

Put your PI
on the walls

Find your studio's tables and post near there

Interaction Design

MICHAEL BERNSTEIN

CS 247

THANKS TO SCOTT KLEMMER AND MANEESH AGRAWALA

Haikus

yes we read them all
they kept us awake all night
you all are disturbed

Some say ball is life
I would really disagree
Great design is life

Albert Ziyang Feng

Want my drone to fly
What do I do? Talk? Wave? Throw?
Let's find the best way

Thu Ngo

lines, dots, star people
i love doodling, woo hoo
Tis' true I d.think

Nathan Lee

My name is Neil Yes
I like designing cool things
Yes yes yes yes yes

Neil Chaudhary

I missed the deadline,
I hope you are not mad,
HCI is rad.

Nate Lohn

I am a human
I like computers better than
other humans, oops

Genie Hyatt

Yoda Voice

Know others, we must
to innovate for the future
teach me, 24/7 will.

Cue Lightsaber noise & Star Wars theme

Dartis Willis

design: the hero,
often unseen, saving us
time, bringing us joy

Courtney Noh

Snowman with a red scarf,
programmer, with a designer's
heart.

Yinglan Ma

"I can show you the world"
says Aladdin. But, *this* class
lets me BUILD the world

Victoria Wee

Sketch 3 workshop

TA-led crash course

Next Monday 1/11, 7-9pm, Gates 219

If you're locked out, call (650) 427-0379

Web technologies workshop

TA-led crash course
Next Tuesday 1/12, 7-9pm, Gates 219

Swapping studios

<http://hci.st/247swaprequest>
Submit by Saturday at noon

What you know
already

You know nothing, Jon Snow.

Designing in increasing fidelity

- Sketches
- Low-fidelity prototypes (paper, balsamiq)
- High-fidelity prototypes (code)

What you'll
learn here

The importance of importance

i.e. some things must be peripheral so that others can be central

Details of interaction design

- Information scent
- Navigation
- Negative space
- Grid layout
- Responsive design
- Visual design

Layout and
information scent

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At U.N., Putin and Obama Trade Criticism Over Syria

By GARDINER HARRIS and SOMINI SENGUPTA 12:57 PM ET

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■ 376 Comments

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President Vladimir V. Putin of Russia before addressing the U.N. General Assembly. Damon Winter/The New York Times

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Category	Sub-Categories	Definition	Example
1. General Information	1.1 Personal Details	Name, Age, Gender, Address, Contact Information	Jane Doe, 30, Female, 123 Main St, 555-1234
1. General Information	1.2 Professional Details	Employment Status, Job Title, Company Name, Work Experience	Full-time, Software Engineer, Acme Corp, 5 years
2. Academic Record	2.1 High School	Grade, Diploma Type, Major Subjects, Class Year	Grade 12, Diploma, English, Math, Science, 2023
2. Academic Record	2.2 Postsecondary	Degree Program, University/College, Graduation Date	Bachelor's in Computer Science, University of Michigan, 2025
3. Extracurricular Activities	3.1 Sports	Team, Position, Years Played, Achievements	Soccer, Forward, 4 years, State Champion
3. Extracurricular Activities	3.2 Clubs	Organization, Role, Years Involved, Activities	Robotics Club, Member, 2 years, Competitions
4. Work Experience	4.1 Internships	Company, Role, Duties, Duration	Google, Software Intern, Data Processing, 3 months
4. Work Experience	4.2 Part-time Jobs	Job Title, Company, Hours, Duties	Customer Service Representative, Acme Corp, 20 hours/week, Sales Support
5. Personal Interests	5.1 Hobbies	Activity, Equipment, Frequency, Location	Gaming, PC Games, Daily, Local Parks
5. Personal Interests	5.2 Hobbies	Activity, Equipment, Frequency, Location	Photography, DSLR Camera, Weekly, Local Parks
6. References	6.1 Family	Relationship, Name, Contact Information	Mother, Jane Doe, 555-1234
6. References	6.2 Friends	Relationship, Name, Contact Information	Best Friend, John Smith, 555-1234
6. References	6.3 Mentors	Relationship, Name, Contact Information	Mentor, Dr. Emily Johnson, 555-1234

