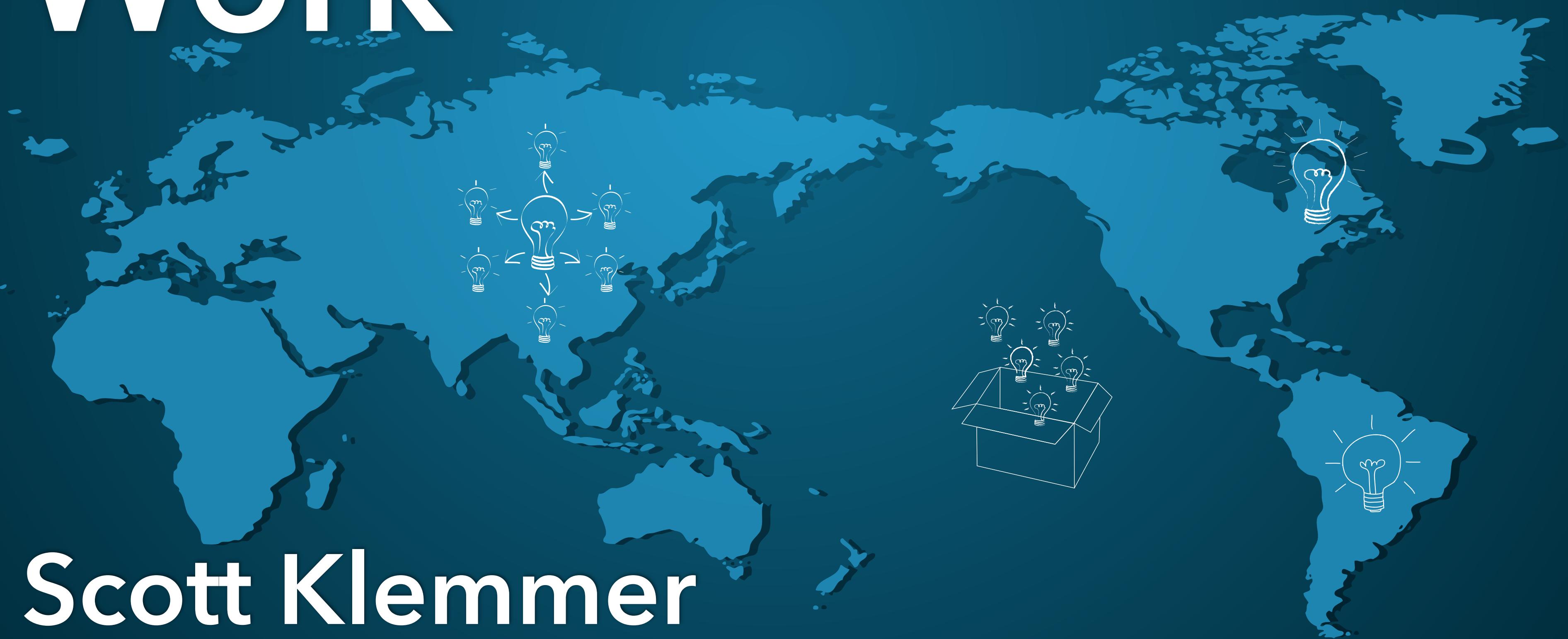


# Presenting Design Work



Scott Klemmer

with materials from Forrest Glick & Scott Klemmer

# A8 Examples

# Hyeonsu Kang, Michael Phan, & Eugene Temlock

Chefbox



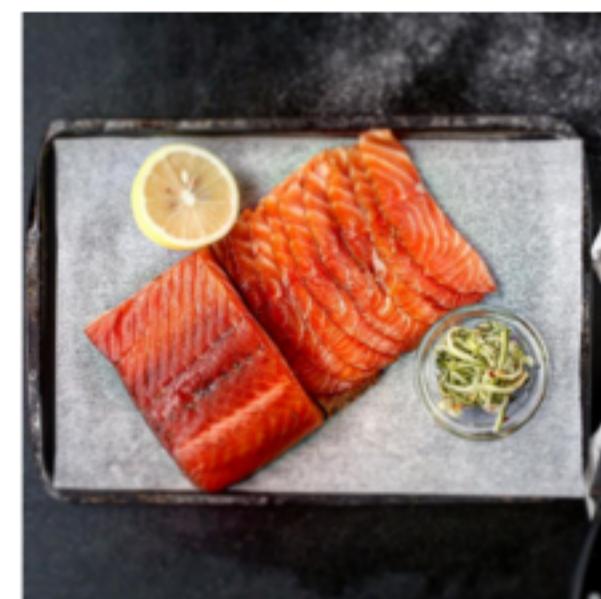
\$4.5, /5.0

Anchovies, Tofu, Brown rice, Miso, Napa cabbage, Kimchi

**There are 15 items left**

[view](#)

[order now](#)



\$4.75, 4.3/5.0

Salmon and Cole Slaw

**There are 15 items left**

[view](#)

[order now](#)



