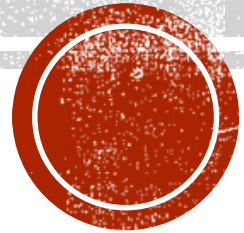
UX + INTERFACES ¿Y ESO?

UNQ – Construcción de interfaces de usuario

2016 – 1c



TENGAN UN POCO DE PACIENCIA Y VOLEMOS UN POCO

Los que ya conocen algo del tema, vamos a llegar pero antes preparemos el terreno…

¿QUÉ ES UN PROGRAMA?

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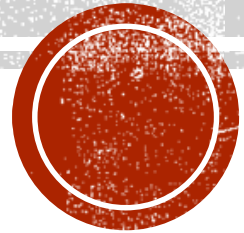
¿Qué es un programa?

ES LA SOLUCIÓN A UN PROBLEMA



SI

ES UN PROGRAMA!

SAMSUNG
Search
SMART HUB
LOVE FILM
BBC iPlayer
Netflix
YouTube
Blinkbox
Samsung Apps
Your Video
Family Story
Fitness
YOUR YOGA
YOUR SETUP
Skype
AccuWeather
Muzu
Web Browser
Acetrax
Facebook
BBC News
Twitter
SmartTV@samsung.com
Logout
WallPaper
Account Manager

INTERACCIÓN

Tenemos a las personas por un lado

Tenemos las “cosas” por el otro

En el medio tiene que producirse algo…

Human Computer Interaction

¿HCI?

¿HCI?

¿HCI?

