

CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 04:
Critique

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Tuesday/Thursday
12:00 to 1:20

ABC News and IDEO's Deep Dive



<http://courses.cs.washington.edu/courses/cse440/videos/critique/IDEO-DeepDive.mp4>

ABC News and IDEO's Deep Dive

Things to see in this video:

brainstorming

inquiry

sketching

critique

Why build a shopping
cart with no bottom?

Today is mostly about critique,
but critique is key in this overall process

ABC News and IDEO's Deep Dive



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ABC News and IDEO's Deep Dive



Learning to Give and Receive Critique

You will learn how to both give and receive critique

Each is important

Each is a skill developed through practice

Many activities will consist of group critiques

Each group will present an artifact

Other class members and staff will offer critique

Starting today with critique of the CI Plan

Why Critique?

Critique helps evaluate early, often, and cheaply

Applicable to artifacts of many types

Compare to other expert inspection methods

You are not your own worst critic

We collectively know more than any one of us

It is hard to see past your own decisions

Design requires getting past our own infatuation

A design can feel like
our love, our baby...

Why Critique?

Critique is not just for design

It applies to many artifacts and domains

Why Critique?

Critique is not just for design

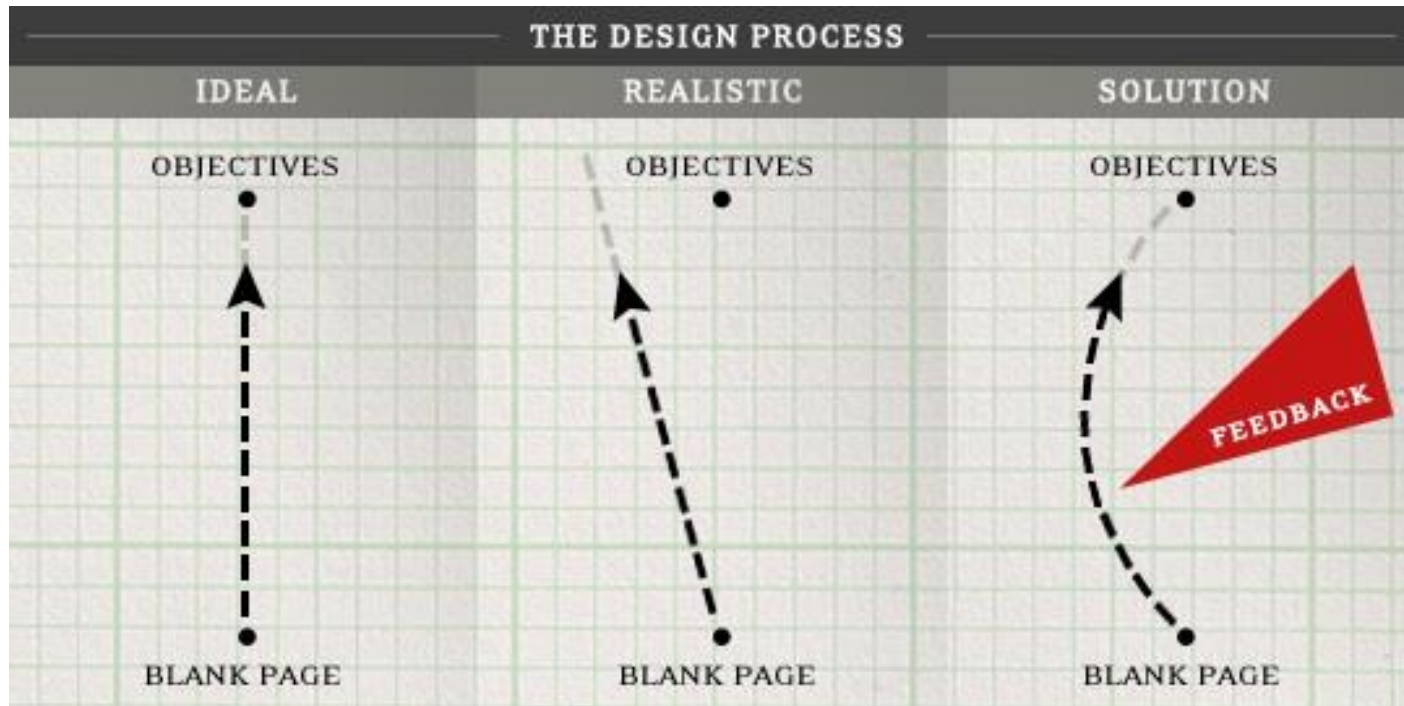
It applies to many artifacts and domains

visual art, writing, design, code (i.e. code review)

Over time, you should gather people who can give you high-quality critique in everything you do

You may meet some of those people in this class

Critique is About Improvement



What is Critique?

