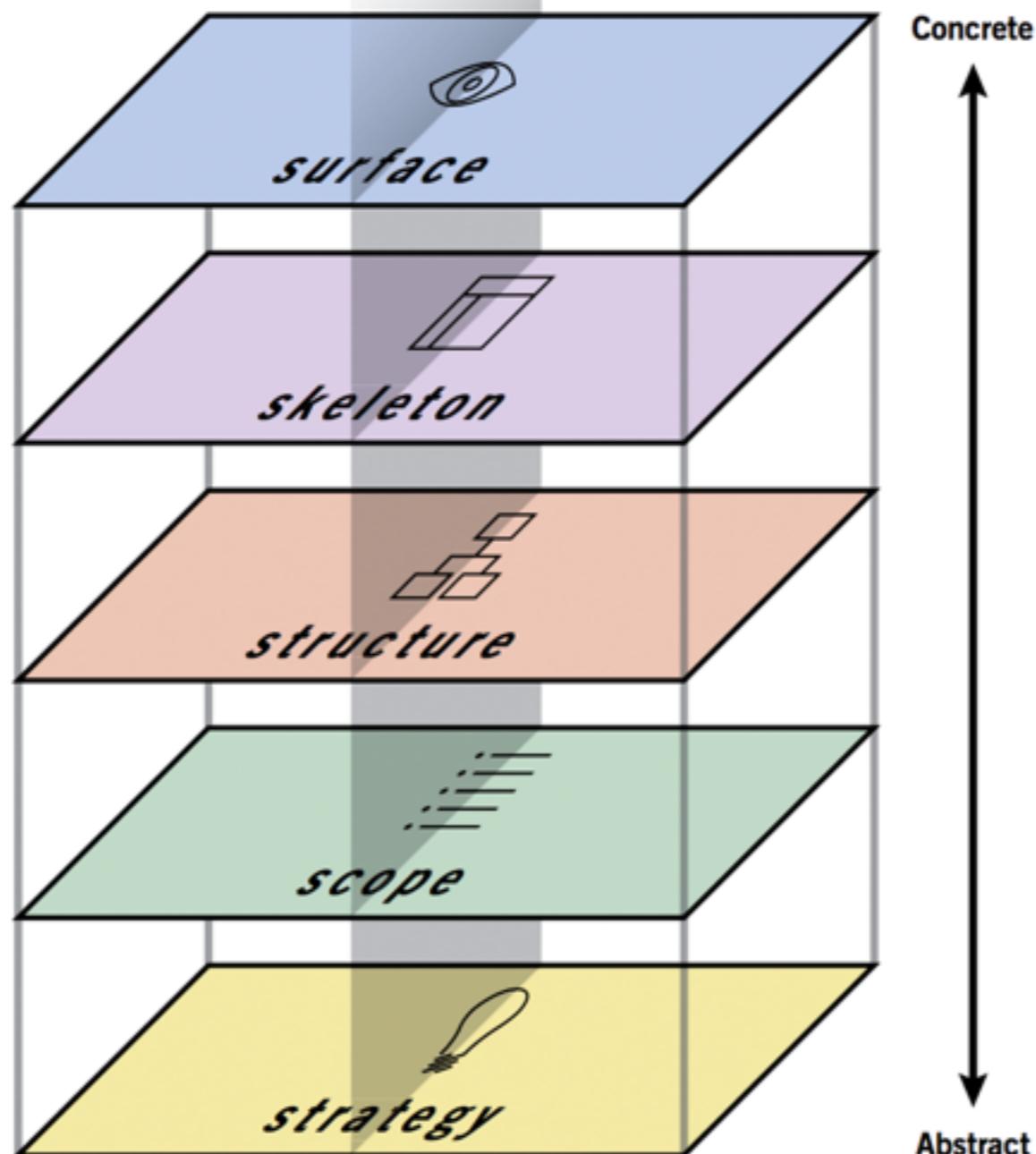


Week 3: Structure

PUCD 2125 Section D, Spring 2017

product as functionality | product as information



Strategy

product as functionality | **product as information**

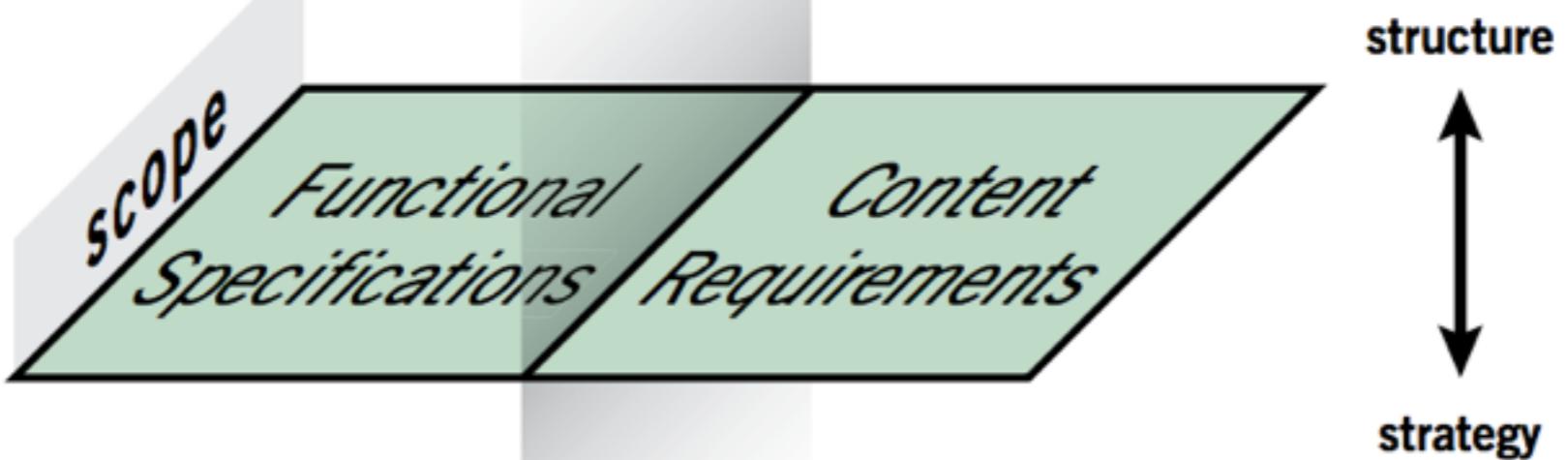


Why are we designing
and building something?

Who are we designing
and building something
for, what are their needs?