¿HCI?
SI
NO

DISEÑEMOS PARA SERES HUMANOS

INTERACTION PARADIGMS

Herramienta

Aumentar la inteligencia del ser humano

Igual

Trabaja a la par, le delegamos cosas

Medio

Me olvido que existe, comunicación humano a humano

ATERRICEMOS

INTERACTION PARADIGMS

Herramienta

Aumentar la inteligencia del ser humano

Igual

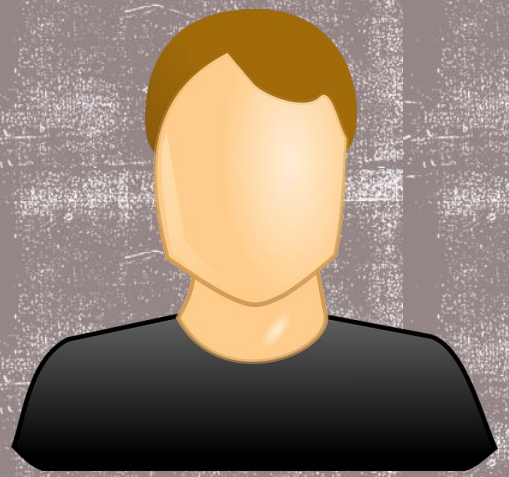