\$5.0, 4.6/5.0

Anchovies, Tofu, Brown rice, Miso, Napa cabbage, Kimchi

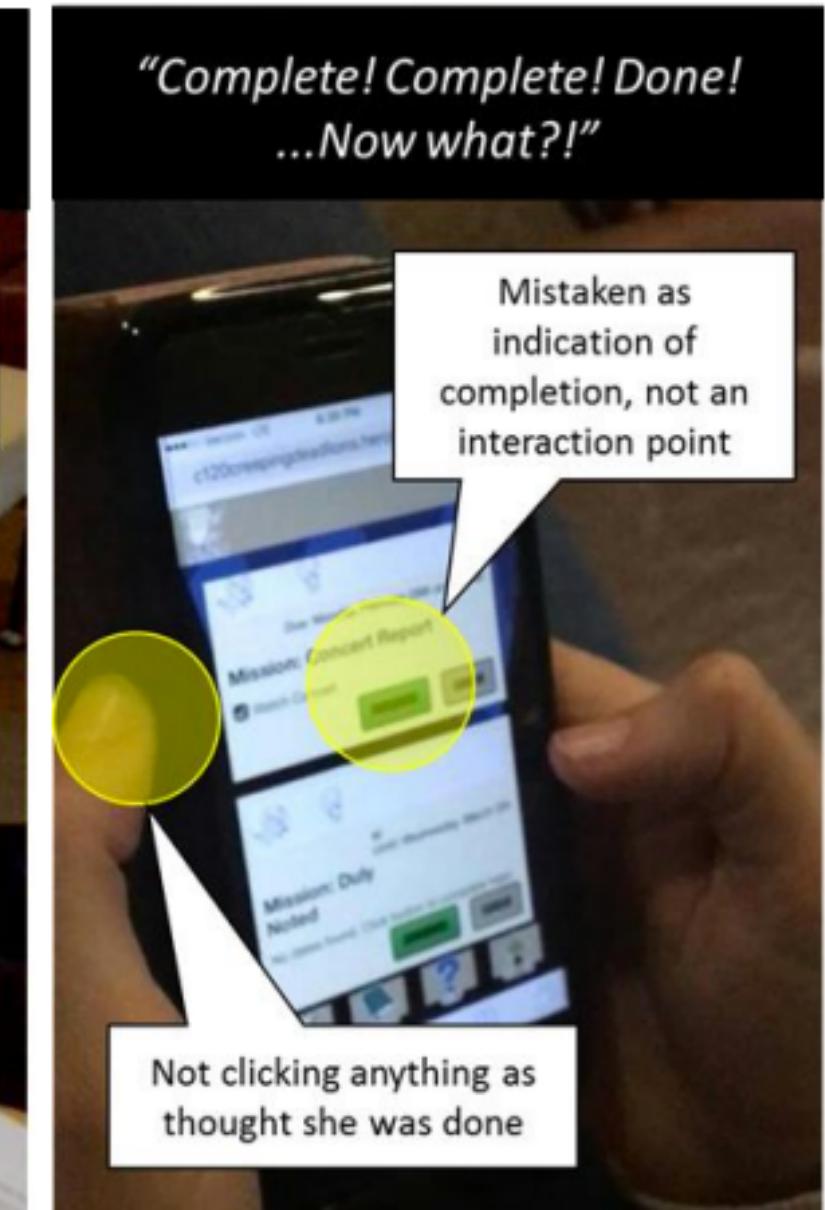