Scope

product as functionality | **product as information**



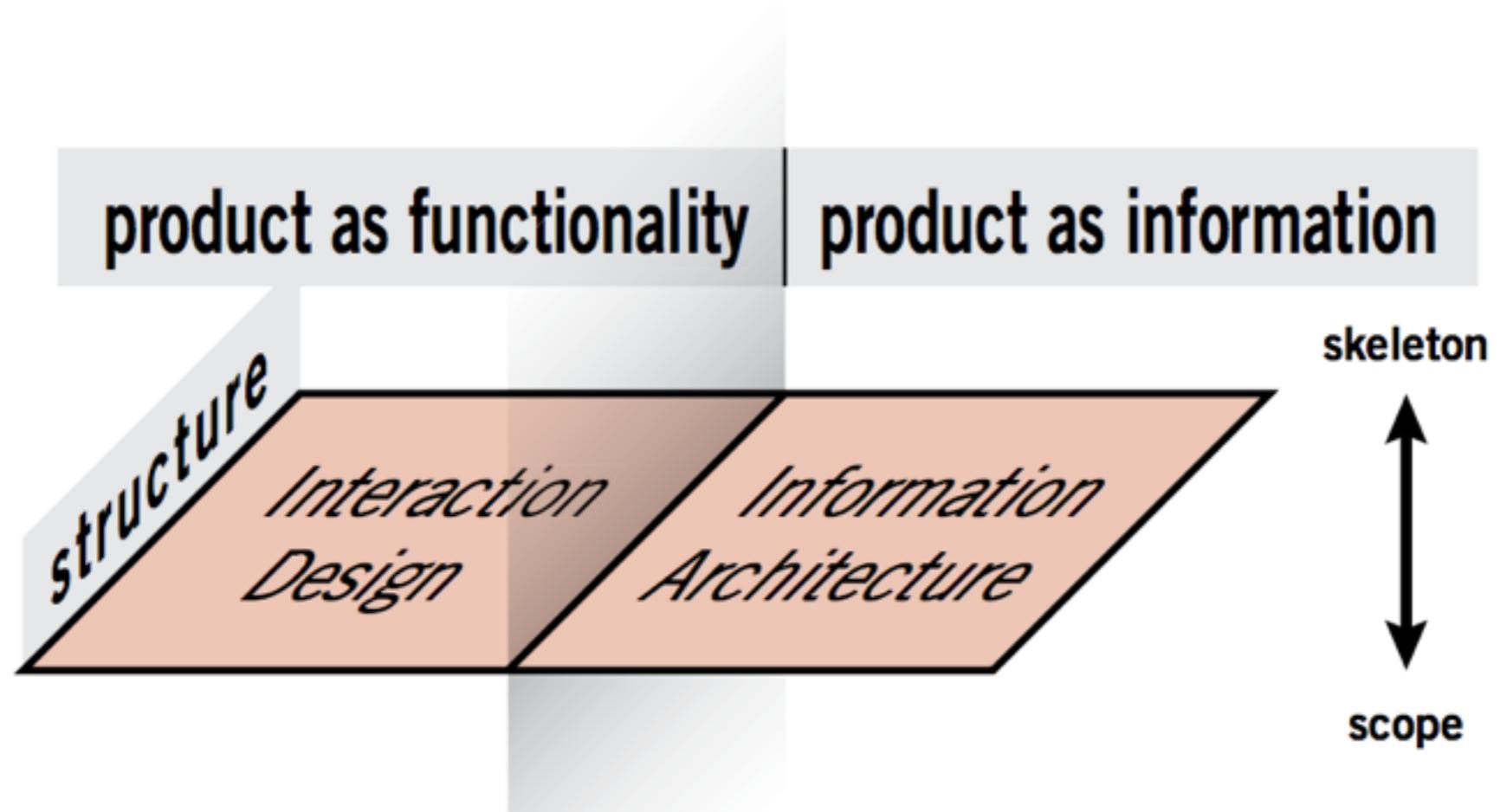
What are we making?

What are we **not making?**



Functionality & Content

Structure



Interaction Design

Interaction Design

Describing possible user behavior and defining how the system will accommodate and respond to that behavior.

Interaction Design

How the user accomplishes tasks.

Interaction design is like
a dance between your
interface and the user.

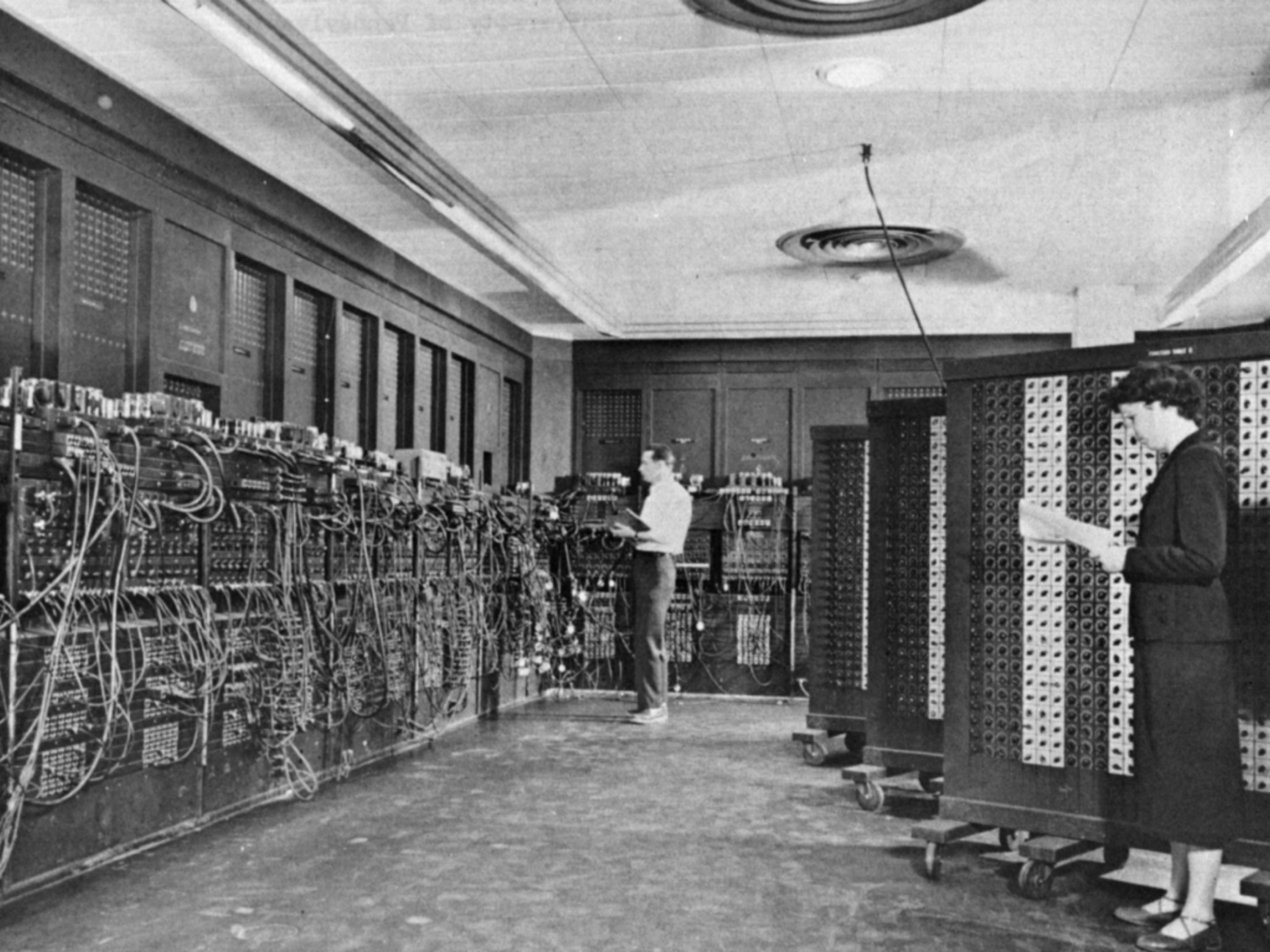








Interaction design is
about creating a good
dance partner.