Trabaja a la par, le delegamos cosas

Medio

Me olvido que existe, comunicación humano a humano

FENOMENO DE INTERACCIÓN

Ambiente

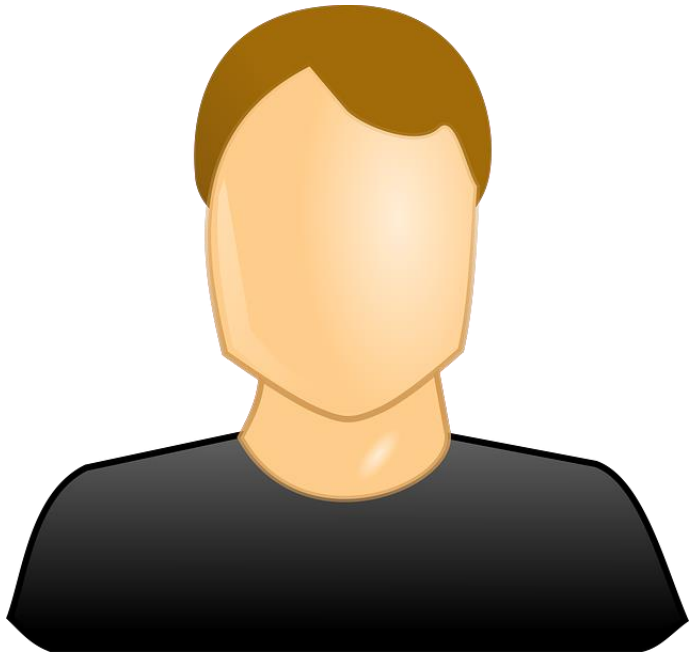


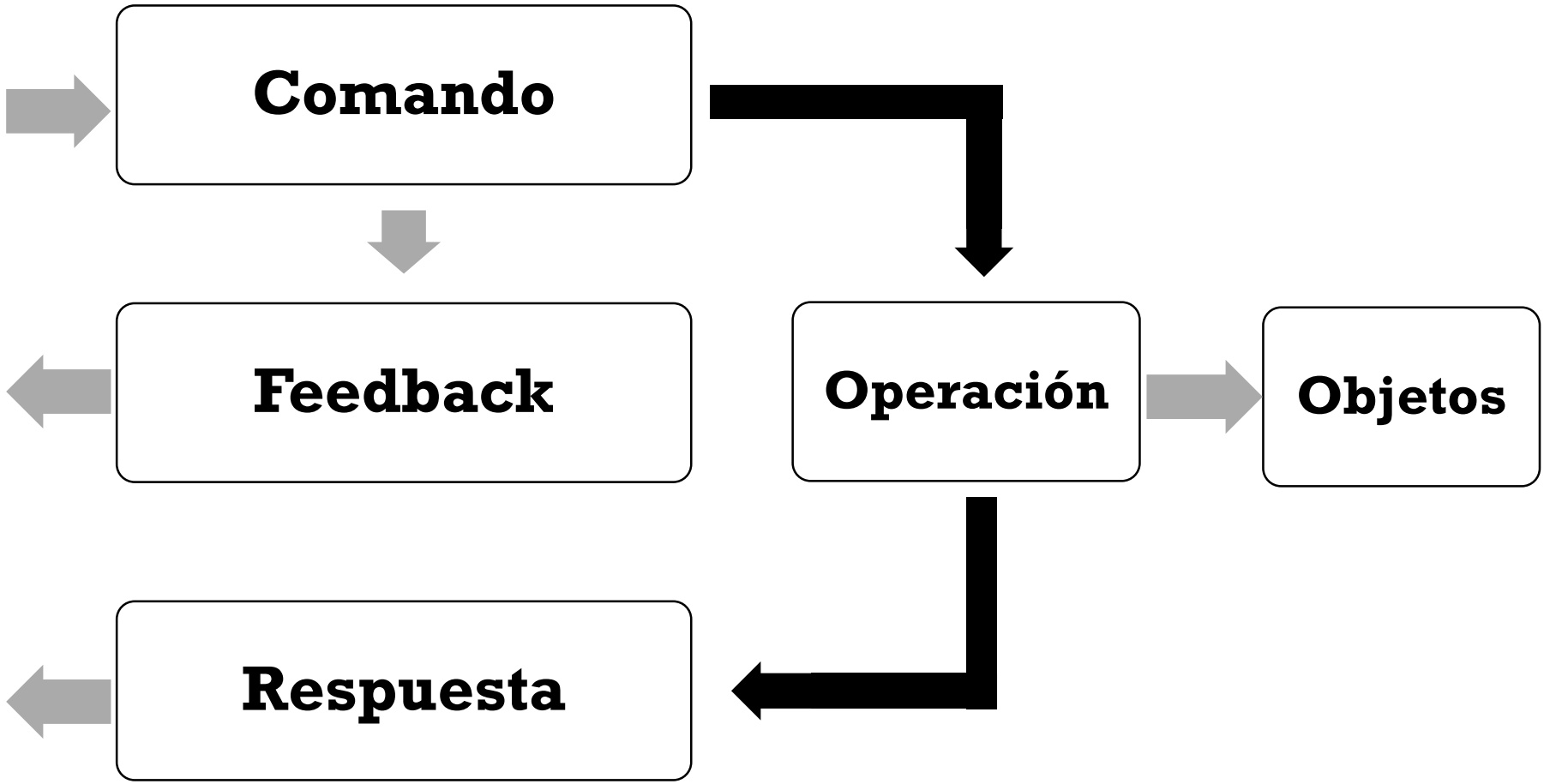
Interacción

- Capacidad de accionar
- Cognición

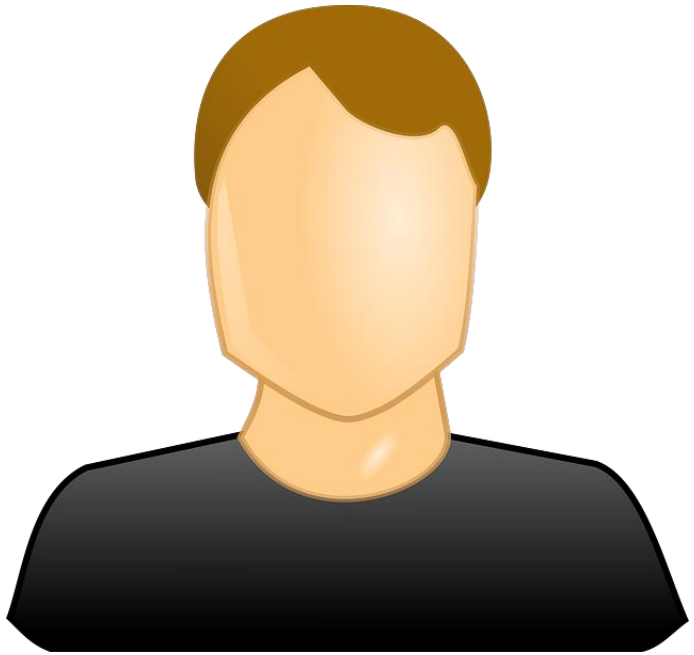
- Capacidad de procesamiento
- Almacenamiento
- Perisféricos In/Out

