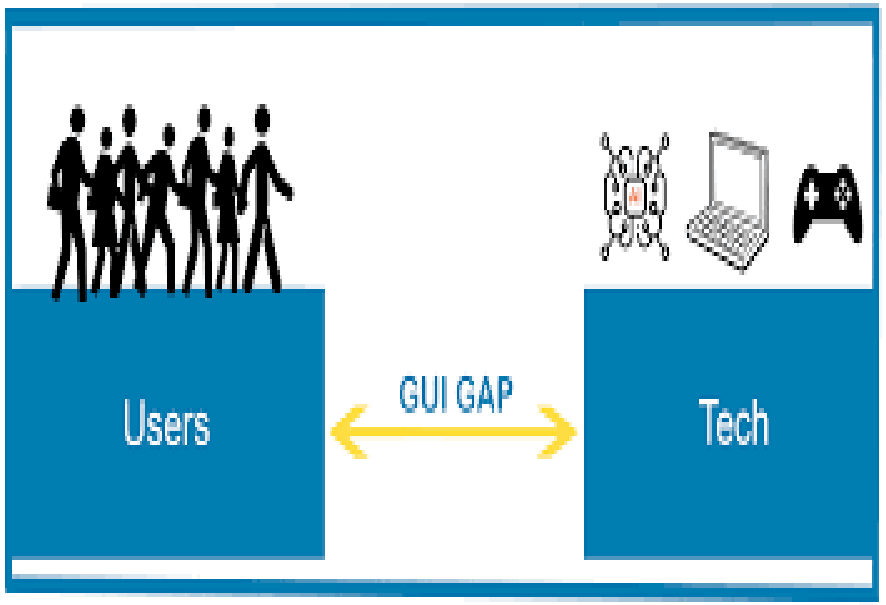
UI UX and Design Thinking

CSE608

advanced Software Engineering

Why UI?

- Good UIs are critical to success
- UI programming is
  - easy (sophisticated algorithms not required)
  - straightforward (can immediately correct mistakes)
  - fun (results are immediately visible)
  - rational (apply simple rules)
- UI design is not graphic design



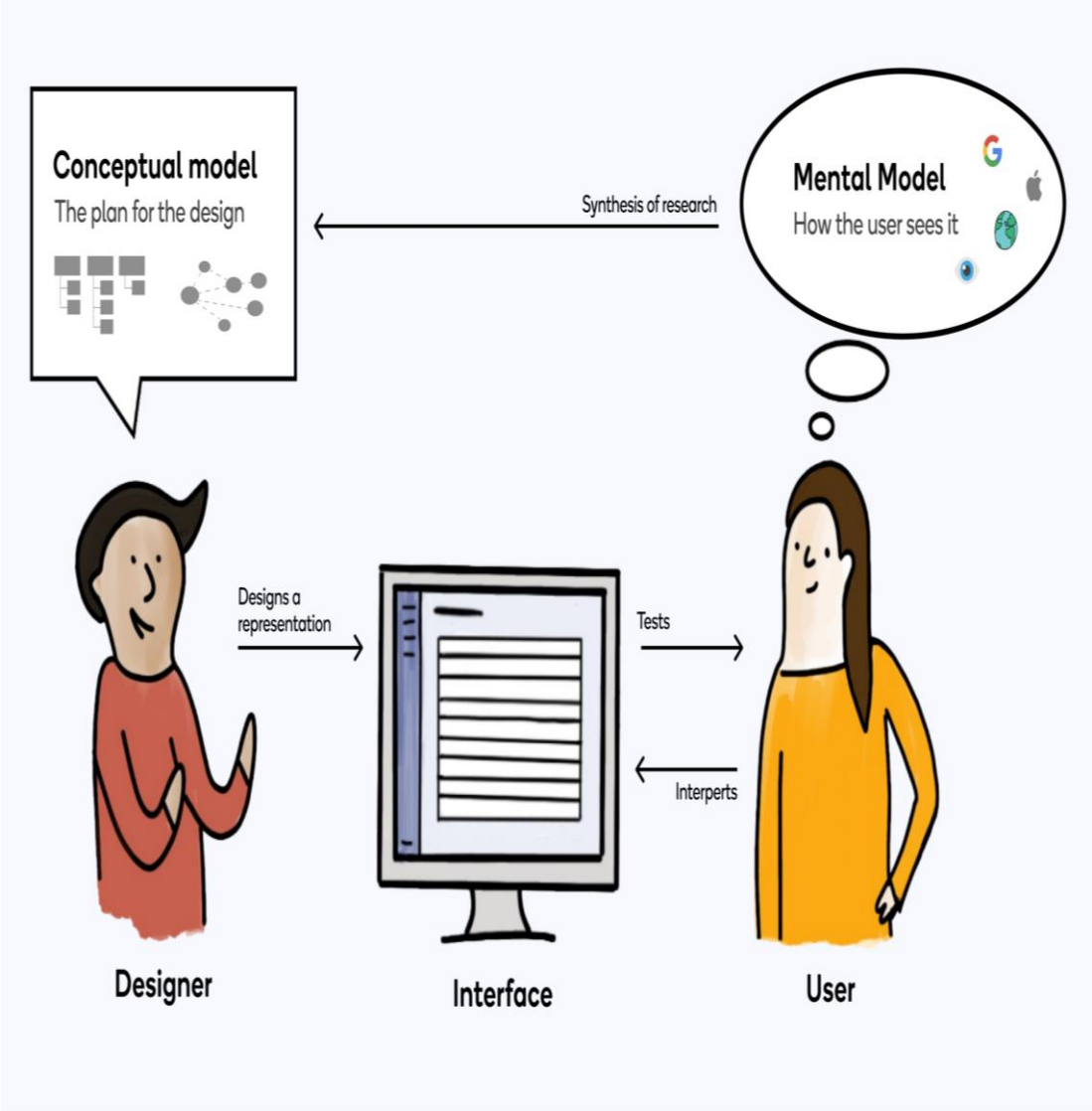
Cardinal axiom

- "A user interface is well-designed when the program behaves exactly how the user thought it would." – Joel Spolsky
  - user is happy = user in control = S/W correctly interprets user's actions
  - loss of control → depression, frustration ("Learned Helplessness" [Seligman])
- All the other rules are just corollaries:

Golden rules: place user in control,
reduce user's memory load,
make interface consistent

User and program models

- User model: User's idea of what's happening
- Program model: Program's idea of what's happening (i.e., what's *actually* happening)
- Successful UI when program model corresponds to user model
  - Speak user's language
  - Follow real-world conventions, make information appear in natural and logical order
  - Use metaphors from real world



Example

- Pictures in documents are
  - *embedded* in word processor (e.g., Word)
  - *not embedded* in HTML
- With WYSIWYG HTML editor (e.g., FrontPage), what do you do?
  - change user model (describe in manual, explain with popup dialog box)
  - change program model (make copy of picture in subfolder)

How do you get the user model?

