

bitPublish

1 :

. A/B !
3 UX Design(2) 3 ,
UX (UX Design(1))
(Contextual Inquiry Interview) (Affinity Diagram)
(, ,) GUI (Big
Data) R .
 , , .

1.1 :

- (Watch) , OS
, . , .
- (Data Driven Design)
, . , .
- (A/B) , (KPI)
.
• (Lean) A/B

(Lean) . . ,
A/B
(Lean) A/B .

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, A/B . , , ,
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1.2 :

UX, UI , UX
, , Contextual Inquiry Interview ,
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. R
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2 1-1. UX

UX A/B , UX UX . Interaction
Design - beyond Human-Computer Interaction, 2002 2023 6 , UX
UX , UX .(1)

2.0.1 Switching to Digital ()

1990 UX , , ,
, , UX ,
. UX , , ,

2.0.2 from User to People ()

UX (User) , (UCD :User Centered Design)
(People) . (People .) 'People' , UX
(Don Norman) 2018 , ,
(People Centered Design) , (Needs)
, , UX , , ,
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- ch3. Conceptualizing Interaction
 - 3.1 Introduction
 - 3.2 Conceptualizing Interaction
 - 3.3 Conceptual Models
 - 3.4 Interface Metaphors
 - 3.5 Interaction Types
 - 3.6 Paradigms, Visions, Challenges, Theories, Models, and Frameworks
- ch4. Cognitive Aspects
 - 4.1 Introduction
 - 4.2 What Is Cognition?
 - 4.3 Cognitive Frameworks
- ch5. Social Interaction
 - 5.1 Introduction
 - 5.2 Being Social
 - 5.3 Face-to-Face Conversations
 - 5.4 Remote Collaboration and Communication
 - 5.5 Co-Presence
 - 5.6 Social Games
- ch6. Emotional Interaction
 - 6.1 Introduction
 - 6.2 Emotions and Behavior
 - 6.3 Expressive Interfaces: Aesthetic or Annoying?
 - 6.4 Affective Computing and Emotional AI
 - 6.5 Persuasive Technologies and Behavioral Change
 - 6.6 Anthropomorphism

- ch7. Interfaces
 - 7.1 Introduction
 - 7.2 Interface Types
 - 7.3 Natural User Interfaces and Beyond
 - 7.4 Which Interface?
- ch8. Data Gathering
 - 8.1 Introduction
 - 8.2 Six Key Issues
 - 8.3 Capturing Data
 - 8.4 Interviews
 - 8.5 Questionnaires
 - 8.6 Observation
 - 8.7 Putting the Techniques to Work
- ch9. Data Analysis, Interpretation and Presentation
 - 9.1 Introduction
 - 9.2 Quantitative and Qualitative
 - 9.3 Basic Quantitative Analysis
 - 9.4 Basic Qualitative Analysis
 - 9.5 Analytical Frameworks
 - 9.6 Tools to Support Data Analysis
 - 9.7 Interpreting and Presenting the Findings
- ch10. Data at Scale, and Ethical Concerns
 - 10.1 Introduction
 - 10.2 Approaches for Collecting and Analyzing Data
 - 10.3 Visualizing and Exploring Data
 - 10.4 Ethical Design Concerns

- ch11. Discovering Requirements
 - 11.1 Introduction
 - 11.2 What, How, and Why?
 - 11.3 What Are Requirements?
 - 11.4 Data Gathering for Requirements
 - 11.5 Bringing Requirements to Life: Personas and Scenarios
 - 11.6 Capturing Interaction with Use Cases
- ch12. Design, Prototyping and Construction
 - 12.1 Introduction
 - 12.2 Prototyping
 - 12.3 Conceptual Design
 - 12.4 Concrete Design
 - 12.5 Generating Prototypes
 - 12.6 Construction
- ch13. Interaction Design in Practice
 - 13.1 Introduction
 - 13.2 AgileUX
 - 13.3 Design Patterns
 - 13.4 Open Source Resources
 - 13.5 Tools for Interaction Design
- ch14. Introducing Evaluation
 - 14.1 Introduction
 - 14.2 The Why, What, Where, and When of Evaluation
 - 14.3 Types of Evaluation
 - 14.4 Evaluation Case Studies
 - 14.5 What Did We Learn from the Case Studies?
 - 14.6 Other Issues to Consider When Doing Evaluation

- ch15. Evaluation studies: from Controls to Natural Settings
 - 15.1 Introduction
 - 15.2 Usability Testing
 - 15.3 Conducting Experiments
 - 15.4 In-the-Wild Studies
- ch16. Evaluation: Inspections, Analytics and Models
 - 16.1 Introduction
 - 16.2 Inspections: Heuristic Evaluation and Walk-Throughs
 - 16.3 Analytics and A/B Testing
 - 16.4 Predictive Models

Interaction Design - beyond Human-Computer Interaction

2.0.5 1 :

- 2 , . (1 page) (2 page).
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 page 1: , ,
 page 2: Process, Methodology diagram
 page 3: ,
 3 (6)
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2.0.6 1 Check Point!

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 - page 2 ?
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 - page 3 , .

(1) Yvonne Rogers, Helen Sharp, Jennifer Preece, Interaction Design: Beyond Human-Computer Interaction 6th edition , Wiley. Kindle Edition, (2023)

(2) Kate Moran, Sarah Gibbons, “Generative UI and Outcome-Oriented Design”, <https://www.nngroup.com/articles/generative-ui/>, (2024)