



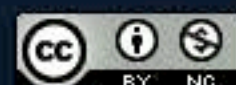
UNIVERSITY OF
MICHIGAN

History

INTRO TO UX

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A Brief Incomplete History of UX

The Birth of HCI: Early 80s



The Birth of HCI: Early 80s

- **Computer use by non-programmers**

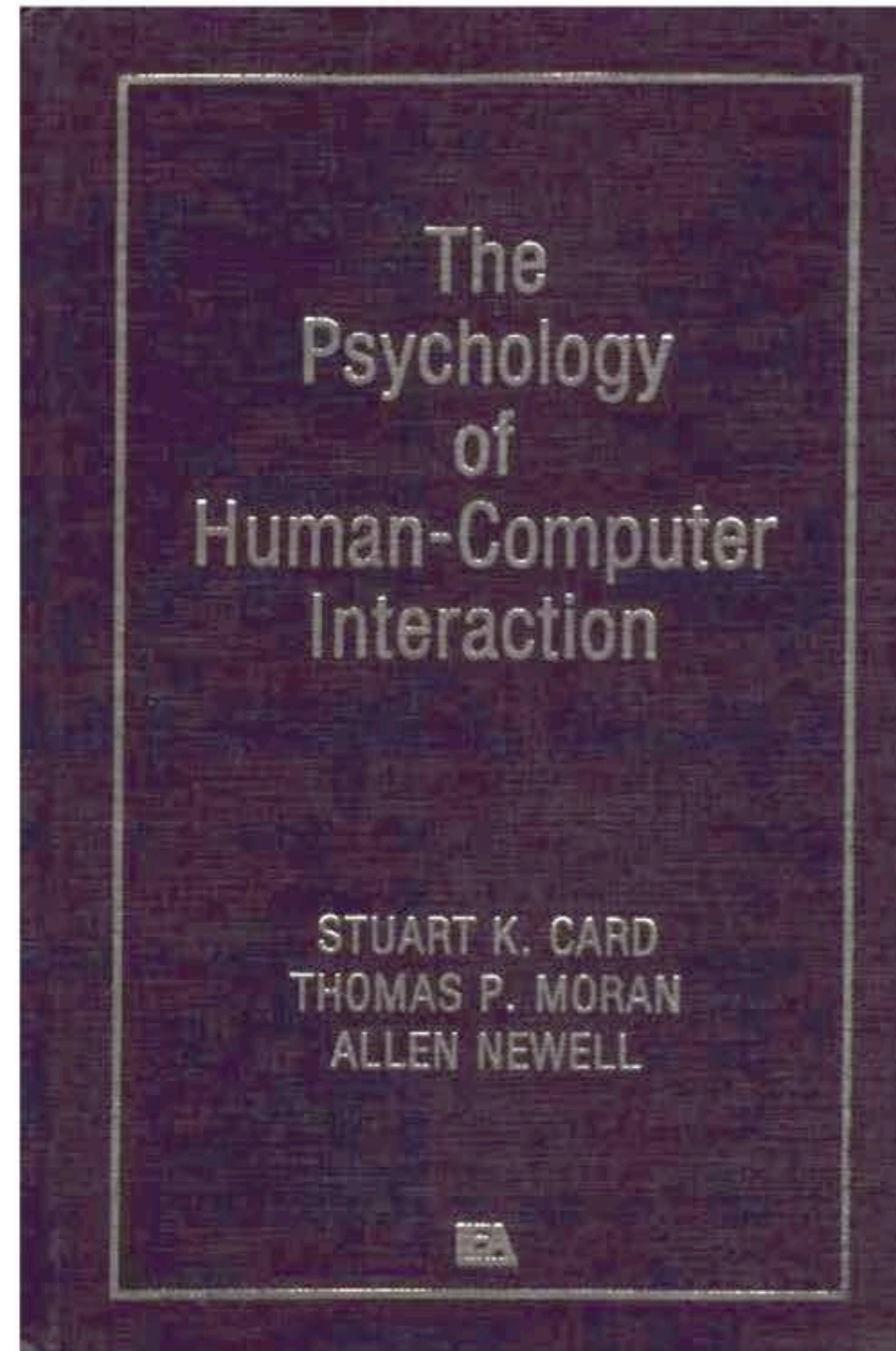


The Birth of HCI: Early 80s

- **Computer use by non-programmers**
- **Graphical user interface**



The Birth of HCI: Early 80s



1983

The Birth of HCI

1982: First CHI conference in Gaithersburg, MD (907 attendees)