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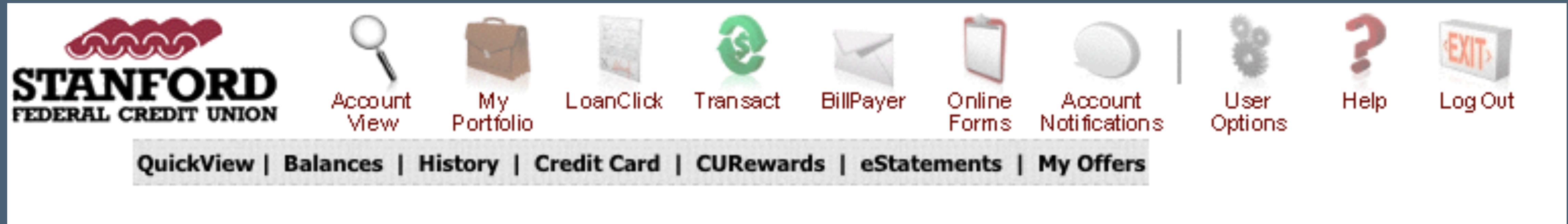
Information Scent

- Can people figure out how to get to the information they want?
- Do they realize what options are available?

How can you detect poor scent?

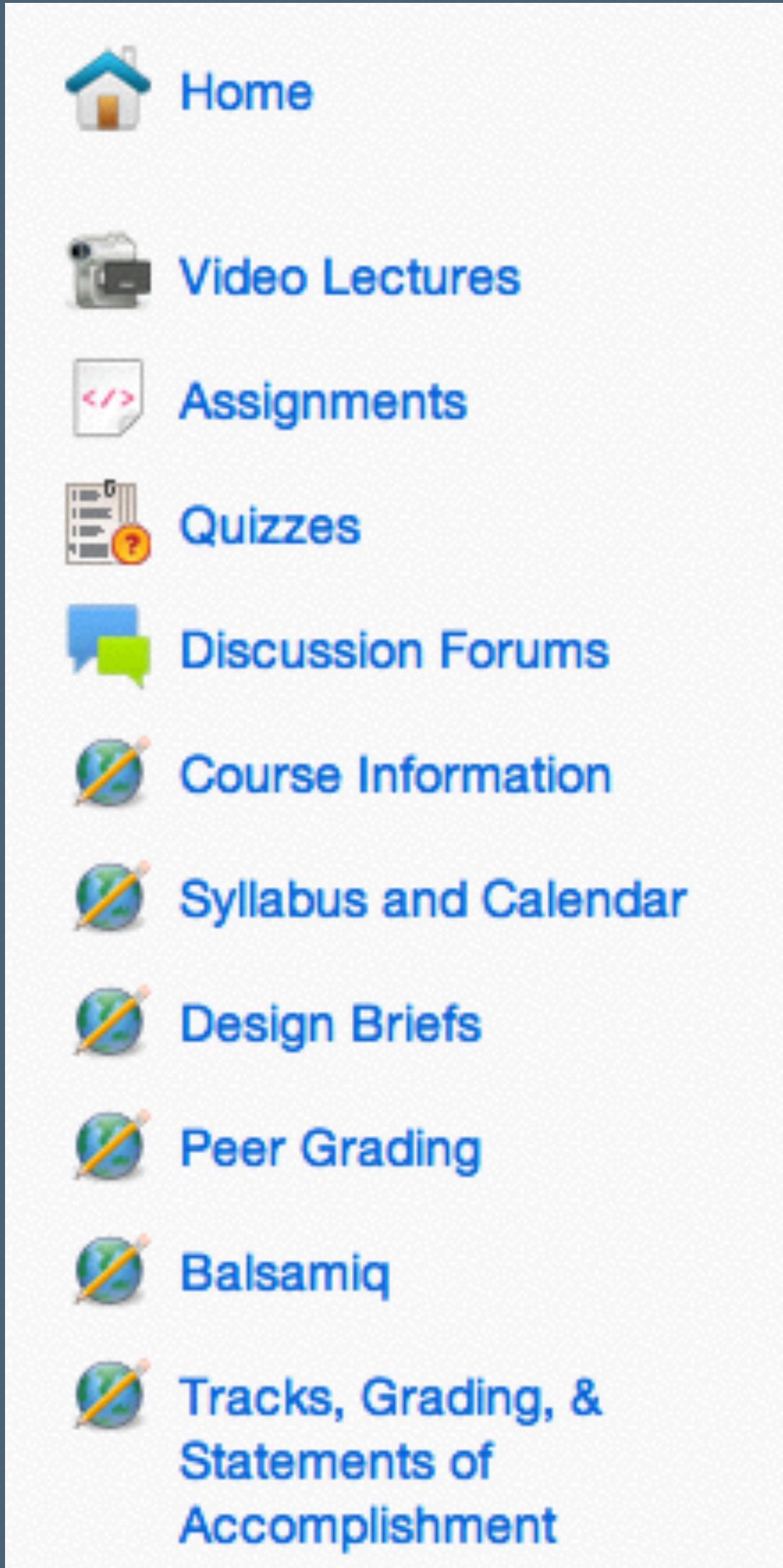
- Flailing
- Low confidence
- Back button

