

Unit 1

Interaction Design Skills

Process Book

Erica Fu

Table of Contents

1

Introduction

2-3

Content Wrangling

4

Progressive Disclosure

5

Wireframes

6-12

Internal Pages

13

Conclusion

Introduction

Welcome to my process book for the first unit of this course! My name is Erica and I am a Sophomore in Information Systems and am also minoring in HCI. This is my first HCI course and I'm extremely excited to learn about this field. Although I have always been interested in design and HCI, this is my first time taking a studio course and learning about interaction design.

I grew up going to art classes, but this course has readjusted my preconceptions about design and made the difference between design and art even more distinct. Some key takeaways from this unit are to be more attentive to the audience I am trying to reach and have their perception be an even higher priority than my personal design style or biases.

Content Wrangling: shaping data

When initially splitting the content, I focused on grouping information into sections that would make it easier for readers to find what they were looking for.

As mentioned in the Morville Prezi, information architecture should help the find what they need and understand what they found. I grouped together the times, speakers, and titles, readers to accomplish this.

World Economic Forum Annual Meeting
21-24 January 2022
Davos-Klosters

General Information

Switzerland Forging a Sustainable Path towards a Common Future

Speakers: Salvador Gómez-Colón, Natasha Mwansa, Edward Felsenthal, Greta Thunberg, Autumn Peltier

January 21, 2022 8:30 - 9:45am

Carbon emissions from fossil fuels hit a record high in 2020 – yet another sign that we are betraying future generations who will increasingly need to adapt to a warmer and more volatile world. How can the passion of today's youth activism inspire positive change in behaviours that respect the needs and rights of future citizens?

The Reality of Racial Bias

Speakers: Cara Mertes, Phillip Atiba Goff

January 22, 2022 1:15 - 2:45pm

From politics to the public sector and from housing to education, racial bias perpetuates a crushing structural disadvantage for people around the globe. Join Cara Mertes and Phillip Atiba Goff as he illustrates how data and evidence-based approaches can be used to turn racial bias into a solvable problem.

Shaping an Inclusive Platform Economy

Speakers: Daniel Zhang, Julie Sweet, Derek O'Halloran

January 23, 2022 2:00 - 3:30pm

Platform companies are leveraging big data and networks to disrupt across sectors while also offering new services, solutions and economic opportunities. How can platform conglomerates use their scale as a force for good?

3 main events

I The World Economic Forum Annual Meeting in Davos-Klosters is the foremost creative force for engaging the world's top leaders in collaborative activities to shape the global, regional and industry agendas at the beginning of each year. It will bring together 3,000 participants from around the world, and aim to give concrete meaning to "stakeholder capitalism", assist governments and international institutions in tracking progress towards the Paris Agreement and the Sustainable Development Goals, and facilitate discussions on technology and trade governance.

Explanation

Here I explored being an information architect, changing how people interact with the content through just structure.

Content Wrangling: restructuring data for different stakeholders

1. Meeting organizer

World Economic Forum Annual Meeting		Dates Location	21-24 January 2022 Davos-Klosters
Events			
Dates	January 21, 2022	January 22, 2022	January 23, 2022
Times	8:30 - 9:45am	1:15 - 2:45pm	2:00 - 3:30pm
Speakers	Salvador Gómez-Colón Natasha Mwansa Edward Felsenthal Greta Thunberg Autumn Peltier	Cara Mertes Phillip Atiba Goff	Daniel Zhang Julie Sweet Derek O'Halloran
Title	Switzerland Forging a Sustainable Path towards a Common Future	The Reality of Racial Bias	Shaping an Inclusive Platform Economy
Introduction	Carbon emissions from fossil fuels hit a record high in 2020 – yet another sign that we are betraying future generations who will increasingly need to adapt to a warmer and more volatile world.	From politics to the public sector and from housing to education, racial bias perpetuates a crushing structural disadvantage for people around the globe.	Platform companies are leveraging big data and networks to disrupt across sectors while also offering new services, solutions and economic opportunities.
Mission	How can the passion of today's youth activism inspire positive change in behaviours that respect the needs and rights of future citizens?	Join Cara Mertes and Phillip Atiba Goff as he illustrates how data and evidence-based approaches can be used to turn racial bias into a solvable problem.	How can platform conglomerates use their scale as a force for good?
The World Economic Forum Annual Meeting in Davos-Klosters is the foremost creative force for engaging the world's top leaders in collaborative activities to shape the global, regional and industry agendas at the beginning of each year.			
It will bring together 3,000 participants from around the world, and aim to give concrete meaning to "stakeholder capitalism", assist governments and international institutions in tracking progress towards the Paris Agreement and the Sustainable Development Goals, and facilitate discussions on technology and trade governance.			