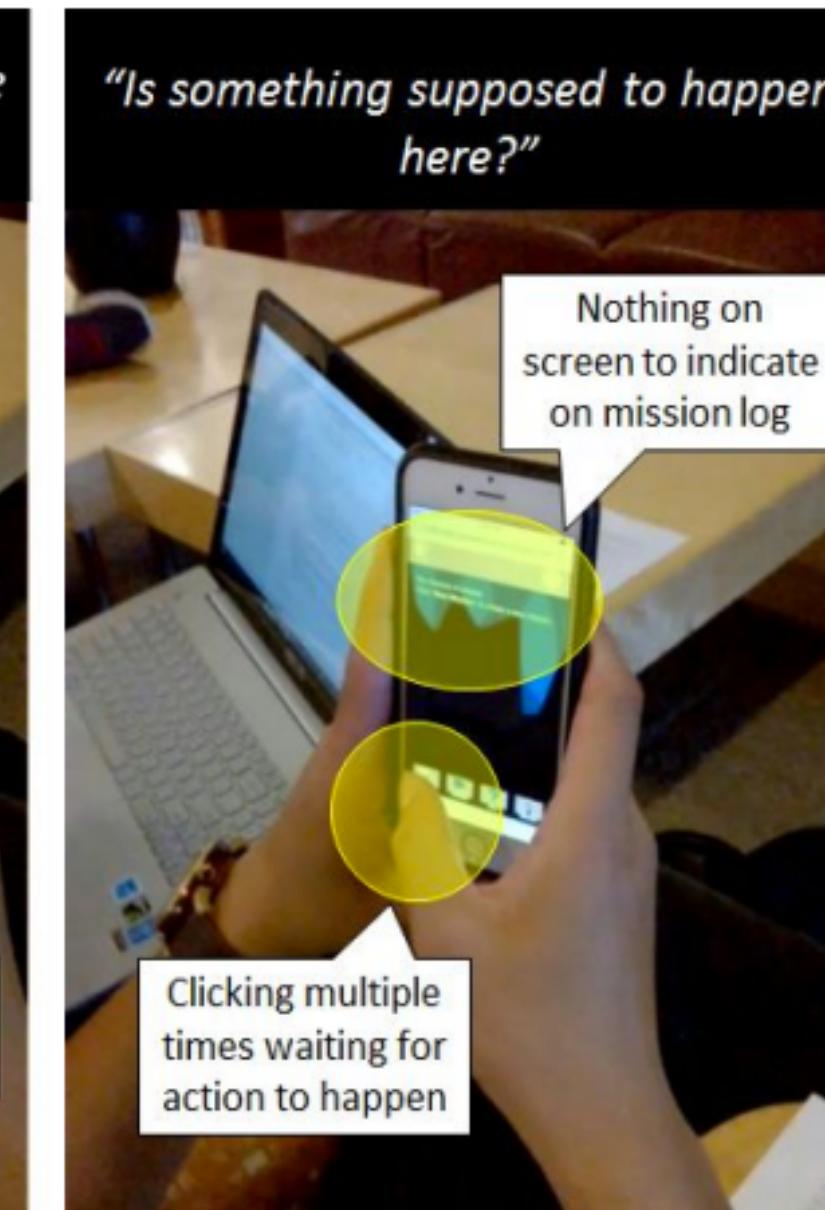
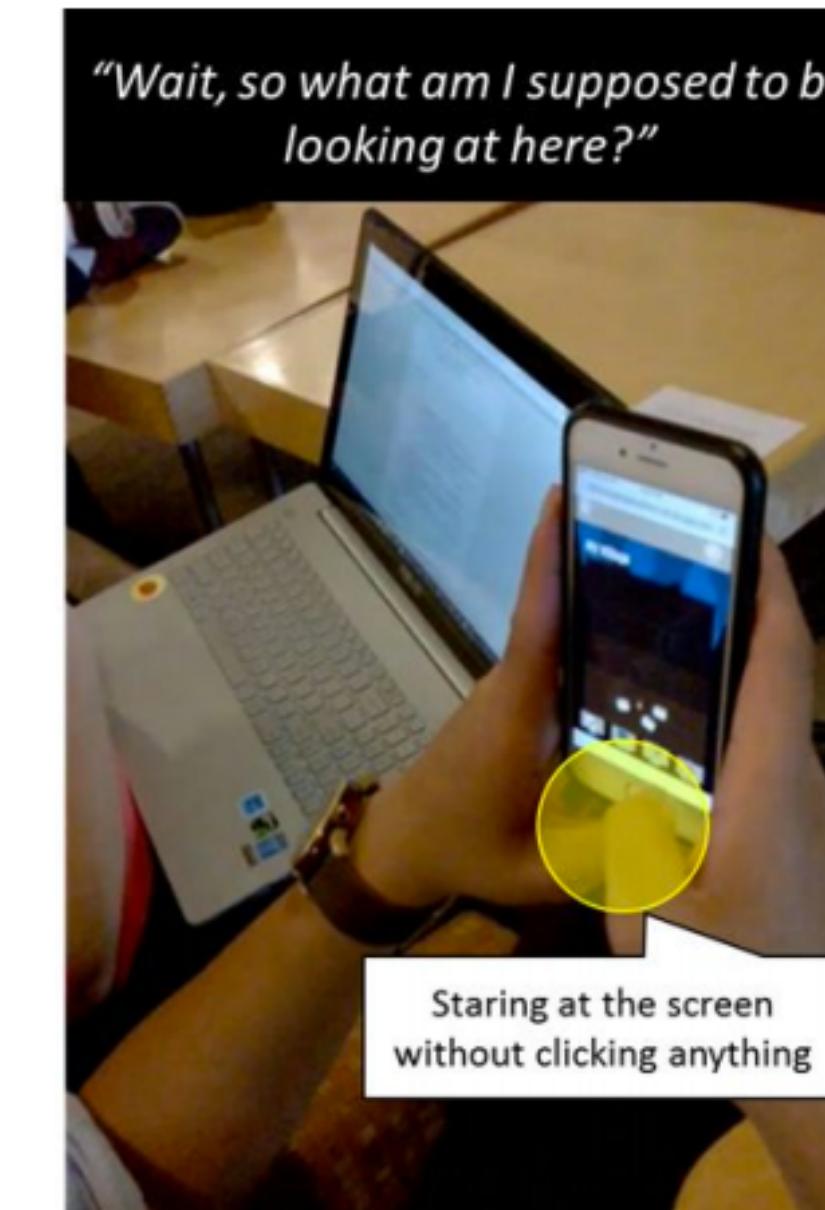
**There are 15 items left**

