

# The importance of importance

MICHAEL BERNSTEIN

CS 247

THANKS TO SCOTT KLEMMER AND MANEESH AGRAWALA

Sketch tutorial:  
Thursday 7pm

Gates 415

# Act IV: Interaction Design

The nitty gritty

What you know  
already

# Designing in increasing fidelity

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

What you'll  
learn here

# Information design and layout

Some things must be made less important, so that other things can be made more important.

# Information scent

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we make it.

# The New York Times

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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

·  Watch Live: U.N. General Assembly

· Text of President Obama's Speech 54 minutes ago



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

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By JUSTIN GILLIS and SOMINI SENGUPTA

Pledges to battle climate change would still let the world heat up

### The Opinion Pages

#### ROOM FOR DEBATE

##### Too Much Must-See TV

With the variety of shows to watch, can the morning-after, water-cooler conversation still exist?

· Blow: Jeb Bush, 'Free Stuff' and Black Folks

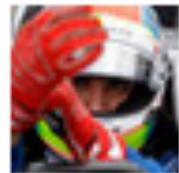
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· Krugman: The Blackmail Caucus, a.k.a. the G.O.P.

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By ETHAN BREGMAN



A certain romance in Formula One racing is no reason for our friends and colleagues to die.

#### MORE IN OPINION

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· The Stone: Pascal's Wager 2.0

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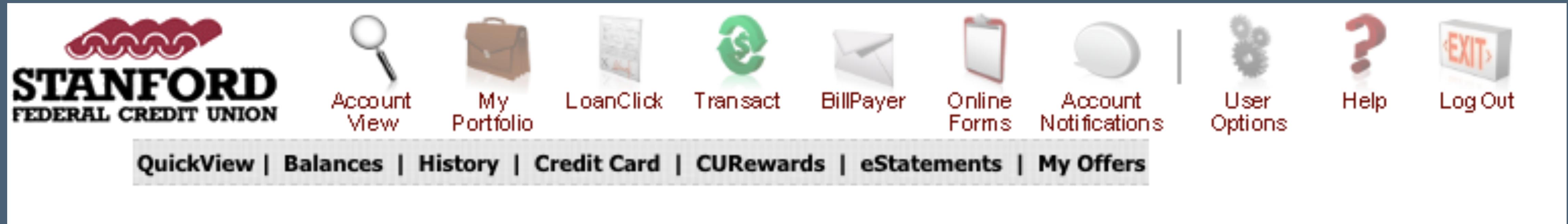
# Information Scent