2. Attendee of the meeting

World Economic Forum Annual Meeting		Dates Location	21-24 January 2022 Davos-Klosters
The World Economic Forum Annual Meeting in Davos-Klosters is the foremost creative force for engaging the world's top leaders in collaborative activities to shape the global, regional and industry agendas at the beginning of each year.			
It will bring together 3,000 participants from around the world, and aim to give concrete meaning to "stakeholder capitalism", assist governments and international institutions in tracking progress towards the Paris Agreement and the Sustainable Development Goals, and facilitate discussions on technology and trade governance.			
Event Schedule			
Time	Speakers	Event	
January 21 8:30 - 9:45am	Salvador Gómez-Colón Natasha Mwansa Edward Felsenthal Greta Thunberg Autumn Peltier	Switzerland Forging a Sustainable Path towards a Common Future	
		Carbon emissions from fossil fuels hit a record high in 2020 – yet another sign that we are betraying future generations who will increasingly need to adapt to a warmer and more volatile world.	
		How can the passion of today's youth activism inspire positive change in behaviours that respect the needs and rights of future citizens?	
January 22 1:15 - 2:45pm	Cara Mertes Phillip Atiba Goff	The Reality of Racial Bias	
		From politics to the public sector and from housing to education, racial bias perpetuates a crushing structural disadvantage for people around the globe.	
		Join Cara Mertes and Phillip Atiba Goff as he illustrates how data and evidence-based approaches can be used to turn racial bias into a solvable problem.	
January 23 2:00 - 3:30pm	Daniel Zhang Julie Sweet Derek O'Halloran	Shaping an Inclusive Platform Economy	
		Platform companies are leveraging big data and networks to disrupt across sectors while also offering new services, solutions and economic opportunities	
		How can platform conglomerates use their scale as a force for good?	

I choose my two topics as meeting organizers and attendee of the meetings, adjusting where I placed the general information section based on their knowledge of the event and making the attendee version more stylized as opposed to practical for the meeting organizer.

Looking back, I realized that the stakeholders I chose were not really specific enough to guide significant restructuring. If I were to do this assignment again, I would choose more specific stakeholders such as youth activists or government officials. With youth activists, I would add more keywords in the beginning about the key topics—such as “sustainability” or “inclusivity”—that would capture the attention of those who are looking to the forum as a changemaking space.

Progressive Disclosure: making a homepage for a website

Using all the text, I structured the information so that attendees could scan the page and understand key information and still have the ability to choose the events to attend, but also read specific information if they were interested.

World Economic Forum Annual Meeting

21-24 January 2022
Davos-Klosters

January 21
8:30 - 9:45 am

Salvador Gómez-Colón
Natasha Mwansa
Edward Felsenthal
Greta Thunberg
Autumn Peltier

January 22
1:15 - 2:45 pm

Cara Mertes
Phillip Atiba Goff

January 23
2:00 - 3:30 pm

Daniel Zhang
Julie Sweet
Derek O'Halloran

The World Economic Forum Annual Meeting in Davos-Klosters is the foremost creative force for engaging the world's top leaders in collaborative activities to shape the global, regional and industry agendas at the beginning of each year.

It will bring together 3,000 participants from around the world, and aim to give concrete meaning to "stakeholder capitalism", assist governments and international institutions in tracking progress towards the Paris Agreement and the Sustainable Development Goals, and facilitate discussions on technology and trade governance.

Switzerland Forging a Sustainable Path towards a Common Future

How can the passion of today's youth activism inspire positive change in behaviours that respect the needs and rights of future citizens?

Carbon emissions from fossil fuels hit a record high in 2020 – yet another sign that we are betraying future generations who will increasingly need to adapt to a warmer and more volatile world.

The Reality of Racial Bias

Join Cara Mertes and Phillip Atiba Goff as he illustrates how data and evidence-based approaches can be used to turn racial bias into a solvable problem.

From politics to the public sector and from housing to education, racial bias perpetuates a crushing structural disadvantage for people around the globe.

Shaping an Inclusive Platform Economy

How can platform conglomerates use their scale as a force for good?

Platform companies are leveraging big data and networks to disrupt across sectors while also offering new services, solutions and economic opportunities

First

Most essential information (title, date, location)

- Big font leads user attention to the title
- Date and location nearby are also noticed since the font is relatively large and is close to the title

Second

Attendees can quickly scan available events

- Dates and times are most important for attendees to determine if they can make it to the talk
- Identifiable speakers are important to help attendees choose which talks they want to go to

Third

More detailed information

- The top chunk of text is information about the annual meeting in general
 - It is to the right of the title and general info
 - The next three sections mirror this format of providing more information about whatever is to the left of it
- Different bolding, styling, and sizing emphasize the title more, then the main question of the talk, then the general information about the talk

Like the previous assignment, I wish that I chose a more specific audience so that I could structure the content with more intention and purpose. Instead of trying to fit all the information in one space, I would have strategically chosen specific words or phrases to highlight.