**“CHI” = The Association for Computing Machinery’s
Conference on Human Factors in Computing**

The Birth of HCI

1982: First CHI conference in Gaithersburg, MD (907 attendees)

**Still going strong today:
(~4,000 attendees in 2016)**



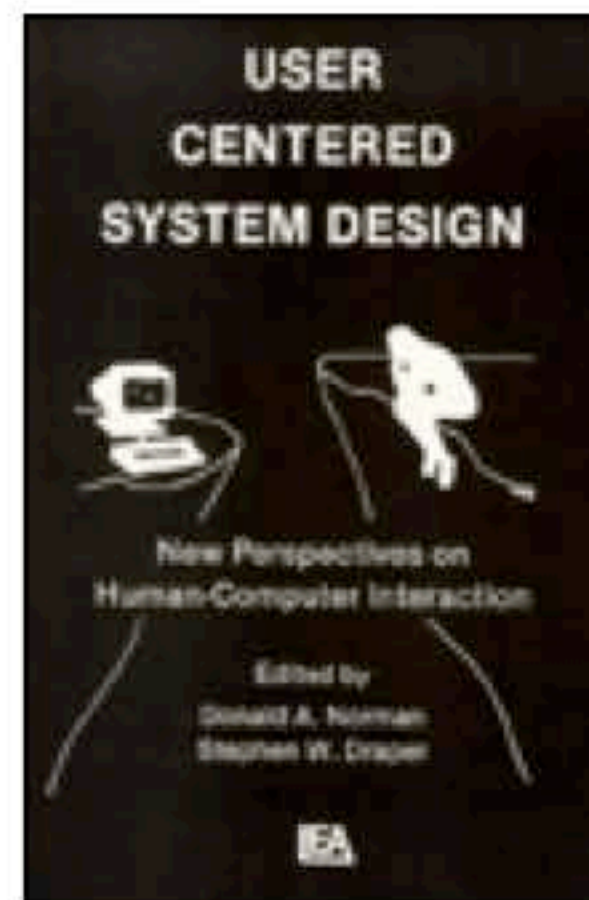
CHI 2016, San Jose, CA

1980s Practice: Usability and UI Design

To learn the practice

- Attend CHI
- Handful of HCI graduate courses (Computer Science and Psych)

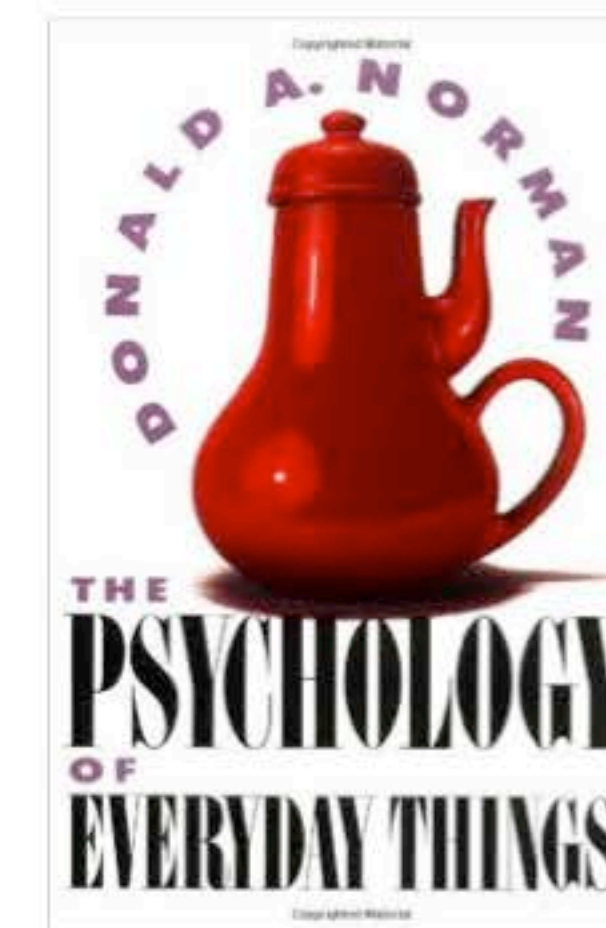
Late 80s: a handful of books for wider consumption



1986



1987



1988

Usability as a Software Engineering issue

- **Usability Testing**
 - Often performed at the end of development to validate product
- **UI Design**
 - Putting a “pretty face” on software whose functionality was determined

The Internet changes everything

- **1988 – WWW “invented” by Tim Berners-Lee**

The Internet changes everything

- 1988 – WWW “invented” by Tim Berners-Lee
- 1991 – The “first web page”

World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#), [Policy](#), November's [W3 news](#), [Frequently Asked Questions](#).