Critique is a method for feedback

It is not just a list of complaints

1. Presenters sit down with critics
2. Quickly explain their artifacts
(e.g., less than 2 minutes)
3. Critics give feedback, ask questions
4. Presenters respond,
take notes on what is discussed

Critique is Neither Criticism nor Design

Seriously, not just a list of complaints

Critics offer honest feedback

Both positive and negative

Presenters should be able to learn *what works well*
and *what is problematic* about their artifact

It is then presenter's responsibility to sort through feedback, decide what is important, and how to act

You must take notes for later review

Tips for Presenters

Critique can be hard, especially at first

Try to avoid being defensive

You are not your work, separate yourself

Remember the expertise you bring

Even if “the room” knows more about design,
you know more about your problem / artifact
and your rationale for the current design

Tips for Presenters

Taking advice is not giving up authorship

You still make the final decisions

A half-baked suggestion does not
contain all the details of a finished solution

Design your critique

What you show invites different forms of feedback

Verbally indicate what kind of feedback you want,
but also provide an artifact of appropriate form

This course will guide you in a variety of forms

Tips for Presenters

Keep an eye out for design rationale

You probably made some decisions without thinking through good reasons at the time

Critique can help give a rationalization for past decisions as you explain the artifact to others

Exploit failure

A “failed” artifact (e.g., plan, design) should teach you about the design space, what won’t work, and why

The goal is to improve, this requires failure

Tips for Critics

There are many strategies for giving critique

Hamburger method

I like, I wish, what if

Socratic method

These provide ways to give critique that can help the conversation go smoothly

Can give you a question to ask when you do not otherwise have one, provide a way to ask that is productive and less likely to create defensive reaction

Tips for Critics: Hamburger Method

“Bun, meat, bun”

Bun:

Something fluffy and nice

Meat:

Criticism on how to improve

Bun:

Something fluffy and nice

Not a “shit sandwich”

Positives need to be genuine, enable learning from both positive and negative aspects of the artifact

Tips for Critics: I Like, I Wish, What If

I Like:

Lead with something nice

I Wish:

Some criticism, often leading from what you like

What If:

An idea to spark further conversation, better than:
“I think you should have...” or “Why didn’t you ...”

Gives the presenter benefit of the doubt if they did
already think of your idea, can present rationale

Tips for Critics: Socratic Method

Identify an aspect of the design and ask “Why?”

Can be good if unsure what else to say

Forces presenter to give, or develop, explanations for decisions, which can help build design rationale

Not fundamentally negative and hard to get defensive

Tips for Critics

Limit your use of personal pronouns (e.g., “you”)

Critique is about the artifact, not the designer

A designer deserves honest feedback

Both positive and negative

Including clarity and rationale

Help with actionable suggestions

But it is not your design

Perhaps several possible ways of thinking

Summary

Fall out of love with the things you build

Let others help you see past the infatuation

Get feedback early, often, and cheaply

Focus on improvement

In brainstorming, we were not *criticizing*

In critique, we are not *defending*

You will learn to both give and receive critique

If you are having difficulty, please come talk to us

Critiquing Project 2b: CI Plans

Split into subgroups, optional if 3 or fewer people

Find another group (e.g., look next to you)

15 minutes

1 to 2 minutes explaining the artifact

5 to 6 minutes critiquing

Reverse roles

Repeat with another group, if time allows

Remember to take notes, sharing with your group

Critiquing Project 2b: CI Plans

Some potential foci and tradeoffs in critique:

What is the problem being addressed?

What is the method?

Contextual inquiry, interview, ...

Who are the participants?

Multiple types of stakeholders, a particular focus, ...

What is the focus / are the foci?

How will this inform design?

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