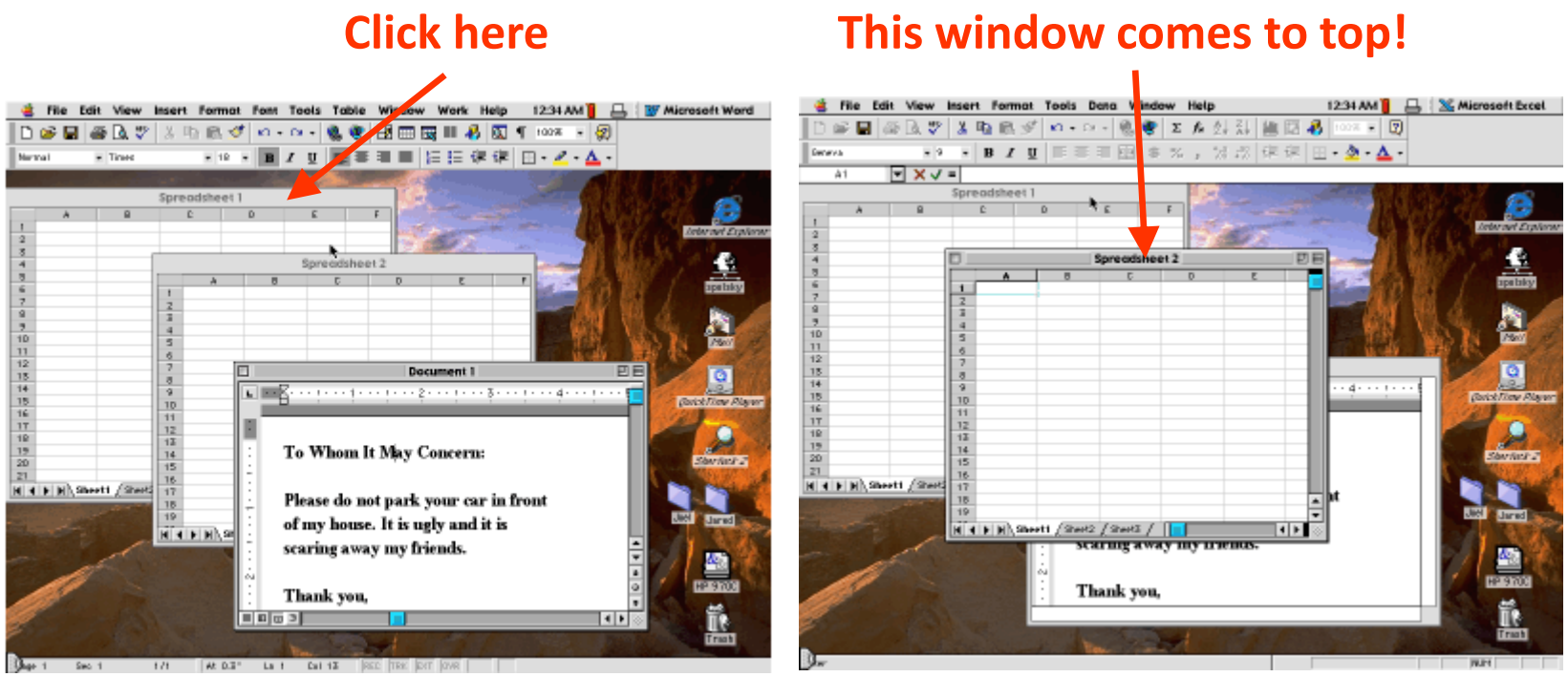
Ask the users!

The 50-cent usability test

- Usually 5-6 people is enough, will start to see consensus
- Don’t need formal usability lab, or “people off the street”
- Just sketch or prototype and ask your neighbor

User models are simple

- If your program model is nontrivial, it's probably wrong

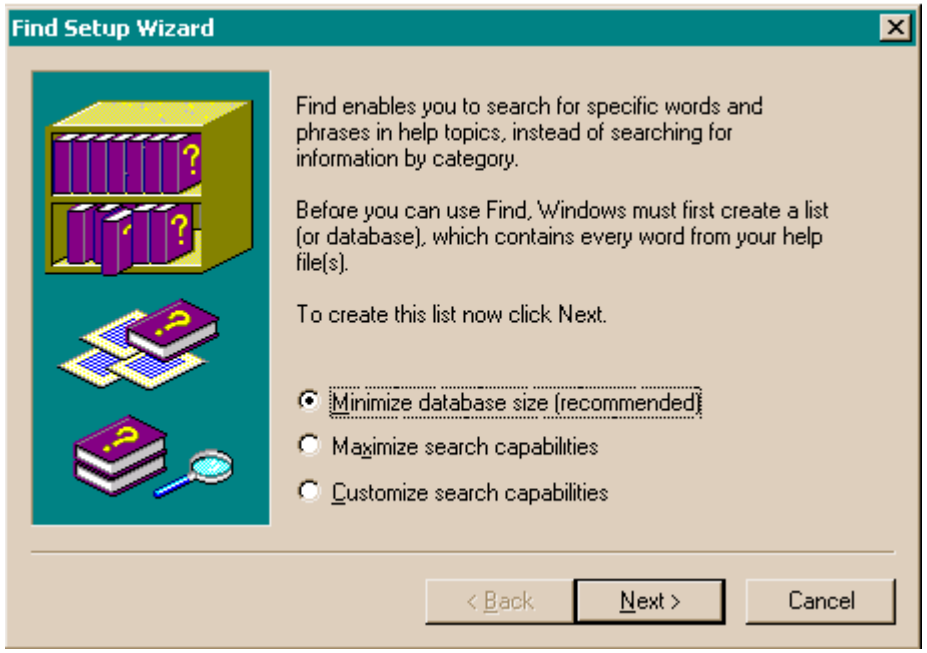


("invisible sheets" in Excel)

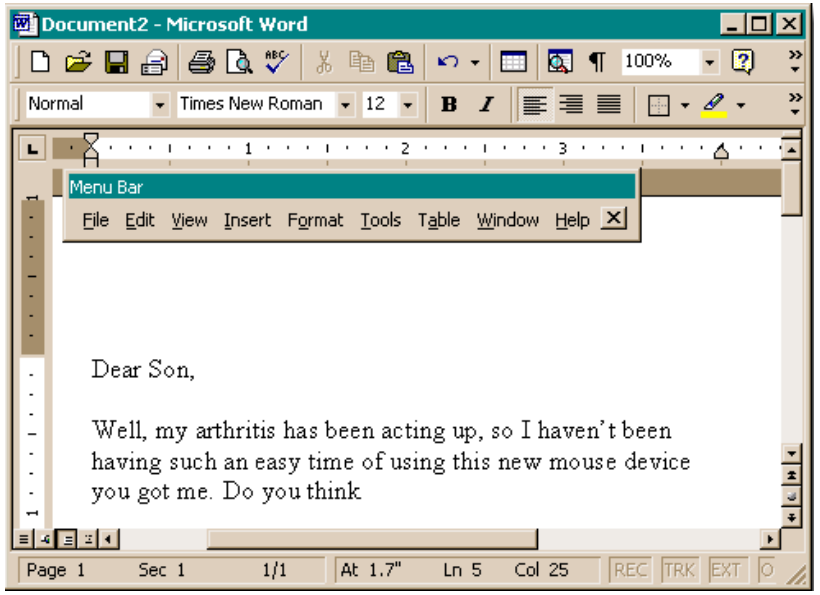
Choices

- “Every time you provide an option, you're asking the user to make a decision.” – Joel Spolsky

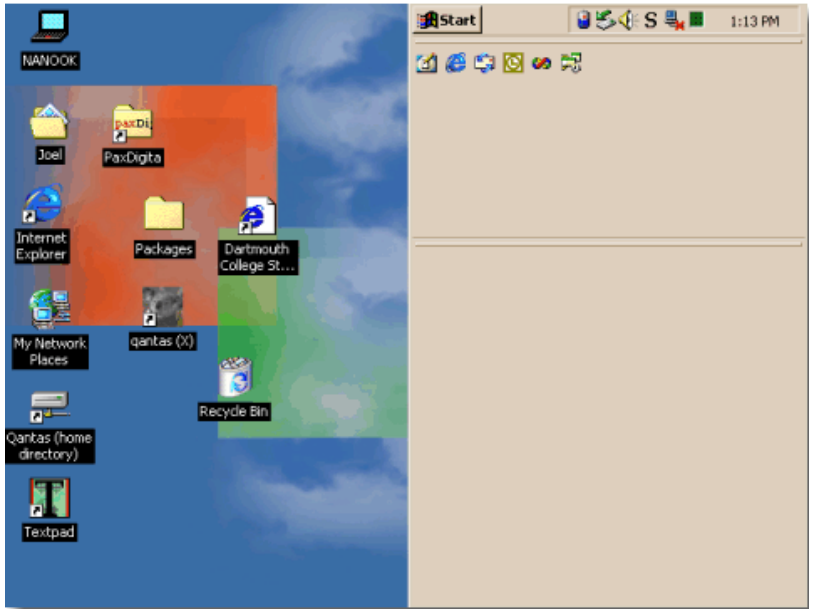
This is “unequivocally the most moronic ‘wizard’ dialog in the history of the Windows operating system. This dialog is so stupid that it deserves some kind of award. A whole new *category* of award.”