[view](#)

[order now](#)

# Alexie Sousa, Jordan Yoshihara, & Vincent Huang

## Breakdowns

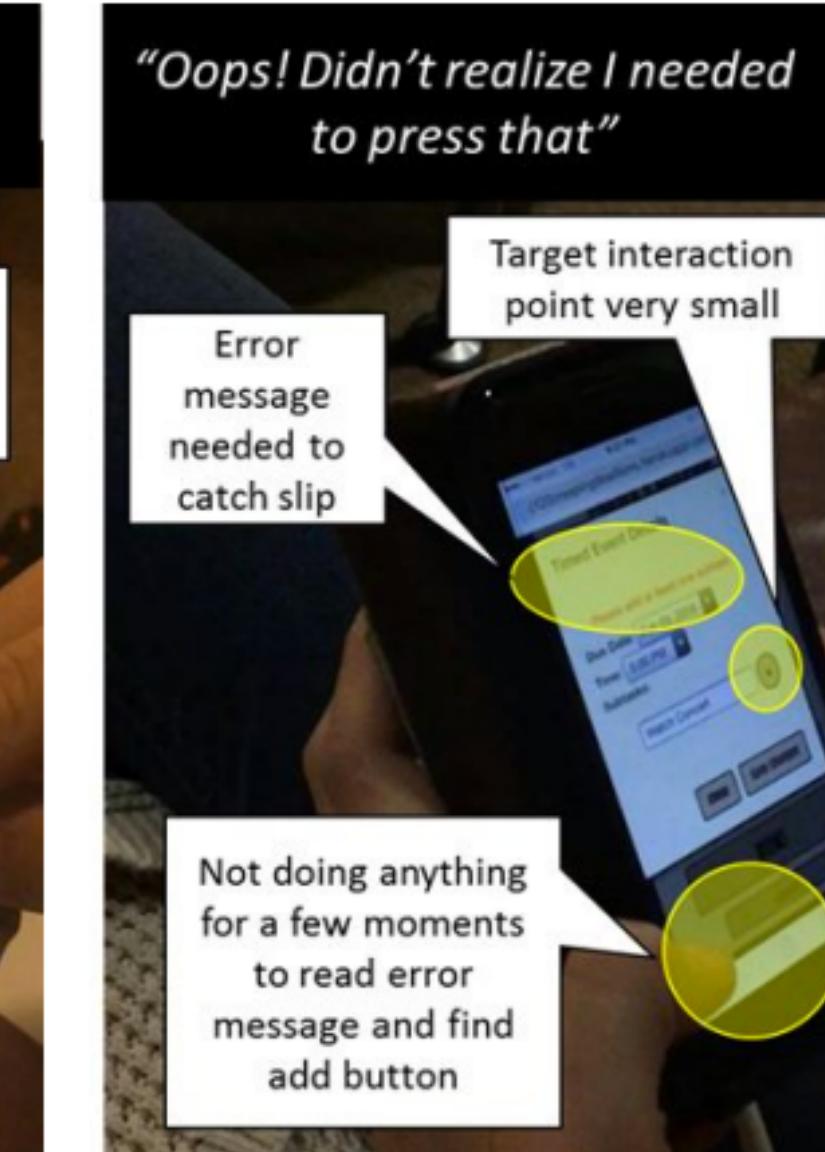
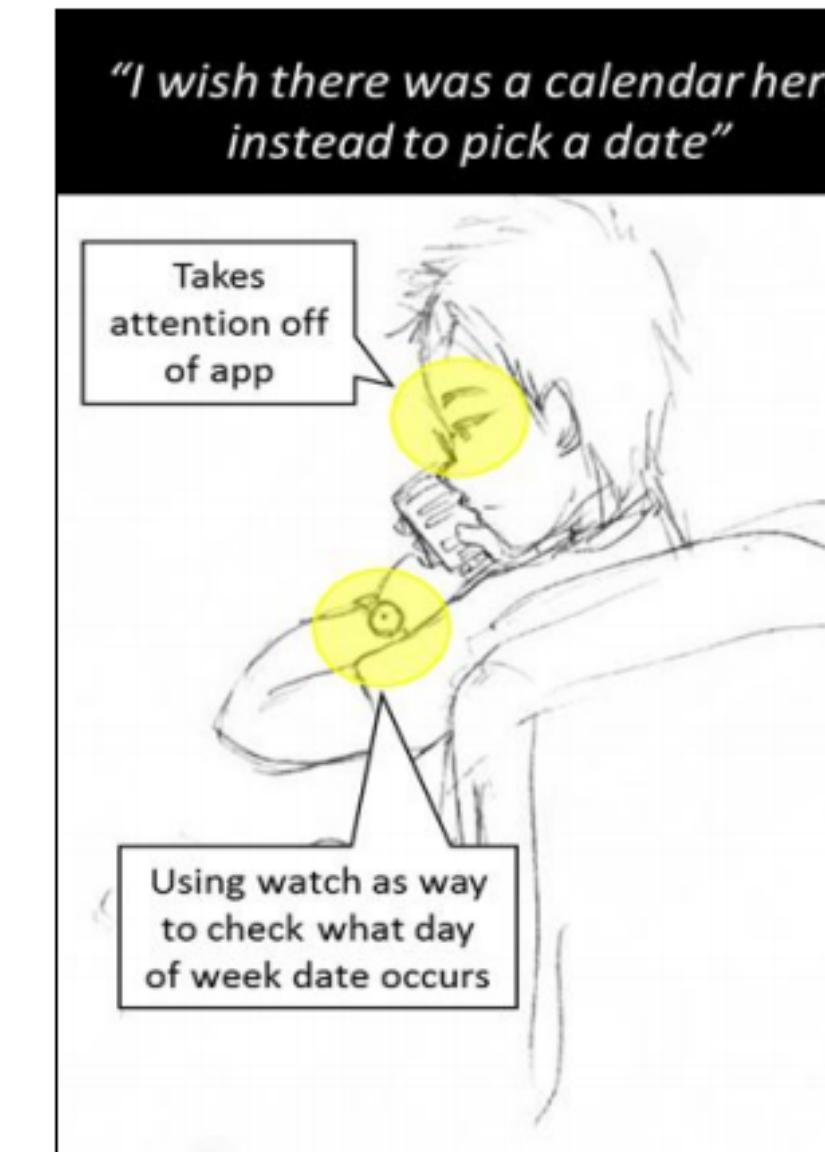