- 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



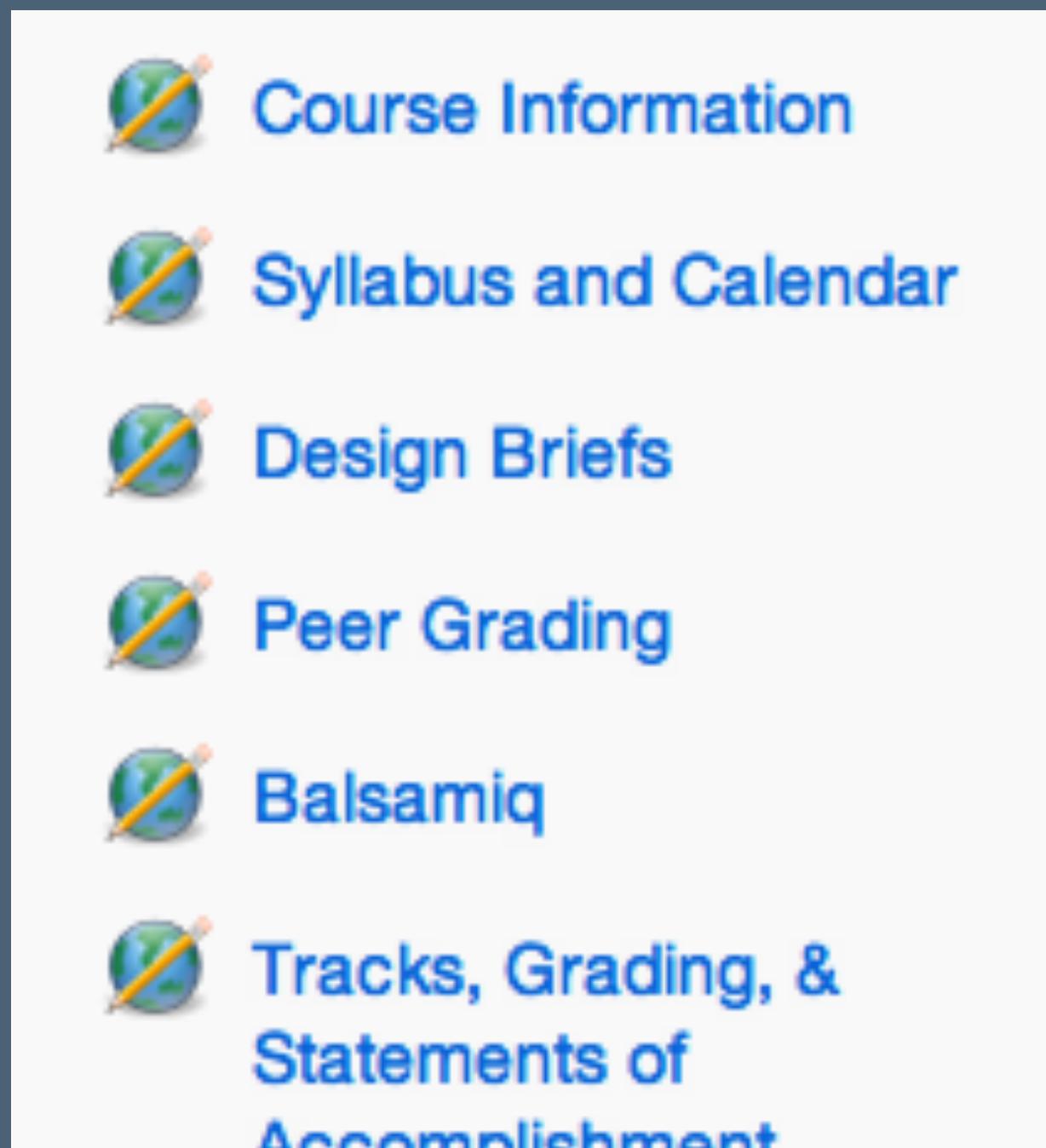
- Surprising categories
- Short links
- Hidden navigation
- Icons provide little additional information

# Generic Icons Rarely Help

-  Home
-  Video Lectures
-  Assignments
-  Quizzes
-  Discussion Forums
-  Course Information
-  Syllabus and Calendar
-  Design Briefs
-  Peer Grading
-  Balsamiq
-  Tracks, Grading, & Statements of Accomplishment

# Improving scent: don't be clever

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



es, abilities, values, and situation. In thi  
ne. You can find the video [here](#). Go thr  
al, and brainstorm ideas for how you wo  
least 20 different ideas. Ask a couple o  
  
es, abilities, values, and situation. In this as  
ne. [Here is the video of waiting in line](#). Go  
nd material, and brainstorm ideas for how y  
with at least 20 different ideas. Ask a coup

Does location  
matter?

# Eyetracking



[www.useit.com](http://www.useit.com)

# 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.



Mac

iPad

iPhone

Watch

TV

Music

Support



# iPhone 7

[Overview](#) [iOS](#) [Tech Specs](#)

If you are part of the iPhone Upgrade Program, you may be eligible for a new iPhone. [Find out now >](#)

Model	Carrier	Finish	Capacity
-------	---------	--------	----------

## First, choose iPhone 7 or iPhone 7 Plus.

Get free next business day delivery on any in-stock iPhone ordered by 5:00 p.m.

**iPhone 7**  
4.7-inch display

Select



**iPhone 7 Plus**  
5.5-inch display

Select

# Digest

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.

