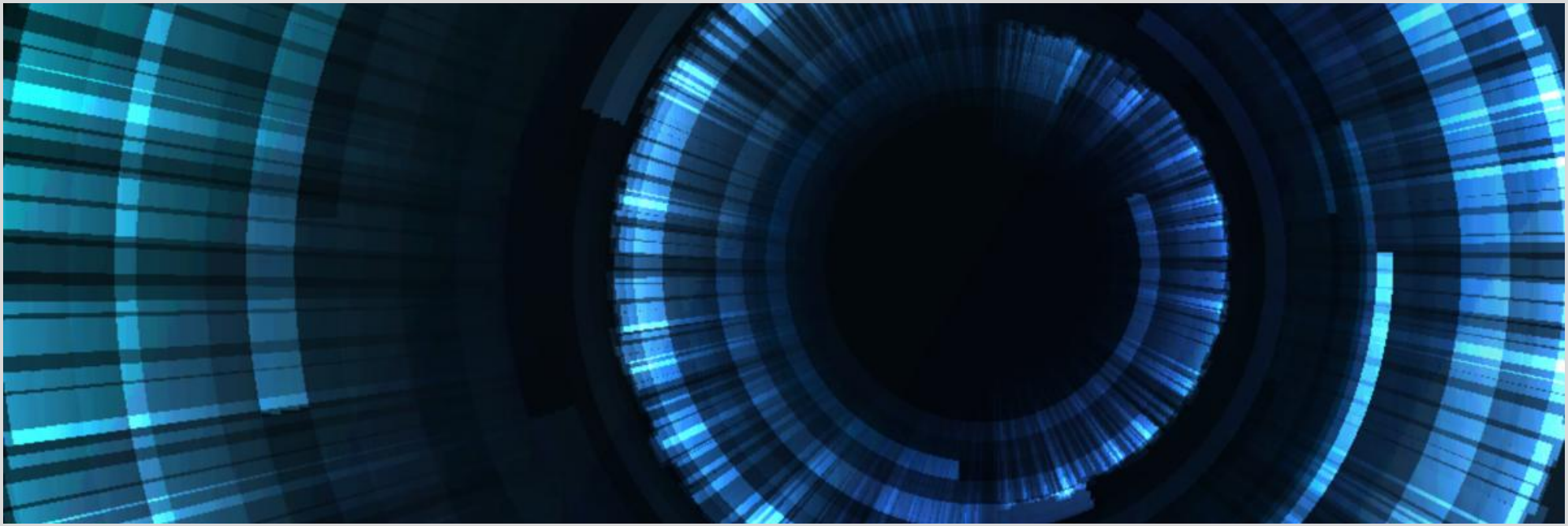
Human Computer Interaction



Original PPT: Dr Grace Eden
grace@iiitd.ac.in

Presented by Dr Indrani De Parker
indrani@iiitd.ac.in

HUMAN CENTERED DESIGN

March 30th 2022

QUIZ 05 – Wednesday (last day of HCI class)

All Topics after Mid Semester

Final Exam

(Sunday 10 April, 2022, 2:00 PM to 3:00/4:00 PM)

INDRAPRASTHA INSTITUTE of INFORMATION TECHNOLOGY DELHI

End Semester Exam Schedule
UG Ist Year_AY2021-22
MONSOON SEMESTER

Year	Exam Timing	09.04.22 (Saturday)			10.04.22 (Sunday)			11.04.22 (Monday)			12.04.22 (Tuesday)		13.04.22 (Wednesday)		
		Course Code	Course Name	Room No	Course Code	Course Name	Room No	Course Code	Course Name	Room No	Course Code	Course Name	Course Code	Course Name	Room No
I YEAR	2:00 PM to 4:00 PM	CSE101	IP	C-101 (Lecture Block) C-102 (Lecture Block) C-201 (Lecture Block) C-11(Old Academic)	DES101	IHCI	C-101 (Lecture Block) C-102 (Lecture Block) C-201 (Lecture Block) C-212 (Lecture Block)	DC	ECE111	C-101 (Lecture Block) C-102 (Lecture Block) C-201 (Lecture Block) C-212 (Lecture Block)	No Exam		MTH100	M-I	C-101 (Lecture Block) C-102 (Lecture Block) C-201 (Lecture Block) C-11(Old Academic)