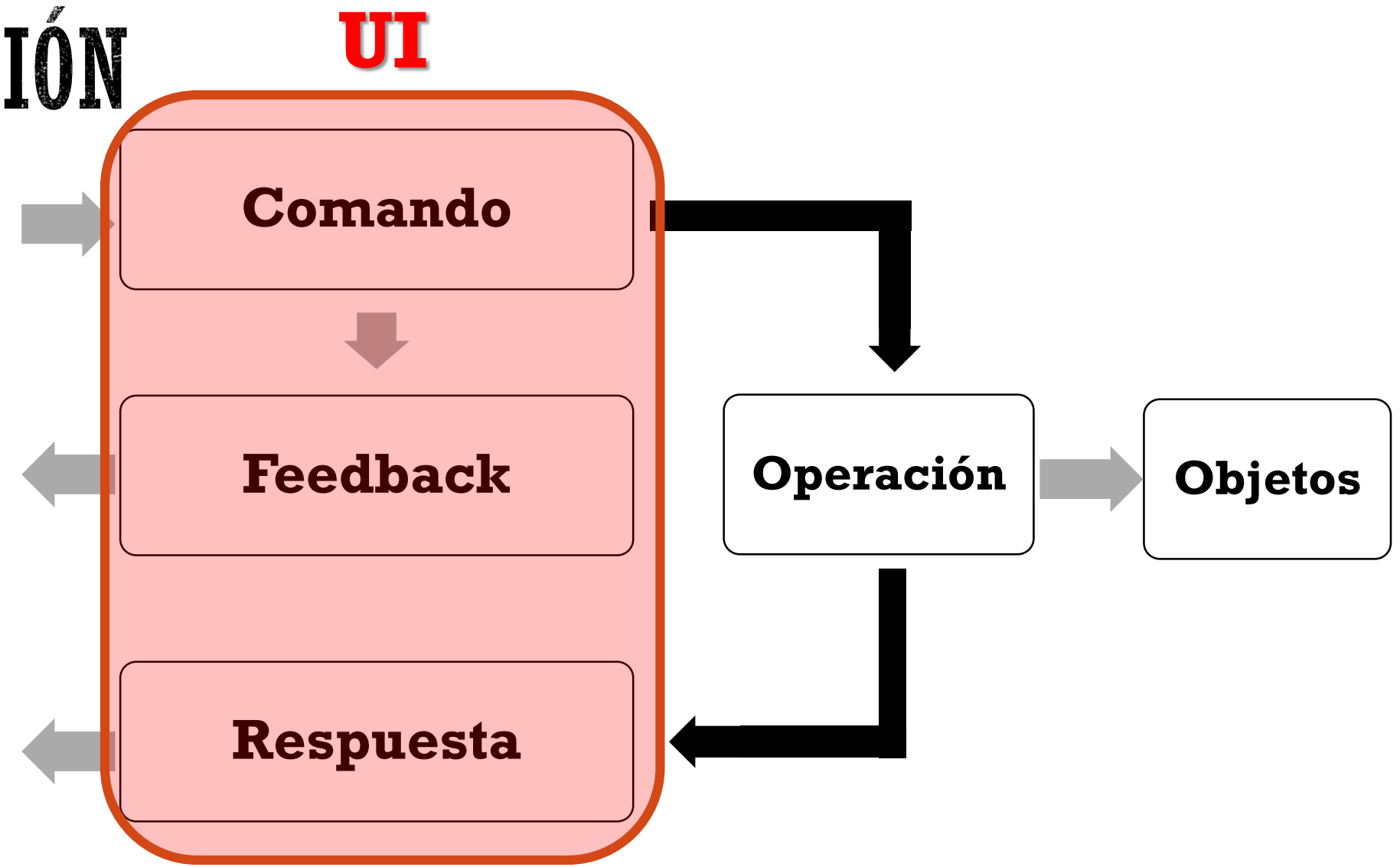
INTERACCIÓN





INTERACCIÓN



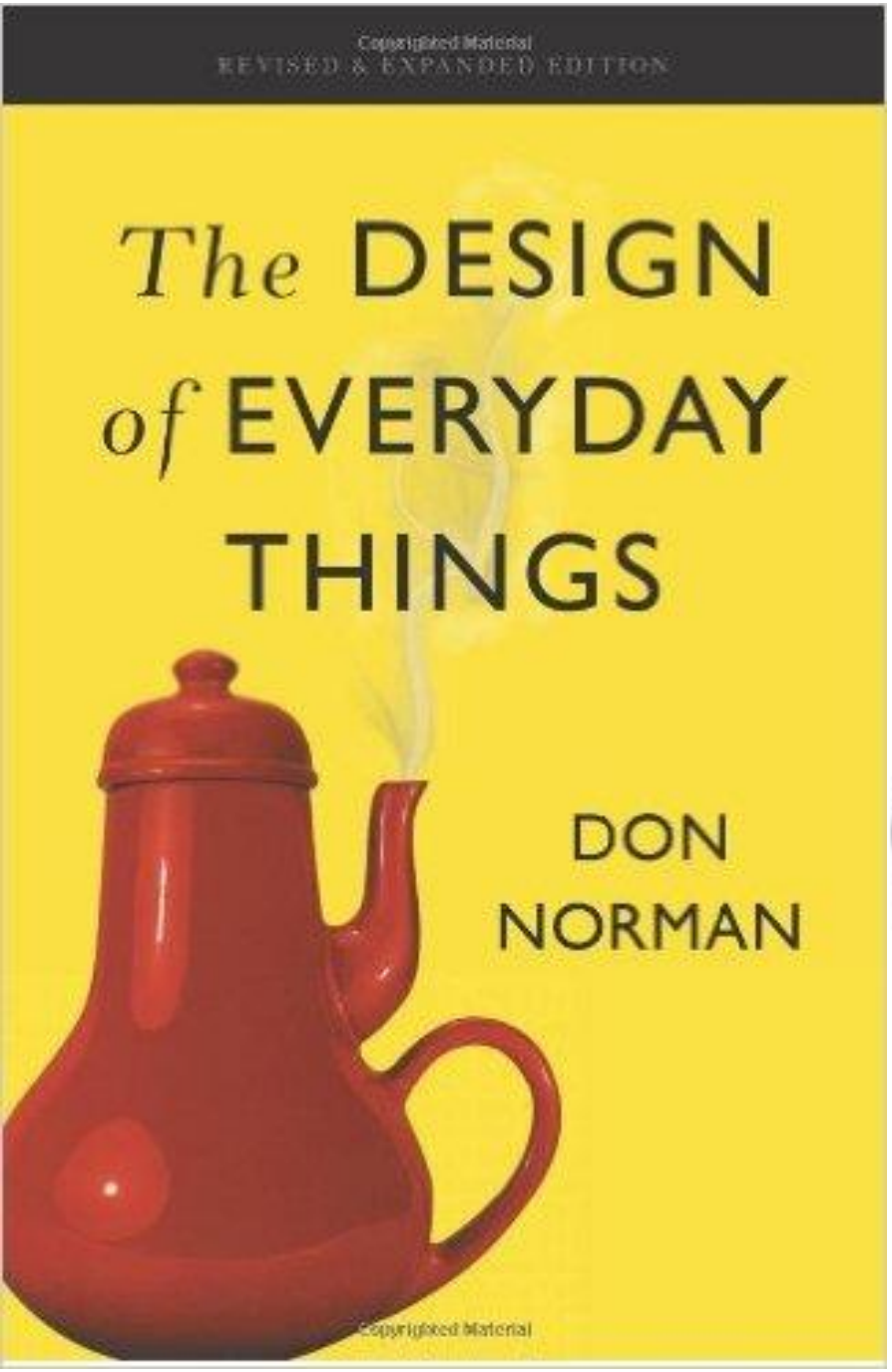


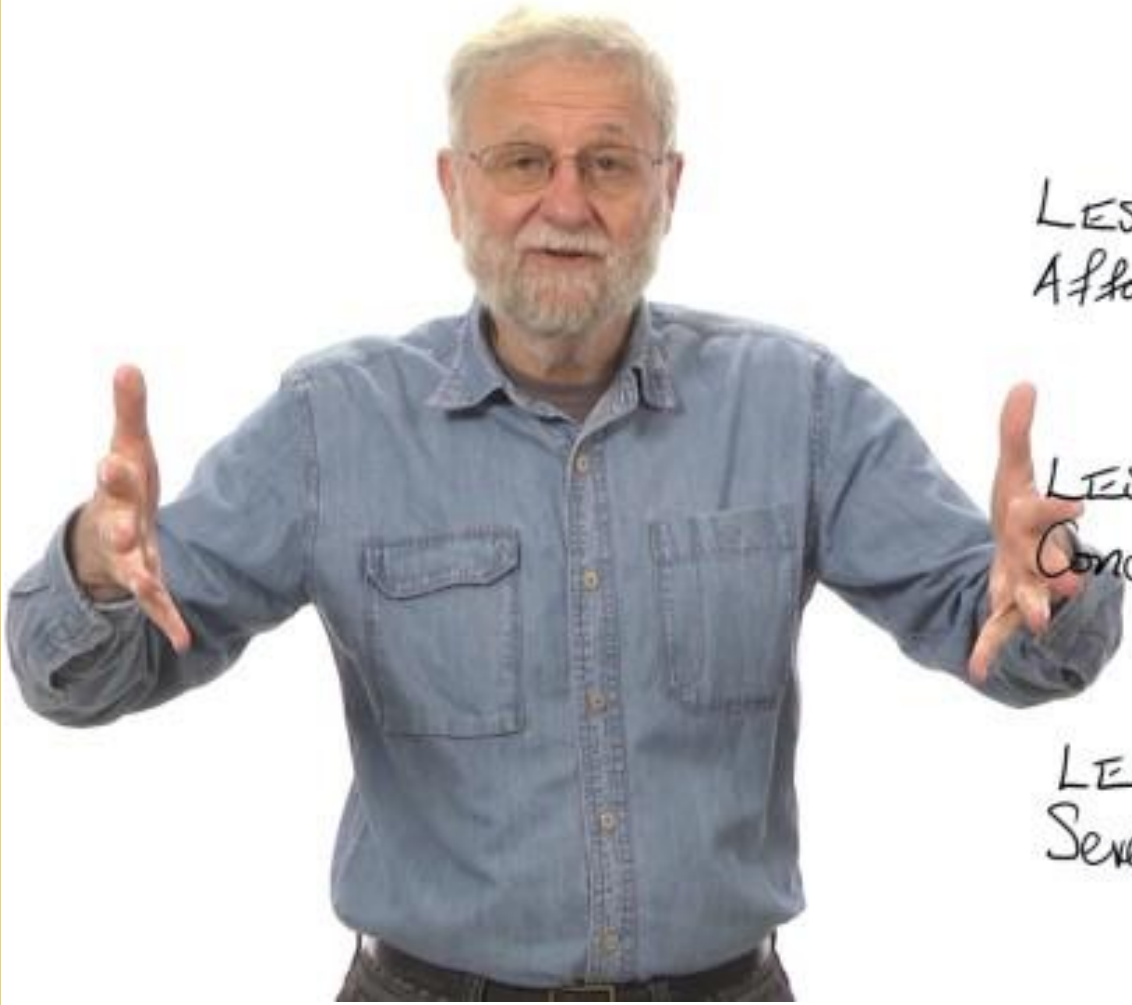
UI

UX

UX

- Interacciones basadas en la **tarea** que queremos **realizar**
- Engloba **todos los aspectos** de la inteacción
  - ¿Cómo se siente?
  - ¿Cómo se ve?
  - ¿Se entiende?
  - ¿Cumple su objetivo?
  - …





LESSON 1
Affordances & Signifiers

LESSON 2
Conceptual Models

LESSON 3
Seven Stages of Action

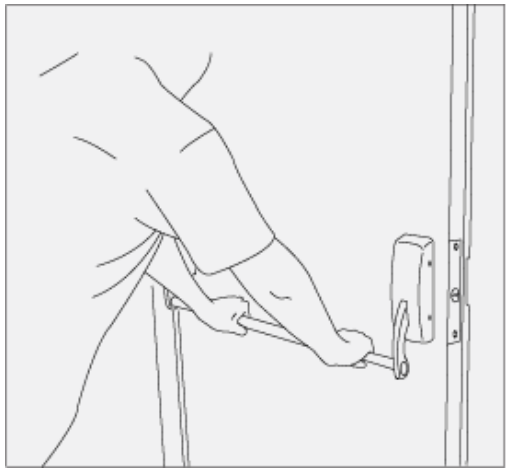
Germán
(gracias por las slides!)