PRINT £8

PDF £4

READ ONLINE (MULTI-DEVICE) £4

BUNDLE (EVERYTHING) £12

READ ONLINE



# 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 */
```

# College of Humanities and Social Sciences

## Department of English, Comparative Literature, and Linguistics

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Advanced College Writing class goes to Paris!  
Intersession 2012

As an English major at Cal State Fullerton, you enter a community of researchers and educators who care intensely about the study of literature and writing and who value the learning that happens in the classroom and in the hallways and walkways between classrooms. At Cal State Fullerton, you will have the opportunity to take classes from faculty who have completed advanced study in literature from a variety of cultural and historical traditions, including literary studies, literary theory, creative writing, rhetorical studies, and English education. You will also have the chance to develop leadership skills in English service organizations and academic programs and to hone advanced research and communication techniques through collaborative research with

your fellow students and with faculty.

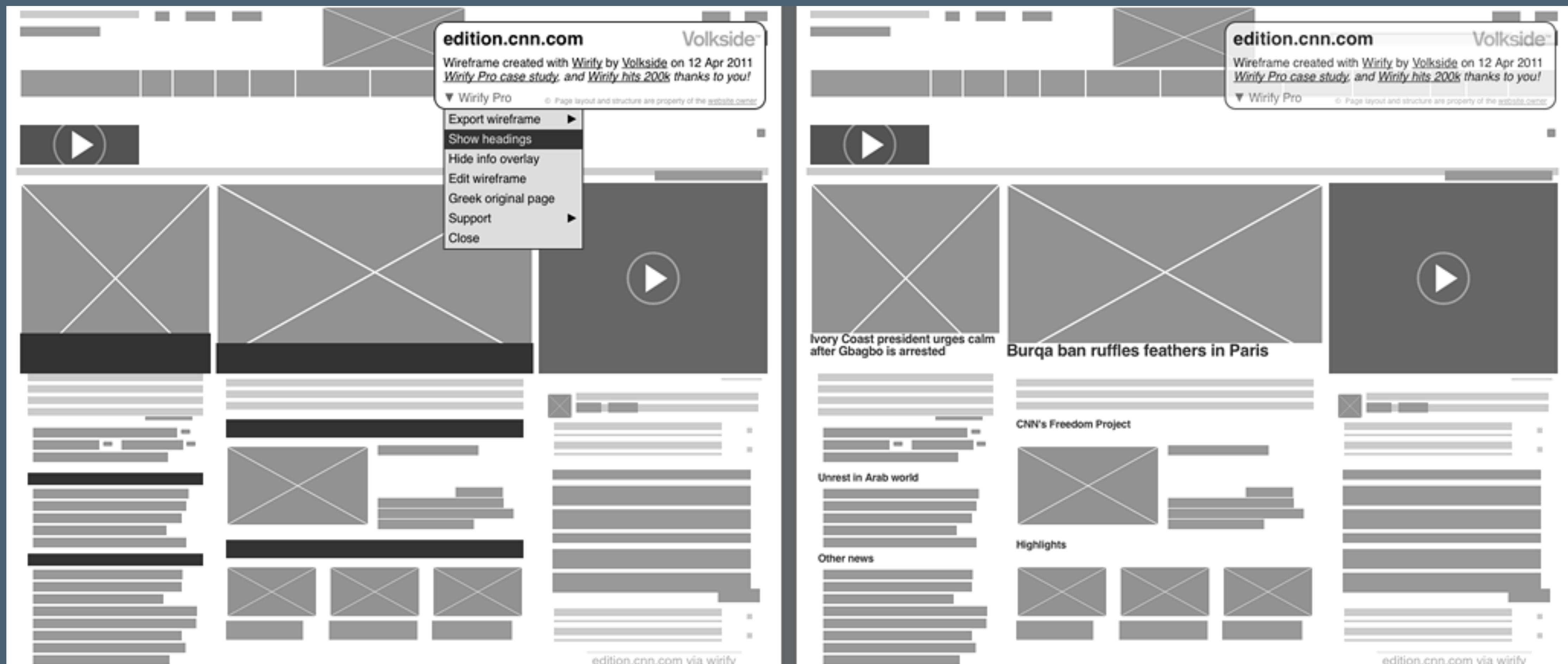
