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Definisi dari HCI

Human-computer interaction can be viewed as two powerful information processors (human and computer) attempting to communicate with each other via a narrow-bandwidth, highly constrained interface (Tufte, 1989). [Link](https://www.researchgate.net/publication/270515450_Effective_Use_of_Human_Computer_Interaction_in_Digital_Academic_Supportive_Devices)

Interaksi Manusia-Komputer dapat di pandang sebagai 2 pemroses informasi yang kuat (manusia dan computer) berusaha untuk berkomunikasi dengan satu sama lain melalui bandwith yang sempit, dan antarmuka yang terbatas. (Tufte, 1989)

Paradigm Big Data

“Big data is a term that describes the large volume of data – both structured and unstructured – that inundates a business on a day-to-day basis. But it’s not the amount of data that’s important. It’s what organizations do with the data that matters. Big data can be analyzed for insights that lead to better decisions and strategic business moves. “ [Link](https://www.sas.com/en_id/insights/big-data/what-is-big-data.html)

The most talked paradigm in this time of year is Big Data where as it contains so much data just about anything and can’t be managed by traditional data processing software. But these massive volumes of data can be used to address business problems you wouldn’t have been able to tackle before, for example:

Companies like Netflix and Procter & Gamble use big data to anticipate customer demand. They build predictive models for new products and services by classifying key attributes of past and current products or services and modeling the relationship between those attributes and the commercial success of the offerings. In addition, P&G uses data and analytics from focus groups, social media, test markets, and early store rollouts to plan, produce, and launch new products.

Big Data can improve on many cases such as :

1. Product Development
2. Predictive Maintenance
3. Customer Experience
4. Fraud and Compliance
5. Machine Learning
6. Operational Efficiency
7. Drive Innovation

And the connection with **HCI** is that Big Data can really improve on **Customer Experience** and **Product Development** mainly it’s interfaces by analyzing the Big Data. [Link](https://www.oracle.com/big-data/guide/what-is-big-data.html#link1)