Too much freedom is dangerous



floating menu bar

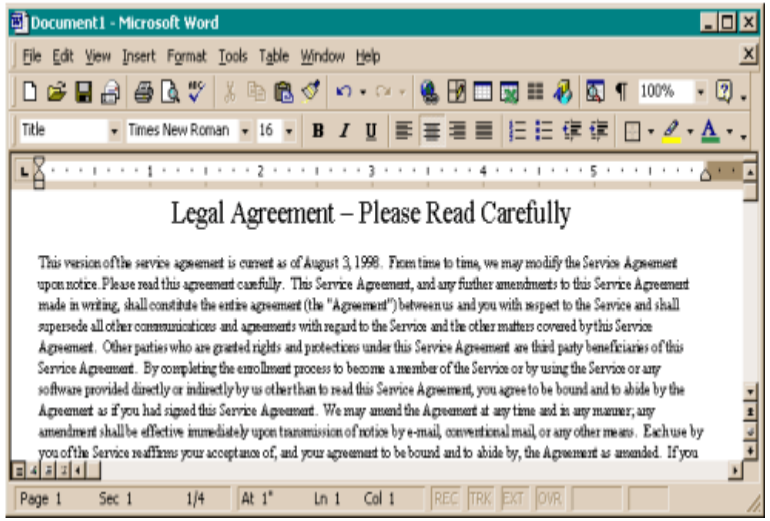


huge system tray

How many users want these?

Metaphors

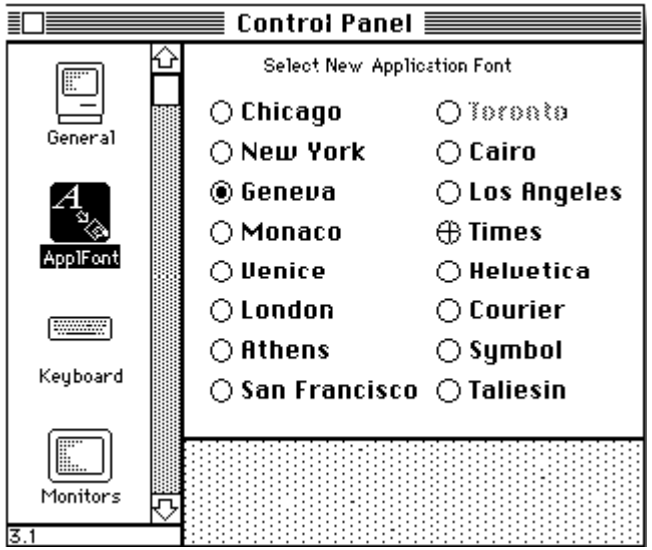
vs.



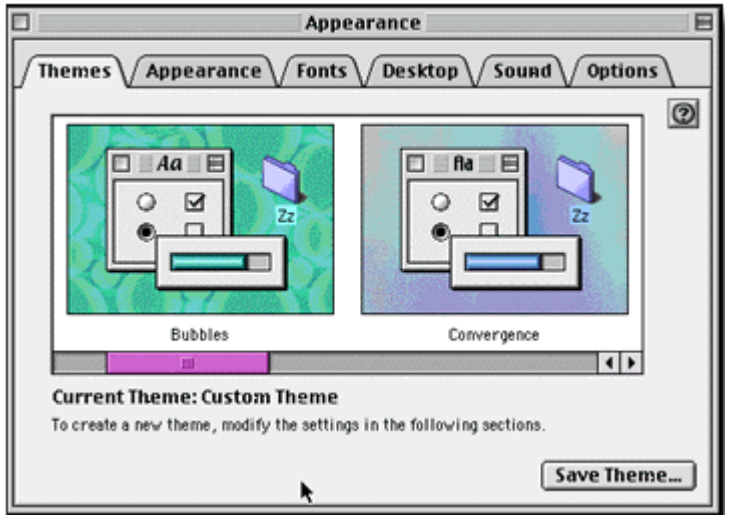
Also desktop, folders, paintbrush, ...

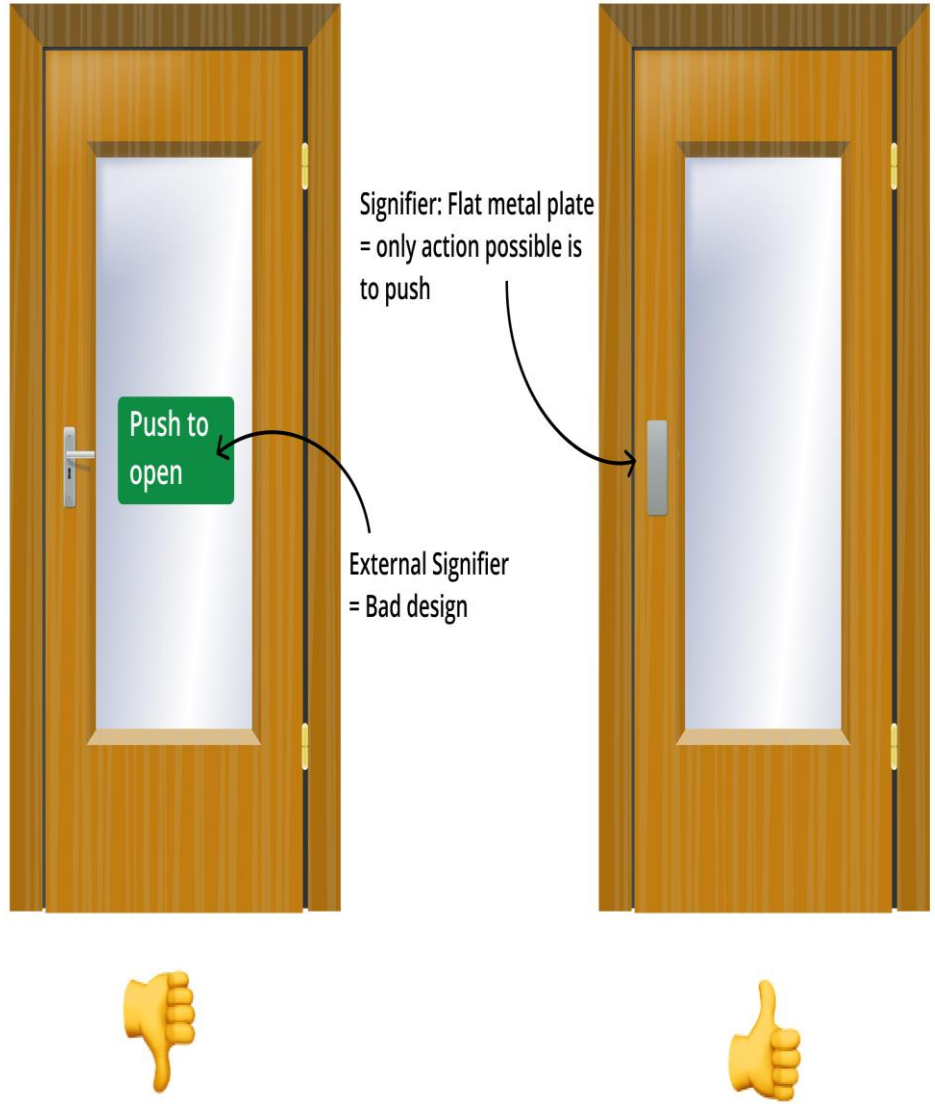
Affordance

afford – to make available or provide naturally
(door with metal plate *affords* pushing)



vs.





(30% usability)

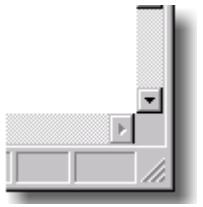
(100% usability)

Affordance (cont.)

Where to grab?

Where to click?

What to drag?