Don Norman

CONCEPTUAL MODELLING

- Affordance
- Signifier
- Mapping
- Metaphor
- Mental Model

AFFORDANCE



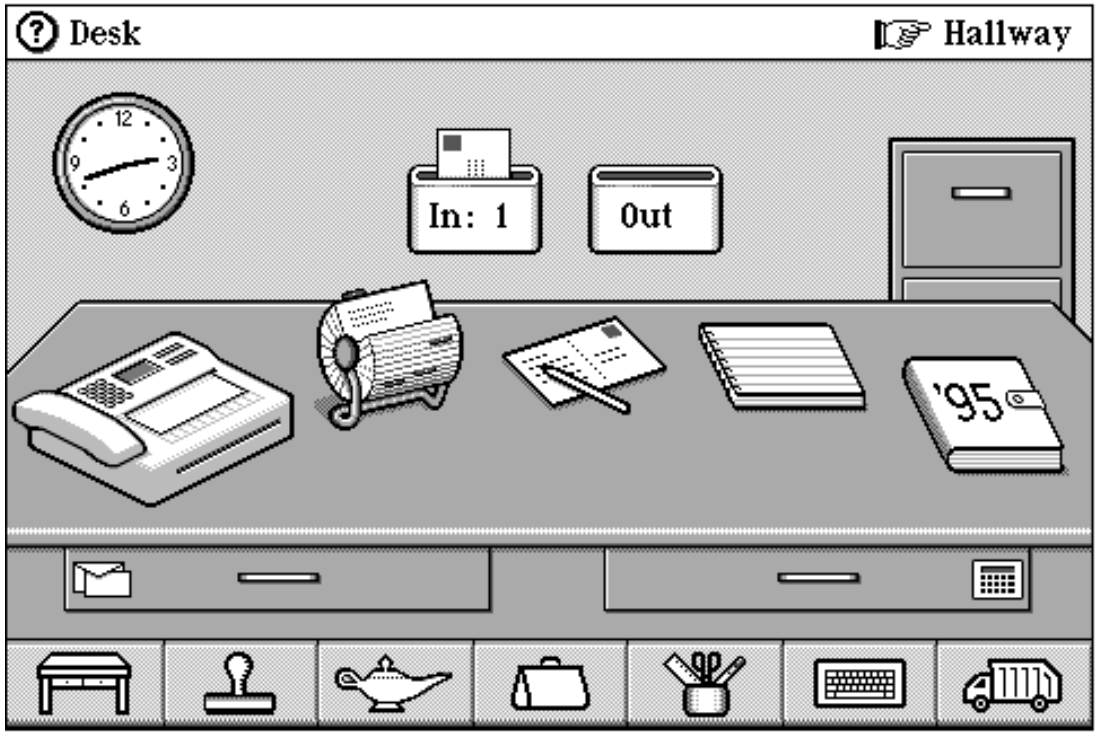
SIGNIFIER

MAPPING

NOK

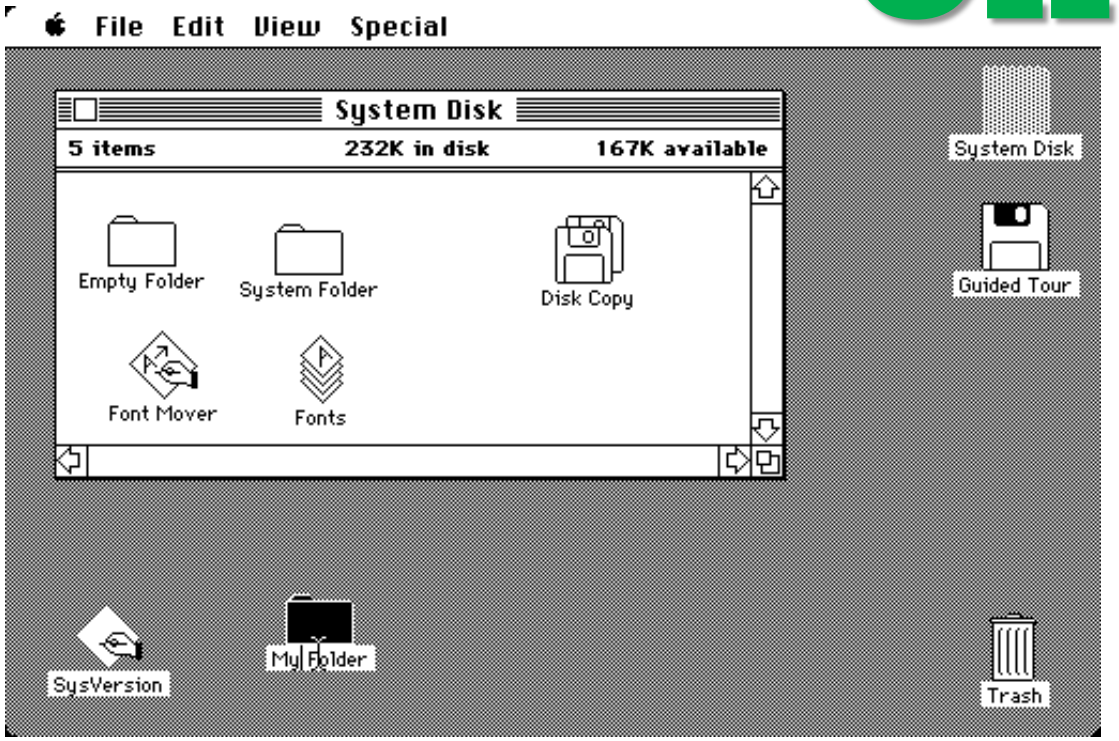
OK

METAPHOR

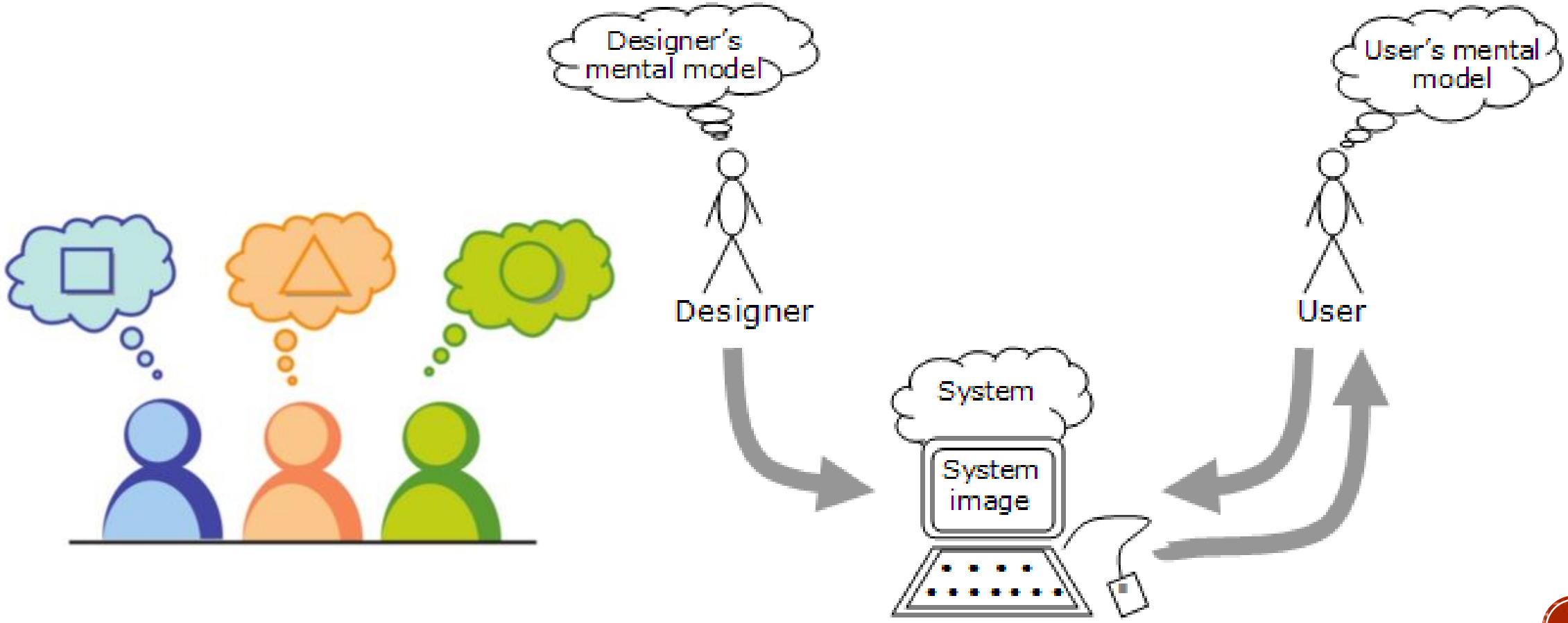


NOK

OK



MENTAL MODEL



UCD - USER CENTERED DESIGN

Diseño centrado en el usuario final

Cooperativo

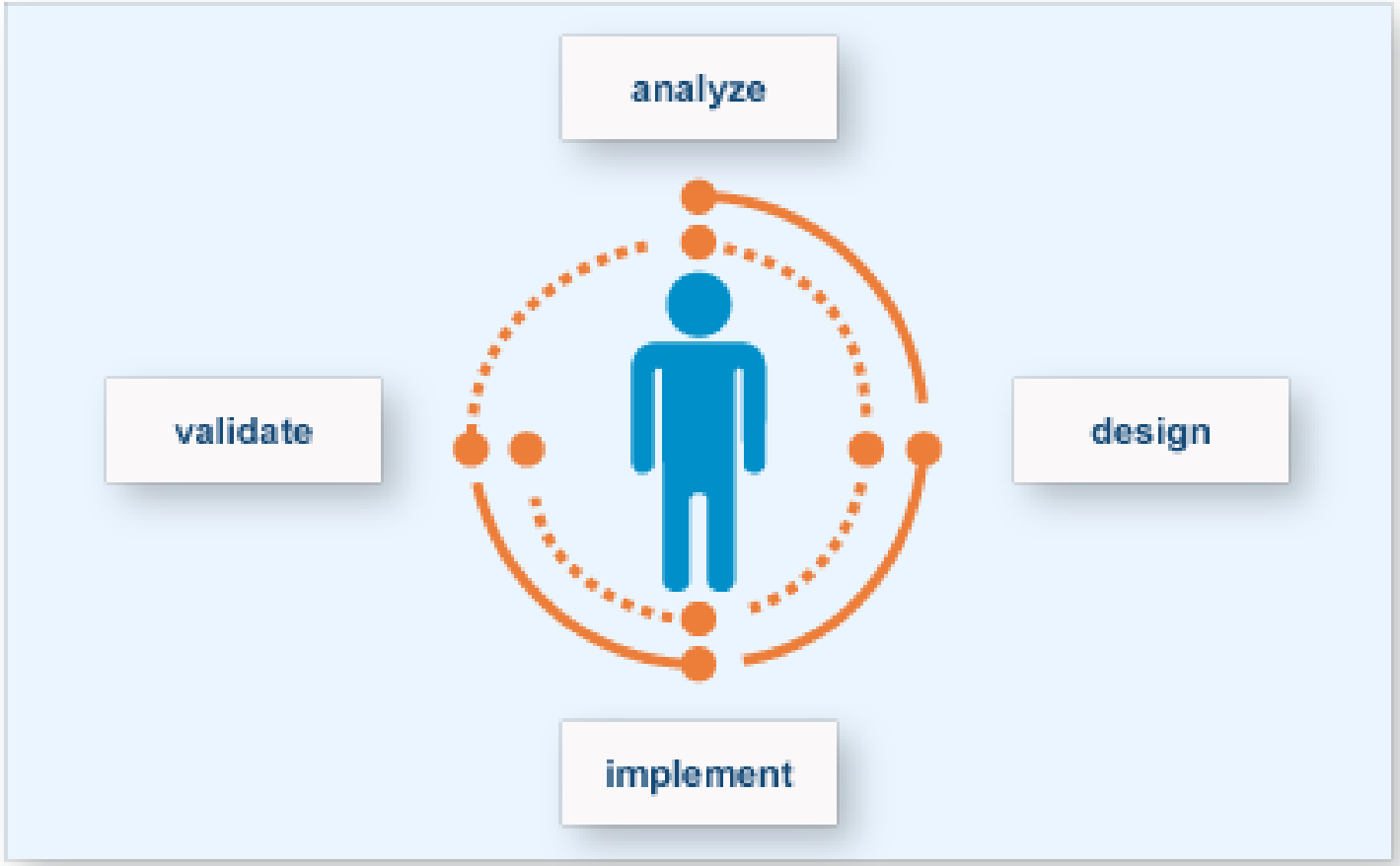
Participativo

Multidisciplinario

Diseño contextual

Huele a…

UCD - USER CENTERED DESIGN



UCD - MÉTODOS

Understand the user	Analyse the user	Invent new ideas	Prototype the system	Evaluate the system	Redesign the system