Village: unclear mental model

Mistake: expected a page switch

Unclear action to complete task

## Design Opportunities



Familiar with days, not specific dates

Error correction on missions not present

Kept forgetting to press +

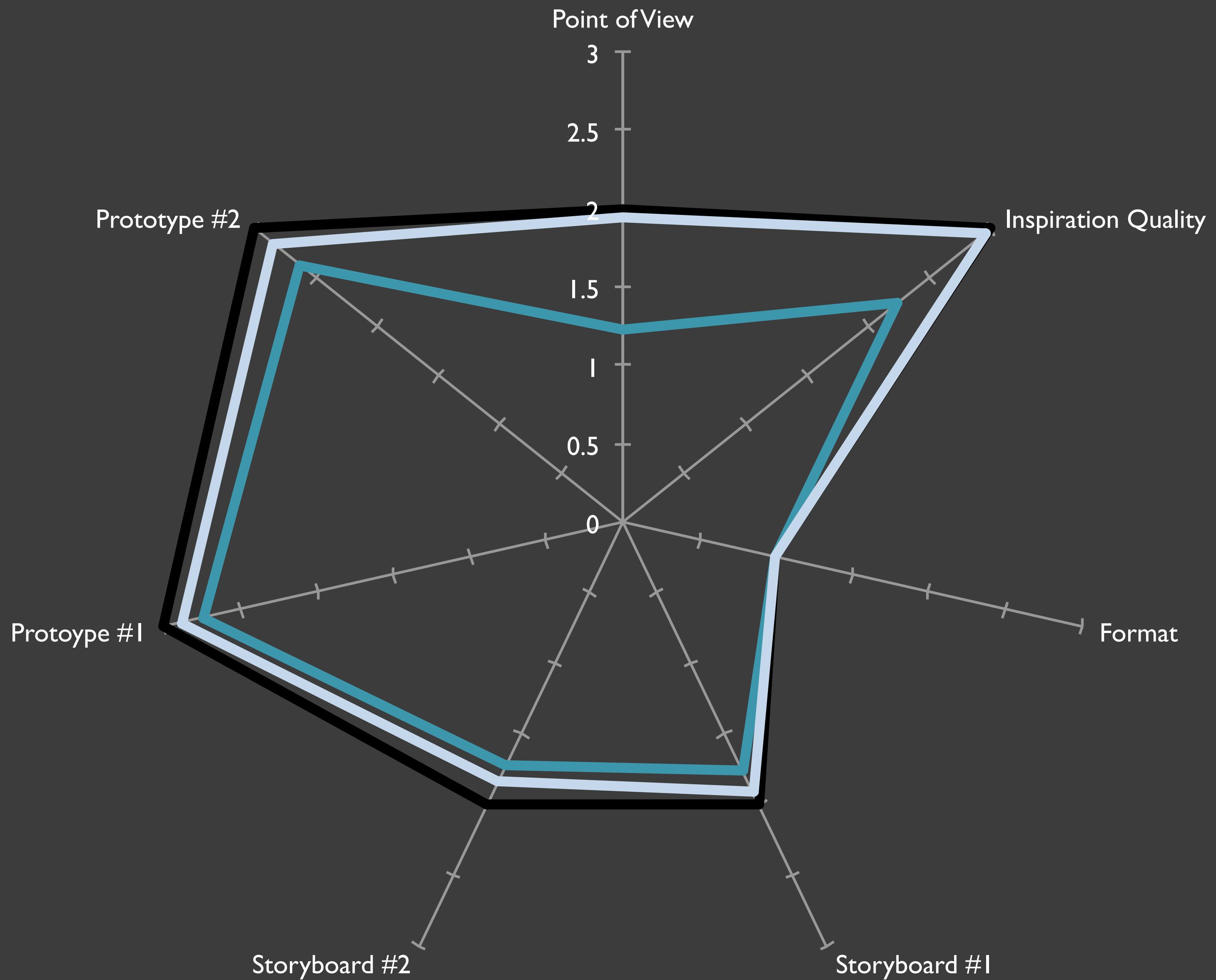
# Your Presentation

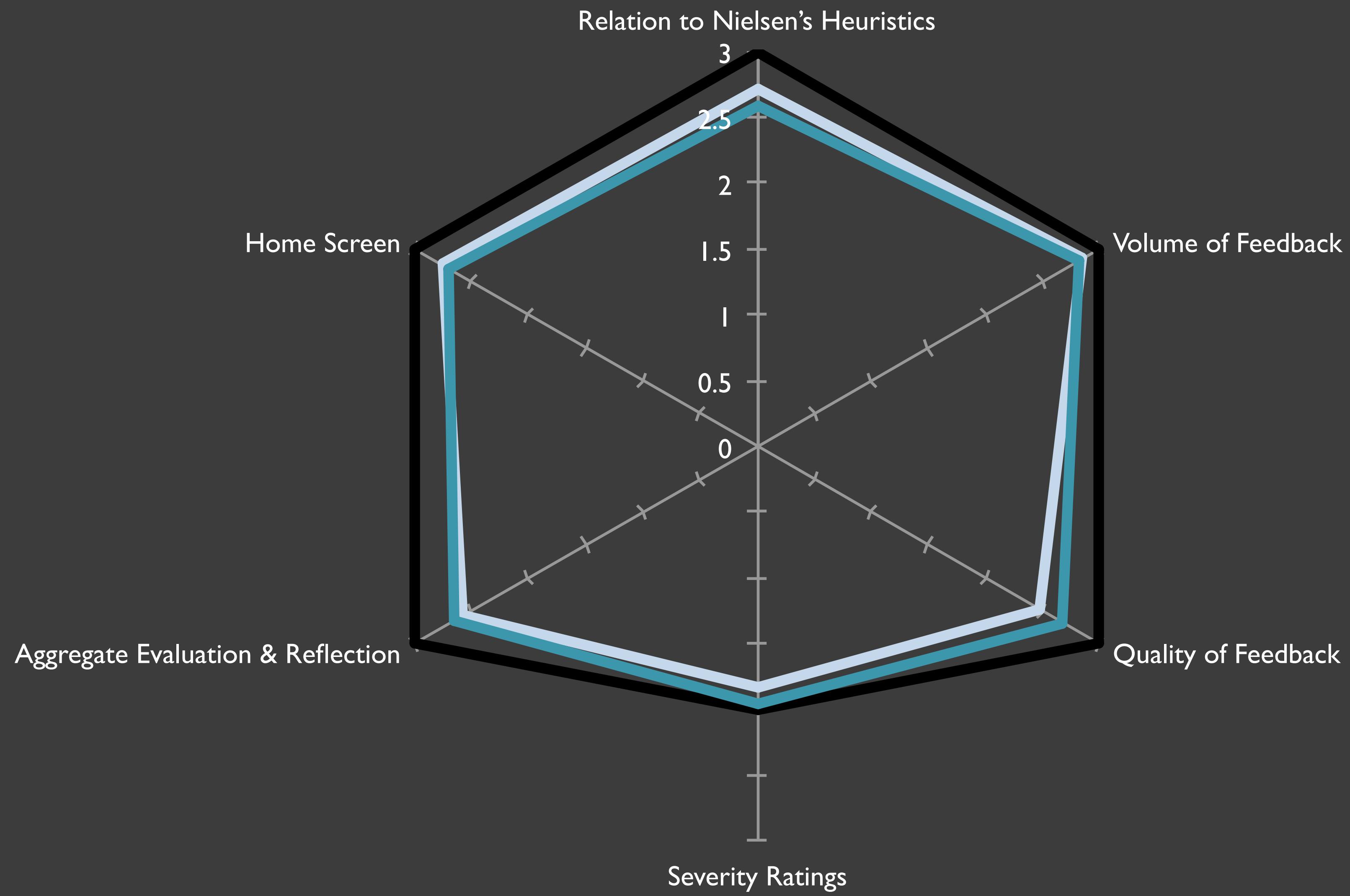
- A 30-second spiel
- A slide for the background while you talk
- A poster - can be made from butcher paper
- A practiced 1-minute in-person demo
- [http://d.ucsd.edu/class/intro-hci/2016/  
finalpresentation/](http://d.ucsd.edu/class/intro-hci/2016/finalpresentation/)