[What's out there?](#)

Pointers to the world's online information, [subjects](#), [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#), X11 [Viola](#), [NeXTStep](#), [Servers](#), [Tools](#), [Mail robot](#), [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

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[How can I help ?](#)

If you would like to support the web..

[Getting code](#)

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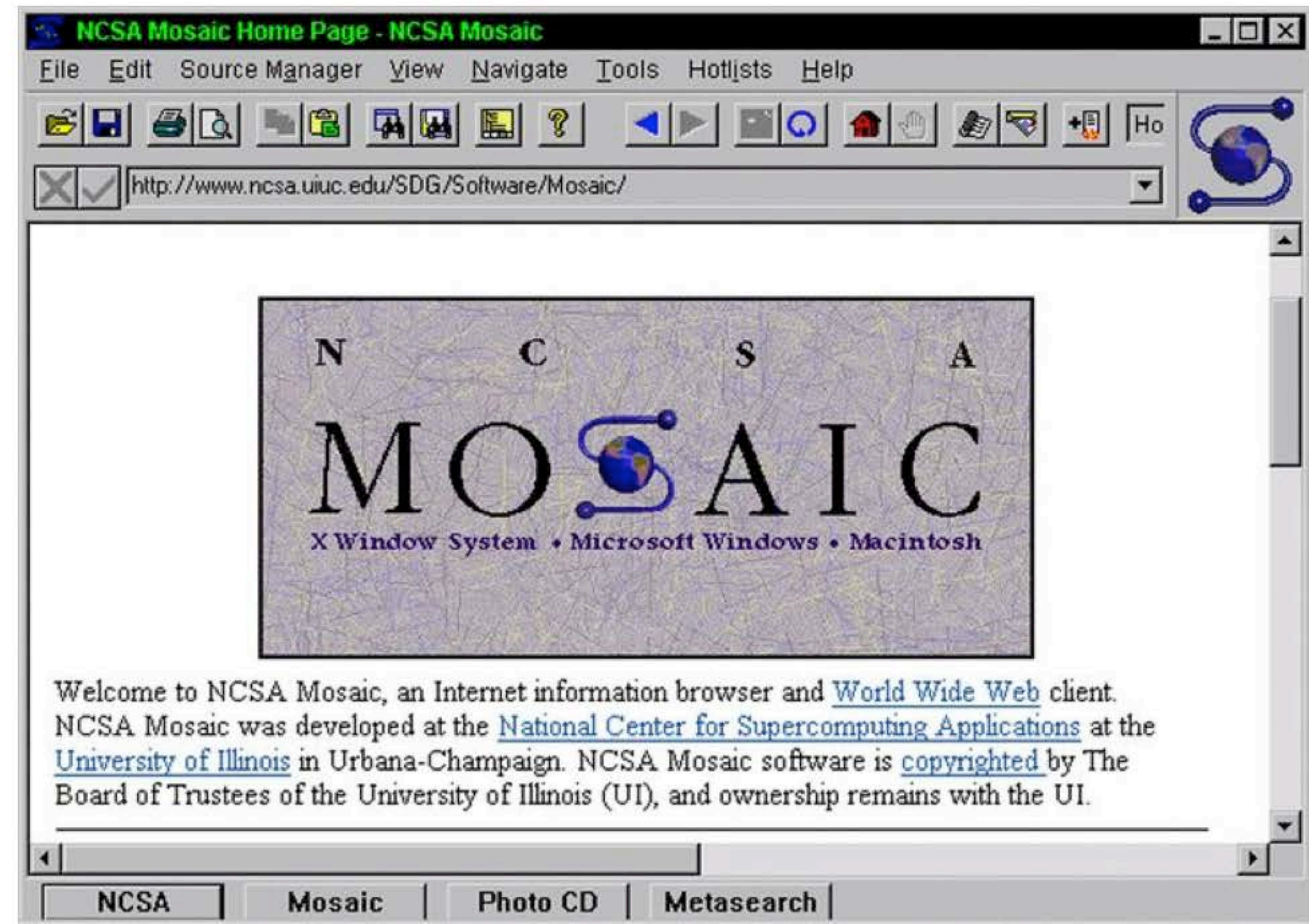
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- 1993 – Mosaic



