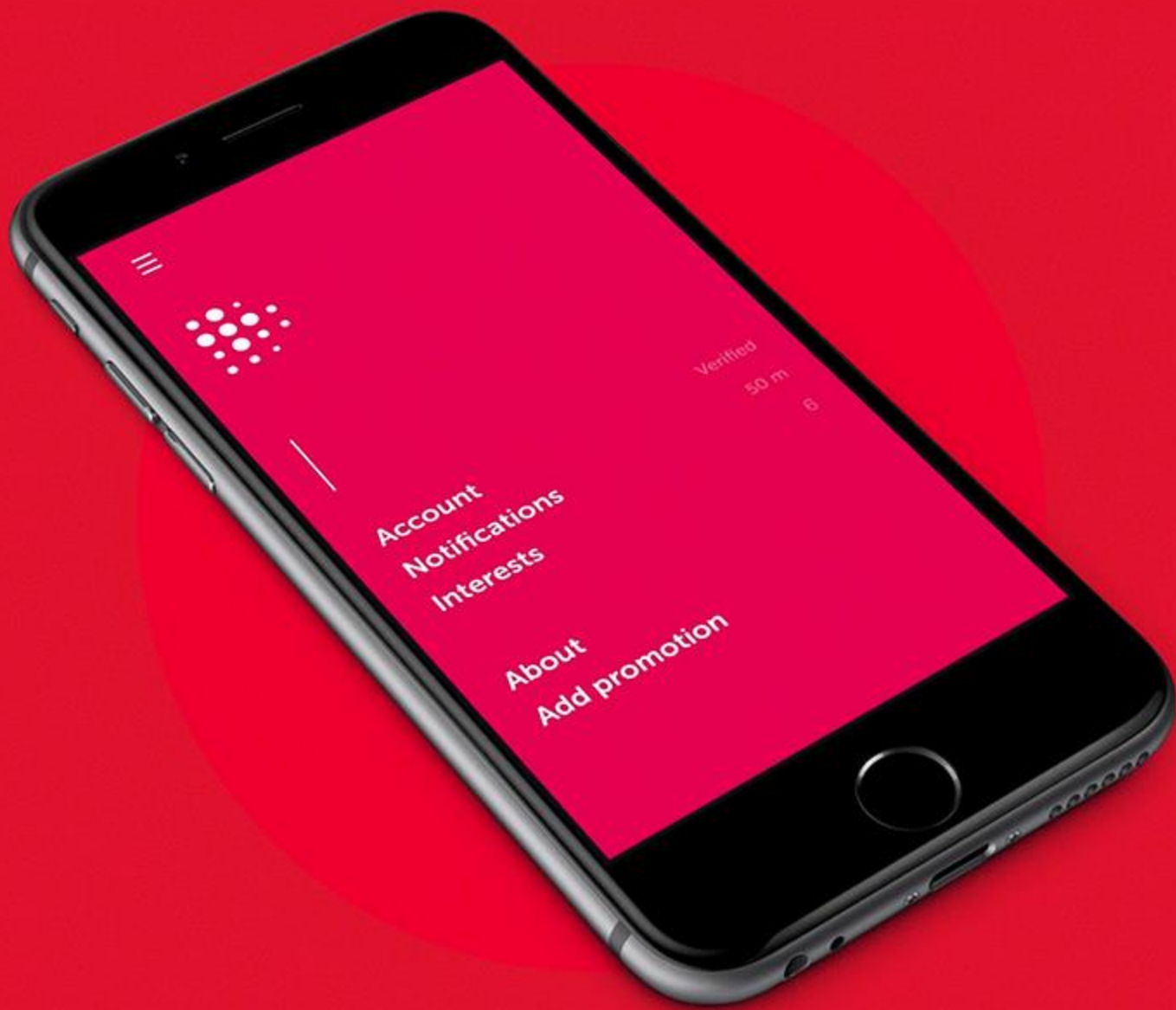


Balance



Card

Public



Examples of Mi

Amazon's product search alerts you to compatibility based on your past purchases

Amazon.com: Canon EF 40mm f/2.8 STM Lens: CANON: Camera & Photo

www.amazon.com/Canon-40mm-2-8-STM-Lens/dp/B00894YP00/

amazon Prime

Amazon.com Today's Deals Gift Cards Sell Help

BLACK FRIDAY DEALS WEEK

Shop by Department Search All canon 28mm Go Hello, Your Account Your Prime Cart Wish List

Camera & Photo Deals Best Sellers Digital SLRs Lenses Compact System Cameras Point-and-Shoots Camcorders Pro Video Accessories

A new deal every day Electronics Gift Guide

Canon EF 40mm f/2.8 STM Lens by Canon

★★★★★ 368 customer reviews

45 answered questions

List Price: \$499.00 Price: \$139.99 Prime

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

- Ultra-slim and lightweight design
- Aspherical lens element delivers high image quality from the center to the periphery
- Advanced optical design enables a bright f/2.8, compact optical system at 40mm
- Optimized lens coatings ensure exceptional color balance while minimizing ghosting and flare
- Built-in stepping motor provides smooth and quiet autofocus when shooting video with Canon EOS Rebel T4i DSLR

Roll over image to zoom in

Will This Work with Your Camera?

Yes! This will work with the Canon EOS 5D Mark III 22.3 MP Full Frame...

Find a different camera

22 new 19 used from \$129.00 4 refurbished from \$152.99

Get 4% Back in Rewards: For a limited time only, purchase any qualifying compact system camera, DSLR, or camera lens that is shipped from and sold by Amazon.com and receive 4% back in Rewards, no registration required. Learn more

Black Friday Deals Week in Camera, Photo & Video

Shop this week's hottest deals on digital

Qty: 1

Add to Cart

or 1-Click Checkout

Buy now with 1-Click®

Order within 24hr 21min to get it:

Wed +3.99 Fri Free

Ship to:

Add an address

☐ This is a gift

Add to Wish List

Trade in your item Get up to a \$78.00 Gift Card. Learn More

More buying choices

K&M Camera \$149.00 & eligible for free shipping with Amazon Prime Add to Cart

Beach Camera \$149.00 & eligible for free shipping with Amazon Prime Add to Cart


TheImagingWorld \$149.00 + Free Shipping Add to Cart


45 used & new


Have one to sell? Sell on Amazon


Examples of Microinteractions


Before we post this, who are you?