Our major program emphasizes the production of academic, professional, and creative writing and the study of the literatures of England and America, and intersecting countries across the globe. Faculty will ask you to examine the diverse ways in which writing and literature let us see the past, understand advanced rhetorical and linguistic techniques, and make sense of the world through narrative.

# Making mocks

From wireframes to pixel-perfect

# Wireframes: shifting ground

- This is what a wireframe used to look like:



# Wireframes: shifting ground

- This is where things are going:

**CREATE YOUR ACCOUNT**

1 Basic Info    Shipping    Billing    Payment

**Full Name**  
John Smith

**Email Address**  
yourname@email.com

**Password**  
\*\*\*\*\*

**Confirm Password**  
\*\*\*\*\*

**GO TO NEXT STEP**

**1 Create Account: Basic Info**

**SHIPPING INFORMATION**

✓ 2 Basic Info    Shipping    Billing    Payment

**Address**  
Street Address  
Street Address 2 (if necessary)

**City**  
Your City

**Zip Code**    **Country**

Billing address is same as shipping

**GO TO NEXT STEP**

**2 Create Account: Shipping Info**

**BILLING INFORMATION**

✓ ✓ 3 Basic Info    Shipping    Billing    Payment

**Billing Address**  
Street Address  
Street Address 2 (if necessary)

**City**  
Your City