The Internet changes everything

- 1988 – WWW “invented” by Tim Berners-Lee
- 1991 – The “first web page”
- 1993 – Mosaic
- 1995 – Internet commerce allowed



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The Internet changes everything

- 1988 – WWW “invented” by Tim Berners-Lee
- 1991 – The “first web page”
- 1993 – Mosaic
- 1995 – Internet commerce allowed
- 1997-2000 – The dot com bubble



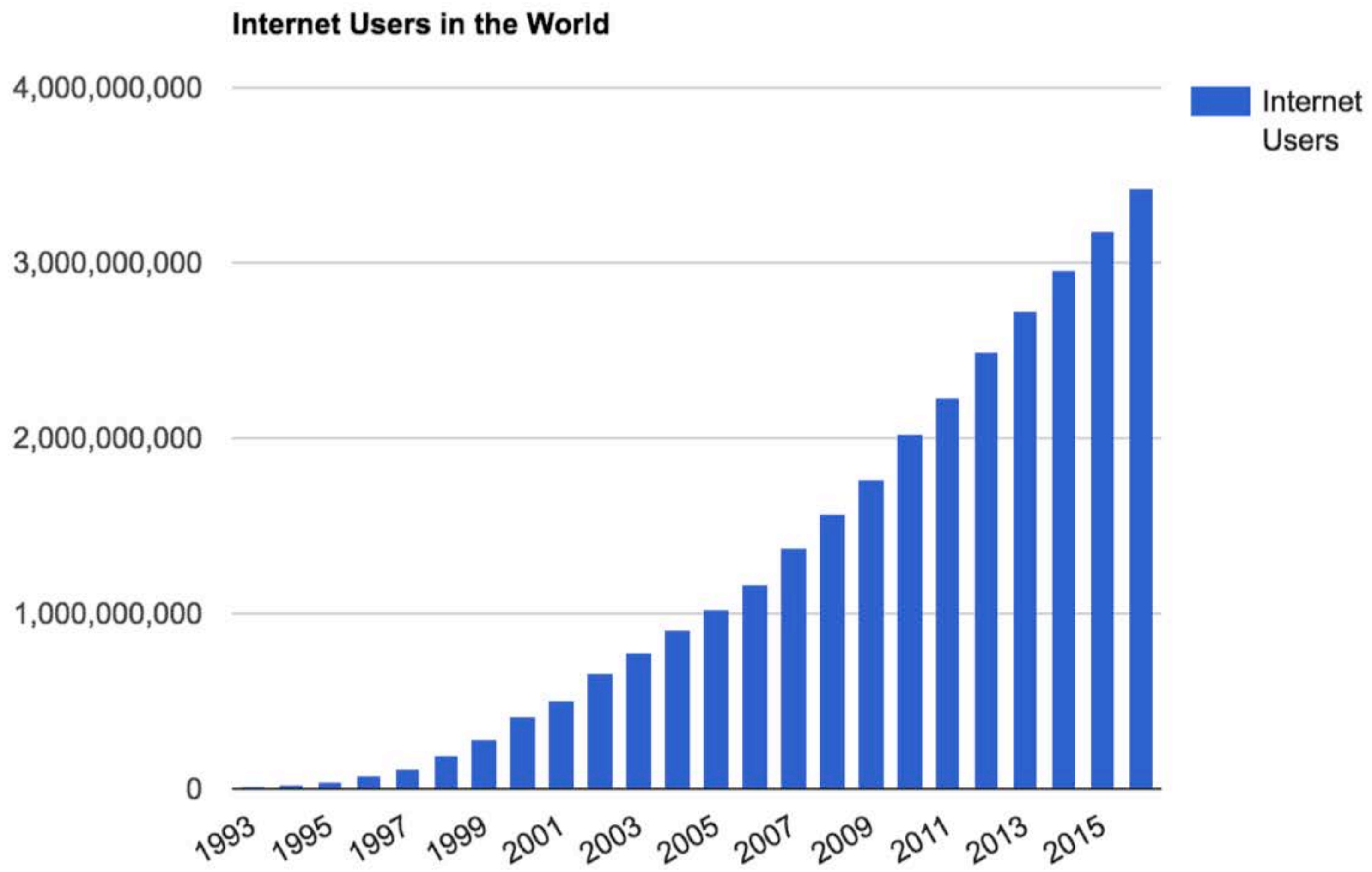
Pets.com “Spokespuppet” c. 2000

The Internet changes everything

- 1988 – WWW “invented” by Tim Berners-Lee
- 1991 – The “first web page”
- 1993 – Mosaic
- 1995 – Internet commerce allowed
- 1997-2000 – The dot com bubble
- Suddenly a LOT more people were dealing with this stuff
 - More companies
 - More end-users
 - Doing more stuff