 Guest


 Disqus

 Google

 Twitter

 Facebook

 Yahoo

 OpenID

Your email

Your name

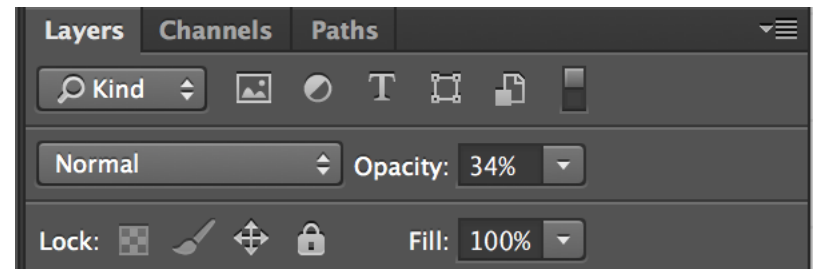
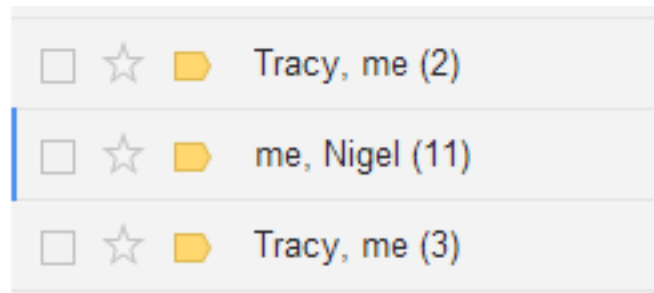
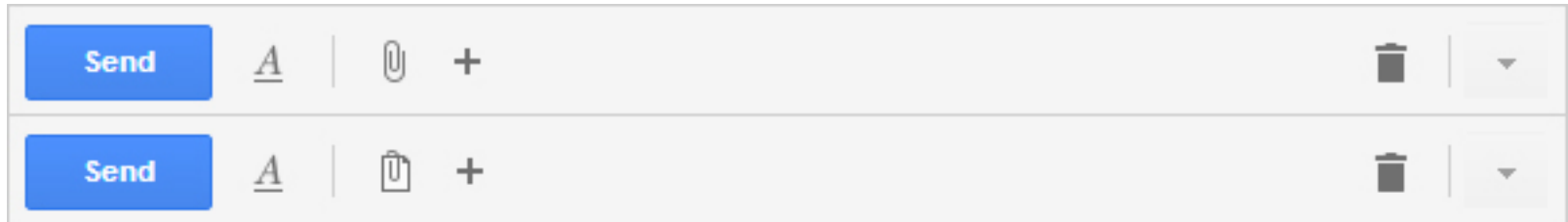
Optional: [Link to your website](#)