ALL TOPICS FROM THE BEGINING OF THE SEMESTER

MCQ with Negative Marking

20/40 Questions

March 14, 16 // March 21, 23 // March 28, 30 // April 04, 05, 06

From Week 10 … until end of term

Lecture topic

Prototyping & Evaluation Techniques

Activities

Low Fidelity	(physical sketches)	Lecture: 09 March	(Due Mar 19)
Medium Fidelity	(digital wireframes)	Lecture: 14 March	(Due Mar 19)
High Fidelity	(realistic design elements)	Lecture: 21 March	(Due Mar 29)
Evaluation	(user feedback)	Lecture: 28 March	(Due Apr 02)

•••••• SUBMIT HIGH-FIDELITY PROTOTYPE : 29 MAR ••••••

With a link to clickable prototype on Google Classroom

•••••••••• FINAL PROJECT SUBMISSION : 03 APRIL ••••••••••

With a link to clickable prototype on Google Classroom

••• **FINAL PROJECT PRESENTATION : 04, 05, 06 APRIL** •••

With a link to clickable prototype on Google Classroom

Final Project Presentation

SUBMISSION

(03 April, 2022)

Guidelines

Page 1

Team name
Project title

Team member - roll number (Contribution)
Team member - roll number (Contribution)
Team member - roll number (Contribution)
Team member - roll number (Contribution)
Team member - roll number (Contribution)

Page 2

Problem Statement

Solution Statement

Page 3

Link to prototype evaluation feedback form

Page 4

Link to final high-fidelity prototype

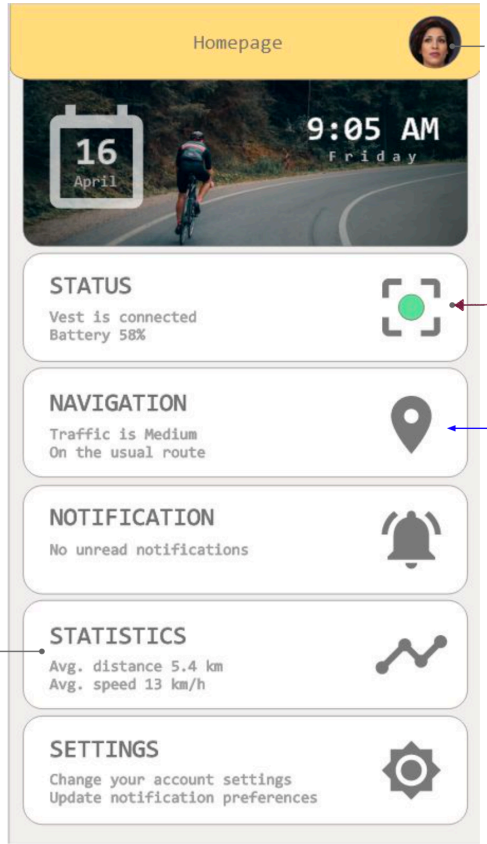
Screenshots

Screenshots of the task flow with:

- 🔵 a) annotations of how to complete the task flow 🔵 (BLUE COLOUR TEXT) 🔵
- 🔴 b) annotations highlighting key usability issues 🔴 (RED COLOUR TEXT) 🔴
- 🟢 c) annotations highlighting how you could improve the issues 🟢 (GREEN COLOUR TEXT) 🟢

Screenshots - Example

Homepage



EVALUATION FEEDBACK

Issue: Ut consequat risus enim, a volutpat quam posuere ac. Maecenas lacinia nisi non justo viverra, at rut

Solution: Ut consequat risus enim, a volutpat quam posuere ac. Maecenas lacinia nisi non justo viverra, at rut

1. Click on Navigation

TASK FLOW (NUMBERED)