A>ver

MS-DOS Version 4.81

A>dir /w

Volume in drive A is INST U481

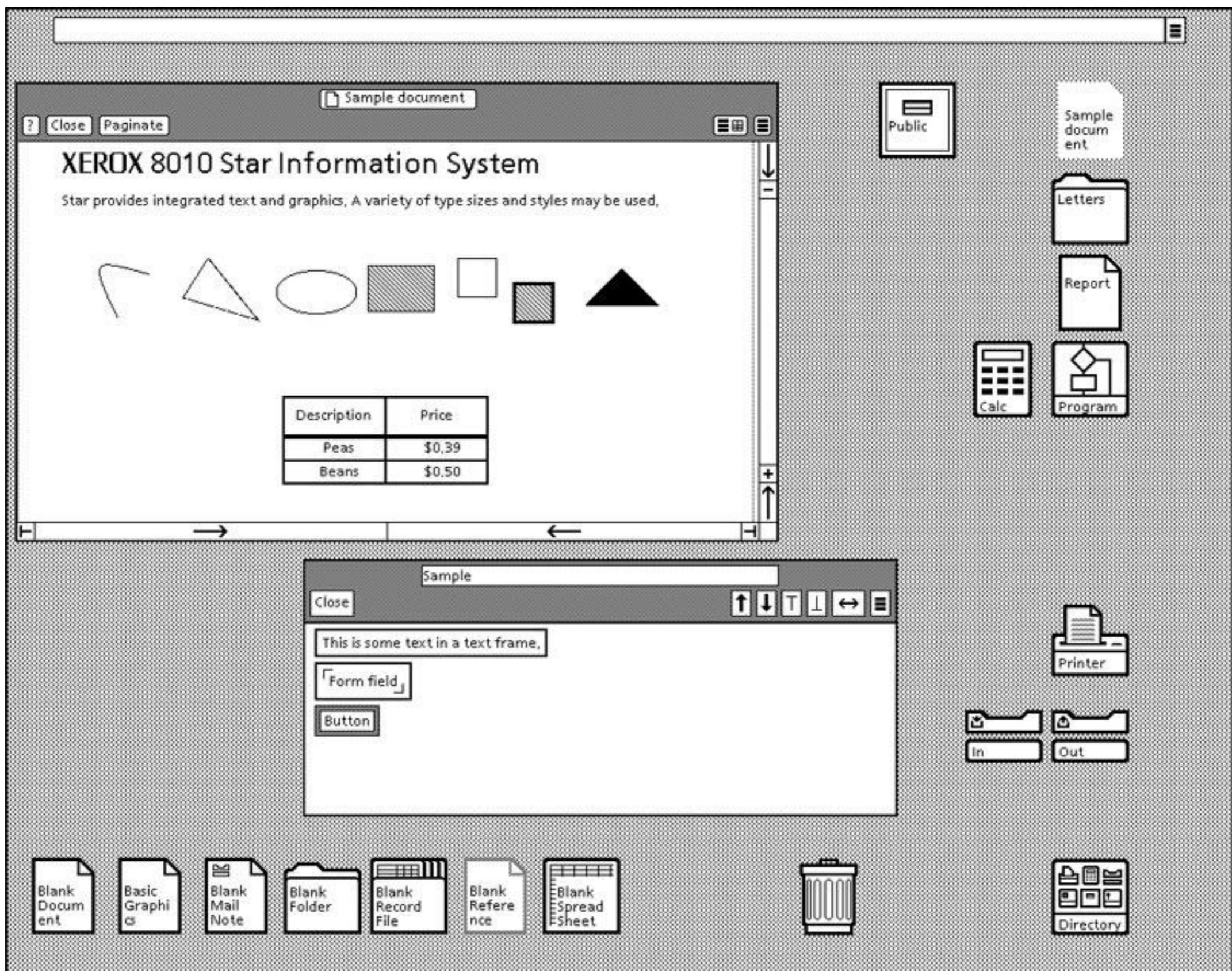
Volume Serial Number is 1BE8-BC34

Directory of A:\

COMMAND.COM	4281	CPI	4288	CPI	5282	CPI	ANSI.SYS	SYS
AUTOEXEC.BAT	CONFIG.SYS	CPI	COUNTRY.SYS	EXE	DISKCOPY.COM	DISPLAY.COM	FORMAT.COM	SYS
DRIVER.SYS	EGA.CPI		FASTOPEN.EXE		FDISK.EXE		KEYB.COM	SYS
GRAFTABL.COM	GRAPHICS.COM		GRAPHICS.PRO		HIMEM.SYS		PRINTER.COM	SYS
KEYBOARD.SYS	LCD.CPI		NLSFUNC.EXE		PRINT.COM		SELECT.HLP	SYS
RAMDRIVE.SYS	REPLACE.EXE		SELECT.DAT		SELECT.EXE		XMA2EMS.SYS	SYS
SELECT.PRT	SHARE.EXE		SMARTDRV.SYS		SYS			

35 File(s) 19456 bytes free

A>_







Conceptual Models

- A thing the user consumes?
- A place the user visits?
- An object the user acquires?

Consistency

Consistency

Once a behavioral pattern is established, users are trained to expect similar behavior with similar elements.

Conventions

Conventions

Widely used conceptual models that users are typically already familiar with.

Free U.S. shipping on 2+ items. Easy returns.

Hi, Zeke →

Women

Men

EVERLANE

Visit Us

Factories

About



Your Cart



The Texture V

Size: Small

Color: Dark Grey

- 1 +

\$25



The Texture V

Size: Small

Color: Ochre

- 1 +

\$25



The Air V

Size: Small

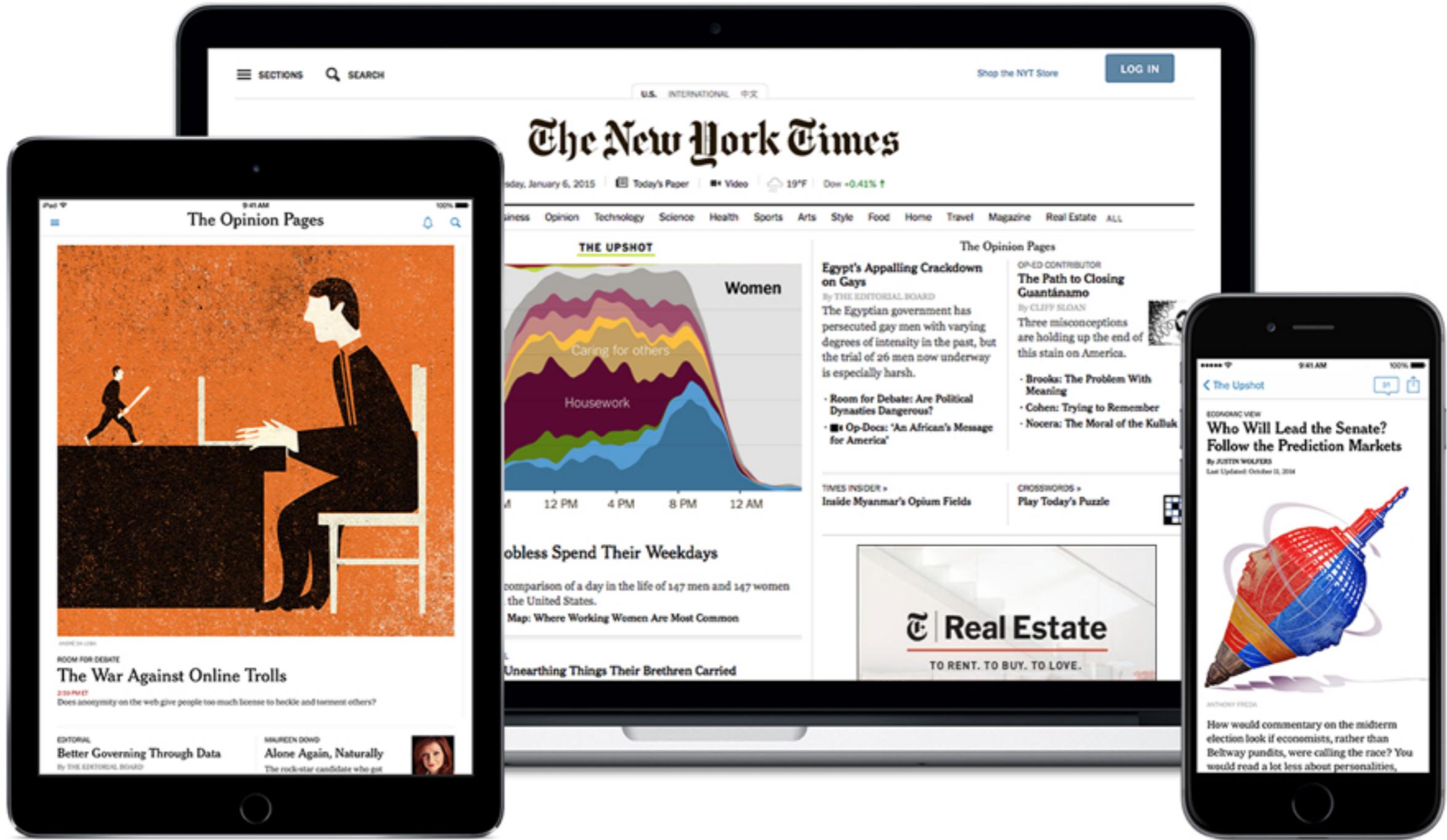
Free U.S. shipping on 2+ items. Easy returns.