The Internet

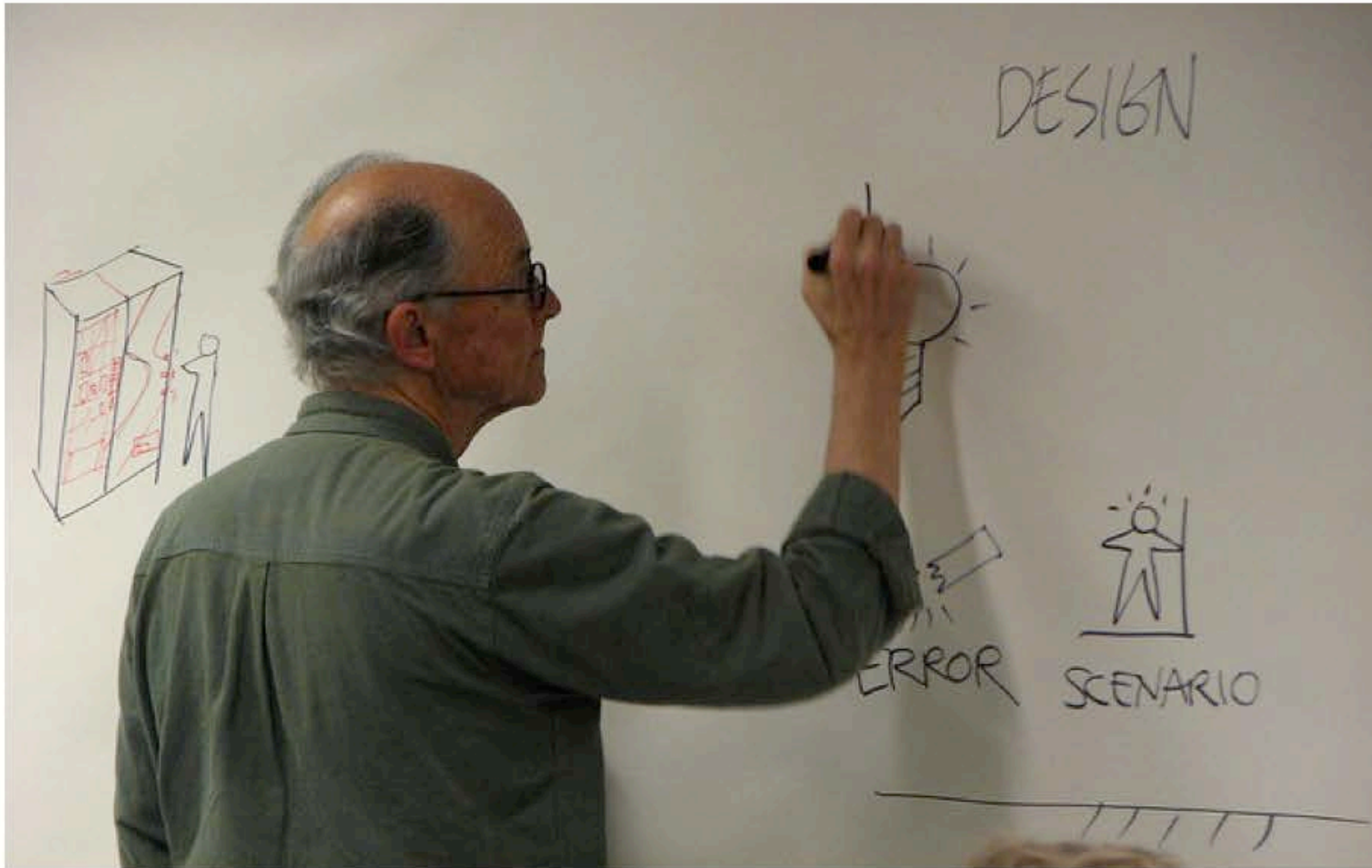


Now everyone is paying attention

- Dot com bubble
 - 10s of thousands of jobs
 - 1000s of new “web designers”
- UI Design + Usability Engineering not enough