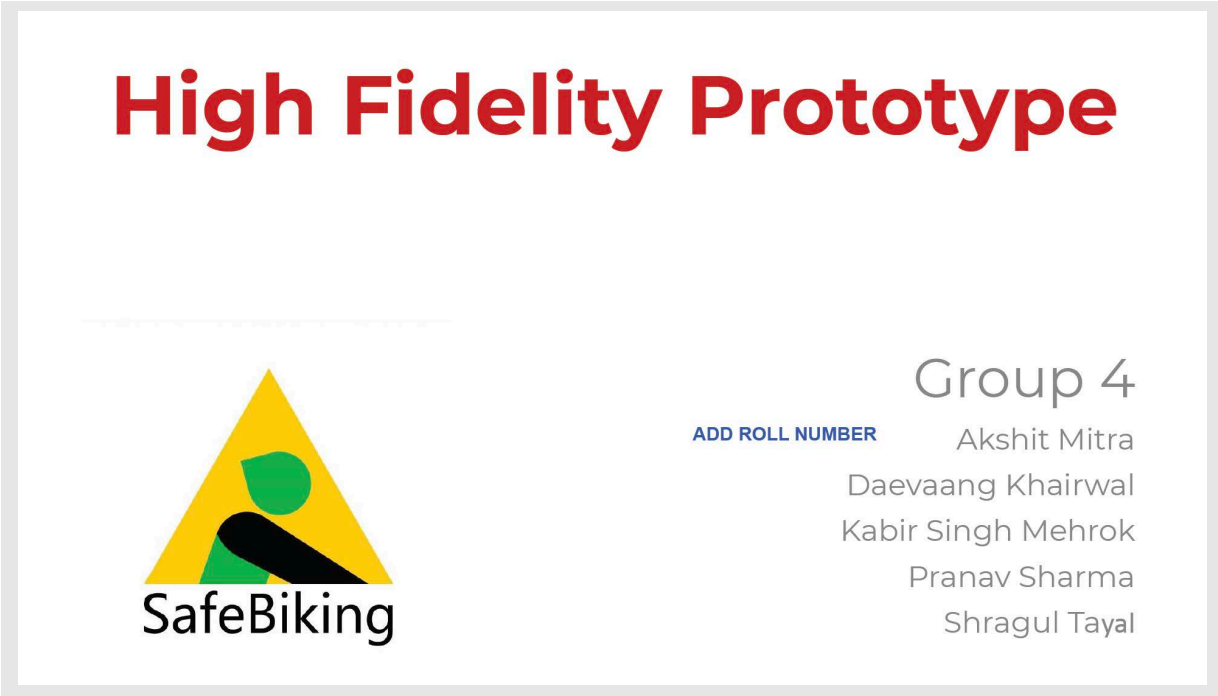
GENERAL ANNOTATION (GREY TEXT)

Gives brief information and actions that can be performed

2

Submission - Example

Available in Week 13 – Google Classroom



Team Presentations

4th April *(21 Groups)*

10:00 AM - 2:50 PM

5th April *(25 Groups)*

11:30 - 3:54 PM & 5:00 PM - 5:59 PM

6th April *(9 Groups)*

10:00 PM - 11:59 PM

The following components of your project must be included in the presentation

ONE SLIDE EACH – ONE MINUTE PER SLIDE

IN THIS ORDER!

1. Problem-Solution Statement
2. Personas
3. Scenarios
4. Affinity Diagram
5. Story Board
6. Information Architecture
7. Low-fi Prototypes
8. Mid-fi Prototypes
9. Hi-fi Prototype
10. Prototype Evaluation

Grading Rubric:

Final Project Presentation

Available in Week 13 – Google Classroom

Evaluation

Introduce

- your project – ‘we are designing a prototype of …’
- the session – ‘only 10 minutes’, ‘we are not testing you’

Preliminaries

- background information – ‘do you use’ (similar product or service)
- first look – ‘what is your general impression of the landing page’

Evaluate

introduce the exercise – Now we would like you to ….

- make notes – while the participant performs the exercise

Wrap-up

- thank them and offer a small gift if possible – ‘Thank you, that was helpful’, etc

Guerrilla UX Testing

There are plenty of methods for conducting UX testing, but many of these methods are resource-intensive and time-consuming, and this often stops teams from testing in the first place.

Guerrilla testing is a means of gathering user feedback by taking a design or prototype into the public domain and asking passersby for their thoughts. Due to its simplicity, new ideas can be tested quickly and at a low cost, making it a valuable UX testing method.

https://medium.springboard.com/a-guide-to-the-art-of-guerrilla-ux-testing-69a1411d34fb

This type of testing has following characteristics:

- Participants are not recruited but are approached by persons conducting testing sessions.

- The sessions themselves are short (typically 10 to15 minutes) and are structured around particular key research objectives.