You have \$158.85 of credit

CONTINUE TO CHECKOUT

Free U.S. shipping on 2+ items. Easy returns.





9:41 AM
The Opinion Pages



ROOM FOR DEBATE
The War Against Online Trolls

Does anonymity on the web give people too much license to heckle and torment others?

2:59 PM ET

EDITORIAL
Better Governing Through Data

By THE EDITORIAL BOARD

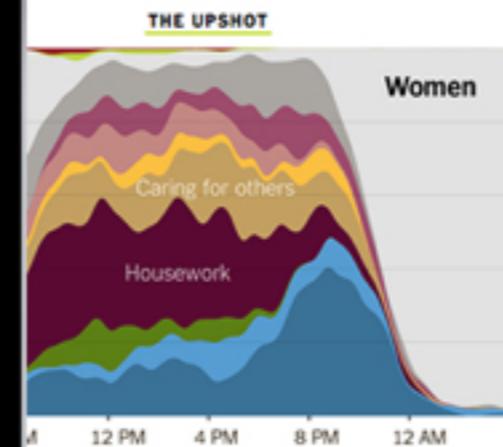
MAUREEN DOWD
Alone Again, Naturally

The rock-star candidate who got

The New York Times

Today, January 6, 2015 | Today's Paper | Video | 19°F | Dow +0.41% ↑

Business Opinion Technology Science Health Sports Arts Style Food Home Travel Magazine Real Estate ALL



obless Spend Their Weekdays

comparison of a day in the life of 147 men and 147 women in the United States.

Map: Where Working Women Are Most Common

Unearthing Things Their Brethren Carried

The Opinion Pages

Egypt's Appalling Crackdown on Gays

By THE EDITORIAL BOARD

The Egyptian government has persecuted gay men with varying degrees of intensity in the past, but the trial of 26 men now underway is especially harsh.

- Room for Debate: Are Political Dynasties Dangerous?
- Op-Docs: 'An African's Message for America'

TIMES INSIDER » Inside Myanmar's Opium Fields

CROSSWORDS » Play Today's Puzzle

Real Estate

TO RENT. TO BUY. TO LOVE.

9:41 AM
The Upshot

Who Will Lead the Senate? Follow the Prediction Markets

By JUSTIN WOLFERS

Last Updated: October 11, 2014



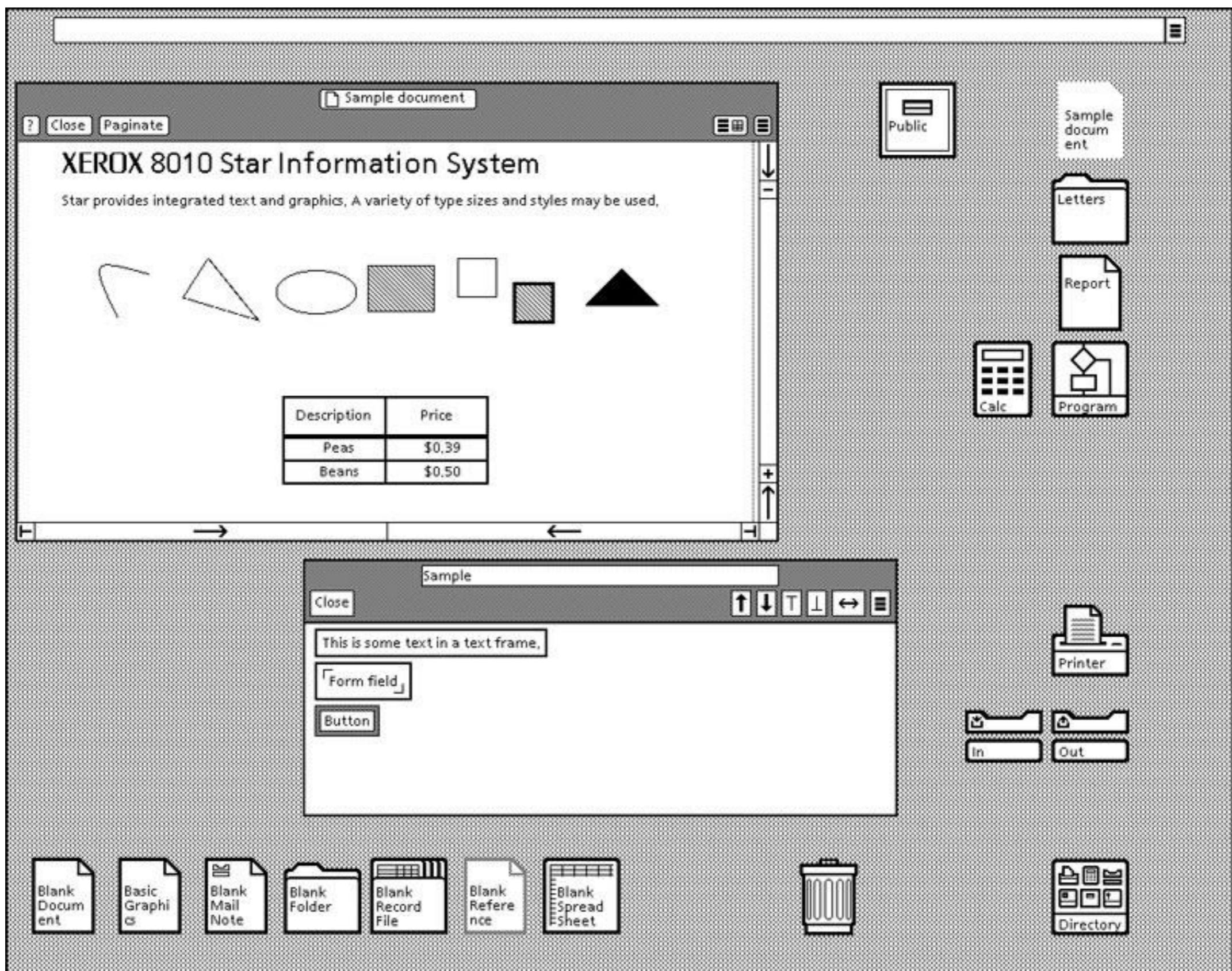
How would commentary on the midterm election look if economists, rather than Beltway pundits, were calling the race? You would read a lot less about personalities,



Conventions can be broken

- If you have a good reason to break it,
- And you can overcome the hurdle of users needing to figure out a new pattern.