☐ Subscribe to all comments by email

DISQUS

The Disqus sign-up form guesses your name based on your email address

Examples of Microinteractions



Gmail attachment indication & last read mail highlight

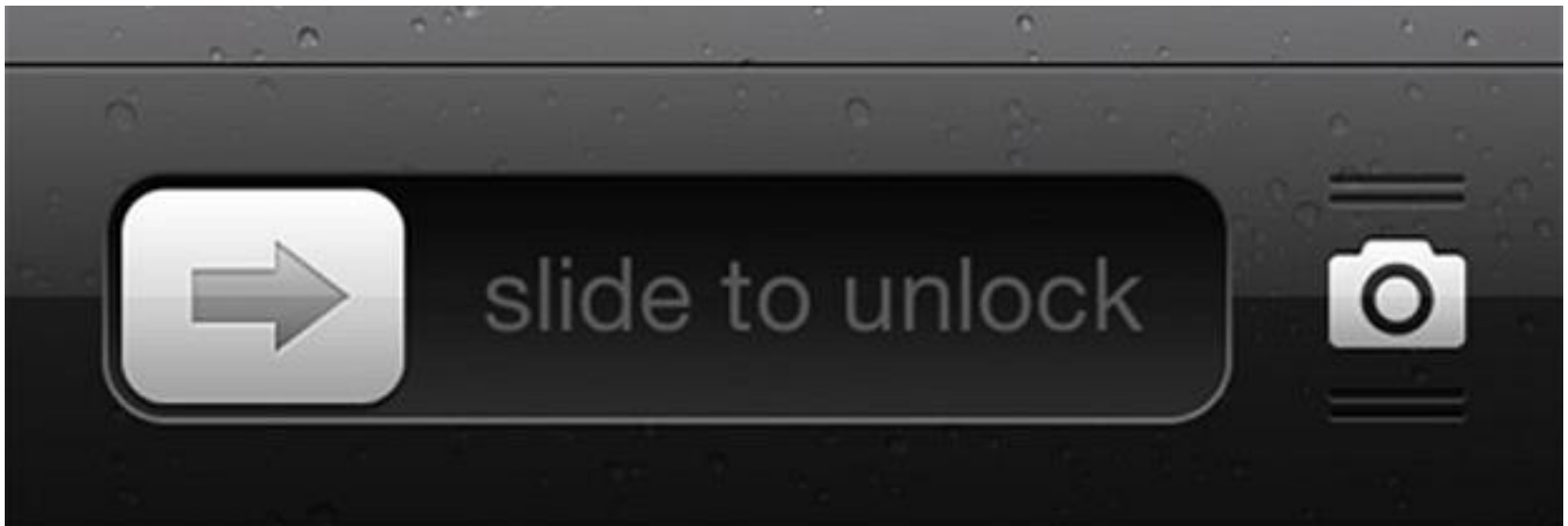
The Structure of Microinteractions



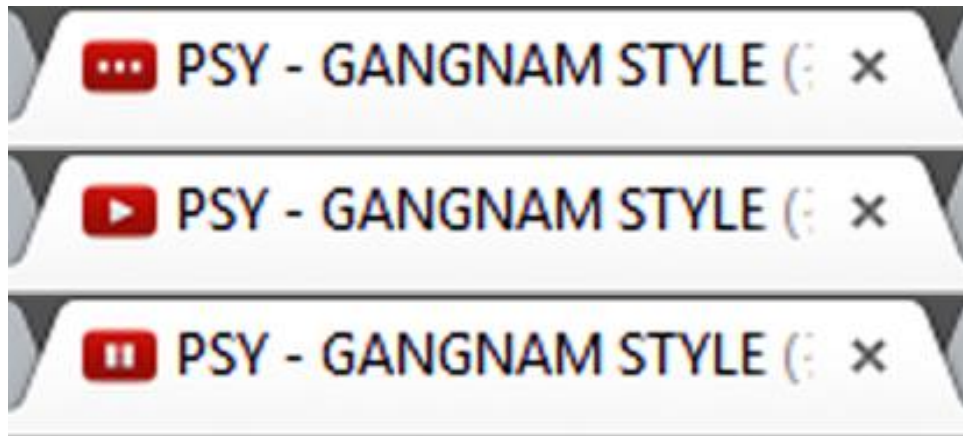
- A Trigger initiates a microinteraction
- The Rules determine what happens
- Feedback lets people know what's happening

1. Triggers

- A trigger is whatever initiates a microinteraction
- Manual triggers are user initiated, and can be a control, an icon, a form, or a voice, touch, or gestural command
- System triggers happen when a certain set of conditions are met.

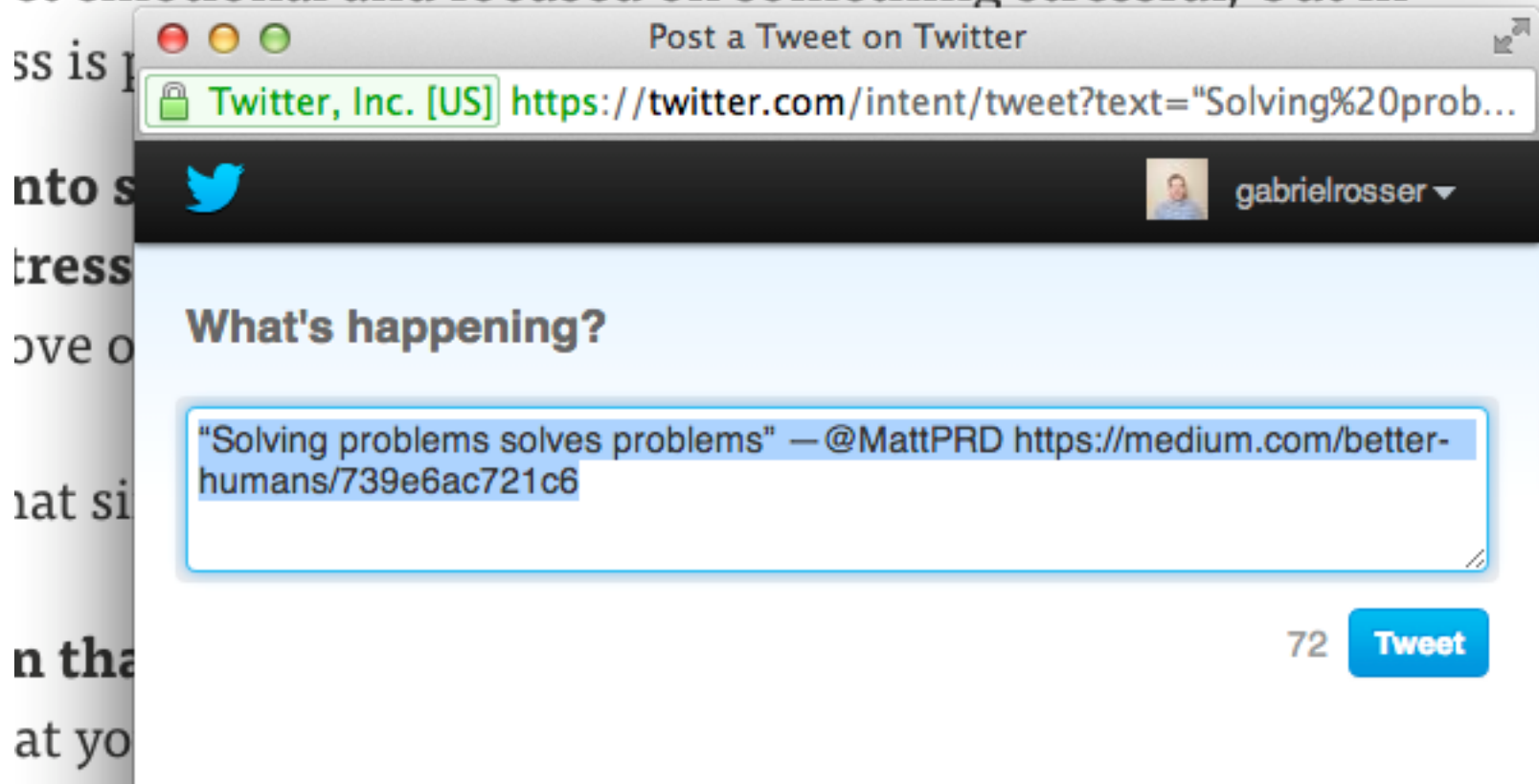


1. Triggers



1. Triggers

and stressing out as hard as possible will solve the problem, of course not. **Solving problems solves problems.** Get emotional and focused on something stressful, but in