**Zip Code**    **Country**

**GO TO NEXT STEP**

**3 Create Account: Billing Info**

**PAYMENT INFORMATION**

✓ ✓ ✓ 4 Basic Info    Shipping    Billing    Payment

**Card Number**  
Street Address  🔒

**Expires on**  
8 - August ▼ 2017 ▼

**Security Code**  
The security code appears as 3 numbers on the back of card.

**CREATE YOUR ACCOUNT**

**4 Create Account: Payment Info**

# What's the difference?

- Basic UI elements are now included as stock
- Even a wireframe chooses some elements to instantiate more carefully

# Paper

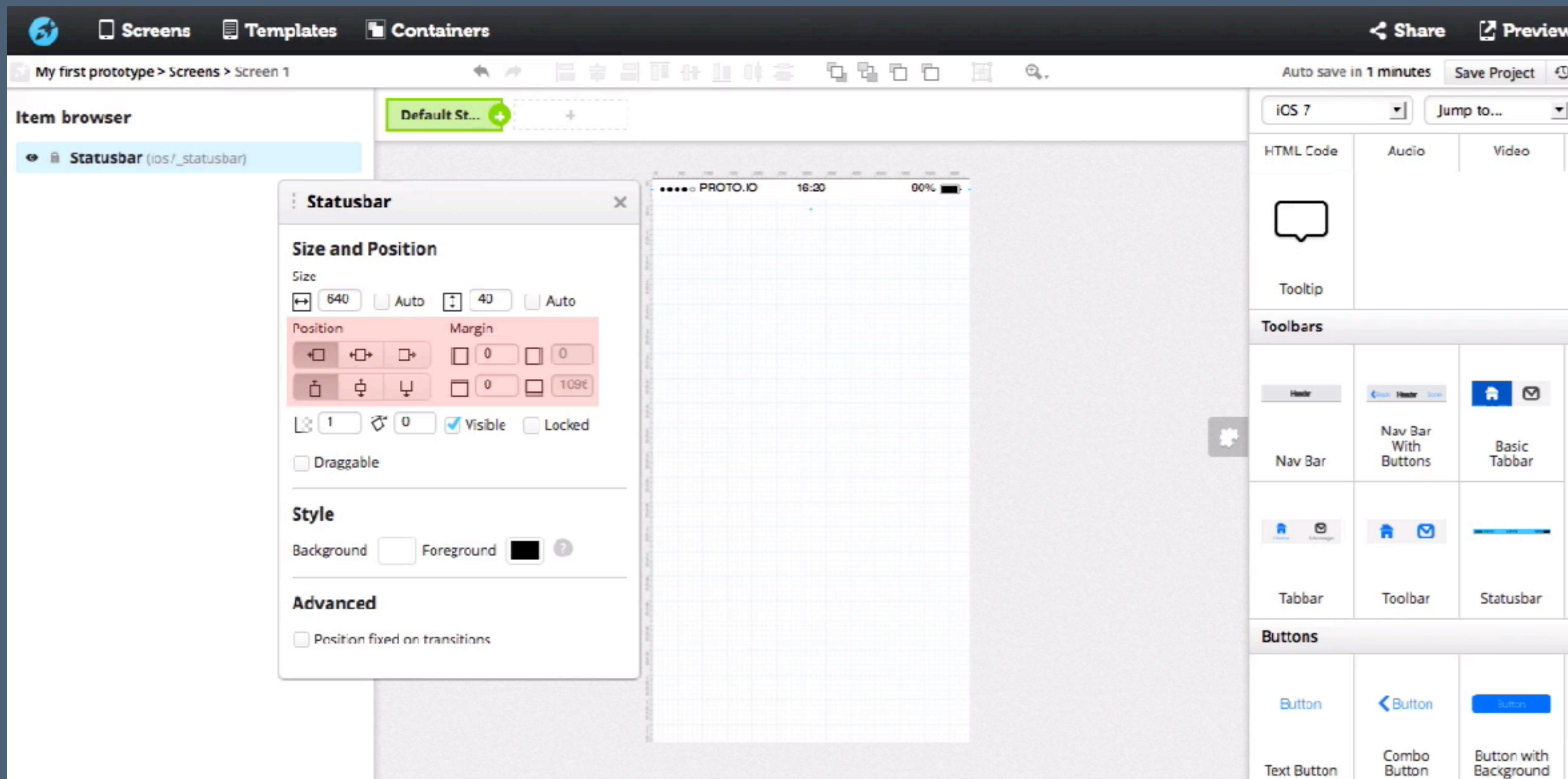
- Sketch on paper, take photos, and load it into a digital solution with hotspots to make it interactive



Video from: Prototyping on Paper

# Wireframe

- Use a digital tool to sketch out the basic interactions and visuals



**Website**      **2 of 2**

**Landing Page**

**Footer**

- Aa Share the love
- Tweet
- Share
- Footer

Testimonials

3 Steps

Sign Up

- Input
- Button
- Aa email@example...
- Text Field

Aa Donec a dolor lobort

Aa Access your music fr

**Header**

- Text + Button
- Mobiles
- Overlay
- Images
- Base

**Create Symbol**

- + Rotate Mask Union Subtract Intersect Difference Backward View Export

60%

## Music in your pocket, from the Cloud.

Donec a dolor lobortis, pharetra eros in, cursus magna. Quisque in tristique arcu. Vestibulum auctor elit quis libero pharetra pulvinar non id magna. Suspendisse vitae est et enim dapibus euismod. eu turpis faucibus, ornare ligula vel, convallis enim ekr edir.