Metaphors



Free U.S. shipping on 2+ items. Easy returns.

Hi, Zeke →

Women

Men

EVERLANE

Visit Us

Factories

About



Your Cart



The Texture V

Size: Small

Color: Dark Grey

- 1 +

\$25



The Texture V

Size: Small

Color: Ochre

- 1 +

\$25



The Air V

Size: Small

Free U.S. shipping on 2+ items. Easy returns.

You have \$158.85 of credit

CONTINUE TO CHECKOUT

Free U.S. shipping on 2+ items. Easy returns.



A screenshot of the Southwest Airlines website from 1999. The page features a large red banner at the top with the text "RAPID REWARDS® DOUBLE CREDIT" and "CLICK HERE FOR DETAILS". To the left of the banner is a yellow "SPECIAL OFFER" button. Below the banner is a grayscale map of the United States. To the right of the map is a portrait of Herb Kelleher, President & CEO. On the left side, there's a "TRY ME!" button pointing to a telephone icon labeled "Reservations". Below that is a sign for "SOUTHWEST AIRLINES VACATIONS A SYMBOL OF FREEDOM". In the center, there's a digital display showing "\$ 79.00". To the right of the display are two buttons: "AIRLINE REWARDS" and "FLIGHT SCHEDULE". At the bottom, there are three large cylindrical icons: one labeled "NEWS" with a small TV screen, one with the Southwest Airlines logo and the text "SOUTHWEST AIRLINES®", and one labeled "CAREERS". The background shows a blurred image of an airplane in flight against a blue sky.

SPECIAL OFFER

RAPID REWARDS® DOUBLE CREDIT

CLICK HERE FOR DETAILS

Reservations

TRY ME!

SOUTHWEST AIRLINES VACATIONS
A SYMBOL OF FREEDOM

\$ 79.00

HERB KELLEHER
President & CEO

AIRLINE REWARDS

FLIGHT SCHEDULE

NEWS

SOUTHWEST AIRLINES®

CAREERS

©1999 Southwest Airlines Co.



Error handling

System Error



Error Number 2.
Error text = Null object reference.
Window/Menu/Object = w_product_master.
Error Object/Control = w_product_master.
Script = pfc_postopen.
Line in Script = 34.

OK

The user is never
wrong.

- **Prevention:** Can we make an error *impossible* to happen in the first place?
- **Correction:** Can we make an error *difficult* to happen in the first place?
- **Resolution:** If an error does happen, make sure it's easy to resolve.

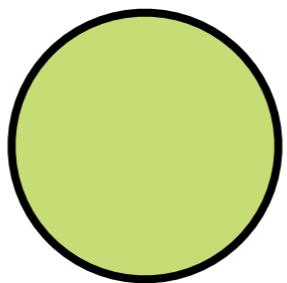
Information Architecture

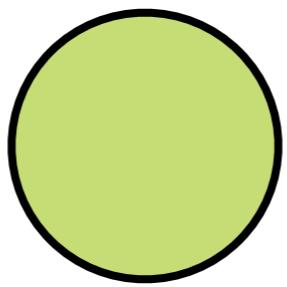
Creating organizational and navigational schemes that allow users to move through site efficiently and effectively.

Educate, inform, and
persuade.

