

CS 352

Introduction to Usability Engineering

Information Foraging

Information Foraging

- Peter Pirolli's amazing discovery
 - Foraging
 - Predators
 - Prey
 - Scent
 - cues
- Jared Spool's use of Peter's discovery
 - Practical take-aways for web site design
 - Also can be used for other kinds of UIs

Principle: Content Must Give off Strong Scent

- Implication:
 - Design for scent
- Spool's studies
 - On good sites, users seem to know where to go
 - Those sites are rich with content
 - Links/cues are scentful, pull users onward
 - Principle: for good scent sites should be rich with content

How Scent Works

- As scent gets stronger, users get more confident they're going the right way
 - As gets weaker users fall away
- Example: in Camtasia-for-the-Mac ...
 - ... how to create a .camrec file?

Camtasia for Mac

Whether you're a new or existing user, our video and written tutorials are here to help you get the most out of Camtasia for Mac.

Click a column heading to sort the table of tutorials. The table can be sorted by content type, category, or level. Level I tutorials have basic, core concepts while a level III tutorial is likely to be advanced. Select a tutorial below to get started.



Version 2

Format	Title	Category	Level
Video	0: Introduction	Getting Started	I
Video	4: Make a screencast: Process, Script, Release	Getting Started	I

Video	12: Create better audio: Mics, Recording, Audio FX	Getting Started	I
Video	13: Share your screencast: The Great Export	Getting Started	I
Video	14: Share your screencast: Screencast.com and YouTube	Getting Started	I

- Clicked on Video 13 (mildly strong scent)

Scent Stronger

13: Share your screencast: The Great Export


Creating Screencasts Course

#13 Share your screencast
The Great Export




- Clicked on “Questions” (strong scent)


Huh??



Can I delete a ScreenChomp video from "the cloud"?
Delaine asked · 46 replies · Last reply 19 days ago by bizworldusagcm
✓ Answered



Why was the undo button removed from the edit interface in Camtasia 8?
Sandy Dolan asked · 11 replies · Last reply 14 days ago by Olivier Jallard
✓ Answered



SNAGIT on Linux?
mdturnerinoz asked · 49 replies · Last reply 1 month ago by Niclas Horn
✓ Answered

- Scent gone: Not about Camtasia-for-the-Mac!

The “fold” and iceberg syndrome

- Myth: webpages should fit on 1 screen because people won't scroll
 - Fact: people are willing to scroll
 - ... but only if they expect something scentful to be present farther down

Principle: hint what's “below the fold”

- Didn't scroll: only saw the tip of the iceberg
 - ...which wasn't representative of the rest of the iceberg
- Principle: Make the top hint at what's below the fold

Graphics and Scent

- Three kinds:
 - Decorative graphics: no scent
 - Navigational graphics: clickable clues
 - Content graphics: informative content

Principle: Make cues concrete and long “enough”

- Vague: “Information”
 - Better: “Information for students”
 - Even better: “Information for future students”
 - Better still: “Information for future international students”
- Spool’s web studies: the best links are 7-12 words

Principle: Beware of scent blockers

- “Cute” or vague cues
- Putting important cues in places we’ve been trained not to look at
 - Such as the top banner
- Putting important cues inside expanses of static graphics

Site Maps are Full of Scent!

- That is, well done and maintained site maps
- Some rely on jargon or acronyms
- Some only hit the top-level page in each group
- Some haven't been updated with reorganizations of the web site

About Search

- Use of site-specific search tells you your site was not scentful
- Rarely solves problems if site is not well-organized
- Tip: look at web logs of what people were searching for
 - Hints on how to better organize your site

Implications for Your Projects

- Use scent in labeling, use of space, wording, ...
- Start with content screens, then figure out how to efficiently get people what they need to see
- Questions
 - How will you research this and determine progress?
 - How to get feedback from users?