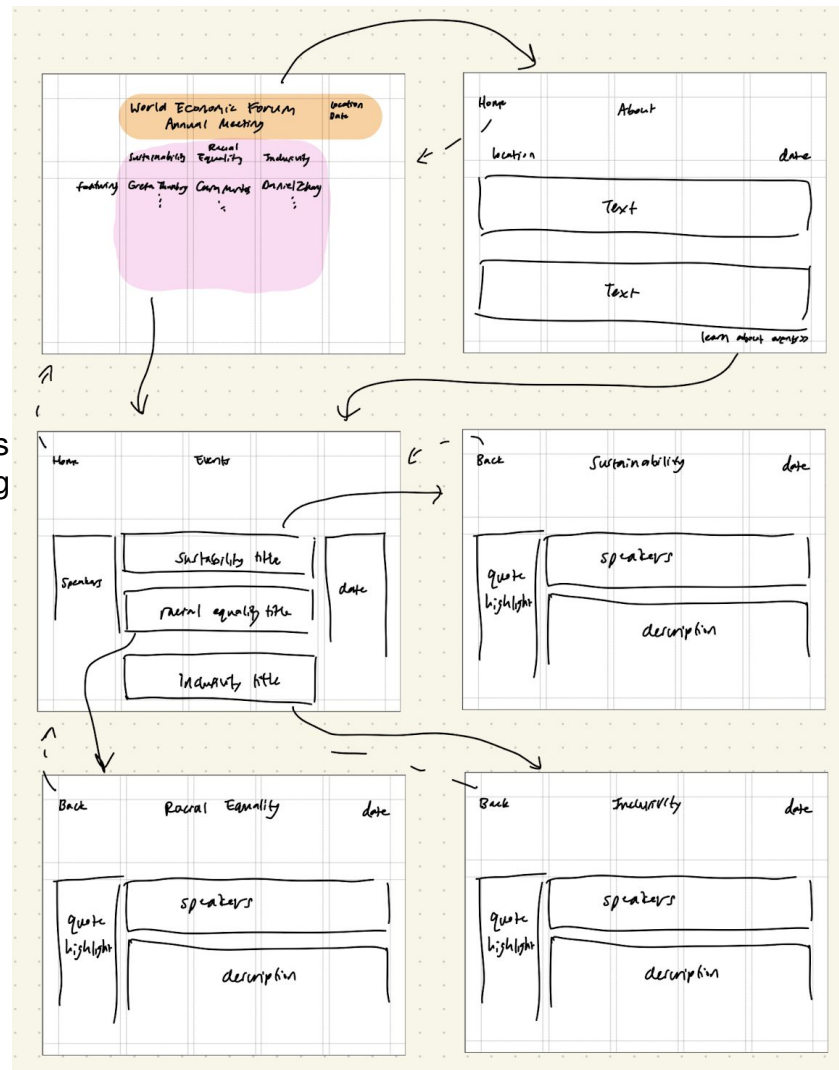
Wireframes: determining the website and user flow

At this point, I determined that youth activists was my audience. The specificity of this user group allowed me to experiment more with shaping the content to fit my audience

I highlighted the main topics of each talk (Sustainability, Racial Equality, and Inclusivity) on the homepage to highlight the change this forum would encourage to appeal to activists.

I highlighted the speakers in the event page, placing them on the left since youth activists would recognize some of the names like "Greta Thunberg."

Looking back at these wireframes after making higher fidelity designs on Figma, I find that I did change some of the structure and content, but most of the key points and intentions still remain the same. This demonstrates the importance and power of wireframing in quickly and effectively guiding interface designs.



From the about page, I strategically placed a "learn about events" button as a call to action to attend the events.

Throughout the initial wireframes, I used the grid to loosely guide my design and structure.

For each of the events, I highlighted a quote from the description that expressed the urgency for change and activism within the forum.

Internal Pages: transferring designs onto Figma

Since I had content structure to follow from the wireframes, I focused more on visual appeal with Figma.

Using the grid as a baseline grid (as defined in the Nick Babich reading), I kept a lot of the logistical information on the top section for consistency so attendees would always know where to look for time and location. The right section I used primarily for highlighting information to draw attention.

I chose the information on the right to incorporate progressive disclosure and also increase the readability of the information (as noted in the Jason Santa Maria reading).

Home Page: Microsite Grid

World Economic Forum Annual Meeting		location: Davos-Klosters
		dates: 21-24 January 2022
topics:	featuring:	
Sustainability	Greta Thunberg Salvador Gómez-Colón Natasha Mwansa	Edward Felsenthal Autumn Peltier
Racial Equality	Cara Mertes Phillip Atiba Goff	
Inclusivity	Daniel Zhang Julie Sweet Derek O'Halloran	

About Page: Microsite Grid

<< back		
About		location: Davos-Klosters
		dates: 21-24 January 2022
<p><i>"the foremost creative force for engaging the world's top leaders"</i></p> <p>The World Economic Forum Annual Meeting in Davos-Klosters is the foremost creative force for engaging the world's top leaders in collaborative activities to shape the global, regional and industry agendas at the beginning of each year.</p> <p>It will bring together 3,000 participants from around the world, and aim to give concrete meaning to "stakeholder capitalism", assist governments and international institutions in tracking progress towards the Paris Agreement and the Sustainable Development Goals, and facilitate discussions on technology and trade governance.</p>		
		topics and speakers >>

