

**CMSI 370-01**  
**INTERACTION DESIGN**  
Fall 2015

## Assignment I 124 Feedback

Chris Franco

cf7 / spe861@gmail.com

*Notes while reading (asterisks indicate major observations):*

- The Twitter examination based on firsthand experience can work, though because you had 1.5 years between uses, I think the metric you're really after is memorability. (1b)
- Interesting how you saw the user settings control as the "egg icon." The egg happens to be the default image of a brand new Twitter profile. Once customized, this is actually your avatar image. (1a)
- The overall critique is generally well-expressed, but from a formal interaction design perspective, all these issues should find their way back to some guideline or principle that is violated. For your critique to truly have "teeth" in this sense, you need to make those connections. (1b)
- The proposed design is bold and radical—let's see how well you ground and justify it... (1b, 2b)
- The description carries depth and definitely conveys a good understanding of the Twitter model. One risk with these displays is that many people are quite intimidated by them from the outset. I've seen this intimidation firsthand, even though my own feeling is very comfortable. Something to watch out for. (1a)
- Your rationale, however, does hint that this intimidation may just be a matter of degree. Like you say here, the beauty of a network presentation is that the connections are organic to the display. Perhaps the issue then is perceived complexity: if you start people with an initially simple network, then they may be able to "ease" into the visualization. This very threshold may be a good point for research. (1a)
- Further, for *this* assignment, there are principles and ideas that you could have brought to bear on all of this, and unfortunately they are not present. There is the notion of direct manipulation, affordances, and natural mapping—these are all at play with your proposal for a network view of Twitter. Opposing forces would be "simple and natural dialog" and "speak the user's language"—not everyone is at ease with processing networks like the ones shown here. The difference with what is happening in this bullet vs. what is happening in the dream design document is that we are *grounding* our discussion on *established* interaction design concepts here. *That* is what this assignment is looking for. (1b, 2b)
- Ah, and just as I finish that bullet, your "Usability Metrics" section talks about direct manipulation. OK, that is a step in the right direction. (+1b)
- Missed something with efficiency: the network display shows more connections at once than the standard "feed" view, and so may be more efficient because it takes less navigation (clicking) to move from one set of tweets to another. (2b)
- With your errors caveat, that sounds solvable to me (in fact your very analysis hints at the solution). So why not just integrate that into the design? (2b)

1a — +

1b — | ...As mentioned, you need to call in concepts and terms from the course more aggressively. You have the metrics and a brief mention of direct manipulation, but those are just the beginnings.

2b — | ...Correspondingly, you should connect these terms to your design better.

4d — +

4e — | ...You can be a *little* more specific than "More content!"

4f — +