Low-Scent Navigation



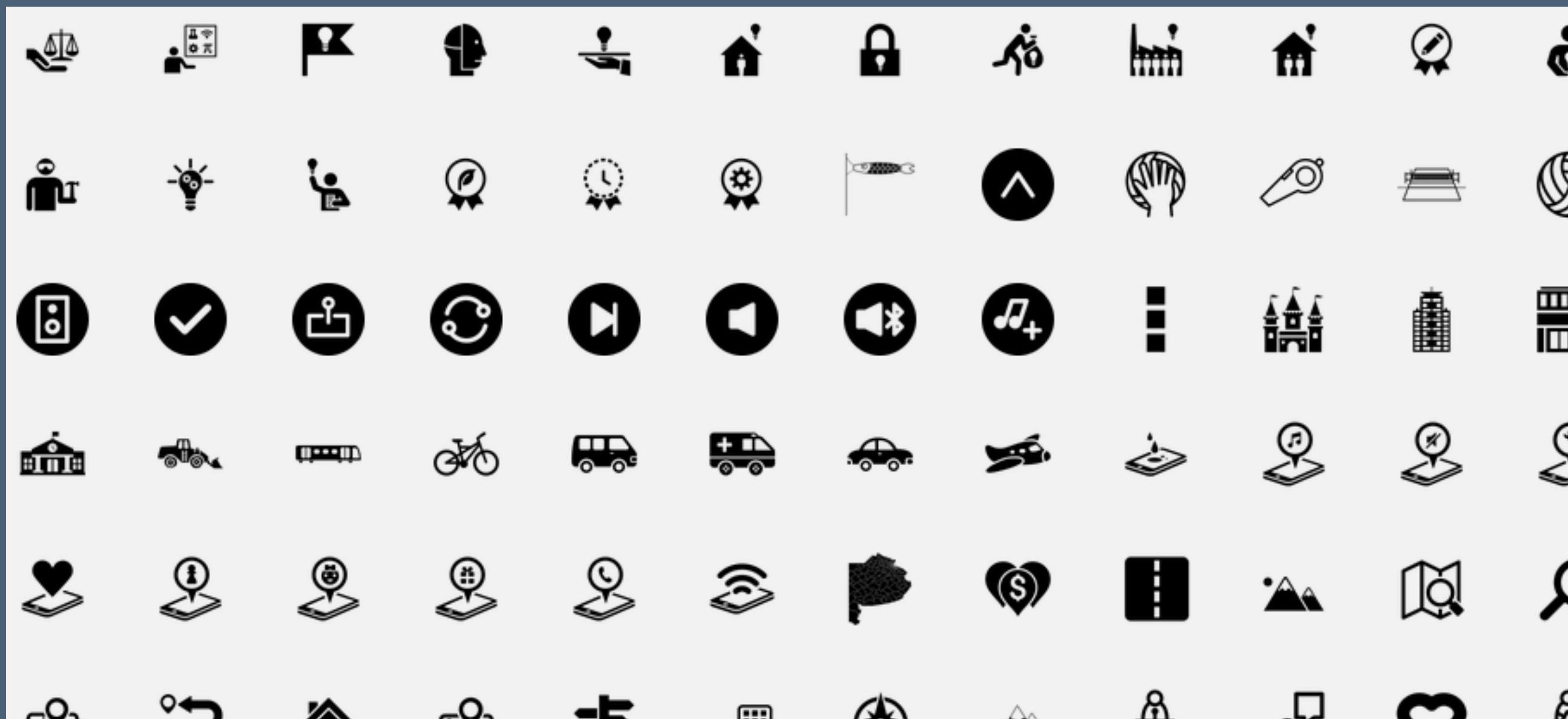
- Surprising categories
- Short links
- Hidden navigation
- Icons provide little additional information