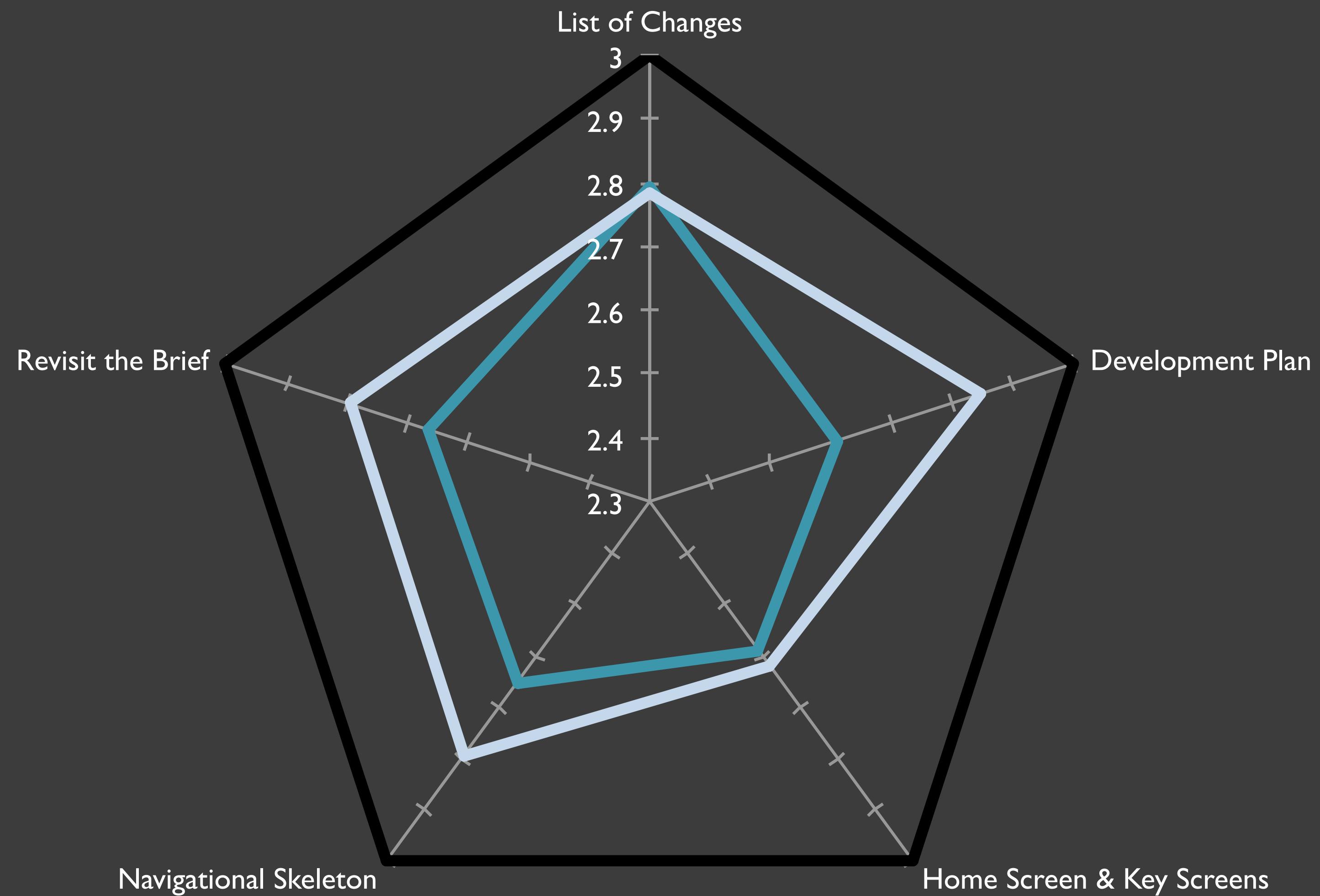
# Poster Printing Costs

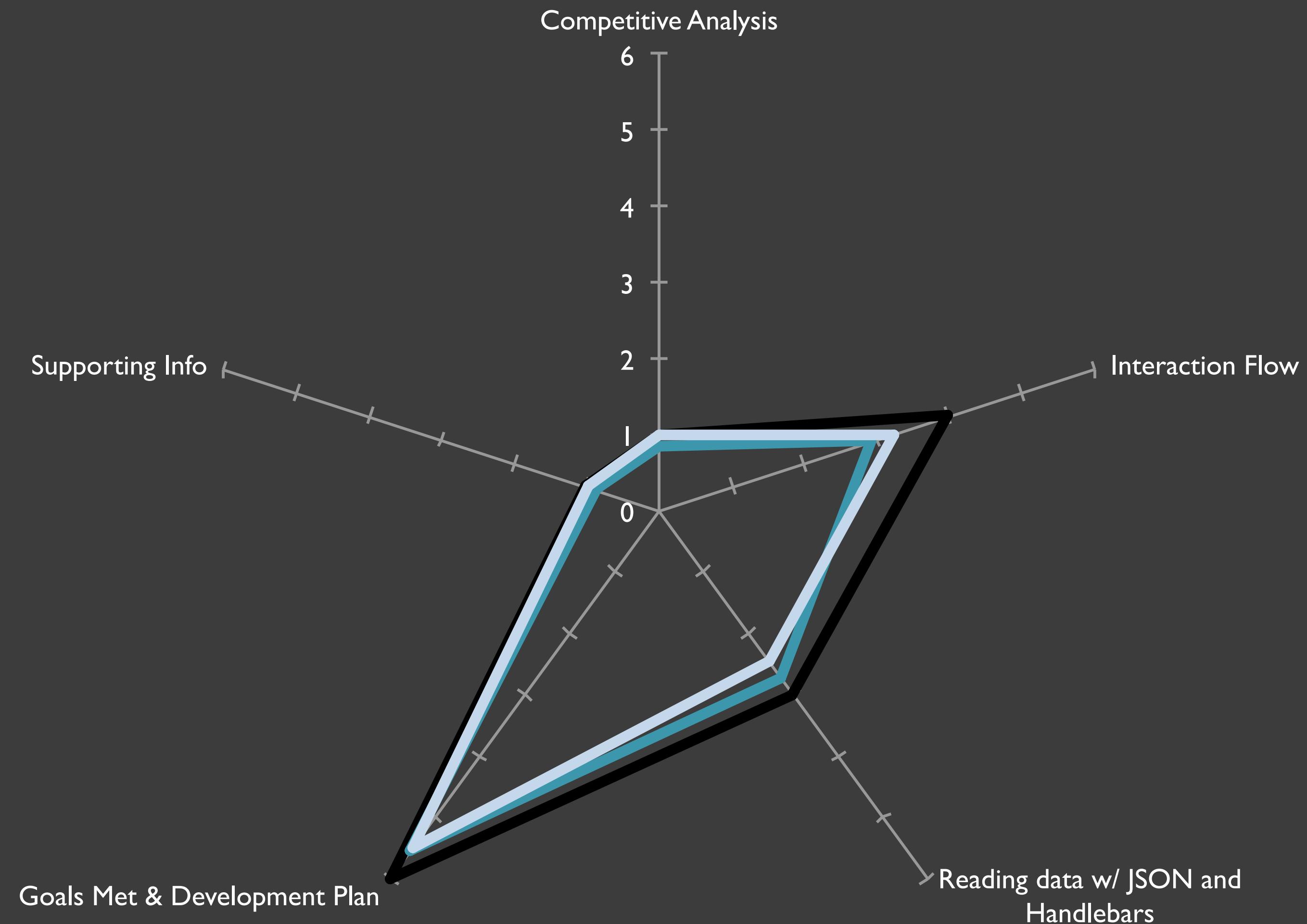
| Option  | Location                                     | Cost<br>(for 24" x 30")   | Submission Time                                 |
|---|--|---|---|
| <b>Large Format<br/>Printing (Cplot1)</b>   | Applied<br>Mathematics &<br>Physics Room 113 | <b>\$3.00</b><br><b>\$9.00</b>                                  | Needs to be<br>submitted 48 hours<br>in advance |
|   | Campus Services<br>Complex: Building A       | <b>\$30.24</b>  | Needs to be<br>submitted 48 hours<br>in advance |
|  | La Jolla Village Sq.                         | <b>\$3.75</b><br>(black-and-white)<br><b>\$36.25</b><br>(color) | Anytime before final<br>presentation            |

# Self-Assessments









Your presentation is  
the User Interface  
between your project  
and the jurors

What is your  
objective?