**1. Connect to the Cloud**  
Simply enter in your email address and password of your favourite service to login quickly and securely.

**2. Create playlists**  
Creating playlists doesn't need a lot of effort. The only thing you need to do is order tracks in folders.

**3. Listen and enjoy**  
Yup. No more steps required. It's up to you now, enjoy beautiful moments with your own customized playlists.

**H2**

Typeface: Avenir  
Weight: Book  
Size: 24

Alignment: Auto

Width: Auto

Spacing: 0 Character, 33 Line, 0 Paragraph

Opacity: 100%

Blending: Normal

Fills

Borders

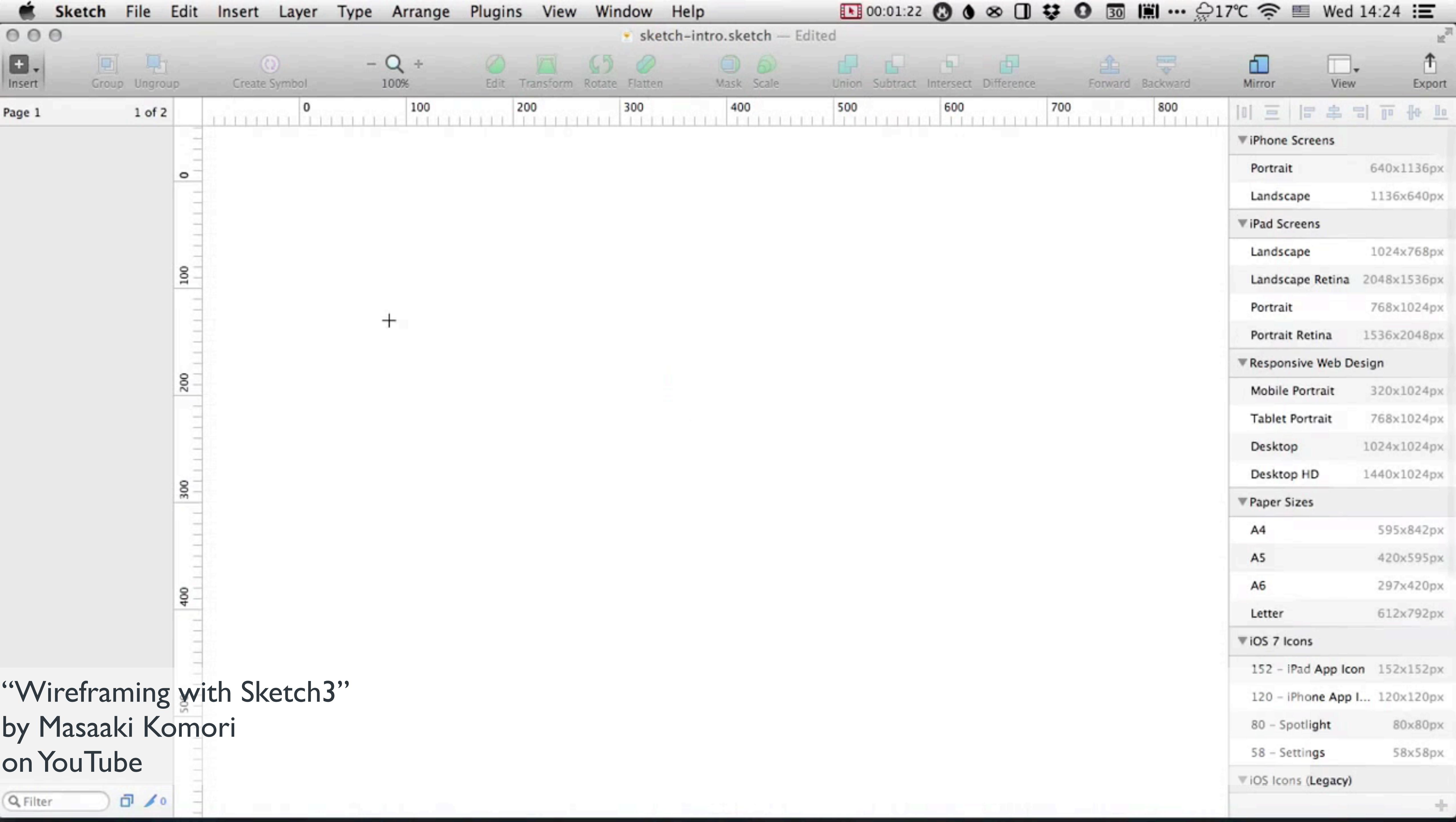
Shadows

Inner Shadows

Gaussian Blur

Reflection

Make Exportable



“Wireframing with Sketch3”  
by Masaaki Komori  
on YouTube

Edit  
Create ▾  
Delete  
Append  
Prepend

All users  
Verified  
Banned  
Deleted

Dropdown ▾  
Dropdown ▾  
Dropdown ▾  
Dropdown ▾

Left Middle Right  
Left Middle Right  
Left Middle Right  
Left Middle Right

Button  
Button  
Button  
Button  
Button  
Button

# Wireframing: goals

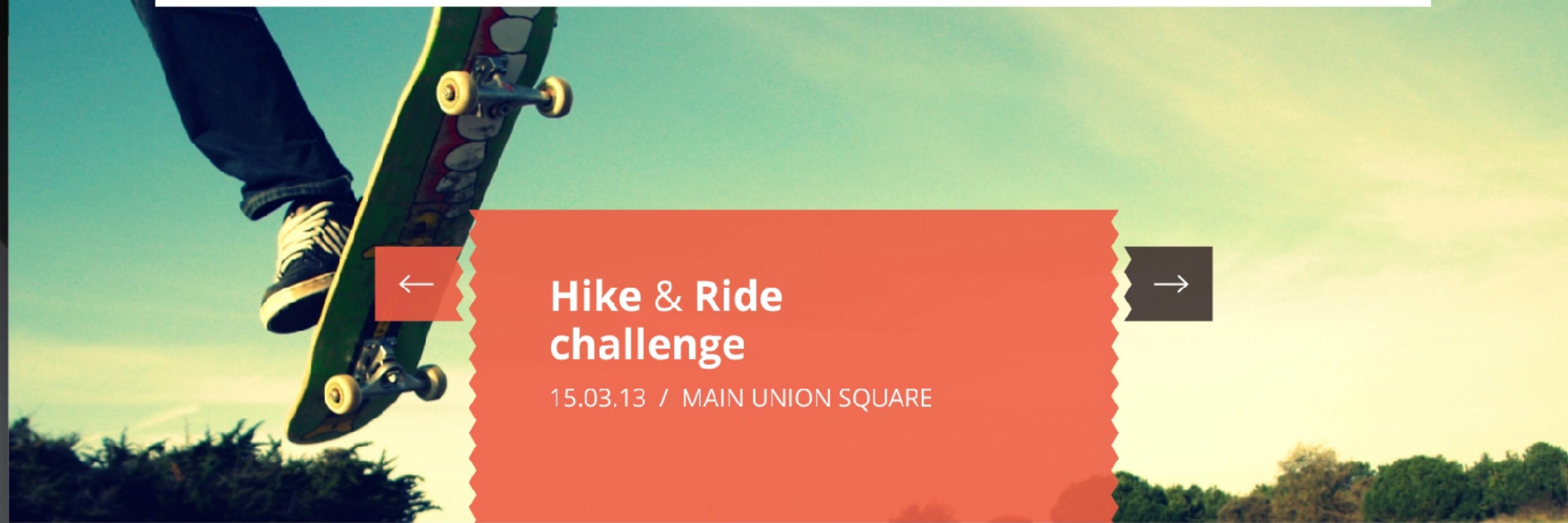
- Instantiate the major design elements
- Hash out the central interaction and visual design problems