Generic Icons Rarely Help



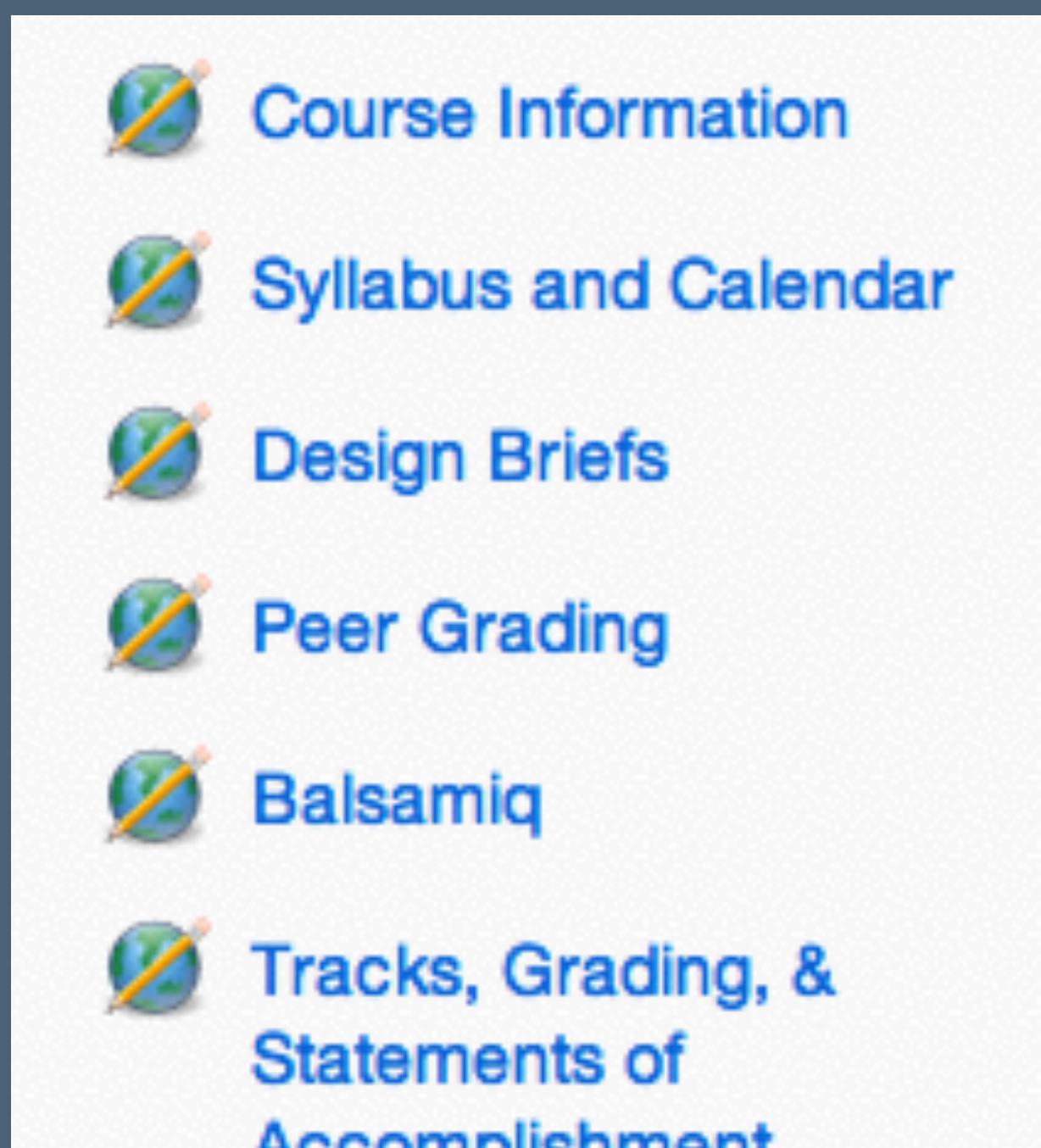
Icons help when...

- Facilitate repeat recognition
- When you know what something looks like but not what it's called
- Consistent redundant coding can help