Hello, Interaction Design



Bill Verplank

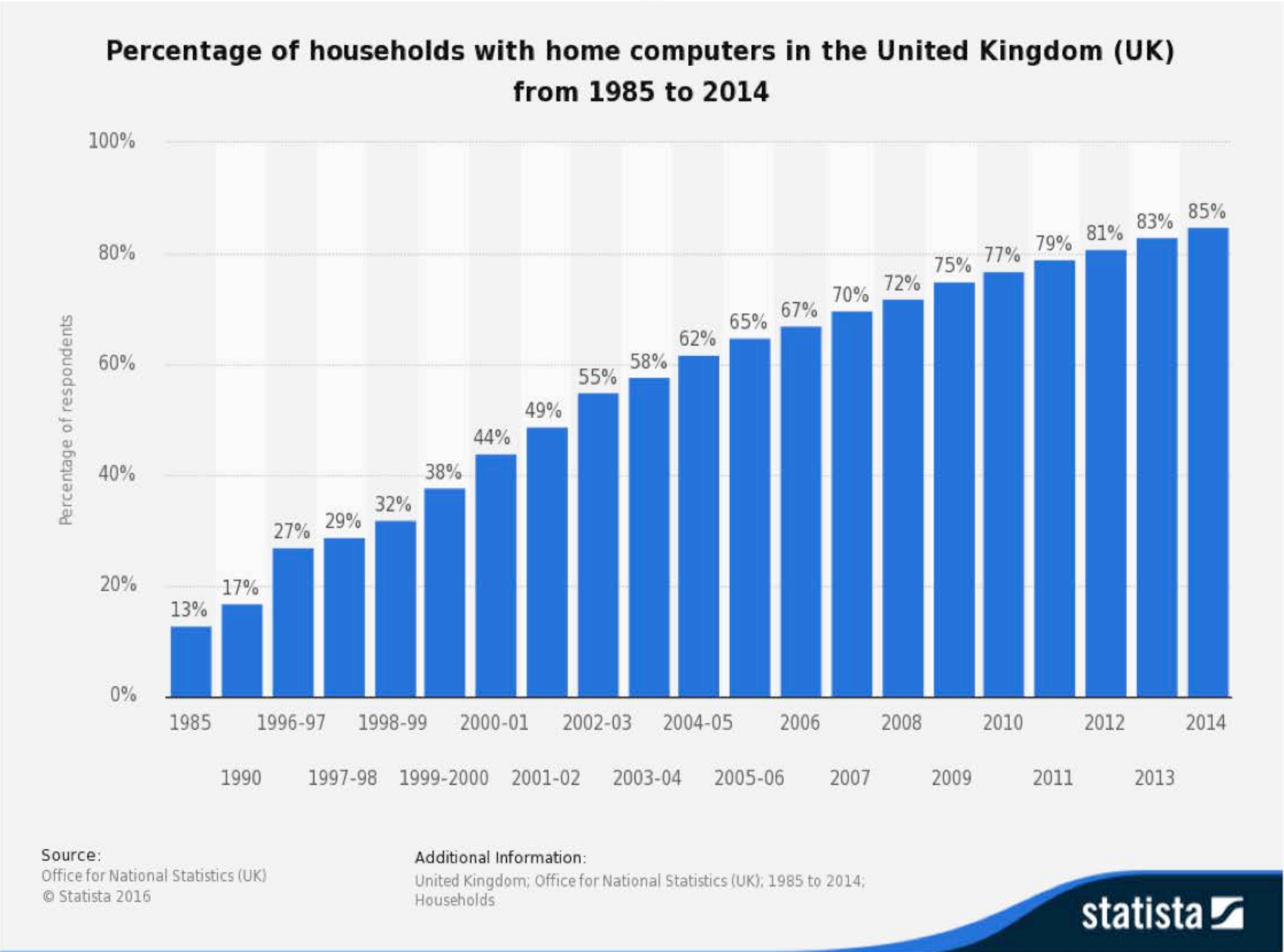


Bill Moggridge

Hello, “Interaction Design”