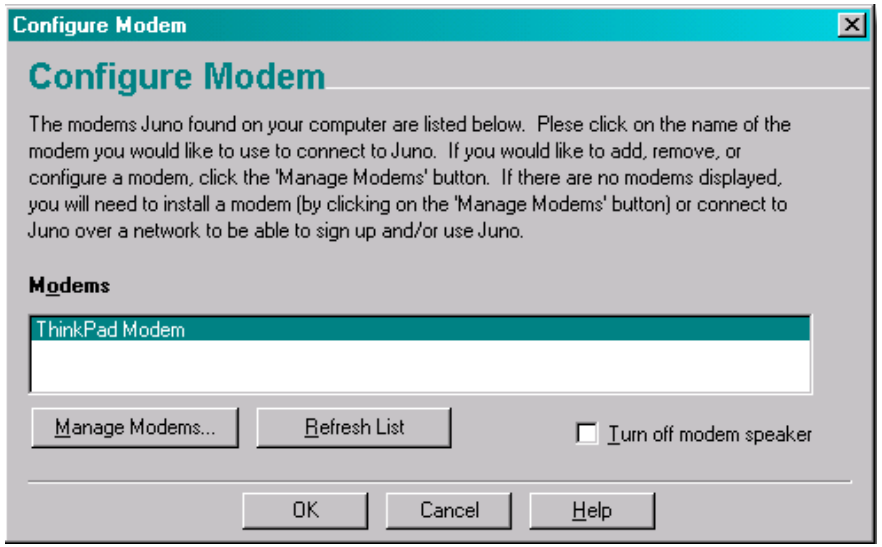


Consistency, not creativity

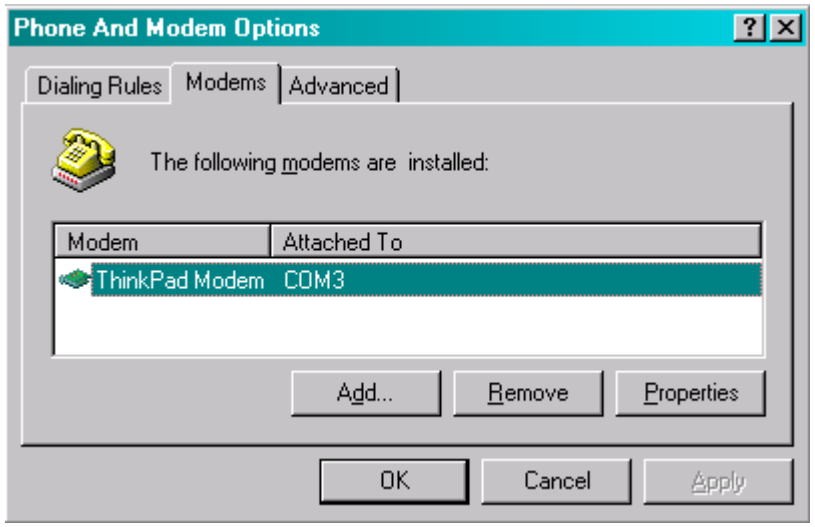
- "A *foolish* consistency is the hobgoblin of little minds" – Emerson
- Application should be consistent with itself *and* with other programs
- Examples: FrontPage, Visio
- Beware of creativity:
  - Less like user model
  - More work to implement
  - Do not leverage future/hidden features
  - "Just because Microsoft does it, doesn't mean it's right"
  - Examples: Tab from name to password, Netscape's reimplementation of common controls

Make explanations brief

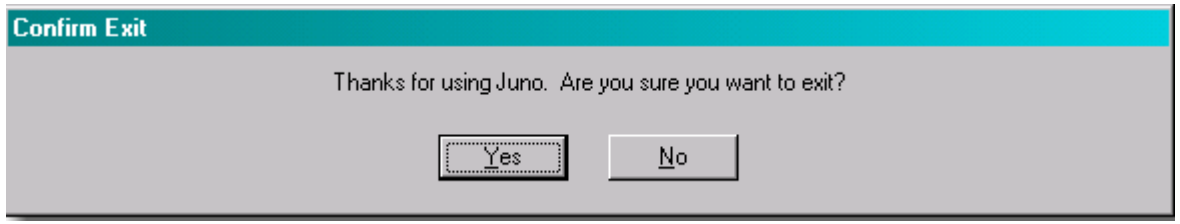
- "Users don't read the manual" – Spolsky
  - May not have the manual (on airplane, demo version)
  - Too busy / distracted / impatient
- "Users don't read anything" – Spolsky
  - advanced too busy
  - novice hope defaults are ok
  - in-between try to read but get confused



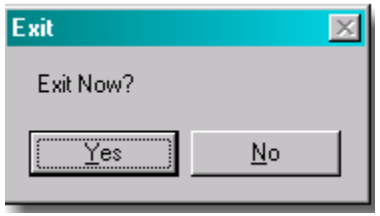
vs.



Many users are intimidated by computers



vs.



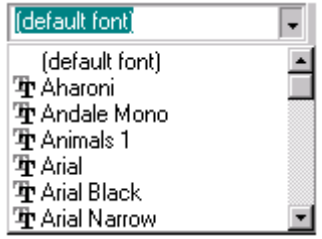
vs.

(no dialog)

Which is better for an intimidated user?

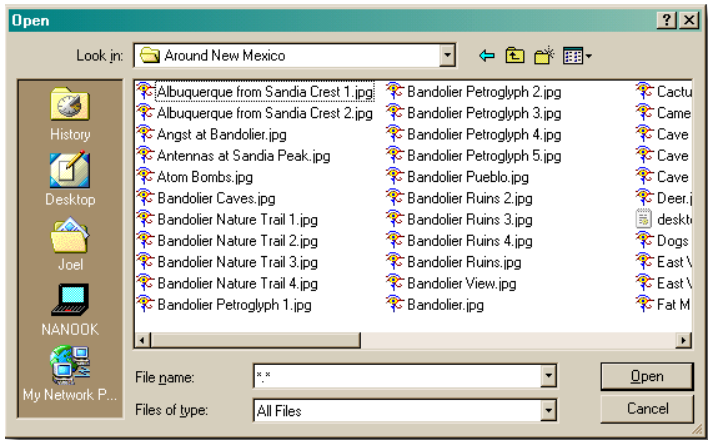
Users can’t control the mouse well

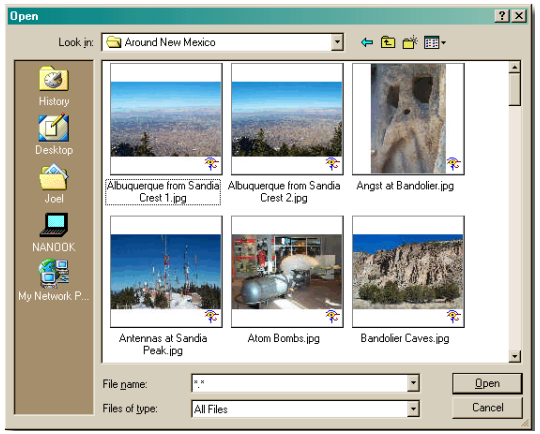
- What’s the problem?
  - sub-optimal pointing devices
  - bad conditions (dirty, old, or cheap mouse; crowded desk)
  - medical disabilities (young, old, arthritis, ...)
  - in a hurry
- “Mile-high menu bar”
  - Macintosh: slam mouse to top, get menu
  - Windows: ½ by ¼-inch target
- Easiest places to point: four corners
  - (Windows 95 start menu blunder: 2 pixels from corner)
- Programmers generally stick to 0, 1, or n
  - They want to avoid magic numbers (Why can you only open 20 windows?)
  - But all n>1 are not equally likely
    (window close to edge should snap in place)

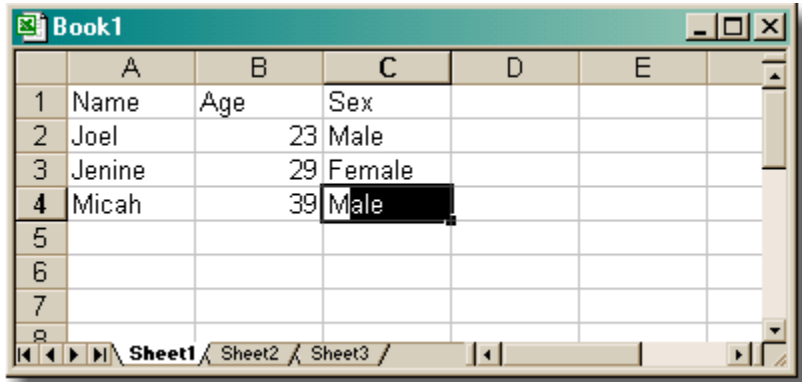


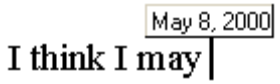
Don’t tax the user’s memory

- Make objects, actions, and options visible
- User should not have to remember (too much) information