Event Page: Microsite Grid

<< back		
Events		location: Davos-Klosters
		dates: 21-24 January 2022
Greta Thunberg Salvador Gómez-Colón Natasha Mwansa Edward Felsenthal Autumn Peltier	Switzerland Forging a Sustainable Path towards a Common Future <i>How can the passion of today's youth activism inspire positive change in behaviours that respect the needs and rights of future citizens?</i>	January 21 8:30 - 9:45 am
Cara Mertes Phillip Atiba Goff	The Reality of Racial Bias <i>Join Cara Mertes and Phillip Atiba Goff as he illustrates how data and evidence-based approaches can be used to turn racial bias into a solvable problem.</i>	January 22 1:15 - 2:45 pm
Daniel Zhang Julie Sweet Derek O'Halloran	Shaping an Inclusive Platform Economy <i>How can platform conglomerates use their scale as a force for good?</i>	January 23 2:00 - 3:30 pm

Sustainability Page: Microsite Grid

<< back		
Switzerland Forging a Sustainable Path towards a Common Future		time: January 21 8:30 - 9:45 am
<p><i>"we are betraying future generations who will increasingly need to adapt to a warmer and more volatile world"</i></p> <p>Carbon emissions from fossil fuels hit a record high in 2020 – yet another sign that we are betraying future generations who will increasingly need to adapt to a warmer and more volatile world.</p> <p>How can the passion of today's youth activism inspire positive change in behaviours that respect the needs and rights of future citizens?</p> <p>Speakers: Greta Thunberg, Salvador Gómez-Colón, Natasha Mwansa, Edward Felsenthal, Autumn Peltier</p>		

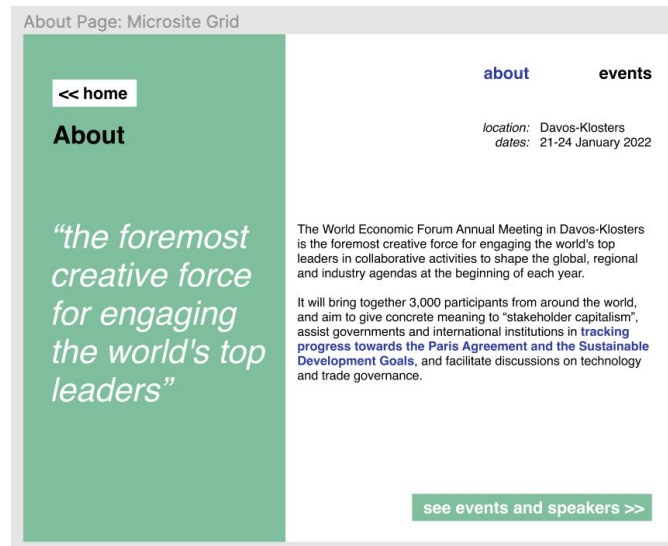
Racial Bias Page: Microsite Grid

<< back		
The Reality of Racial Bias		time: January 22 1:15 - 2:45 pm
<p><i>"racial bias perpetuates a crushing structural disadvantage for people around the globe"</i></p> <p>From politics to the public sector and from housing to education, racial bias perpetuates a crushing structural disadvantage for people around the globe.</p> <p>Join Cara Mertes and Phillip Atiba Goff as he illustrates how data and evidence-based approaches can be used to turn racial bias into a solvable problem.</p> <p>Speakers: Cara Mertes, Phillip Atiba Goff</p>		

Inclusivity Page: Microsite Grid

<< back		
Shaping an Inclusive Platform Economy		time: January 23 2:00 - 3:30 pm
<p><i>"How can platform conglomerates use their scale as a force for good?"</i></p> <p>Platform companies are leveraging big data and networks to disrupt across sectors while also offering new services, solutions, and economic opportunities.</p> <p>How can platform conglomerates use their scale as a force for good?</p> <p>Speakers: Daniel Zhang, Julie Sweet, Derek O'Halloran</p>		