Improving scent: multi-word links

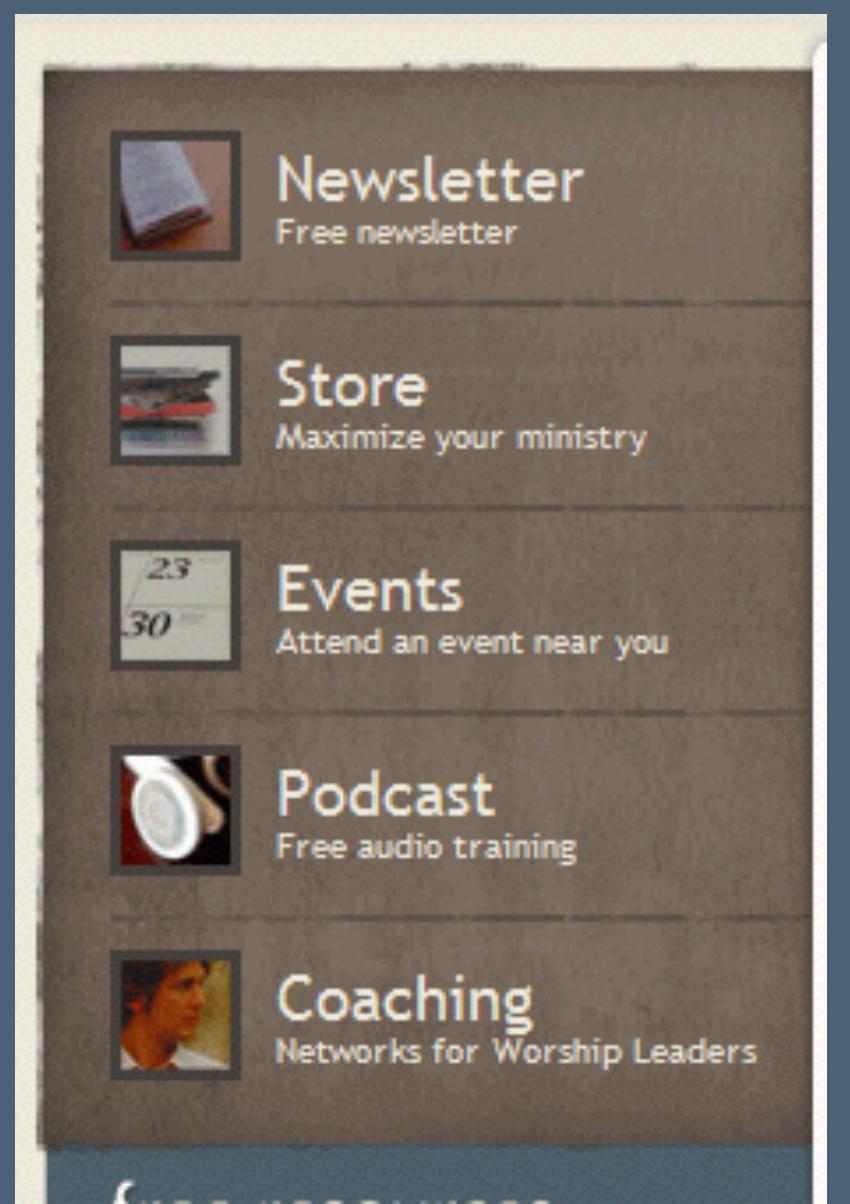
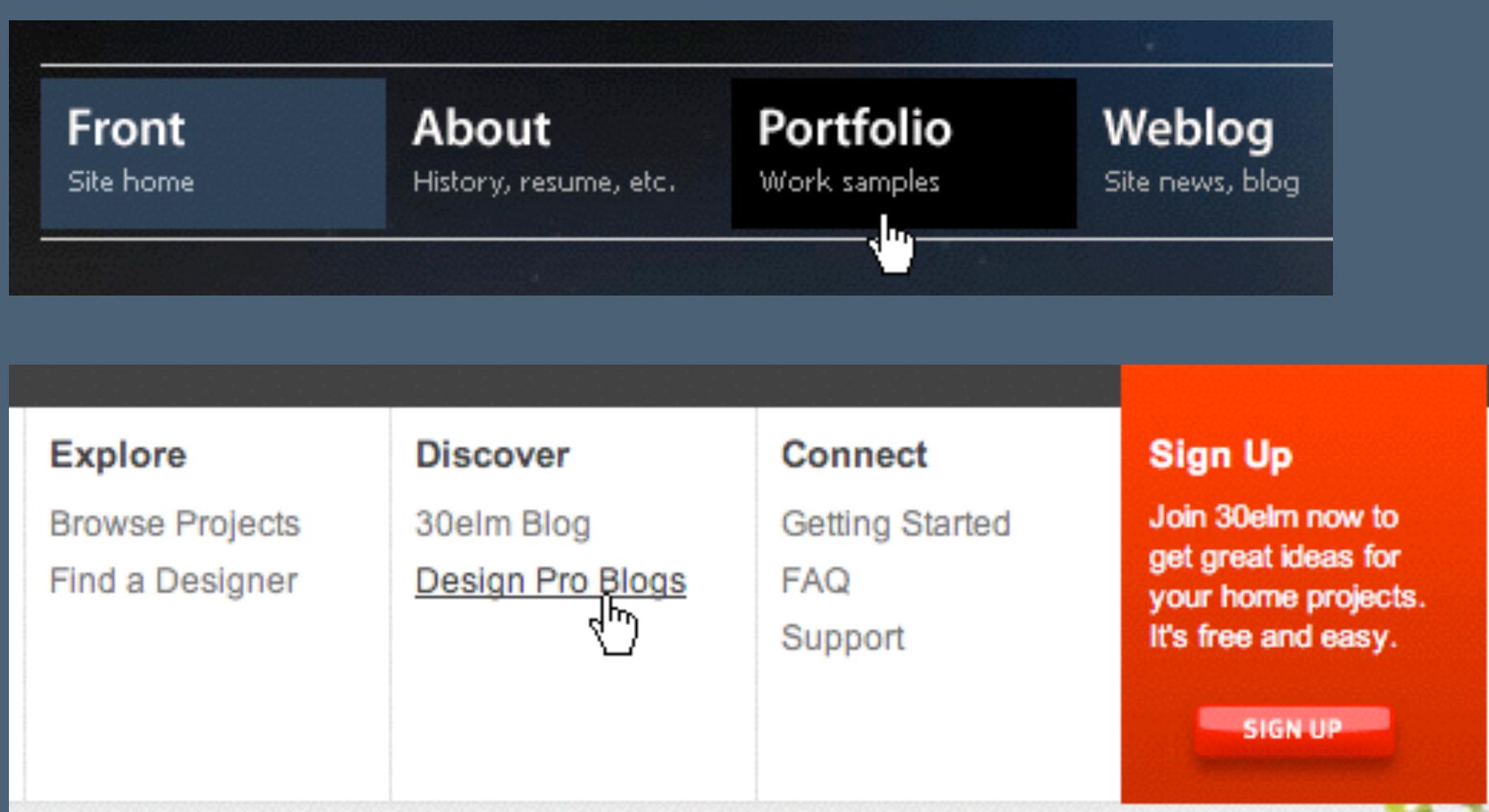