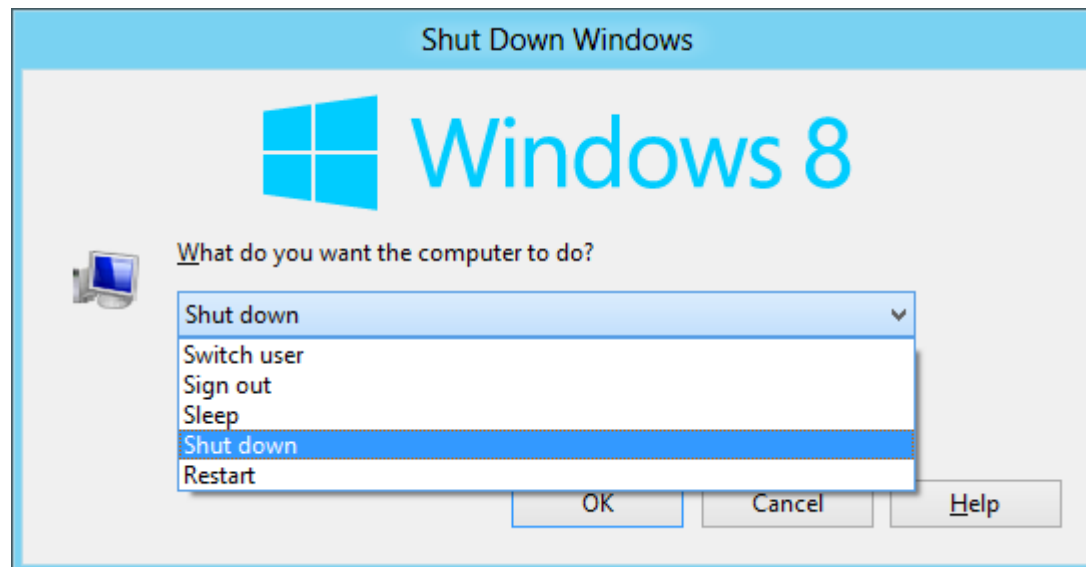
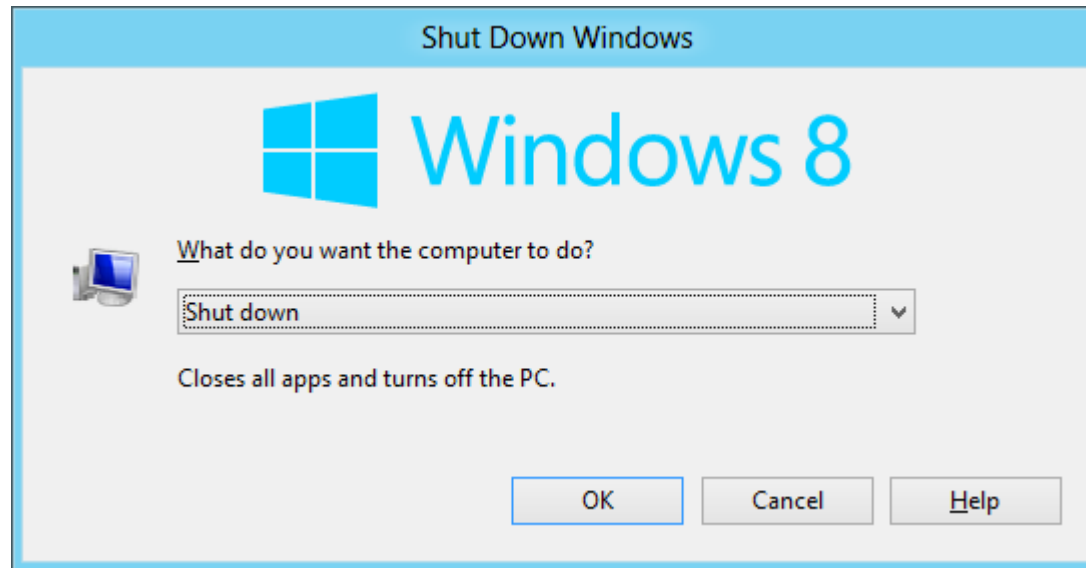


1. Triggers

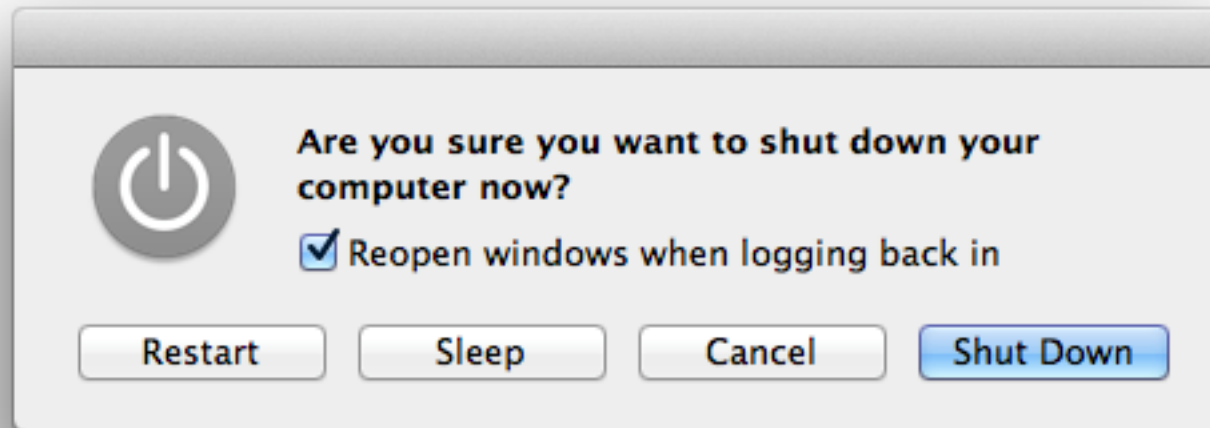
Delivery Status app - It detects if you have a tracking number on the clipboard on launch, and it also says from which courier



1. Triggers



1. Triggers



1. Triggers – things to remember

- Make the trigger something the user will recognize as a trigger in context
- Have the trigger perform the same action every time
- Bring the data forward. Show essential information from inside the microinteraction on the trigger when possible, such as unread messages or ongoing processes
- If the trigger looks like a button, it should act like a button -- don't break visual affordances

1. Triggers – things to remember

- The more used a microinteraction is, the more visible the trigger should be
- Add labels when there is a need for clarity, when the trigger alone cannot convey all the necessary information
- System triggers need rules for defining when and how often they appear.

2. Rules

- Rules create a nontechnical model of the microinteraction—they define what can and cannot be done, and in what order
- While the purpose of rules is to limit user actions, it's important that the rules not feel like, well, rules
- Users shouldn't feel like they have to follow—or worse, memorize—a strict set of instructions to achieve the goal
- Instead, what you're striving for is a feeling of naturalness, an inevitability, a flow, gently guiding users through the “interaction” of the microinteraction

2. Rules



G&H Tea Services Paris Tea-Cup Strainer

Are you sure?