Internal Pages: transferring designs onto Figma

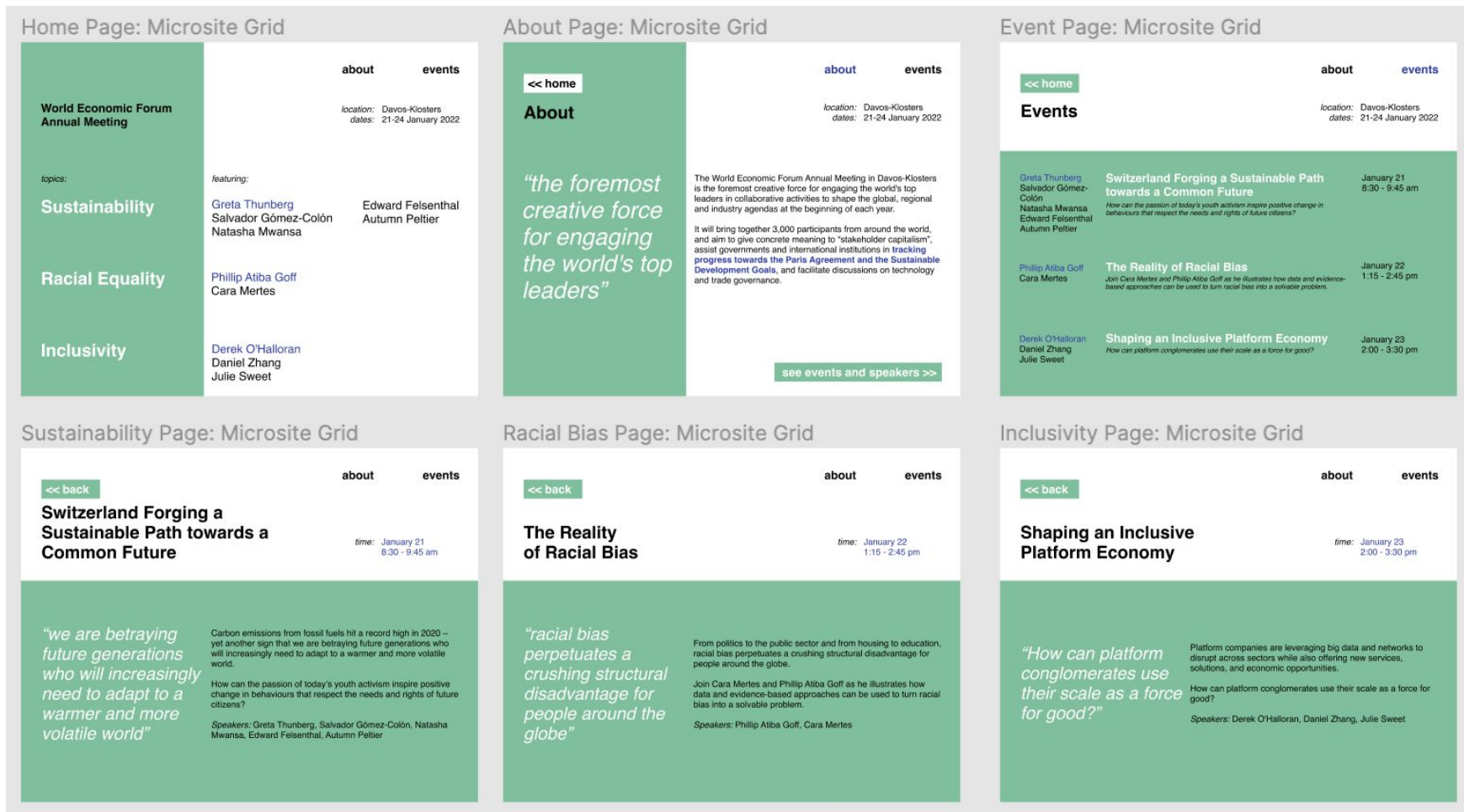


For the colors, I decided to use a nice green color since it is a very natural and hopeful color, fitting for a World Meeting based on making positive change. The green also allows for enough contrast with either black or white text, allowing me to emphasize information as needed. Furthermore, I added a block of color for the buttons (“home” and “see events and speakers”) to differentiate them from the rest of the text, indicating that it is a button users can press.

Also, I decided to add another color to highlight specific text that is smaller. For example, on the about page, I colored specific parts of the paragraph that would appeal to youth activists.

Internal Pages: experimenting with designs

After seeing other students' designs, I noticed that many had navigation bars. I reevaluated my work and realized that it was not clear how to get to other pages so I added a navigation bar myself.



Looking at all the designs overall, I appreciate how the home and about page have an overall similar structure with the green section on the left side, and all the event pages also have a similar structure with the green section on the bottom side. This categorizes the pages, naturally grouping and familiarizing the viewer with the basic structure.

Internal Pages: experimenting with designs

I also experimented with different page structure, simplifying website flow so that the topics directly led to the event pages (omitting an overview of all the events)

Home Page: Microsite Grid

<p>World Economic Forum Annual Meeting About</p> <p>Sustainability</p> <p>Inclusivity</p> <p>Racial Equality</p>	<p>location: Davos-Klosters dates: 21-24 January 2022</p> <p>featuring:</p> <p>Greta Thunberg Salvador Gómez-Colón Natasha Mwansa</p> <p>Edward Felsenthal Autumn Peltier</p> <p>Derek O'Halloran Daniel Zhang Julie Sweet</p> <p>Phillip Atiba Goff Cara Mertes</p>
--	--