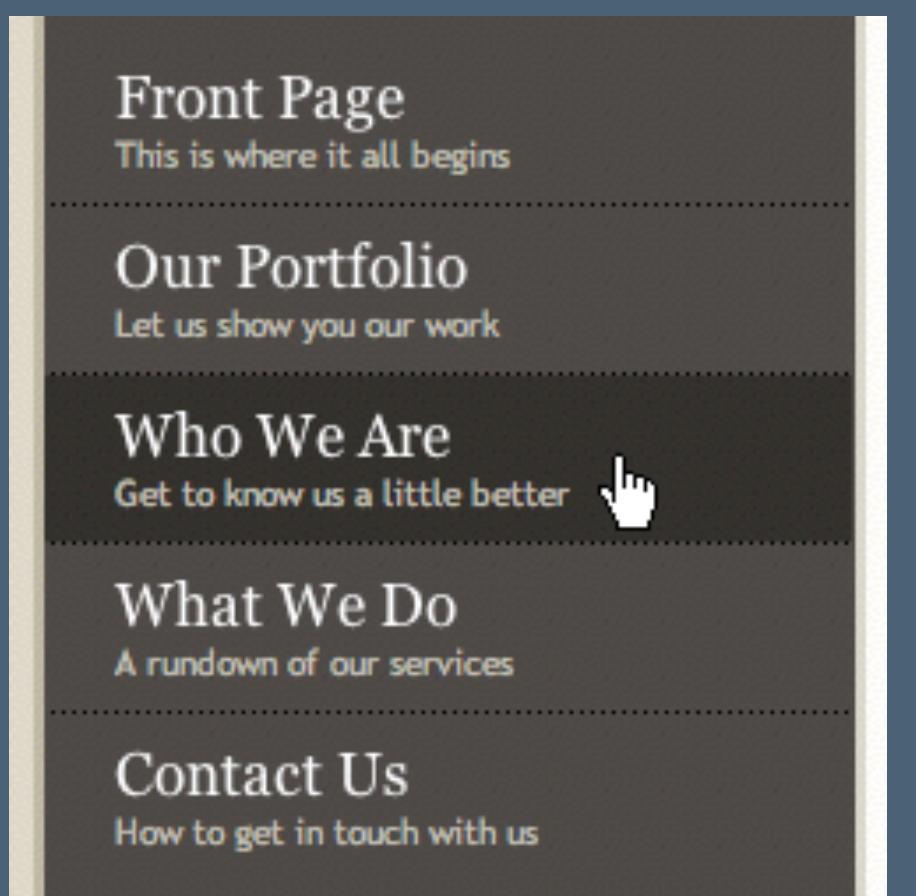
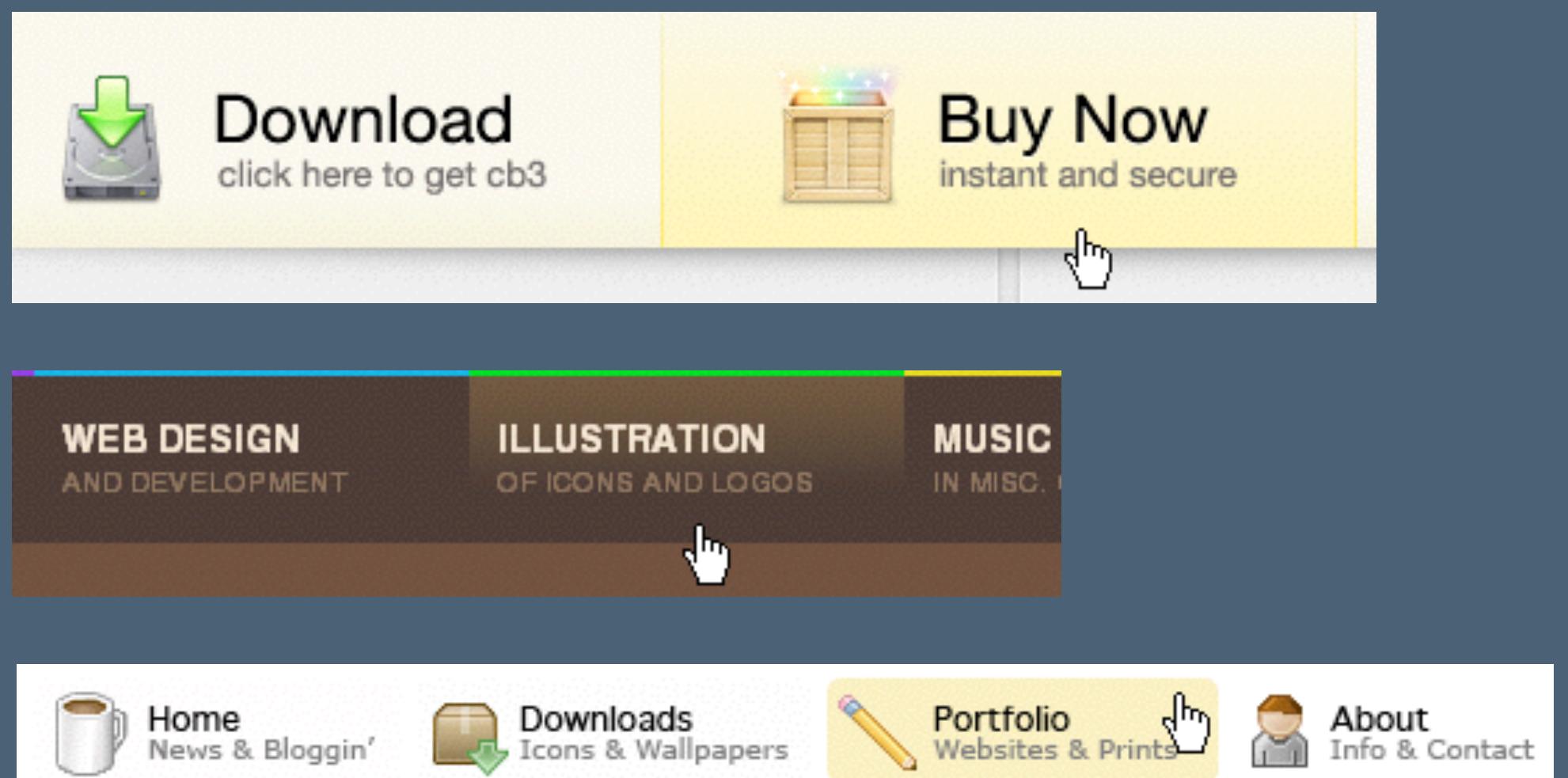
- With specific, recognizable terms
- Trigger words, not “clever” terms
- This also helps accessibility