Close X

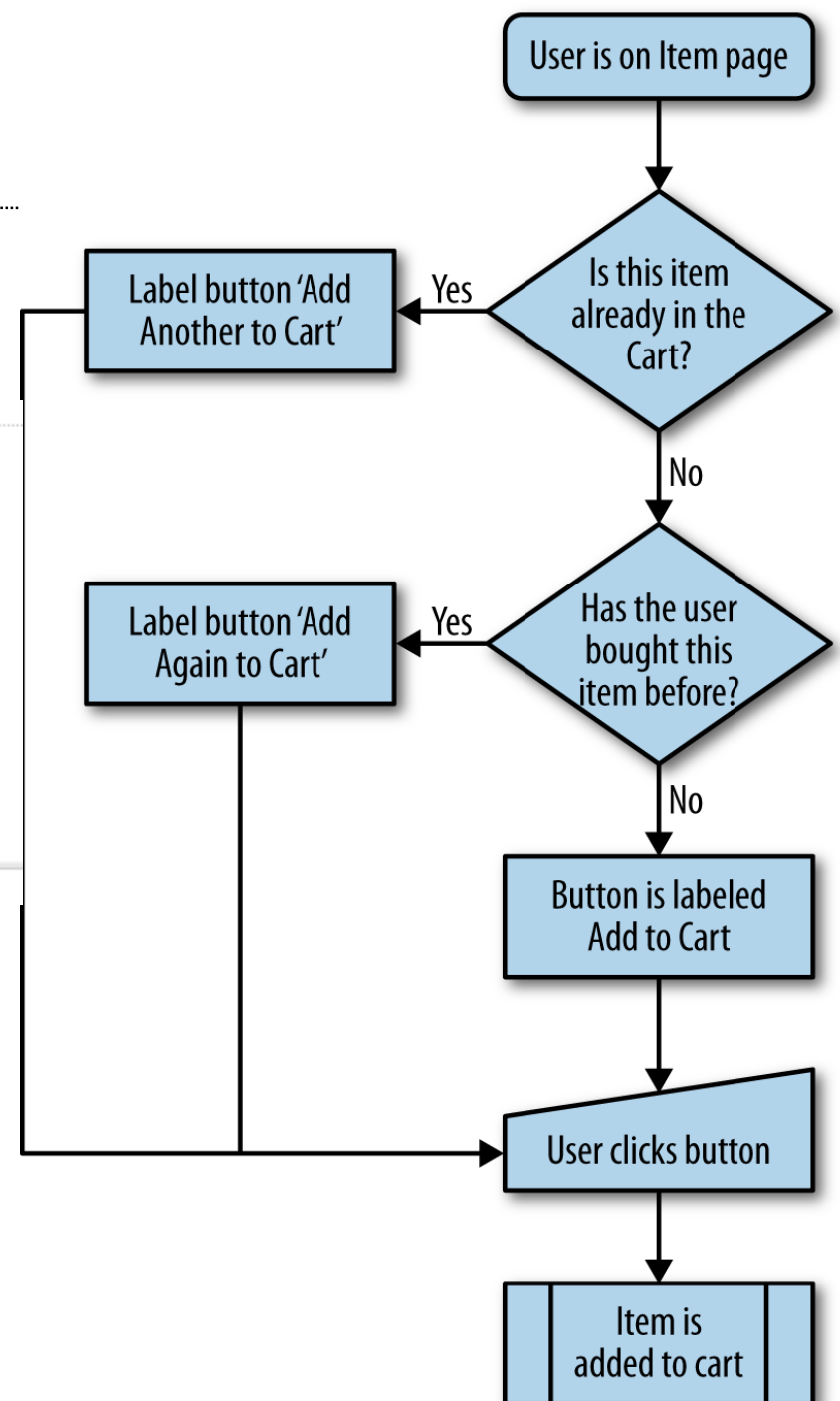
Somebody may have purchased this for you recently.

Thanks, I want to proceed

Cancel

Tell me if it was purchased.

The goal of this microinteraction on Amazon is to prevent users from buying something off their wish list that someone may have purchased already—to prevent a situation... without spoiling the surprise



2. Rules determine...

- ***How the microinteraction responds to the trigger being activated.*** What happens when the icon is clicked?
- ***What control the user has (if any) over a microinteraction in process.*** Can the user cancel a download, change the volume, or manually initiate what is usually an automatic process like checking for email?
- ***The sequence in which actions take place and the timing thereof.*** For example, before the Search button becomes active, users have to enter text into the search field.

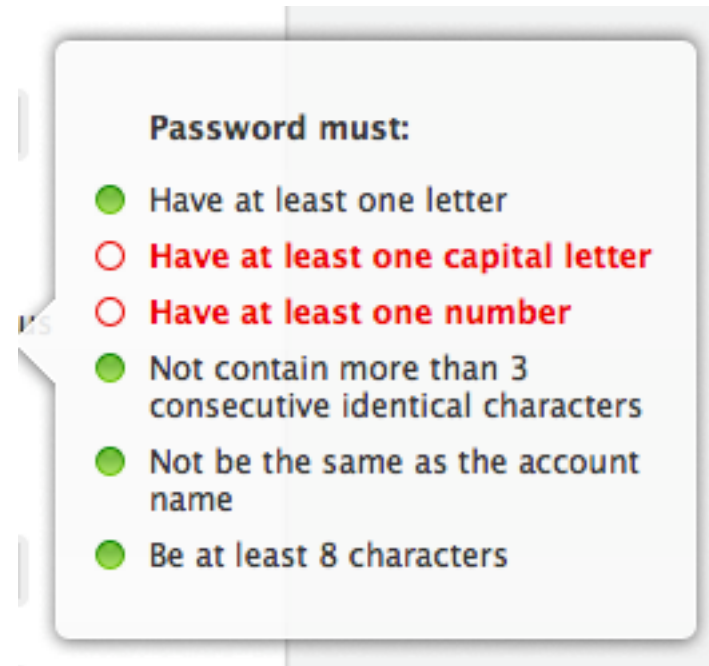
2. Rules determine...