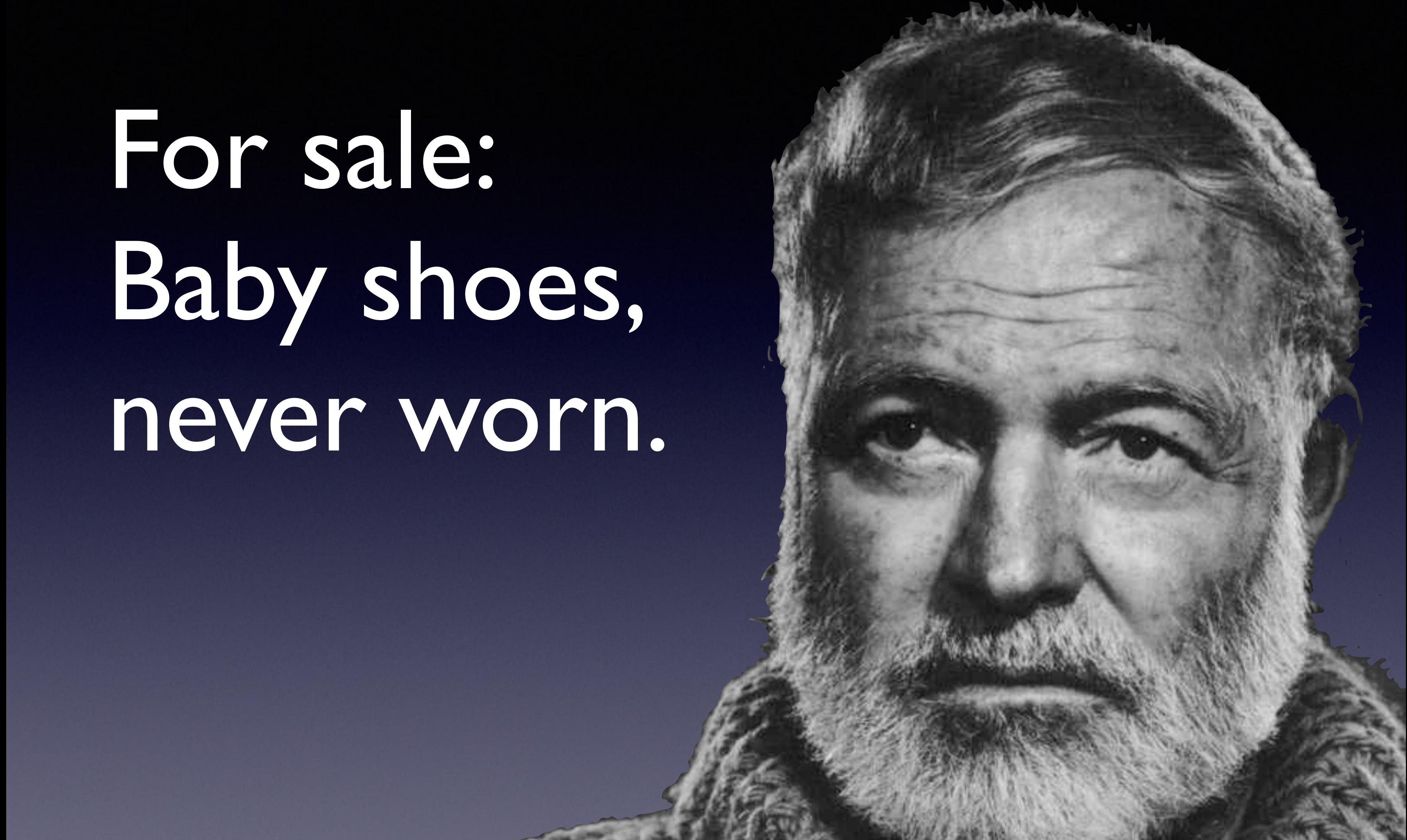
# Tell Your Story



# The Art of Storytelling

For sale:  
Baby shoes,  
never worn.

Ernest Hemingway



# Your Story

WHAT is the Problem?

HOW did you Solve it?

# Class Activity

You have  
30 seconds



0:30

# Define the Problem

In one sentence,  
describe the problem.

# Define the Problem

Why is it important?

Why should we care?

How does it affect us?

How did you solve  
the problem?



What makes your  
project unique?

Describe your project,  
problem & solution.

You have 30 secs.

0:30

A photograph of a smiling garden gnome with a large red pointed hat and a white beard, wearing blue overalls. He is sitting on a green cylindrical base, surrounded by various green plants and leaves. The background is a dark wooden surface.

Speak to logic  
and emotions

2 examples.

# Golf Guru

Experience shouldn't trump skill in golf



Golf Guru lowers the home course advantage

# iDrnk.com

I don't always drink, but when I do, I use iDrnk.com

Track Your Drinks

Calculate Your BAC

Call a Cab/5-Sure

Enjoy Responsibly!

Drink Menu

Welcome Eric Yurko!

You've currently had 1 drinks.

Your BAC is approximately 0.35%

You should wait 0.75 hours before  
drinking.

Enter A Drink

Call 5-SURE/Taxi

About

Help

1 Drunks

A close-up photograph of a tree frog's head and front legs. The frog has large, bulging orange eyes with dark pupils. Its skin is a mottled reddish-brown color with darker, irregular spots and a slightly bumpy texture. It is gripping a dark, textured branch with its front legs. The background is blurred green foliage.

Use powerful visuals

# Show the interface



Consider the  
differences between  
your slide & poster

What does your poster  
say from:

30 feet

10 feet

3 feet

## INSPIRATION

Eating healthy means solving three different problems:  
Finding good recipes, buying the necessary ingredients,  
and cooking.

There are many recipe-searching applications, but existing recipe solutions contain a large gap between the process of buying food and the process of making a meal. With the multitude of recipe websites, there isn't a shortage of good and healthy things to make - however, the gulf of execution is massive because of the means with which to remind oneself of those recipes once it is time to purchase the ingredients is very limited.

## PROTOTYPING

Our application was developed over the course of two months using rapid prototyping and heuristic evaluation techniques. Initial iterations of the app were designed to recommend recipes based on what the individual has in his or her fridge.

At the early stage of the design process, we created three different designs on paper prototypes, and used heuristic evaluation to come up with one final version. This version had two different screens for the shopping list and the favorite recipes. Later, based

Our first paper prototypes included many ideas that were pruned and improved upon with heuristic evaluation.



The first UI theme. User testing led us to iterate frequently, and the current layout is the 4th version.



## Inspires healthy COOKING & SHOPPING wherever you are



## SOLUTION

LazyCook's smart algorithm suggests recipes based on your shopping behavior, and then keeps track of what you need to buy, so that your shopping list is always with you.

In order to solve the problem that busy individuals or college students would not be motivated enough to maintain an updated inventory of their fridge, LazyCook suggests recipes based on previously bought items. Over time, with more items purchased, the suggestion algorithm will become more intelligent in its recommendations.

## USER TESTING

Clicking and tapping behavior is captured in this heatmap generated by tracking through CrazyEgg.



We obtained results from Google Analytics and CrazyEgg about general behavior. We also performed a within subjects test on 20 users comparing two different colored renderings of the app. Lastly, we performed a between-subjects test that evaluated, among other things, user feedback on first impressions ("what button would you press first") and what it did ("what does this app do").

# Radio Guide

*Real-time song info for all your local stations*

[goo.gl/fn9cN](http://goo.gl/fn9cN)

## Universal Search Box

- Song Title
- Artist
- Radio Station



## Now Playing Box

- Album Art
- Song Details
- Station Details

## Features

- ❖ Favorite Stations
- ❖ Location Aware
- ❖ YouTube Links
- ❖ Lyrics

## Browse By

- Genre
- FM/AM Frequency



# QuickMeet

Aaron Sarnoff | Amanda Schloss | Jeff Gilbert

## What It Does

We aim to match nearby people on the basis that if they like the same things, they are more likely to get along. Users develop different lists of interests for different occasions, simply switching which lists are active based on the situation.

## Prototyping

By creating prototypes and iterating based on feedback, we were able to quickly hone in on the best way to approach solving the need we found. Problems with confusing terminology and poor intuitive usability were fixed before a full product was even made.

## Brainstorming

### Needfinding:

When you're looking for someone to talk to, how do you find someone you might get along with?

### Discovery:

People enjoy spending time with others who share some of their interests

People look for different shared interests depending on what they're doing (work, mall, etc)

## Testing



User testing allowed us to identify weaknesses in our design.

By evaluating these results, we were able to fix such problems, improving the application and solidifying the end user experience.