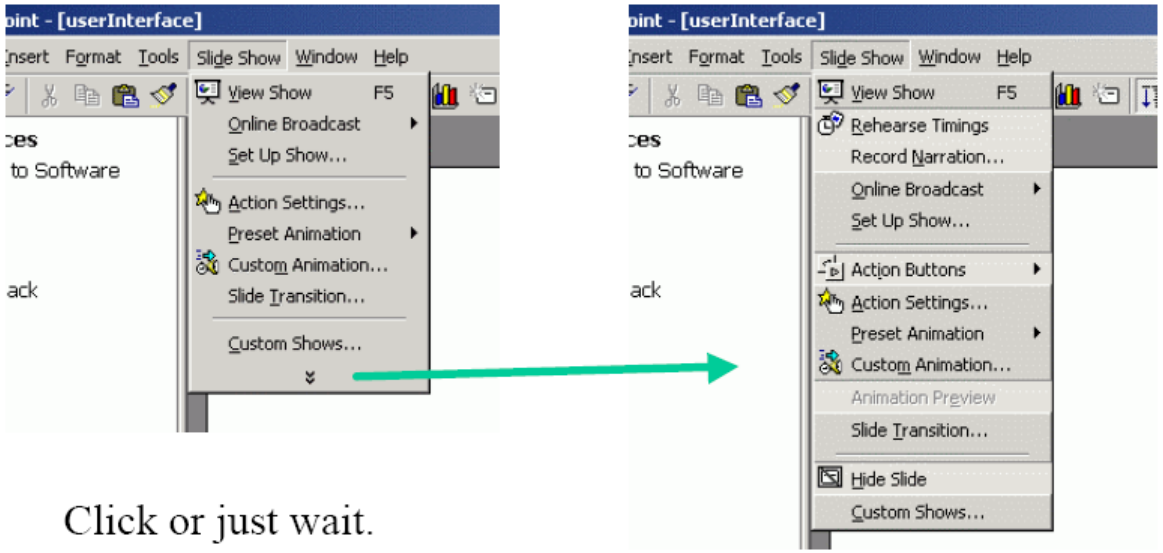






Some bad designs

adaptive menu



Click or just wait.

office "assistant"

What principle is being violated?

The bell curve

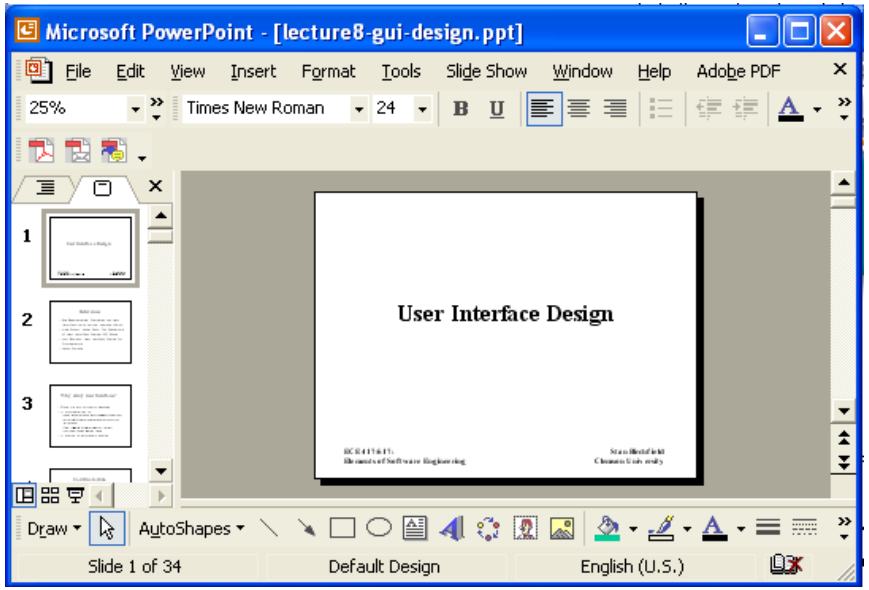
- Users lie on a bell curve
  - 98% can use a TV
  - 70% can use Windows
  - 15% can use Linux
  - 1% can program
- Users are not dolts
- But, the easier you make the program, the more people can use it (10% more usable → 50% more users)

Activity-based UI

- Two ways of designing UI:
  - What features should be there?
    - Greeting card example: add text, add picture, get predesigned card from library, send by email, print
  - What activities will users do?
    - Greeting card example: birthday greeting, party invitation, anniversary greeting
      (leads to unexpected features: remind to send next year)
- Example:
  - Excel was designed for financial number-crunching, but many use it for lists
  - Improv was to be “killer app” for NeXT
    - great for complicated multi-dimensional financial models
    - painful for lists

Open-ended vs. sequential operation

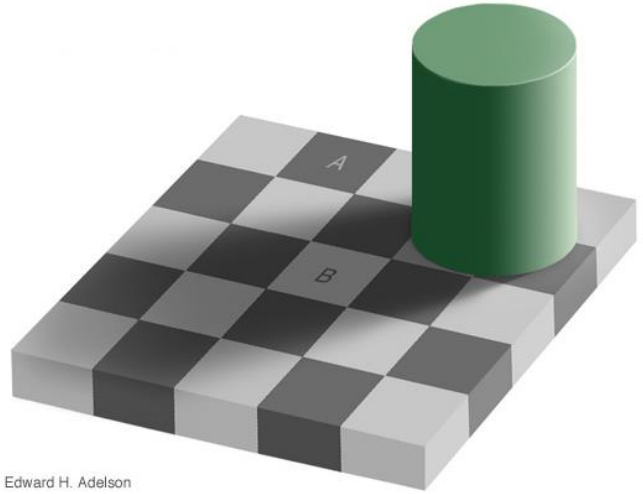
- History of UI goes back-and-forth b/w
  - user-in-control (command-line, Word, ...)
  - sequential steps (wizards, ...)



vs.

Visual perception

color constancy

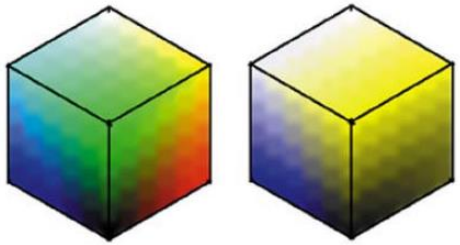


font spacing:

323 Fillmore Street

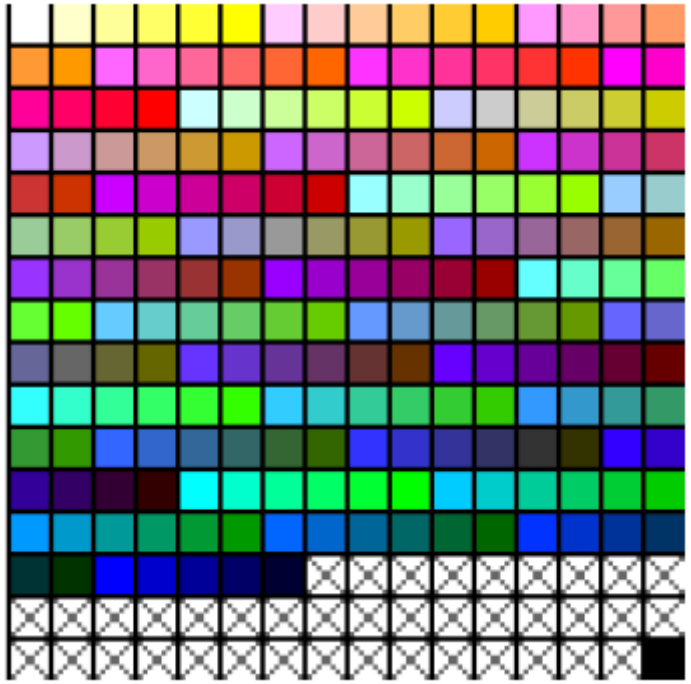
323 Fillmore Street

color-blind:
8% of men,
0.5% of women

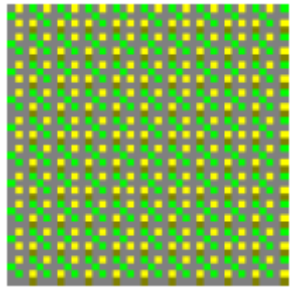


[from Michael Black]