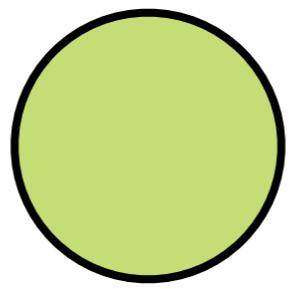
Categorization Schemes

Architectural Approaches



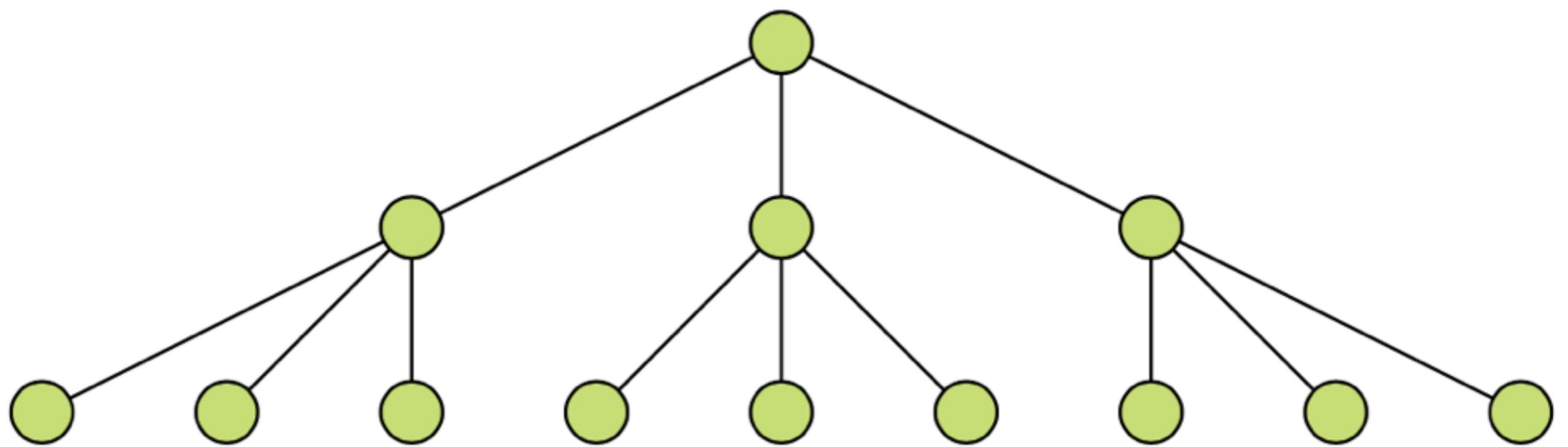


Node

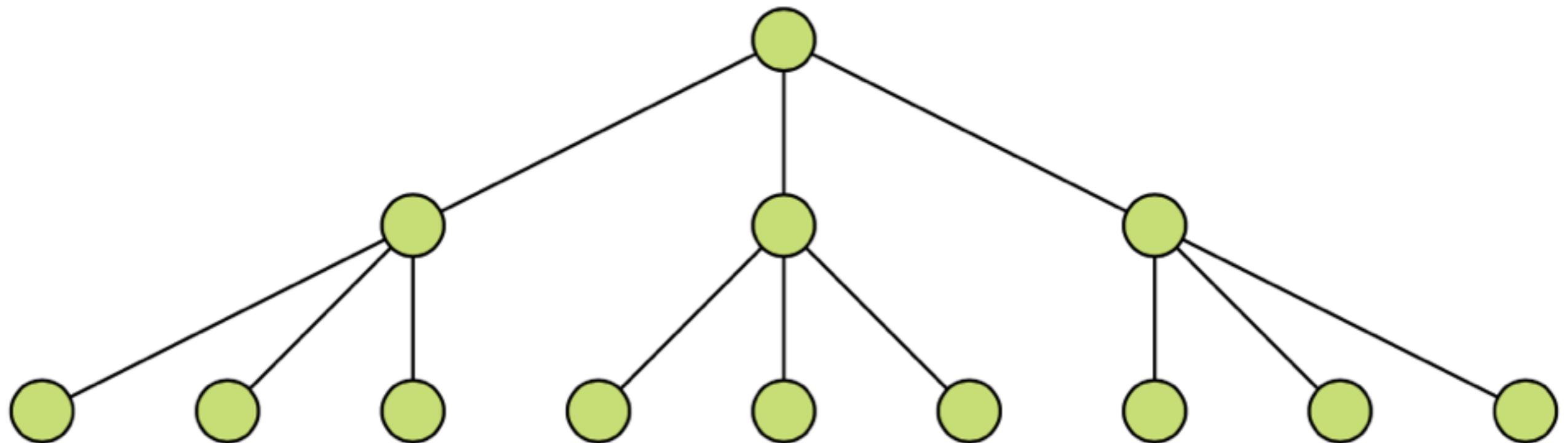


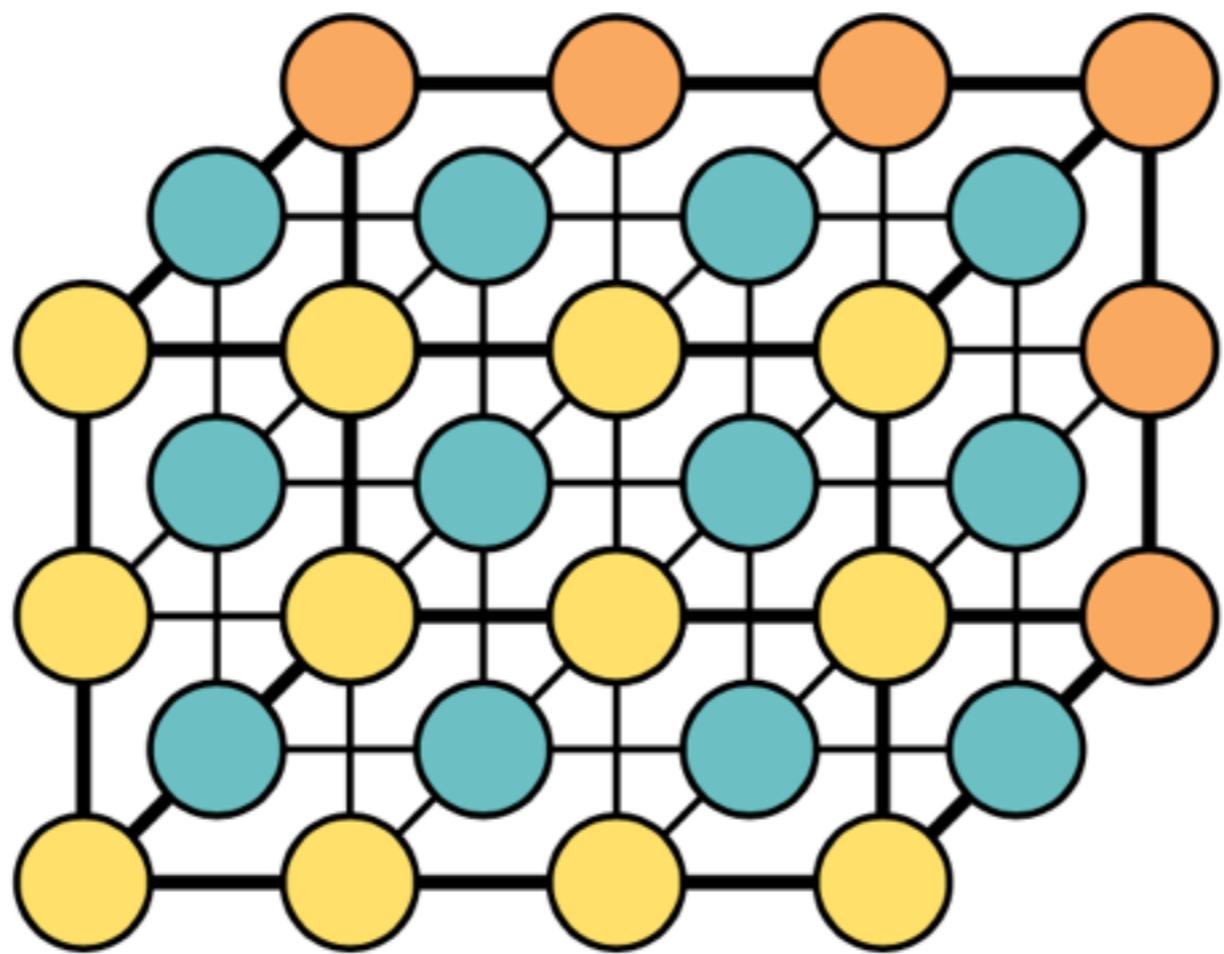
Node

Section > Page > Product > Price

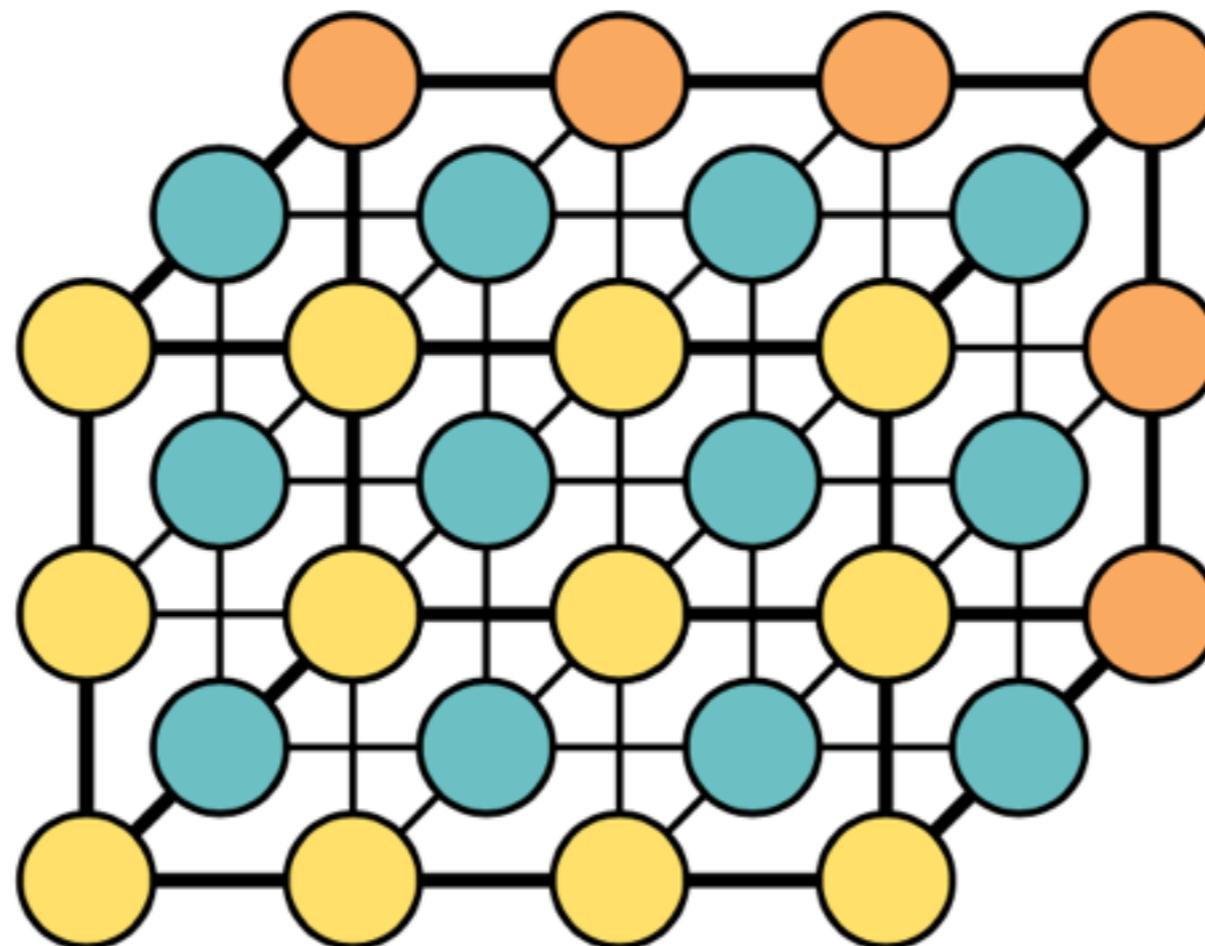


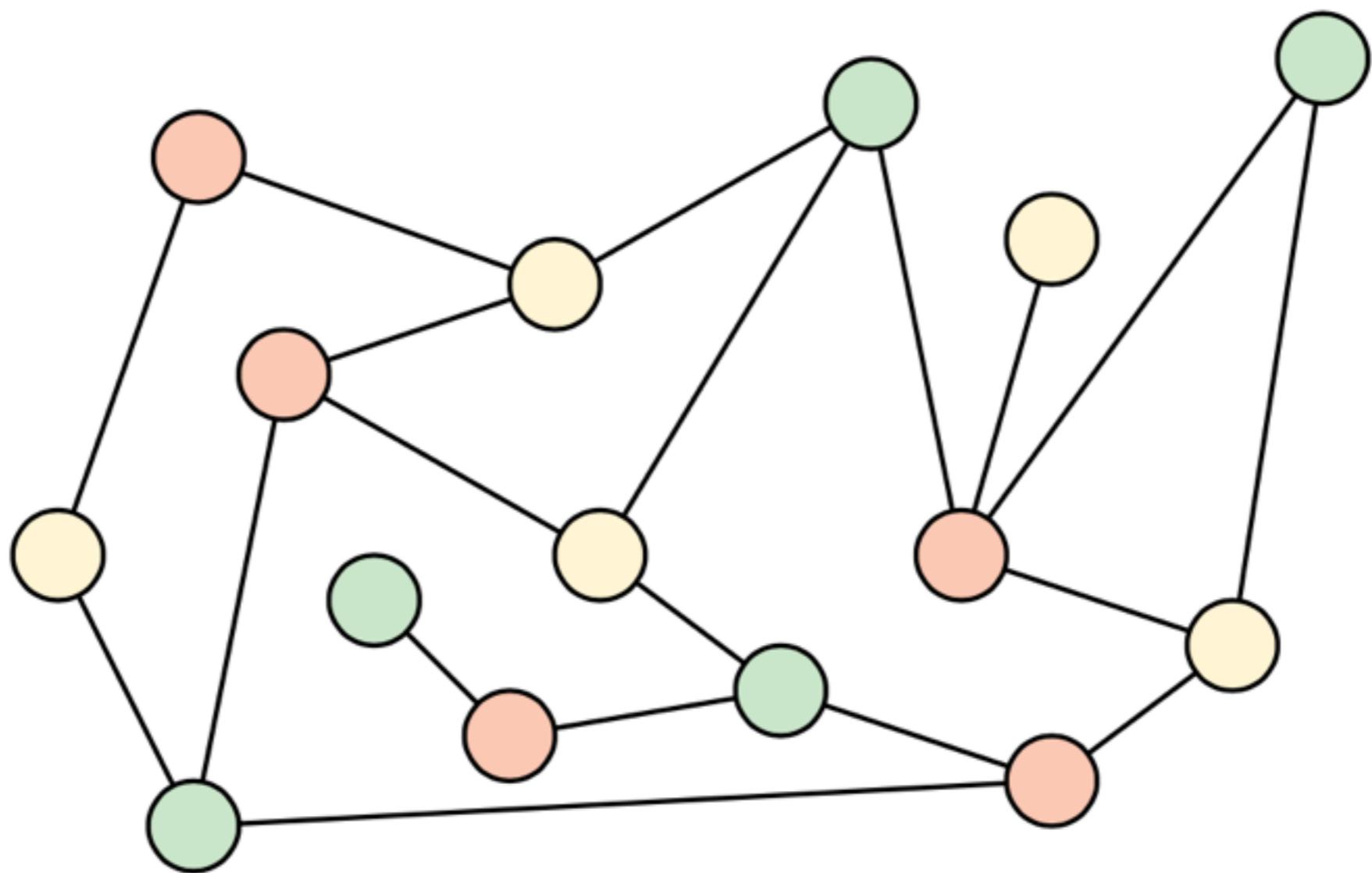
Hierarchical



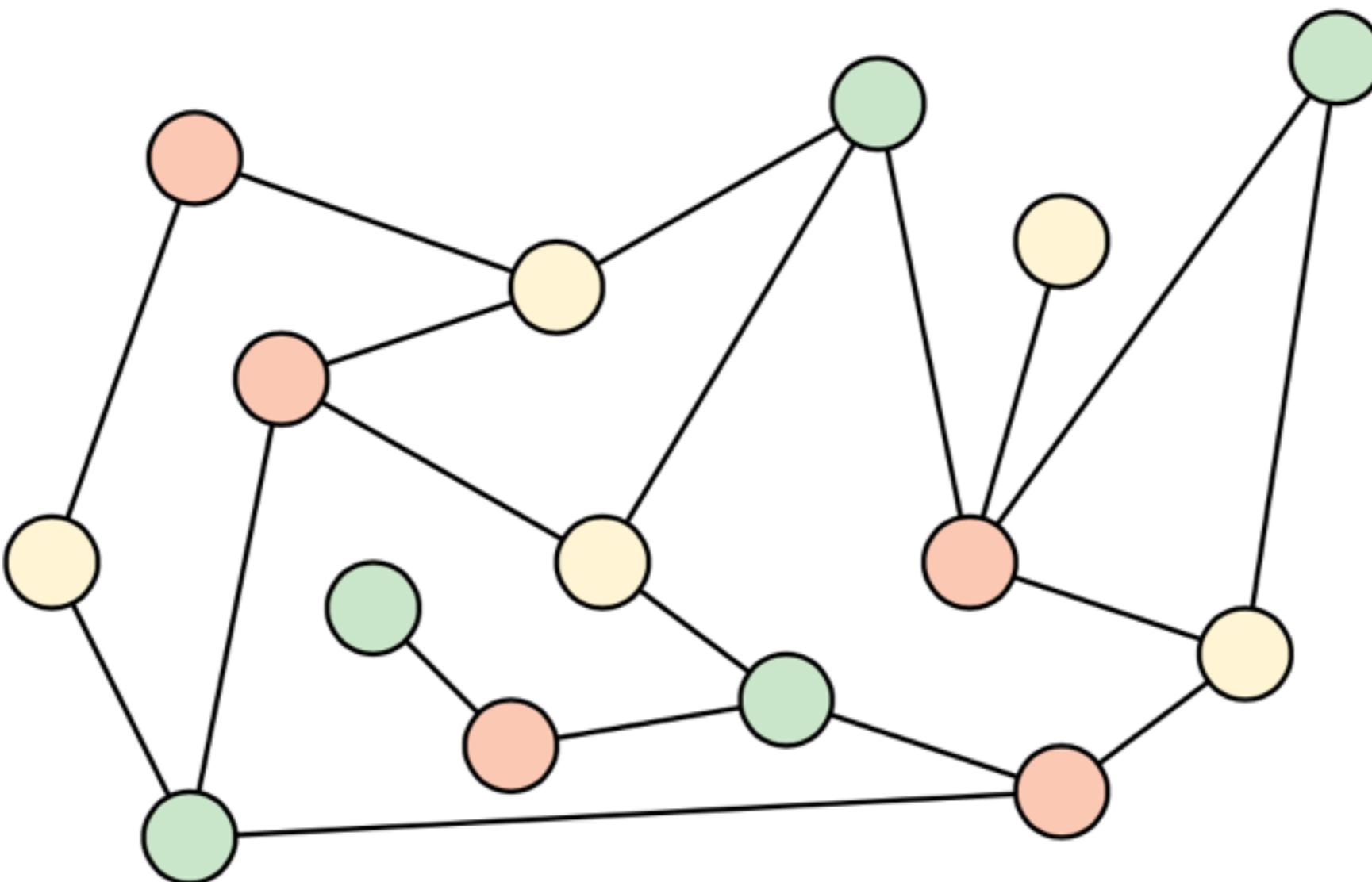


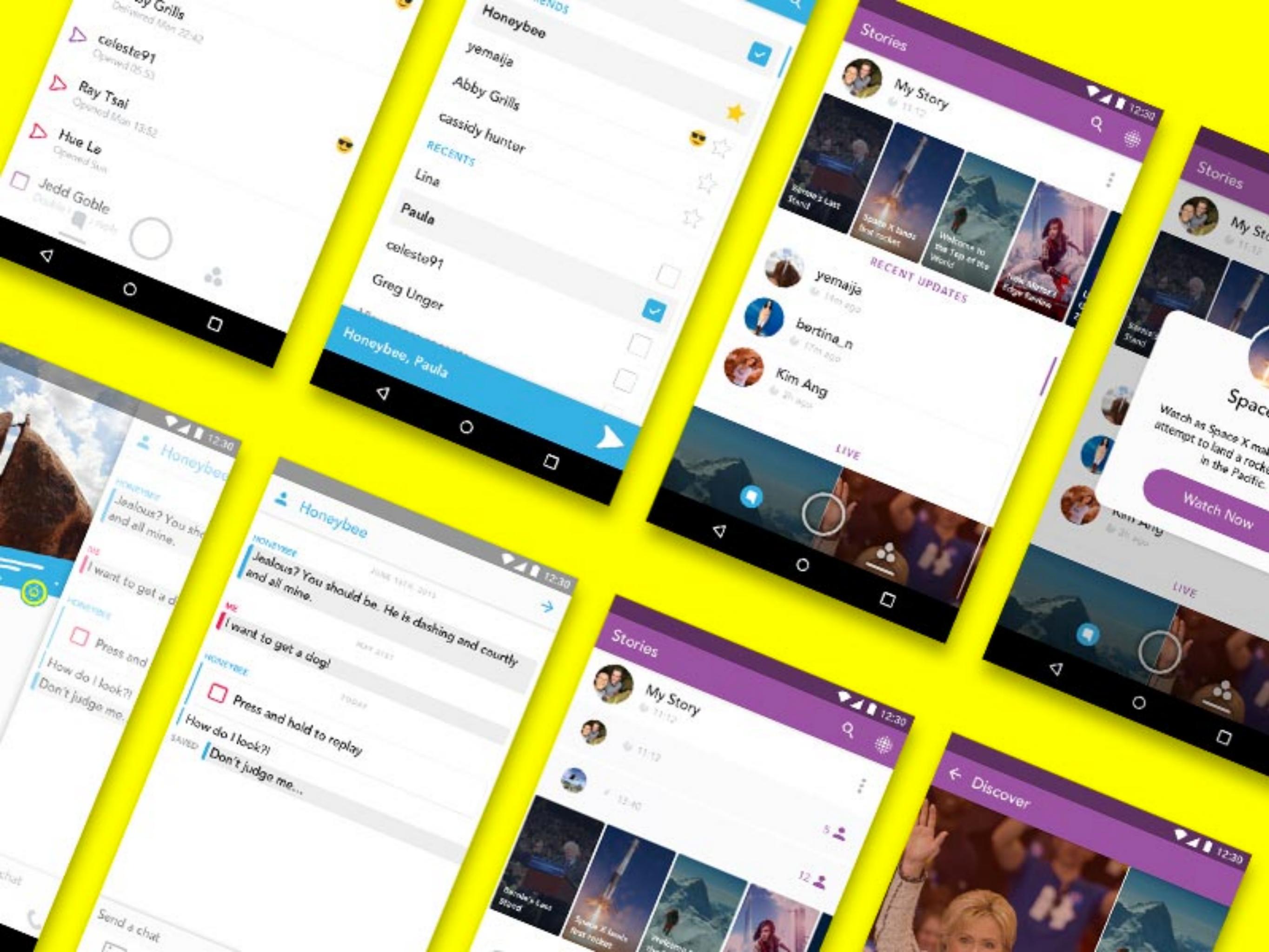
Matrix