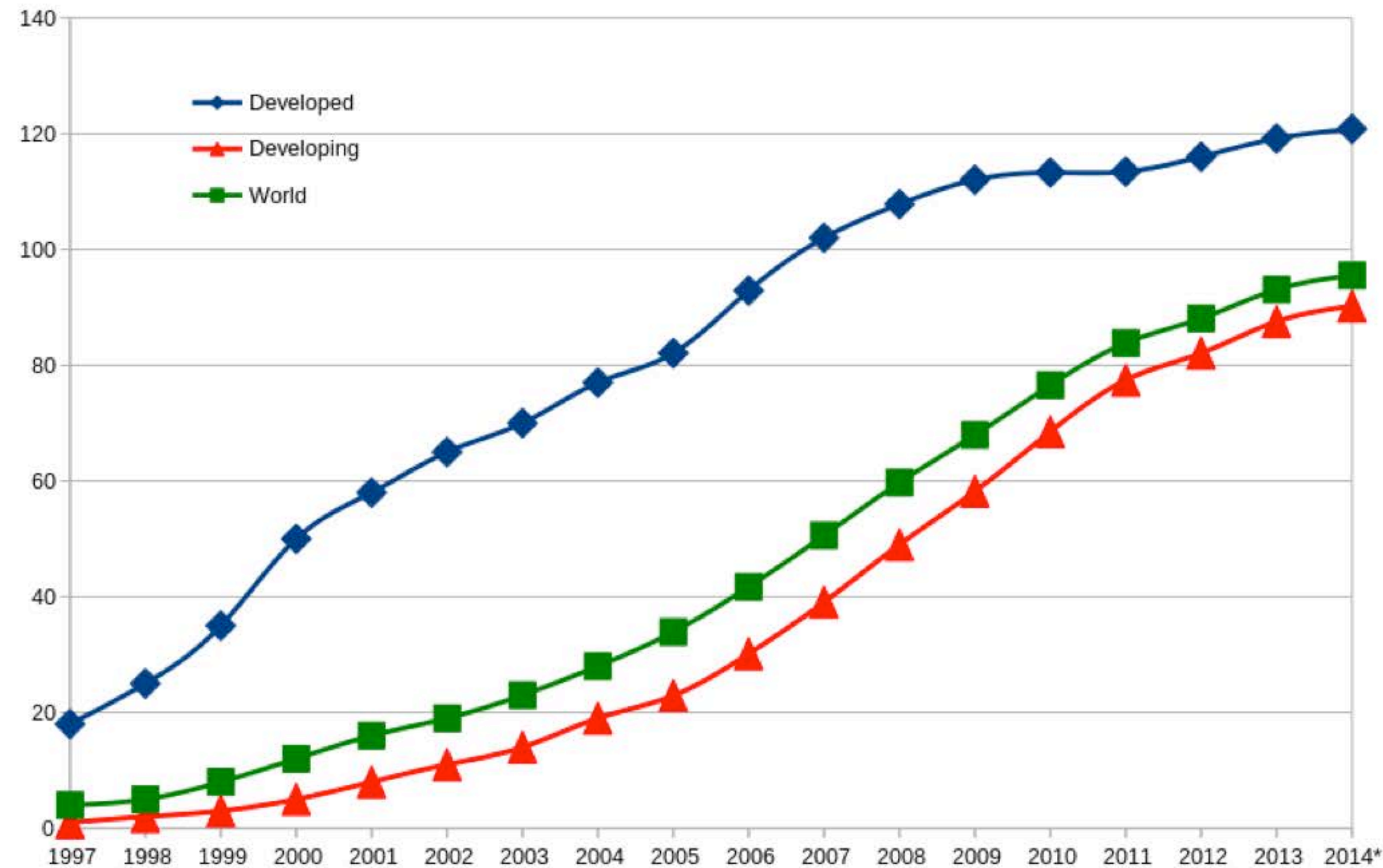
- **Captured the shift**
 - **Beyond User Interface Design**
 - **Beyond Usability Engineering**
 - **Beyond Human-Computer Interaction**
 - **Beyond Graphic/Industrial Design**
 - **Beyond Software Engineering**