- ***What data is being used and from where.*** Does the microinteraction rely on geolocation? The weather? The time of day? A stock price? And if so, where is this information coming from?
- ***The configuration and parameters of any algorithms.*** While the rules in their entirety can be thought of algorithmically, often certain parts of a microinteraction are driven by algorithms.
- ***What feedback is delivered and when.*** The rules could indicate which “steps” should get feedback and which operate behind the scenes.

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2. Rules



When changing your Apple ID password, must-have items are checked off progressively as the user enters them. It reveals and enforces the rules of the microinteraction at the same time.

2. Rules

Credit card information ✕

VISA **MasterCard** **AMERICAN EXPRESS** **DISCOVER** **JCB** **DINERS** **Accepted cards**

Card Number

Credit card information ✕


VISA **MasterCard** **AMERICAN EXPRESS** **DISCOVER** **JCB** **DINERS** **Accepted cards**

Card Number


4

GitHub doesn't make users select a credit card. Instead it automatically selects it for them by using the number they type into the field to detect what card type it is

2. Rules

Payment details

CARD NUMBER

4242 4242 4242 4242


EXPIRY DATE

10 / 12


CV CODE

123

Pay

Payment details

CARD NUMBER

4242 4242 4242 4242

EXPIRY DATE

10 / 12

CV CODE

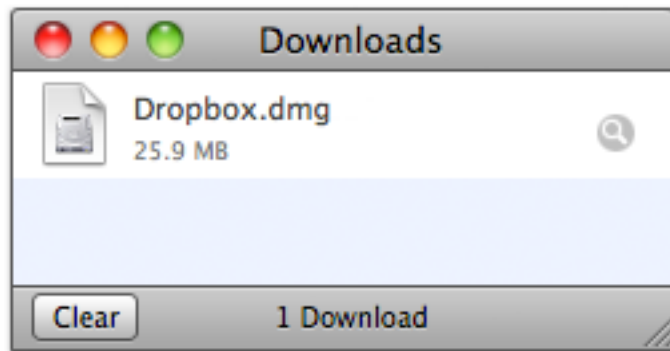
536|

Pay

When it comes time to enter the CVV number, the image of the credit card flips over so that you can immediately see where the number would be.

2. Rules

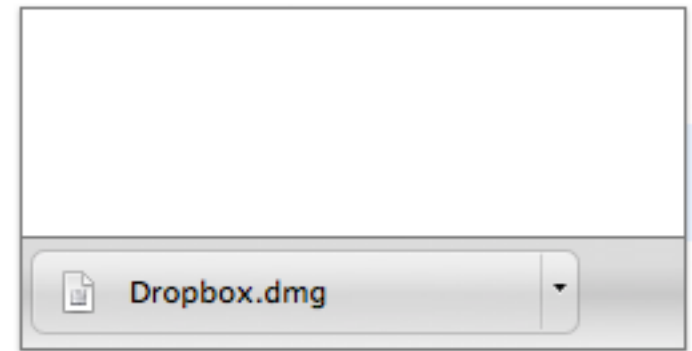
Safari



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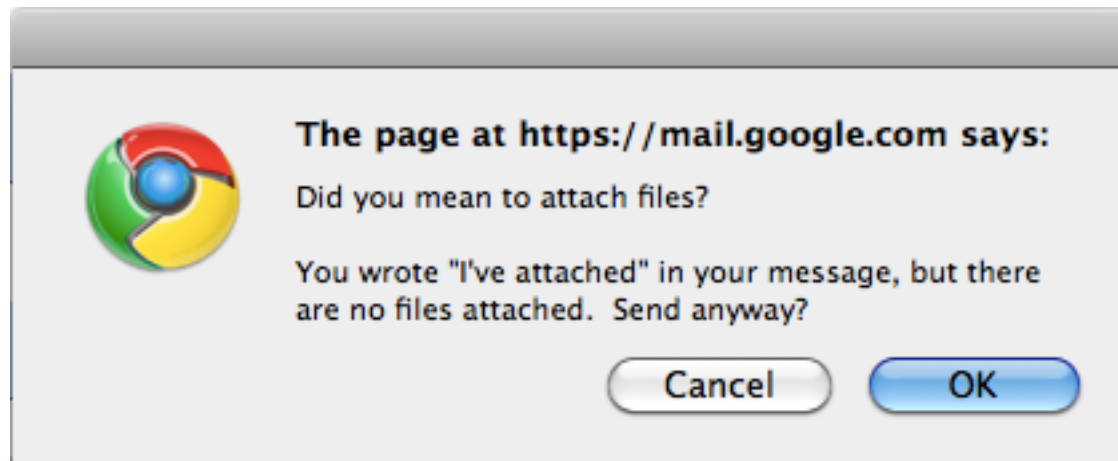


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Dropbox changes the download instructions based on which browser you're using

2. Rules



Gmail gives you a notification before sending the mail to see if you've forgotten to attach a file

2. Rules – things to remember

- Rules must reflect business, contextual, and technical constraints
- Don't start from zero. Use what you know about the user, the platform, or the environment to improve the microinteraction.
- Remove complexity. Reduce controls to a minimum.
- Reduce options and make smart defaults. More options means more rules.
- Use the rules to prevent errors. Make human errors impossible.

3. Feedback

- Feedback is to help users understand how the rules of the microinteraction work. If a user pushes a button, something should happen that indicates two things: that the button has been pushed, and what has happened as a result of that button being pushed
- The feedback should enable users to make a working mental model of the microinteraction. It should let users know what they can and cannot do with the microinteraction
- However care should be taken to not overburden users with too much feedback