About Page: Microsite Grid

<p>World Economic Forum Annual Meeting About</p> <p>Sustainability</p> <p>Inclusivity</p> <p>Racial Equality</p>	<p>location: Davos-Klosters dates: 21-24 January 2022</p> <p>The foremost creative force for engaging the world's top leaders in collaborative activities to shape the global, regional and industry agendas.</p> <p>The World Economic Forum Annual Meeting in Davos-Klosters will bring together 3,000 participants from around the world, and aim to give concrete meaning to "stakeholder capitalism", assist governments and international institutions in tracking progress towards the Paris Agreement and the Sustainable Development Goals, and facilitate discussions on technology and trade governance.</p>
--	---

Sustainability Page: Microsite Grid

<p>World Economic Forum Annual Meeting About</p> <p>Sustainability</p> <p>Inclusivity</p> <p>Racial Equality</p>	<p>Switzerland Forging a Sustainable Path towards a Common Future</p> <p>Carbon emissions from fossil fuels hit a record high in 2020 – yet another sign that we are betraying future generations who will increasingly need to adapt to a warmer and more volatile world.</p> <p>How can the passion of today's youth activism inspire positive change in behaviours that respect the needs and rights of future citizens?</p> <p>Speakers: Greta Thunberg, Salvador Gómez-Colón, Natasha Mwansa, Edward Felsenthal, Autumn Peltier</p> <p>Time: January 21 8:30 - 9:45 am</p>
--	--

Racial Bias Page: Microsite Grid

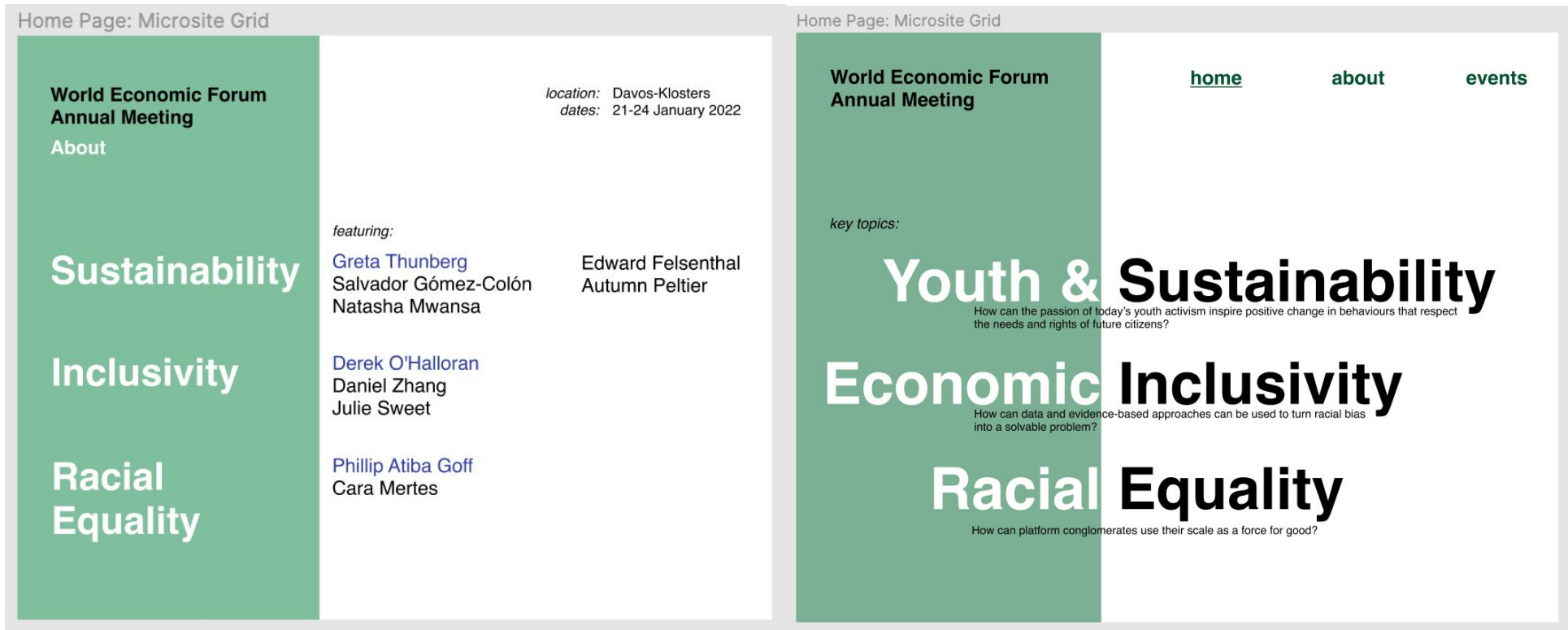
<p>World Economic Forum Annual Meeting About</p> <p>Sustainability</p> <p>Inclusivity</p> <p>Racial Equality</p>	<p>The Reality of Racial Bias</p> <p>From politics to the public sector and from housing to education, racial bias perpetuates a crushing structural disadvantage for people around the globe.</p> <p>Join Cara Mertes and Phillip Atiba Goff as he illustrates how data and evidence-based approaches can be used to turn racial bias into a solvable problem.</p> <p>Speakers: Phillip Atiba Goff, Cara Mertes</p> <p>Time: January 22 1:15 - 2:45 pm</p>
--	--