Web-safe colors



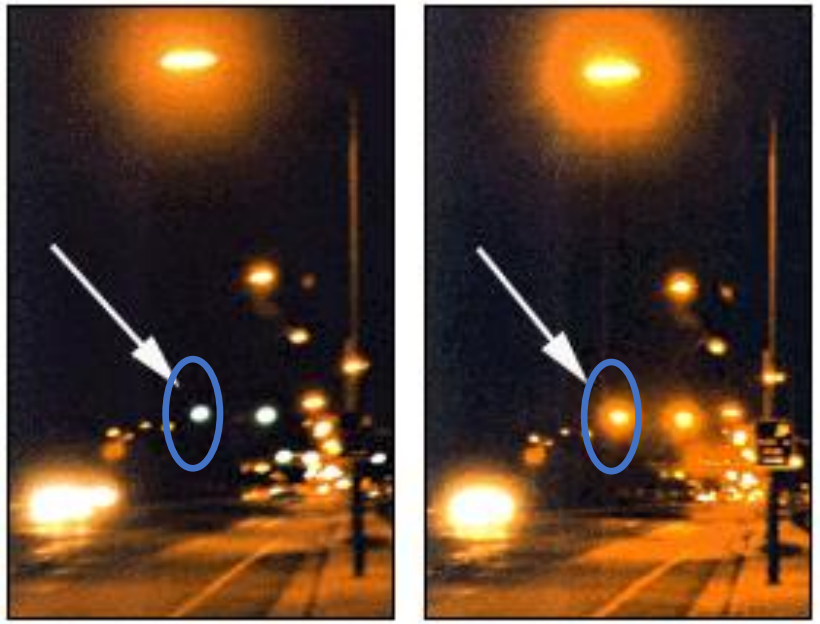
216 can be reproduced on all displays (including 8-bit)



dithering may produce other colors

Dangers of color

Driving at night in San Jose, where the street lights are yellow



traffic light is green

traffic light is yellow

The Difference between

UX

Interaction Design

Wireframes

Information Architect

User Research

Senarios

UI

Visual Design

Colours

Graphic Design

Layouts

Typography

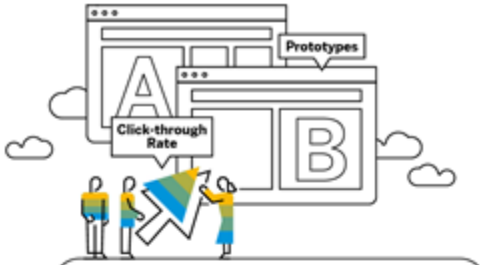
WHAT DOES A UX DESIGNER DO?

- Competitor analysis
- Customer analysis and user research
- Product structure and strategy
- Content development
- Prototyping and wireframing
- Testing and iteration
- Coordination with UI designer(s)
- Coordination with developer(s)
- Analysis and iteration