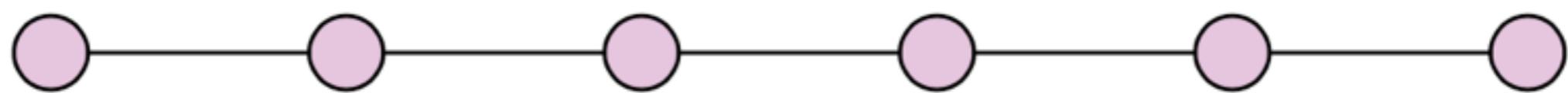




Organic

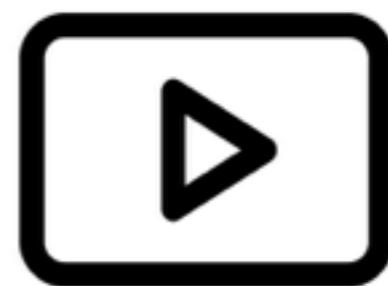






Sequential





Organizing Principles

The criterion by which we determine which nodes are grouped together and which are kept separate.

Organizing Principles

How our nodes are arranged within an information structure.

- By content type
- By audience type
- By time
- By attribute

Facets

Attributes used for organizing principals .

Finding the *right* structure
for our objectives and
user needs.

Nomenclature

You can have the best structure
in the world, but it doesn't matter
if users can't understand it.

Descriptions, labels, and other terminology throughout the site should be **familiar to your users.**

Metadata

Information about information.

Documenting Structure

For Next Tuesday:

- Read: The Elements of User Experience, Chapters 7-8.
- Be ready present your project progress, including progress with
 - Design mockups
 - Development prototypes