'Fly-on-the-wall' observation — Ethnography	Interactive Thread — HCI	Oral brainstorming — Psychology	Paper prototyping — Participatory Design	Focus group — Marketing	Generative walkthrough — HCI
Critical incident interview — Human Factors	Contextual Inquiry — Anthropology	Design space — Design	Video prototyping — Participatory Design	Usability study — Human Factors	Technology probe — Design/Arts
Questionaire — Sociology	Task analysis — Human Factors	Sketching — Design/Arts	Wizard of Oz — Human Factors	Design heuristics — HCI	Design rationale — HCI
Cultural probe — Design/Arts	Scenario analysis — Activity Theory	Video brainstorming — Participatory Design	Software simulation — Computer science	Design walkthrough — Psychology	Participatory workshop — Design/HCI
Grounded Theory — Cognitive Psychology	Protocol analysis — Cognitive Psychology	Design room — Design/Arts	Design scenario — HCI	Design crit — Design/Arts	

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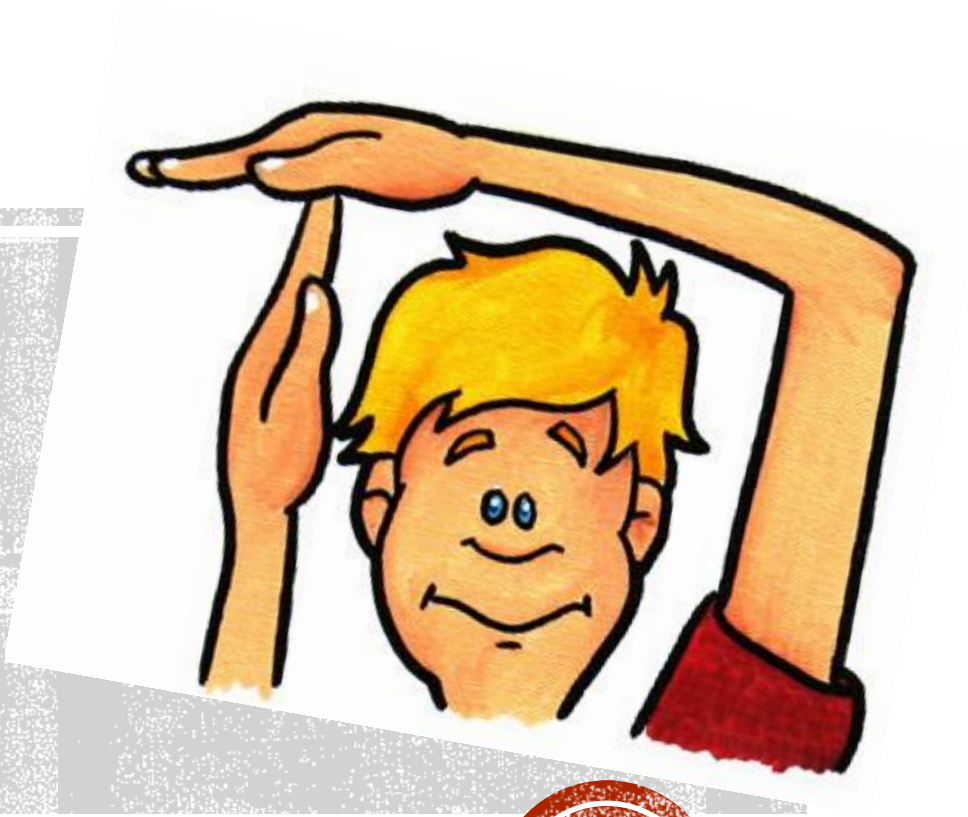
JAKOB NIELSEN

USABILITY HEURISTICS FOR USER INTERFACE DESIGN

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation

RECREO



30 mins y volvemos