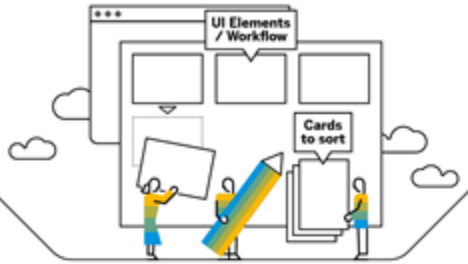
User research method cards

360° Analysis

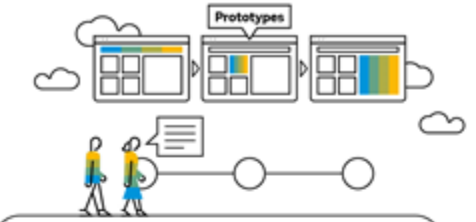
A/B Testing



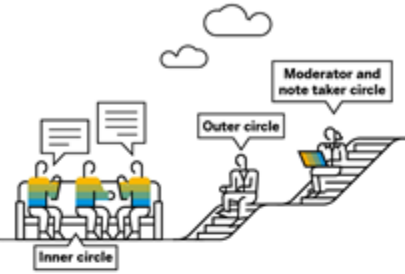
Card Sorting



Cognitive Walkthrough

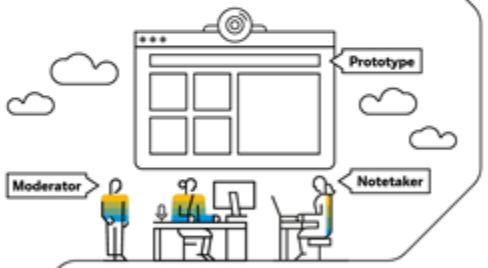


Fish Bowl



Use Case Validation

Usability Testing



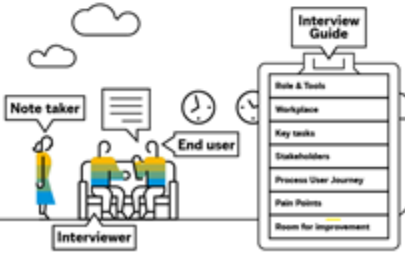
Usability Benchmarking

Tree Test

Survey & Questionnaire

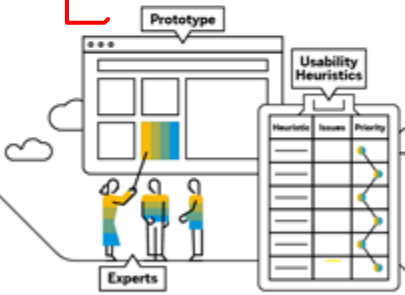
Shadowing

Interviews Field Research

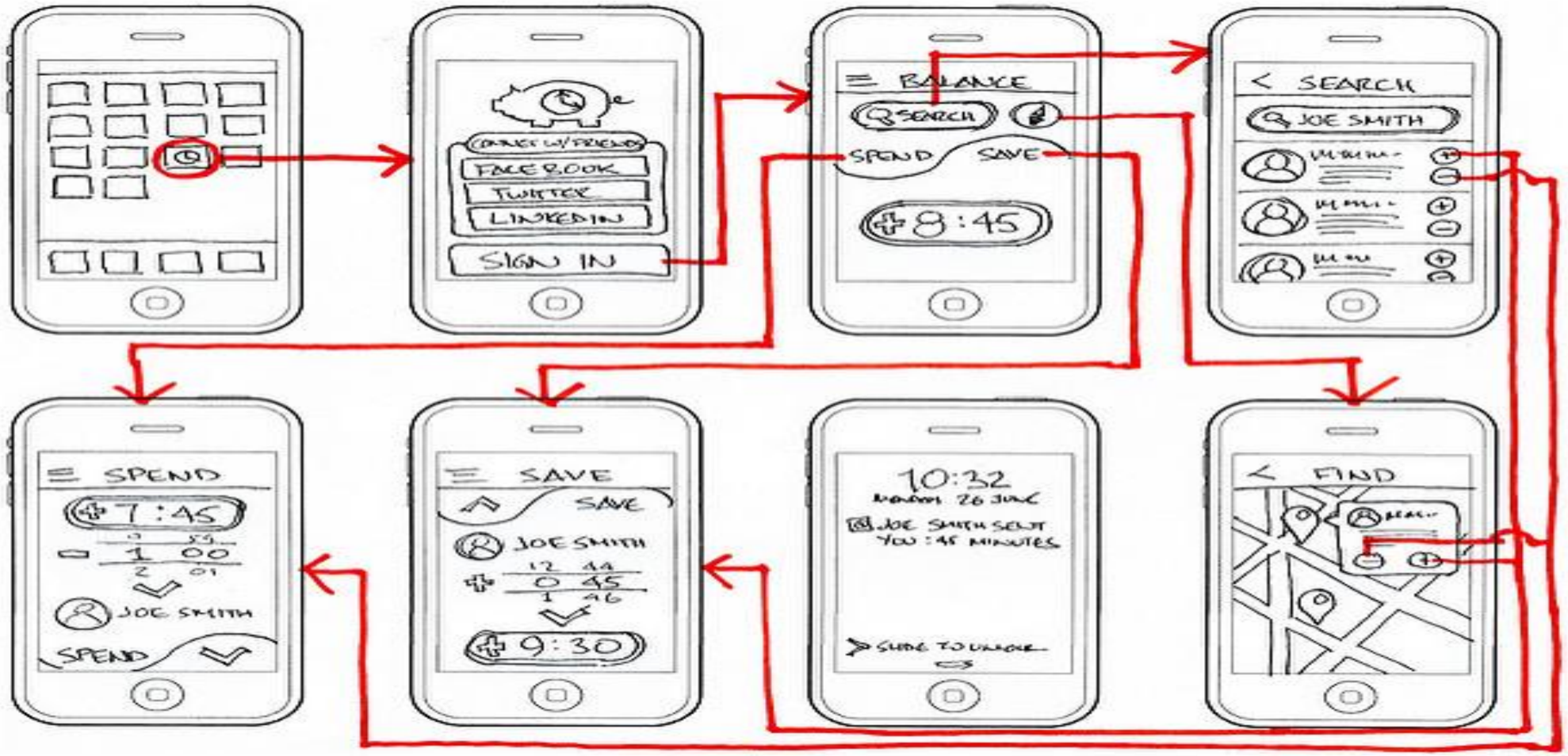


Focus Groups

Heuristic Evaluation



wireframe


FACEBOOK
TWITTER
LINKEDIN
SIGN IN
BALANCE
SEARCH
SPEND
SAVE
8:45
SEARCH
JOE SMITH
SPEND
7:45
1 00
JOE SMITH
SPEND
SAVE
SAVE
JOE SMITH
0 45
9:30
10:32
JOE SMITH SELECT
YOU : 45 MINUTES
FIND

Beyond WIMP

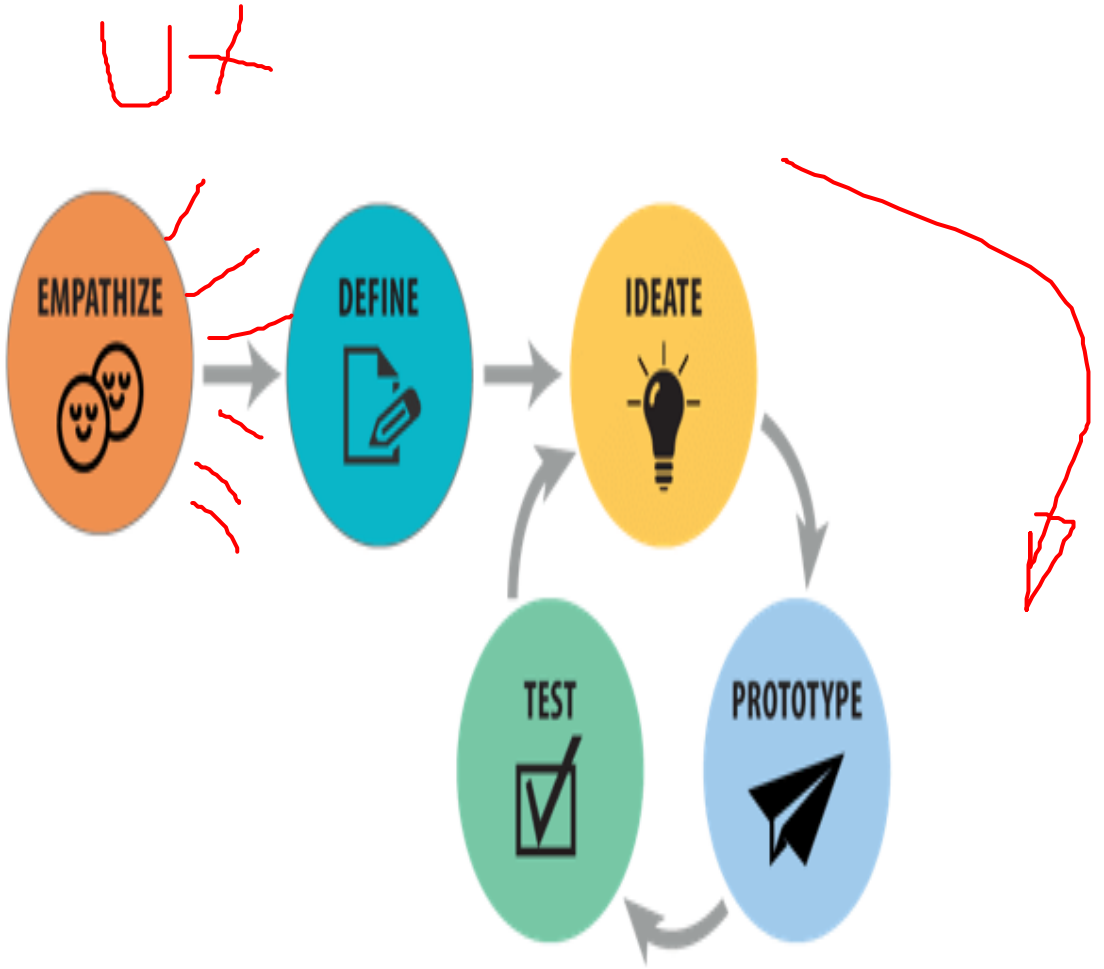
- WIMP (windows, icons, menus, pointers)
- WYSIWYG is WYSIAYG
- Importance of language
  - grouping, conditionals, referring to objects not immediately visible or future
  - support novice and power-user
  - provide concrete and abstract ways of manipulation
  - keyboard shortcuts / macros
- Shared control
  - Delegation of routine or complex tasks to computer

Design Thinking

- Design Thinking is a design methodology that provides a solution-based approach to solving problems. It’s extremely useful in tackling complex problems that are ill-defined or unknown, by understanding the human needs involved, by re-framing the problem in human-centric ways, by creating many ideas in brainstorming sessions, and by adopting a hands-on approach in prototyping and testing.

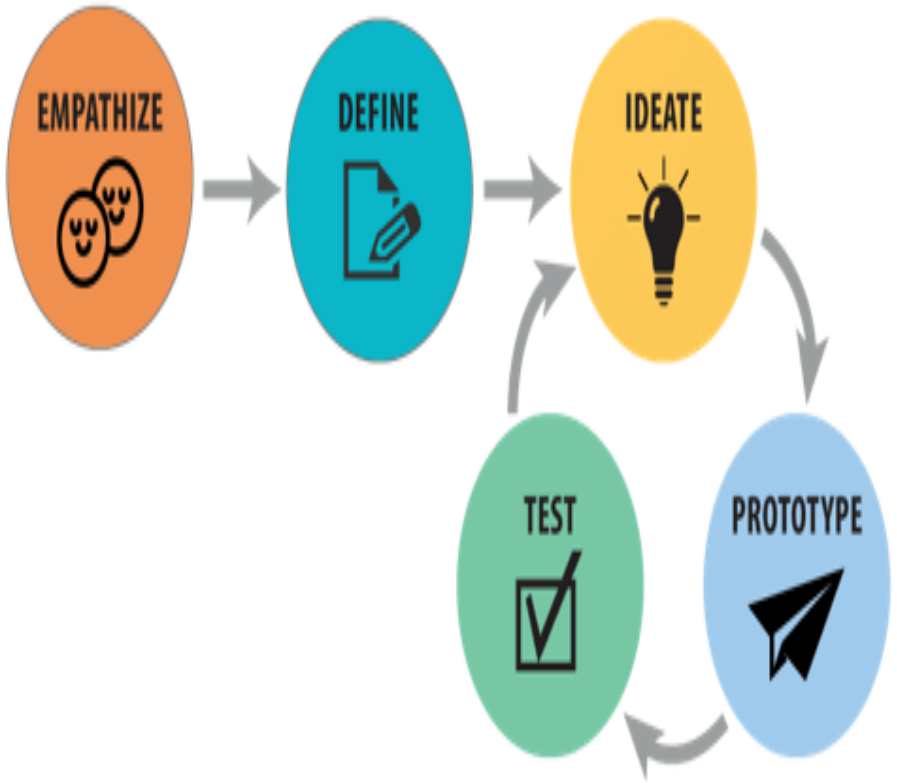
Empathize

- The first stage of the Design Thinking process demands gaining an empathic understanding of the problem you're trying to solve, typically through some form of user research. Empathy is crucial because it allows you to set aside your own assumptions about the world in order to gain insight into users and their perspectives. This stage involves entering the realm of the users and, as far as possible, "becoming" them so as to begin work on custom-designing a solution.