A second shift: the Digital Life



A second shift: the Digital Life

Mobile phone subscribers per 100 inhabitants 1997-2014



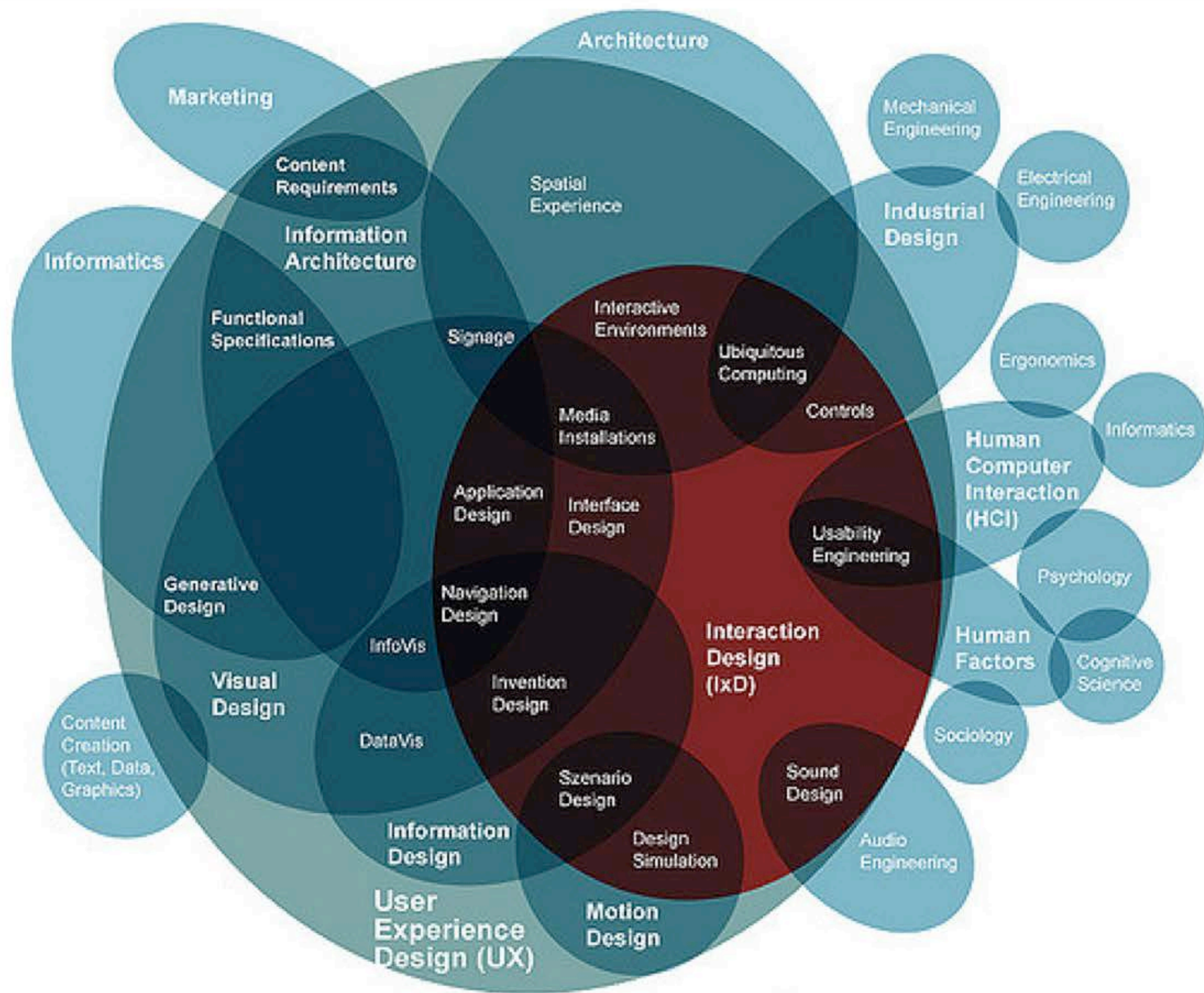
2000s: From Sites to Apps to Services

- **Computing as a way of life, not a special activity**
- **Computing as part of an ongoing relationship with customers**
- **Merging of usability and interaction design with**
 - **marketing and branding**
 - **market research**
 - **product strategy**
 - **physical design**
- **Recognition of User Experience as a central concern for products, brands, and enterprises**

User Experience Today

- **Now seen by many firms as strategically important**
- **Common set of concerns and basic approaches**
- **Increasing specialization**

UX Research	UX Design
Qualitative UX Research	Visual Design
Quantitative UX Research	Interaction Design
	Information Architecture
Project Management	
UX Strategy	



In a nutshell

- **The history of UX is the history of user-centered design**
- **Terminology changes, but the focus remains (and evolves)**
- **Specialization is common, but the big picture is essential**
- **UX is increasingly important to business (and everything)**
- **The world needs more UX experts**

Attributions

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