- Utilize UI components from kits
- Still relatively quick to iterate on and explore with

# HTML wireframes

- Often transitioned from static wireframes
- Used to ensure that the interactivity and flow makes sense

# Pixel-perfect mocks

- After your wireframe has settled
- Pixel-perfect mocks are a spec for development
- Focus on low-level visual design and interaction design decisions



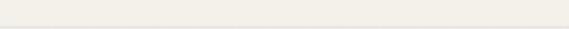
## Hike & Ride challenge

15.03.13 / MAIN UNION SQUARE



City select

BUCHAREST



354 EVENTS / 123 VENUES



Events this week 14.13 / 21.13



ENTER THE RABBIT HOLE

SUBSOUL PARTY

ALCHEMIA PARTY

ALCHEMIA DRAMA PARTY

HERE TO GROOVE

SUBSOUL PARTY

★ ★ ★ SUBSOUL PARTY

HIKE & RIDE CHALLENGE

HERE TO GROOVE

HERE TO GROOVE

DUBIOZA KOLECTIV

REDBULL MUSIC ACADEMY

REDBULL MUSIC ACADEMY

RAMMSTEIN ROMEXPO

HIKE & RIDE CHALLENGE

HIKE & RIDE CHALLENGE



# Prototypes have politics.

- Wireframe: communicate high-level ideas
- Pixel-perfect: orient the viewer to detail
- Get comfortable with both of them. P2 will help.

# Summary

- Recognize what must be important, so that other things can be made less important
- Information scent reinforces that notion of importance
- Negative space reinforces that notion of importance
- Wireframes and mocks have politics