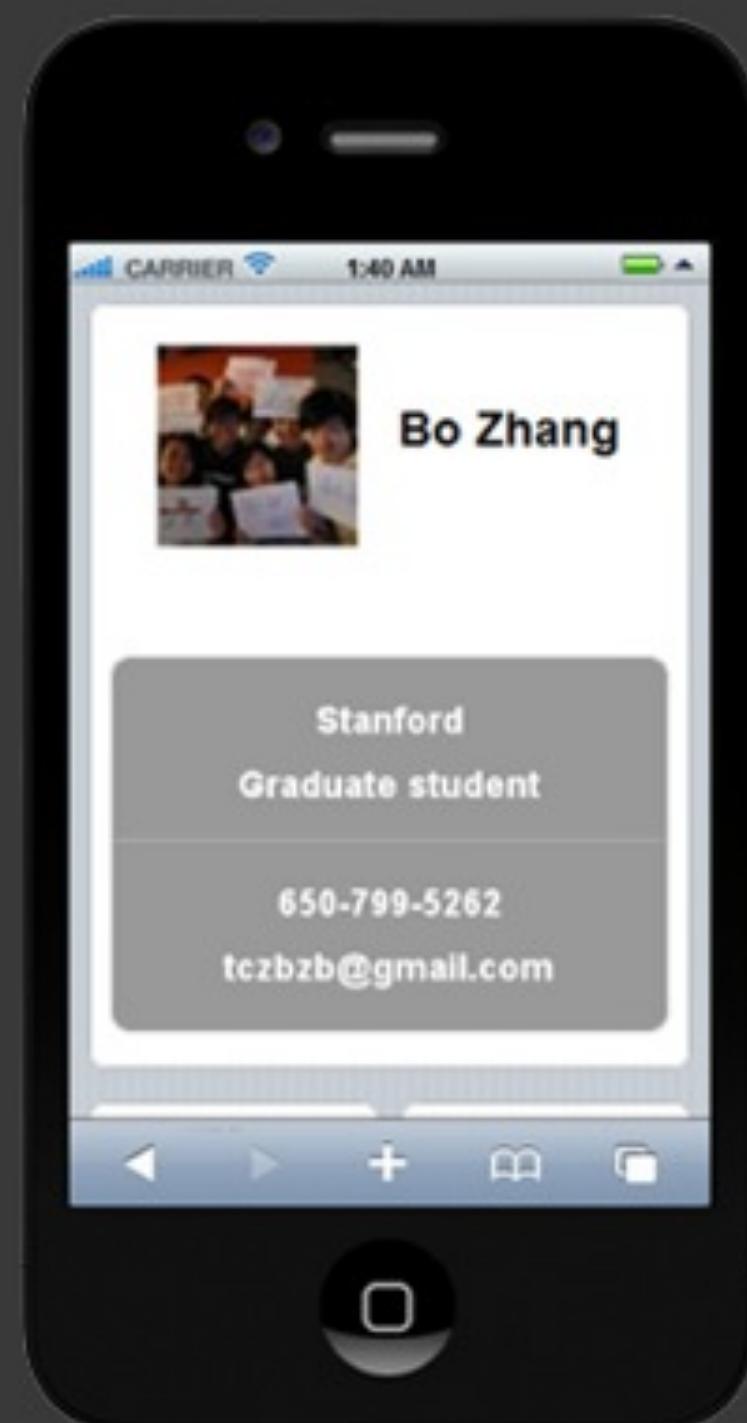
# PARTYWHERE

FIND A PARTY NEAR ME.

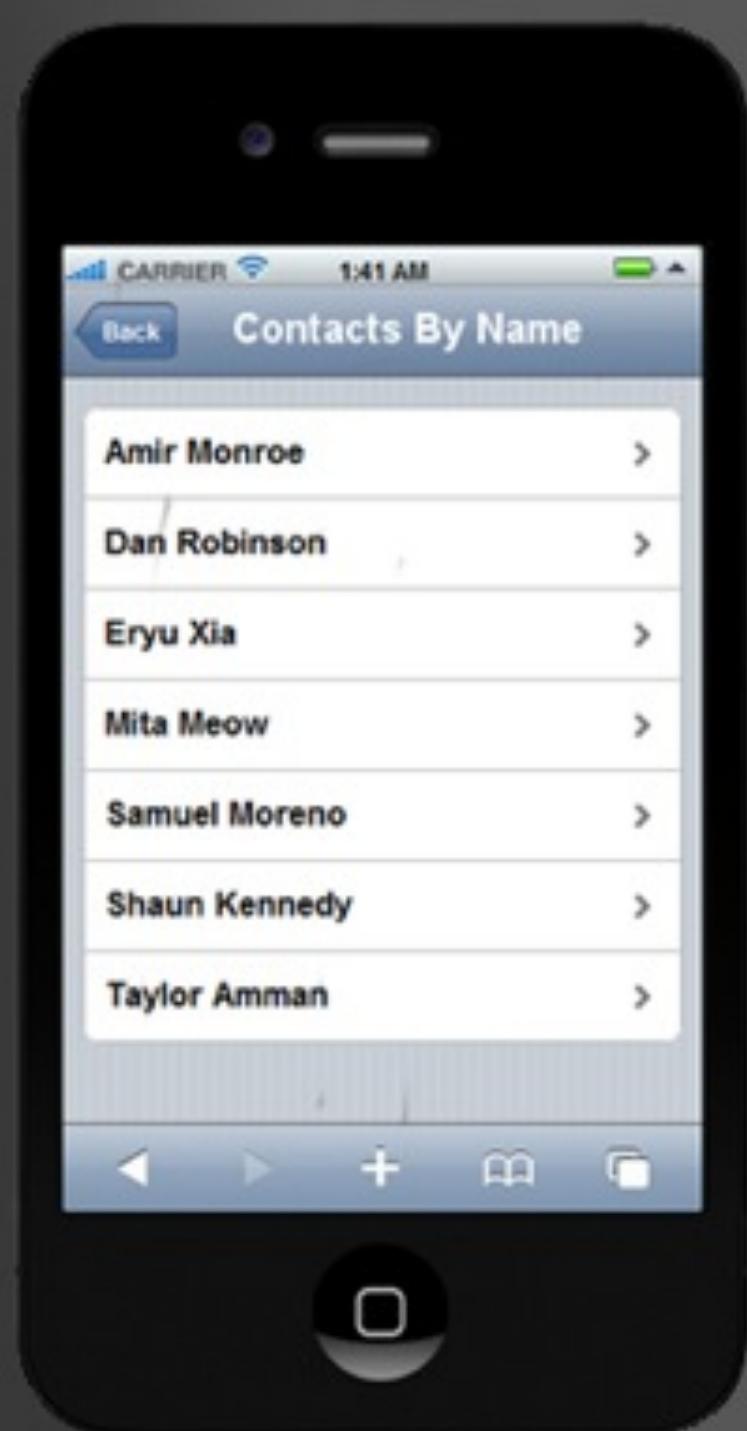


# BIZMASTR!

Create Your Card



Gather Contacts



Learn Names!





=

Realtalk

# Class Activity

# Less is more



A close-up photograph of two baby birds, likely finches, nestled in a nest. They have dark brown feathers and are looking directly at the camera with their mouths wide open, showing bright yellow gullets. The background is blurred green foliage.

Leave listeners  
hungry for more

# Announcements

- A9: Need to show math for chi-square calculations (due Thursday 11:59pm)
- A10: due Thursday 3/10, 11:59pm before final presentations
- Extra credit: will submit via a new assignment
- Office hour changes this week:
  - Tricia: Thursday 9:30-10:30am
  - Adam: Cancelled
  - COGS 121