Inclusivity Page: Microsite Grid

<p>World Economic Forum Annual Meeting About</p> <p>Sustainability</p> <p>Inclusivity</p> <p>Racial Equality</p>	<p>Shaping an Inclusive Platform Economy</p> <p>Platform companies are leveraging big data and networks to disrupt across sectors while also offering new services, solutions, and economic opportunities.</p> <p>How can platform conglomerates use their scale as a force for good?</p> <p>Speakers: Derek O'Halloran, Daniel Zhang, Julie Sweet</p> <p>Time: January 23 2:00 - 3:30 pm</p>
--	--

Although the new structure was much simpler, I felt that the information on the right became too cluttered and navigating around the site was still unclear. Thus, I still returned to my original design with a separate event overview page.

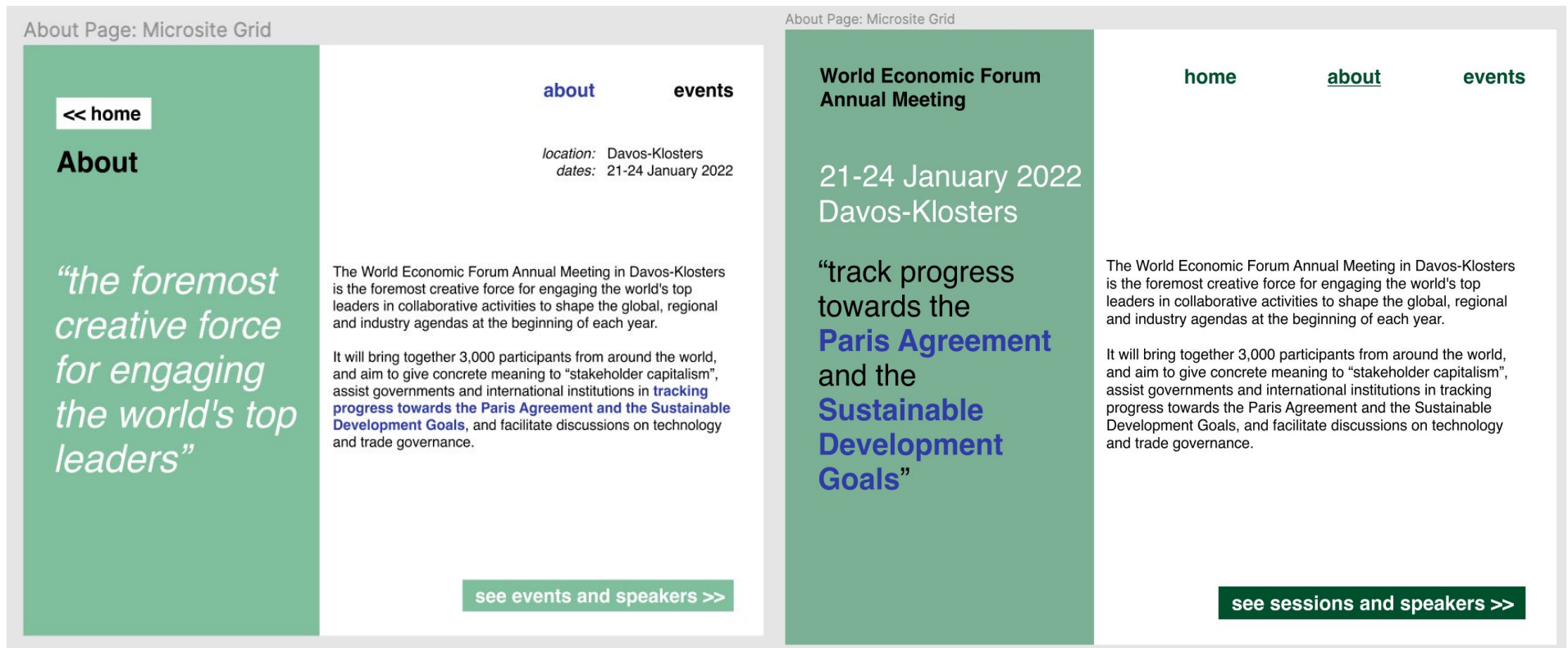
Internal Pages: finalizing designs



I wanted to make the home page even bolder and eye catching so I emphasized the key words even more to appeal to youth activists.

I also changed the color of the green to be darker, increasing the readability of the white font as was suggested to me by Stephanie.