3. Feedback

Aficio MP C6501SP

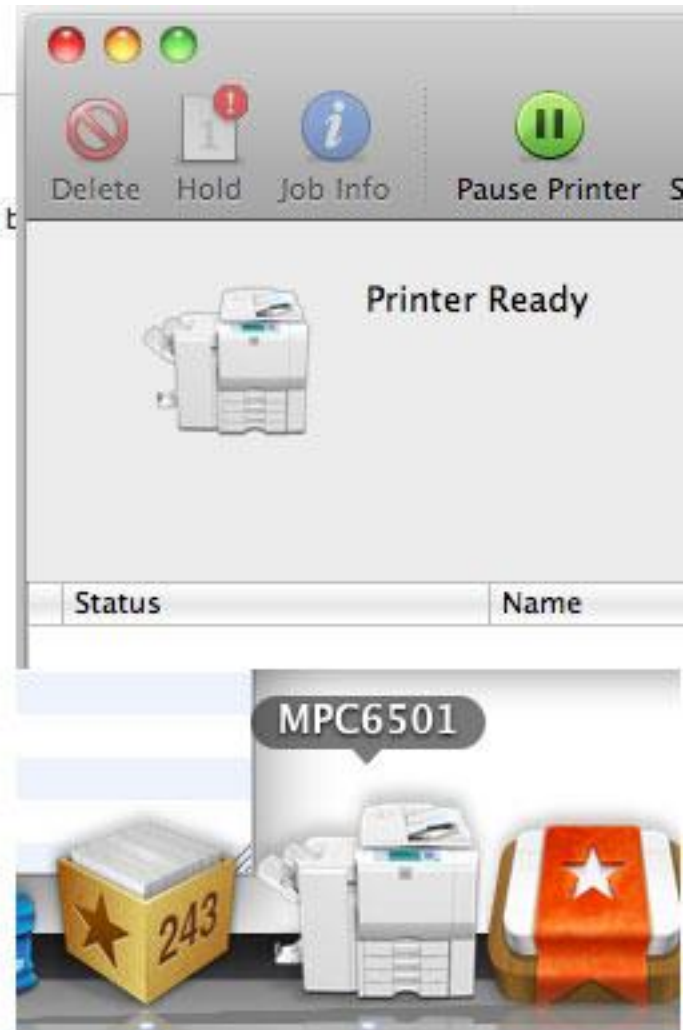
Color Copier with Simple to Use Operation

This color copier prints up to 60 ppm in full color and 65 ppm in b associated with supporting multiple color printers.

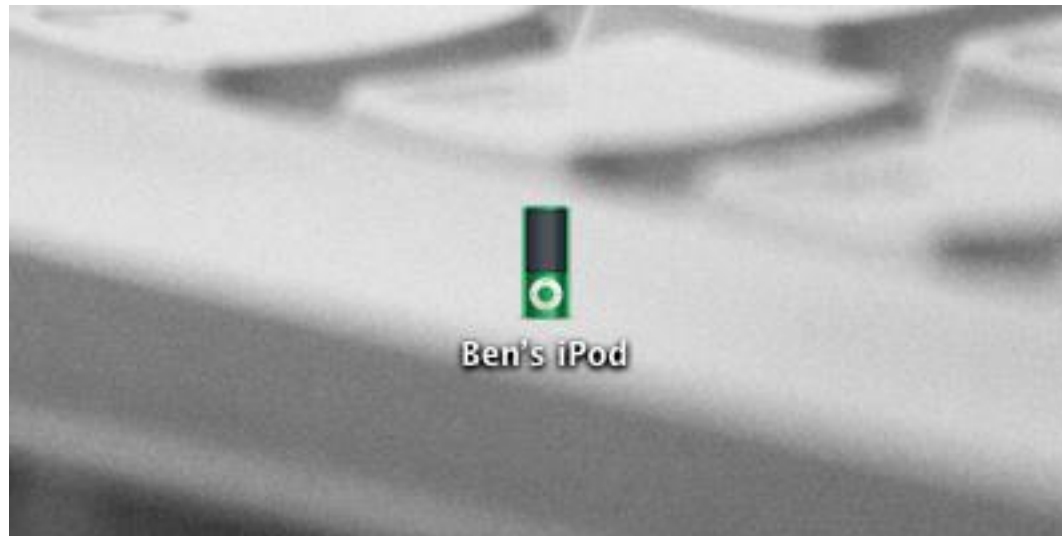


Image
Gallery

View +



3. Feedback



3. Feedback



3. Feedback



Very weak ⓘ

Weak ⓘ

So-so ⓘ

Good

Great!