- The output is typically qualitative rather than quantitative. Testing helps to quickly validate how efficient design is on its intended audience or whether specific functionality works in the way it is supposed to.

The Pros and Cons of Guerrilla Testing for Your UX Project

The Advantages of Guerrilla Testing
Guerrilla testing is cheap.
Guerrilla testing takes little effort.
Guerrilla testing is very informative.
Guerrilla testing can be squeezed into nearly any deadline.

The Disadvantages of Guerrilla Testing
Guerrilla research can be shallow too if you miss the right questions.
Guerrilla research can be unreliable if you have a small sample of a single type of users and they may not represent the whole user base very well.

Chapter 16
EVALUATION: INSPECTIONS, ANALYTICS AND MODELS

16.1 Introduction

16.2 Inspections: Heuristic Evaluation and Walk-Throughs

16.3 Analytics and A/B testing

16.4 Predictive Models

The evaluation methods discussed so far have involved interaction with, or direct observation of, users. In Chapter, we introduce methods that are based on understanding users through one of the following:

- **Knowledge codified in heuristics**
- **Data collected remotely**
- **Models that predict users' performance**

None of these methods requires users to be present during the evaluation. Inspection methods often involve a researcher, sometimes known as an expert, role-playing the users for whom the product is designed, analyzing aspects of an interface, and identifying potential usability problems. The most well-known methods are heuristic evaluation and walkthroughs. Analytics involves user interaction logging, and A/B testing is an experimental method. Both analytics and A/B testing are usually carried out remotely. Predictive modeling involves analyzing the various physical and mental operations that are needed to perform particular tasks at the interface and operationalizing them as quantitative measures. One of the most commonly used predictive models is Fitts' law.

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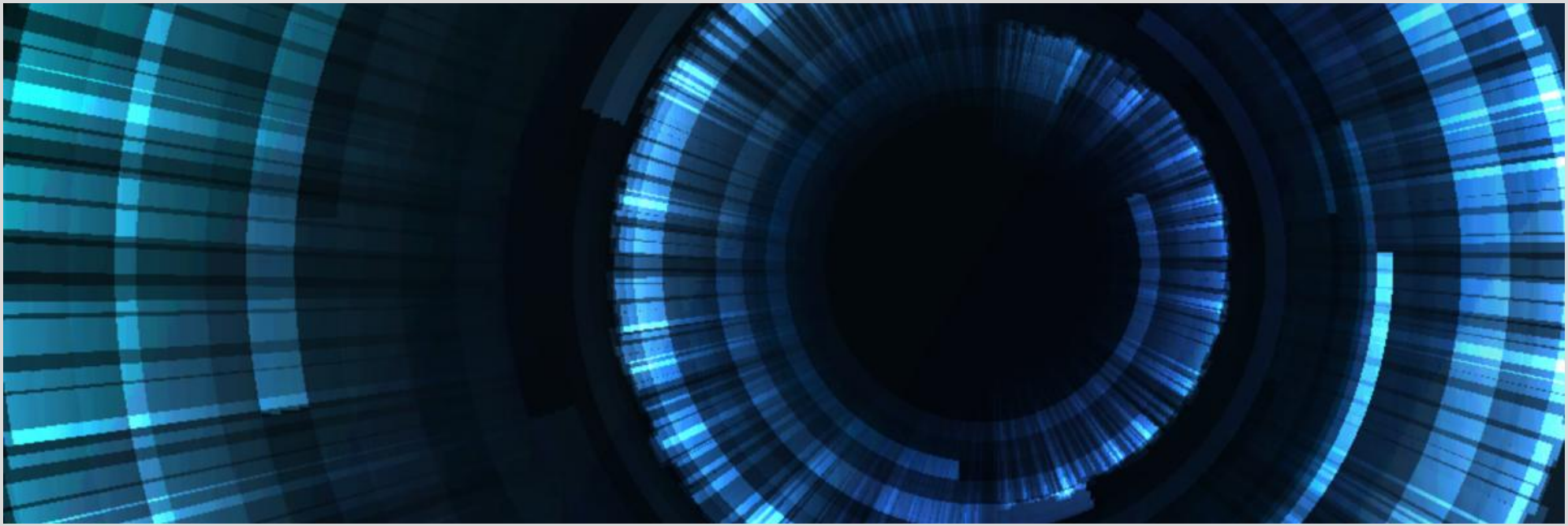

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