es, abilities, values, and situation. In this assignment. You can find the video [here](#). Go through the material, and brainstorm ideas for how you would like to approach the assignment. Come up with at least 20 different ideas. Ask a couple of your peers for feedback.

es, abilities, values, and situation. In this assignment. [Here is the video of waiting in line](#). Go through the material, and brainstorm ideas for how you would like to approach the assignment. Come up with at least 20 different ideas. Ask a couple of your peers for feedback.

Improving scent: Speaking Block Navigation



Does location
matter?

Eyetracking



Design for glanceability



Prime Real Estate

- Above the fold
- Where people expect
 - Where other pages put similar content
 - Not where ads usually
- People are more than happy to scroll if they think they'll be rewarded

Negative space

Wherein negatives beget positives

If it's not adding to the design,
it's subtracting from it.

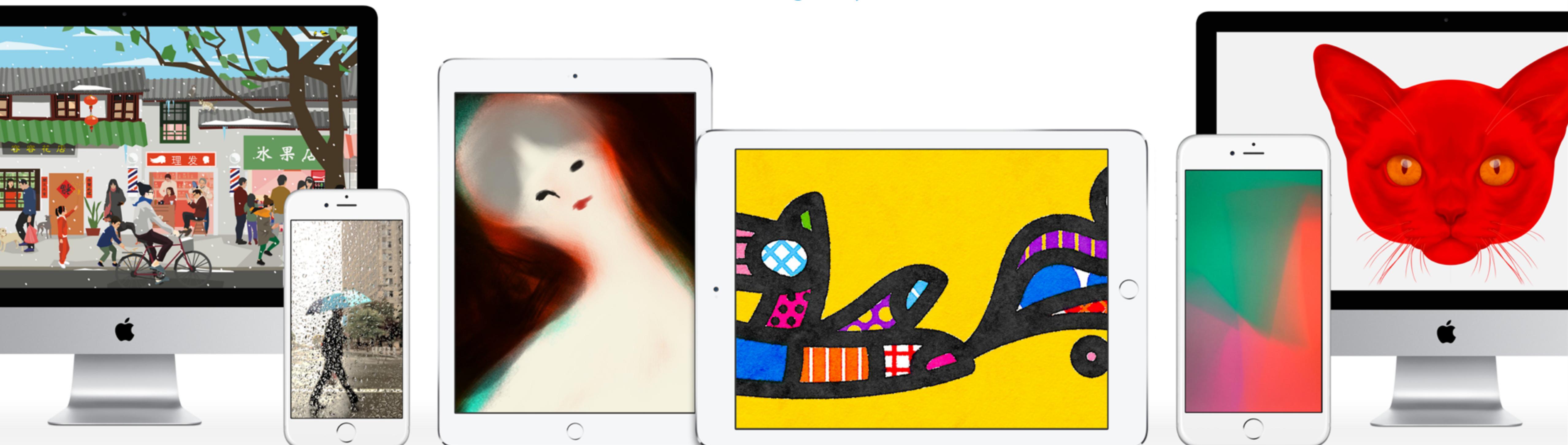
- Whitespace is the single best way to emphasize an element of a design. Remove everything around it.

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Digest is a brand new, A3-sized magazine: a seasonal digest of culture that surrounds the world of the creative professional; a lifestyle publication that provides inspiration for the discerning traveller; a reminder that the world away from our computers is ripe for exploration.

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A seasonal digest of culture that surrounds
the world of the creative professional

ISSUE 1 / AUGUST 2013 / £8

ISSN 2053-026X / APC 0700000000



The epic tale of how loading your website with higher-caliber words & design will increase your conversion rates (and make you more loot)...as told by the dashing & debonair marketing ace & attention-thief, D Bnonn Tennant



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WHAT'S THE EASIEST WAY TO GET YOUR AUDIENCE'S ATTENTION? STEAL IT.

DID YOU KNOW THAT THE ABILITY TO WRITE PERSUASIVELY IS TRAINED out of us from the moment we can put words together? I'll prove it in a minute—but first I have a question for you.

Let's practice subtraction.

Go to <http://hci.st/247english> for instructions

Use the Chrome debugger to set items to:

```
visibility: hidden; /* hides it but leaves it in place */  
display: none; /* entirely removes it */  
margin: 10px 9px 8px 7px; /* margin pixels: top right bottom left */
```

Project 2

Project 2, Part I

- Project 2's goal: fluency with interaction design
- Teams of three within your studio
- Part I, suggested deadline a week from today
 - Sketch ten thumbnail designs
 - Create three mocks in Sketch
 - Create one HTML mock using Bootstrap

Project 2, Part II

- Part II, due two weeks from Monday
 - Revise, revise, revise based on studio feedback
 - Create a mood board
 - Create three pixel-perfect mocks
 - Refine to one final mock

Crit plan

- Each team gets 60 seconds to present two main needs and a How Might We question
- Then, ten minutes of group discussion
- Then, ten minutes of small group feedback
- Reconvene at 2:15pm for lecture