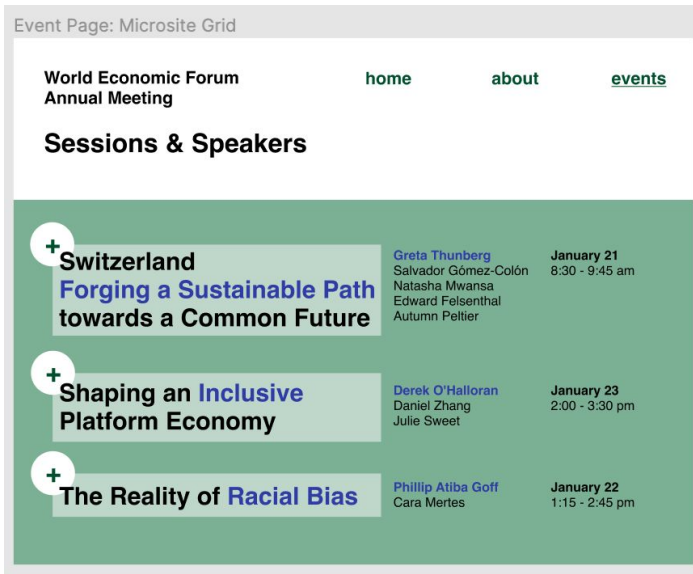
Internal Pages: finalizing designs



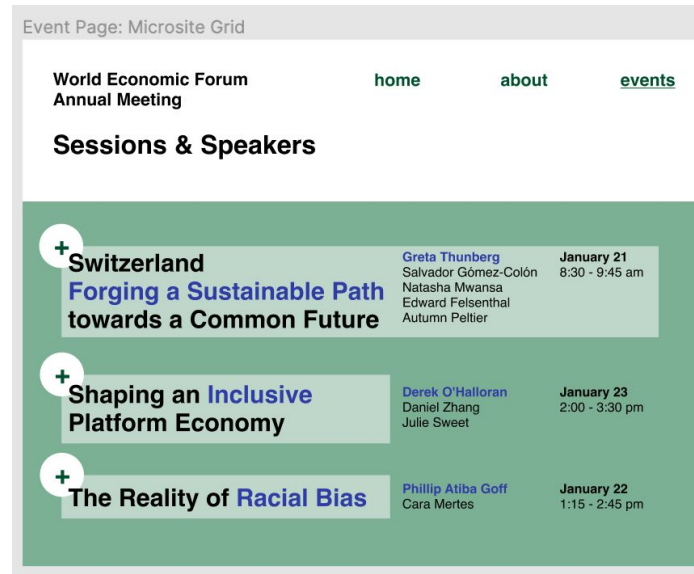
When I user-tested my design with my friend, I observed that they constantly checked any other blue text to see if it was clickable since the color of my highlighted text and navigation bar were both blue. As a result, I changed the navigation bar and clickable buttons to a darker green color to provide feedforward, using only the underline to provide feedback (as opposed to the blue color from before).

Internal Pages: finalizing designs

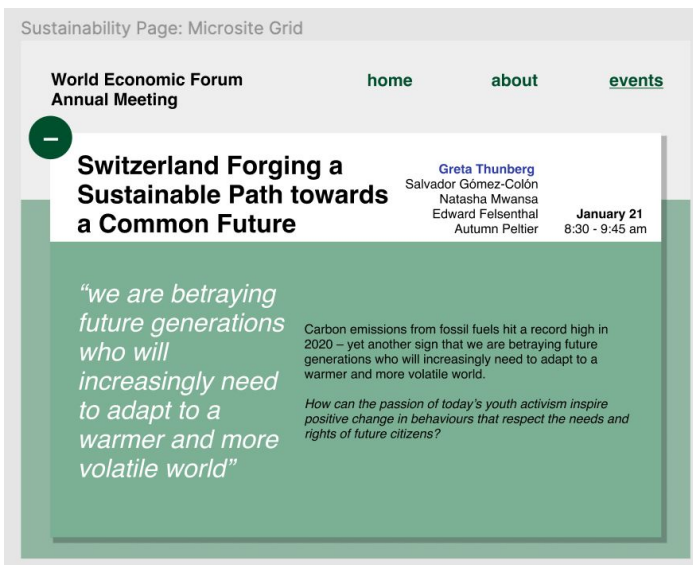
Event page



Hover



Clicked



Finally, it was not very clear that each of the events could be clicked to navigate to detailed pages. Also, from the specific event pages, it was hard to understand that the user would return to the general event page. Thus, I added plus and minus signs, hover interaction, and a pop-up format for each of the events.

This improves the feedback and feedforward for accessing specific event pages. When the user hovers over the plus sign, the box for the event name expands over the speakers and time as well, highlighting that event. And when the event is clicked, even more details are shown on a pop up page. The minus sign also provides feedforward as it indicates that users can click it to minimize the pop up.

Conclusion

Overall, I really enjoyed these assignments and learned a lot from the feedback other students and I received. Throughout the process, I learned to narrow down my audience to be more specific and design to appeal to that specific audience. Experimenting with both content structure and visual design, I saw how information architecture and visual layout and color work together to guide user interaction with content.

Looking back at the earlier assignments, I find it quite amazing that with some chunk of text and grids, I was able to shape the information into a whole interactive website.

In the future, I hope to continue to apply these design principles to my work, utilizing both information and visual organization to create the best possible experience for users and effectively reach my audience.