3. Feedback



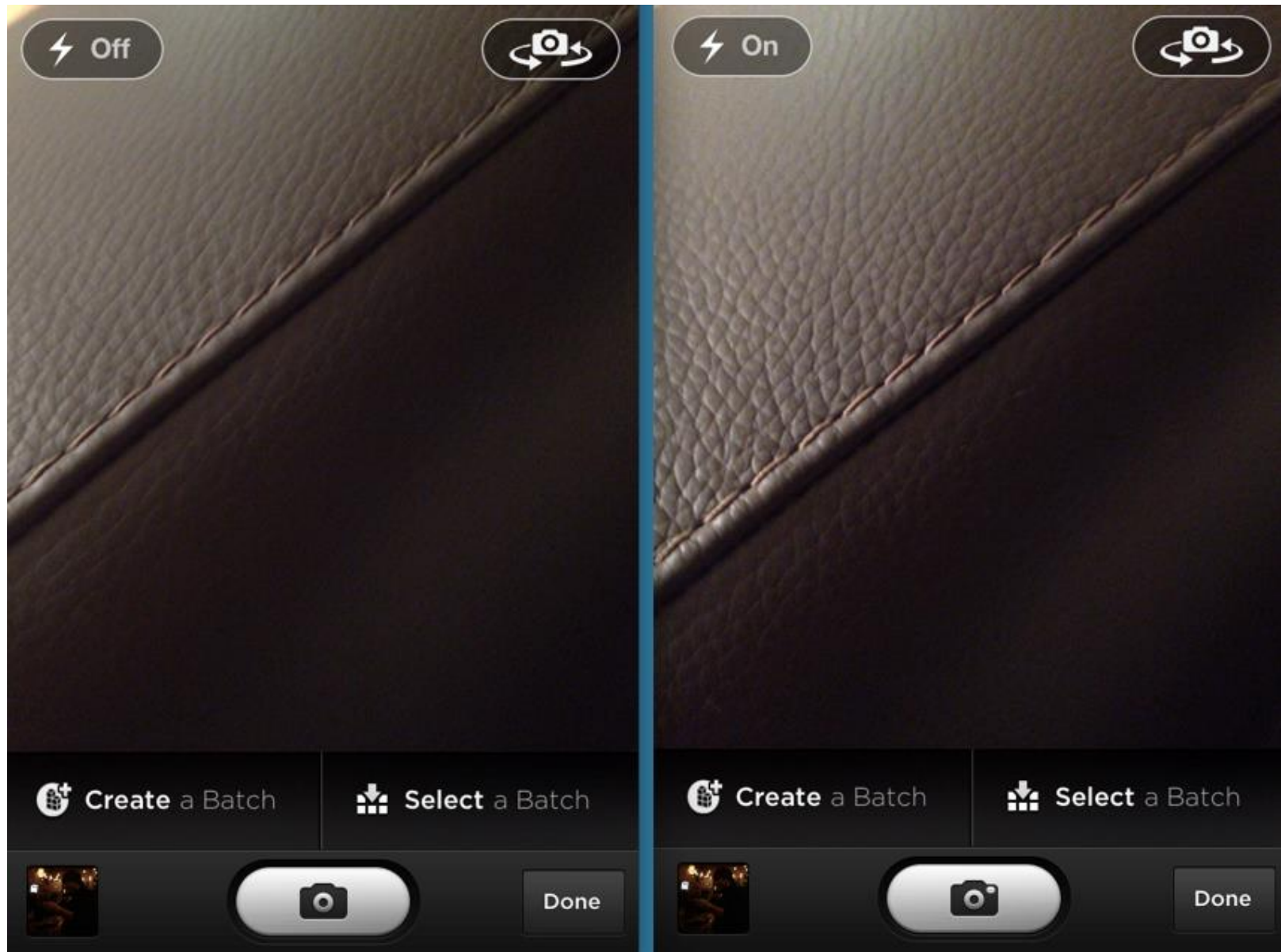
Sun 4/8



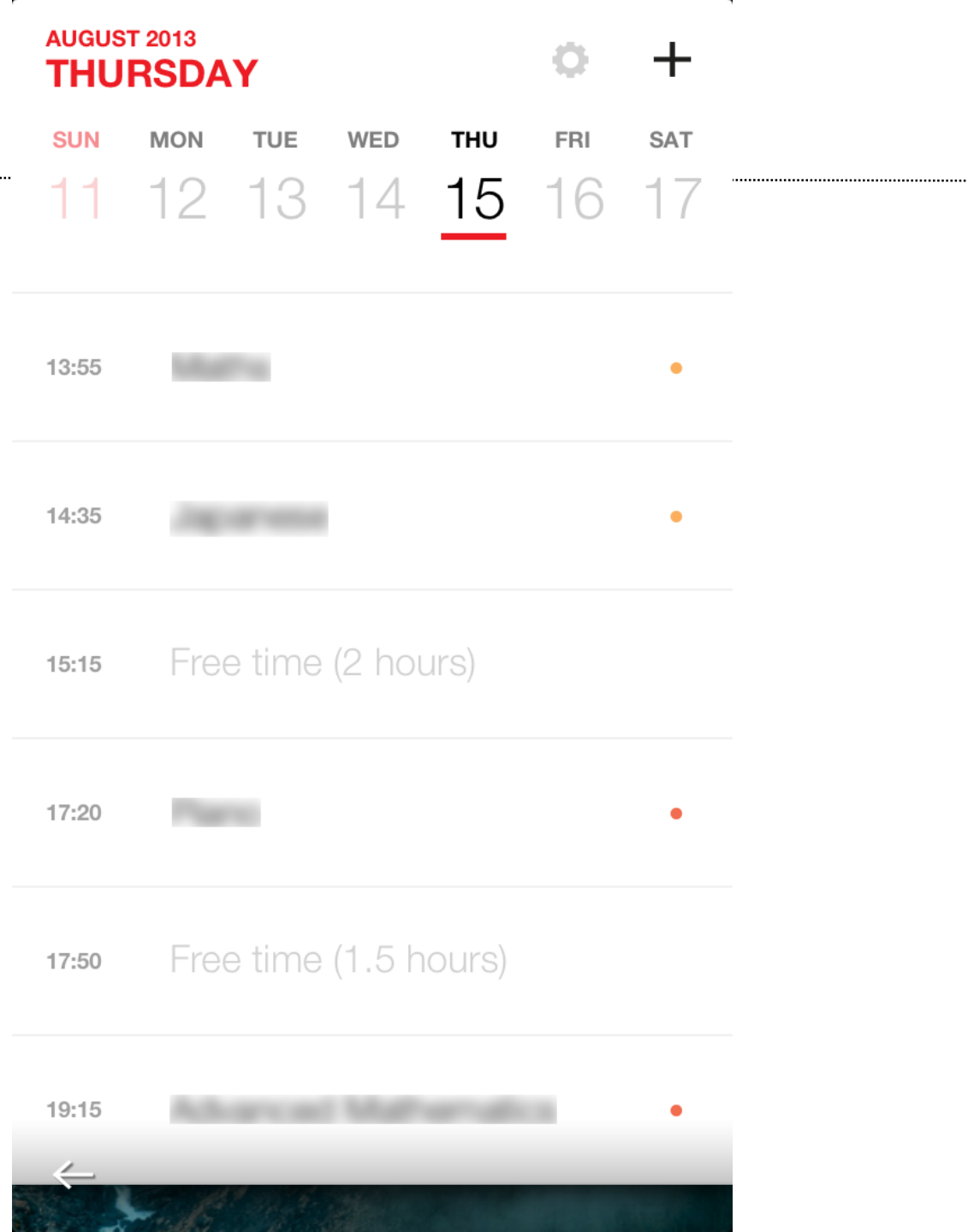
nie Woon - N x ble - What are you working x ble - Box Illustration by Ma x

mit

3. Feedback



3. Feedback



3. Feedback – things to remember

- Understand what information the user needs to know and when. All feedback relies on this understanding.
- Feedback is for understanding the rules of the microinteraction. Figure out which rules deserve feedback.
- Determine what message you want to convey with feedback, then select the correct channel(s) for that message.
- Look at context and see if the feedback can (or should) be altered by it.

3. Feedback – things to remember

- Be human. Feedback can use a veneer of humanity to provide personality to the microinteraction.
- Use preexisting UI elements to convey feedback messages. Add to what is already there if you can before adding another element.
- Don't make feedback arbitrary. Link the feedback to the control and/or the resulting behavior.
- Whenever possible, have visual feedback for every user-initiated action. Add sound and haptics for emphasis and alerts.