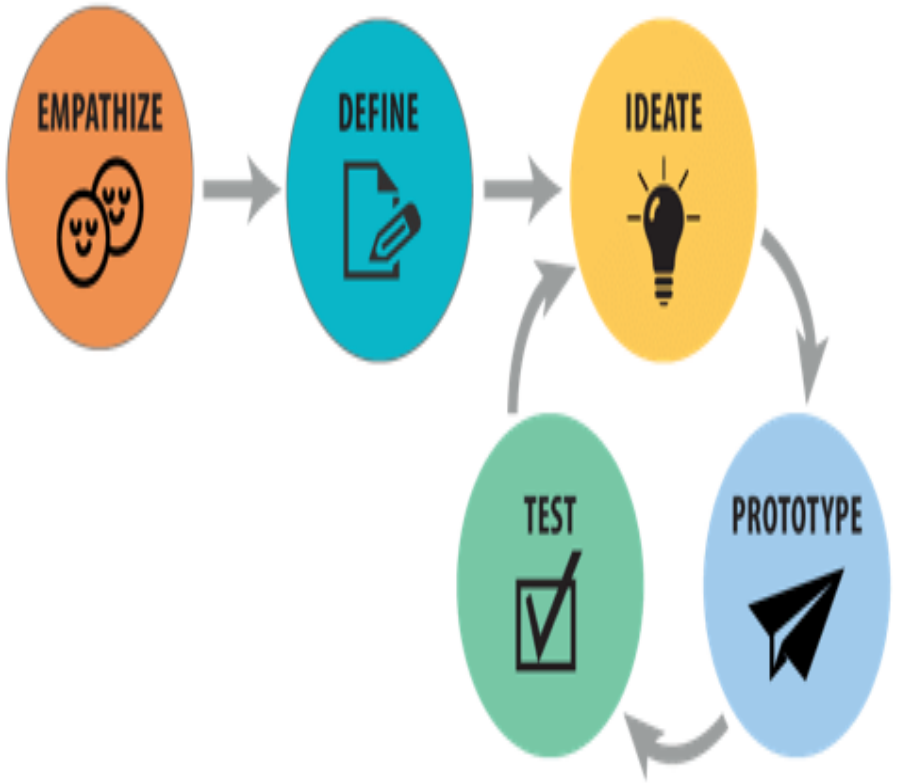
Define

- During the Define stage of Design Thinking, you put together the information you have created and gathered during the Empathize stage. You analyze your observations and synthesize them in order to define the core problems you and your team have identified so far. This is where you ensure that what you are addressing sits in sharp relief before you, its properties known in full.



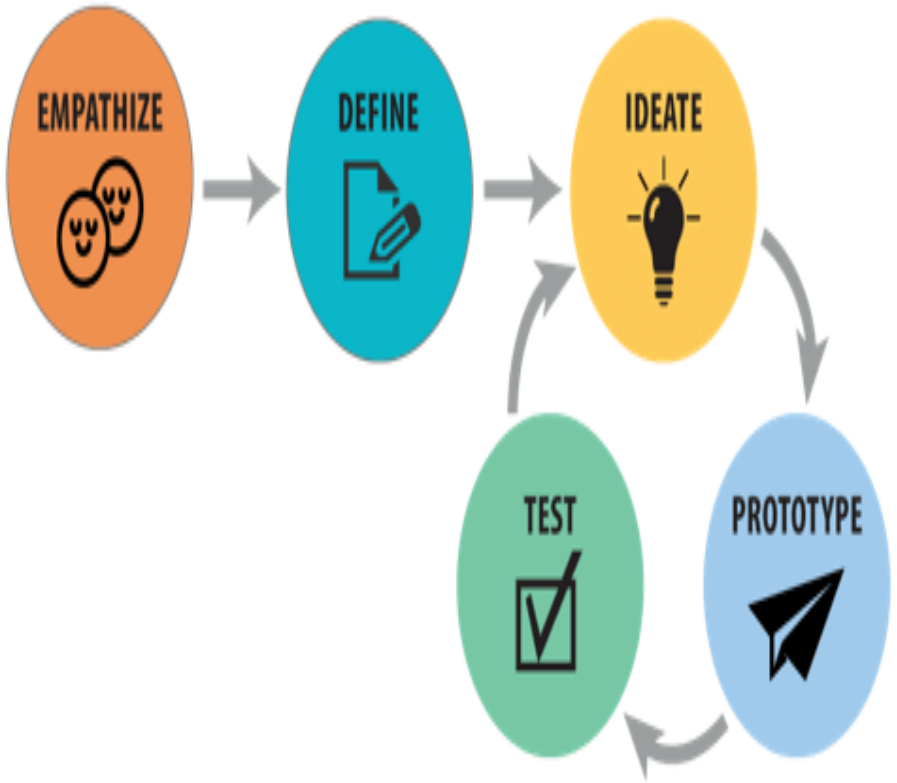
Ideate

- The process's third stage finds you ready to start generating ideas. With the knowledge you have gathered in the first two phases, you can start to "think outside the box" to identify new solutions to the problem statement you've created, and you can start to look for alternative ways of viewing the problem.



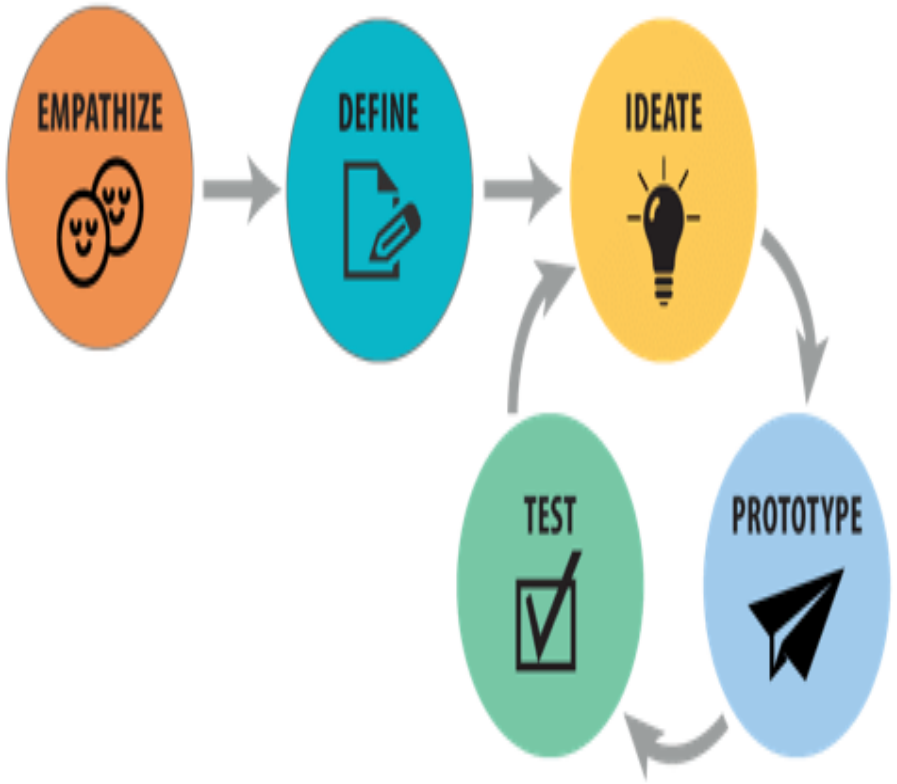
Prototype

- In the Prototype phase of Design Thinking, your design team produce a number of inexpensive, scaled-down versions of the product or specific features found within the product so you can investigate the problem solutions generated in the previous stage.



Test

- In the Test phase of Design Thinking, you rigorously test the completed product using the best solutions identified during the prototyping phase. This is the final stage; however, in an iterative process, the results generated during the testing phase are what you will often use to redefine one or more problems.



Perspectives on Design Thinking

- the importance of empathy. Empathy is about stepping out of your own role and try to understand the perspective of others. In Perspectives we will particularly ask the questions what the goals and responsibilities of the stakeholders are and which information they need to realise them.
- a fast iteration of Ideate, Prototype and Test. Using the Perspectives Software it is possible to both generate prototypes of the stakeholder's perspectives and validate them during workshops. This will improve the workshop's dynamics and the quality of the result. It will be interesting to see how Perspectives can be used in Design Thinking workshops.