

The Layers of User Experience

(What is there to design in an interactive product?)

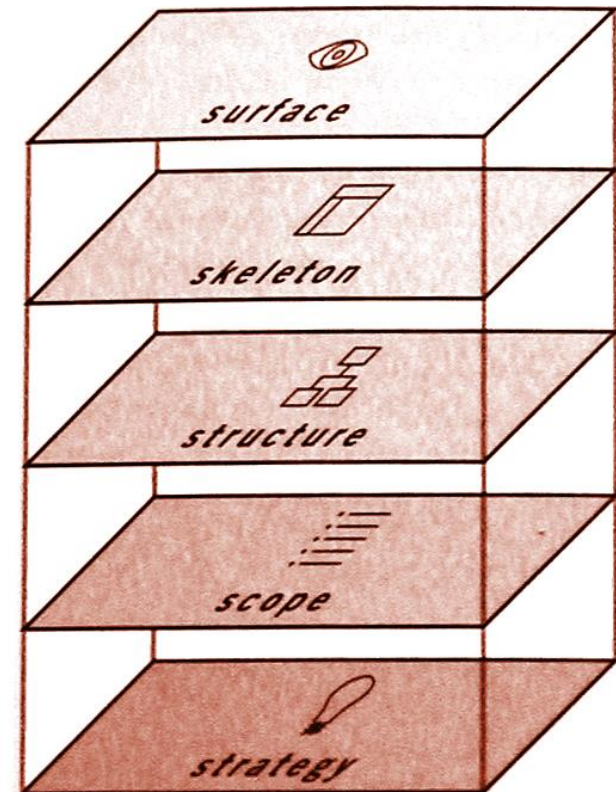
ID 405: Human-Computer Interaction
Spring 2015

Venkatesh Rajamanickam (@venkatrajam)
venkatra@iitb.ac.in
<http://info-design-lab.github.io/ID405-HCI/>

Elements of User Experience



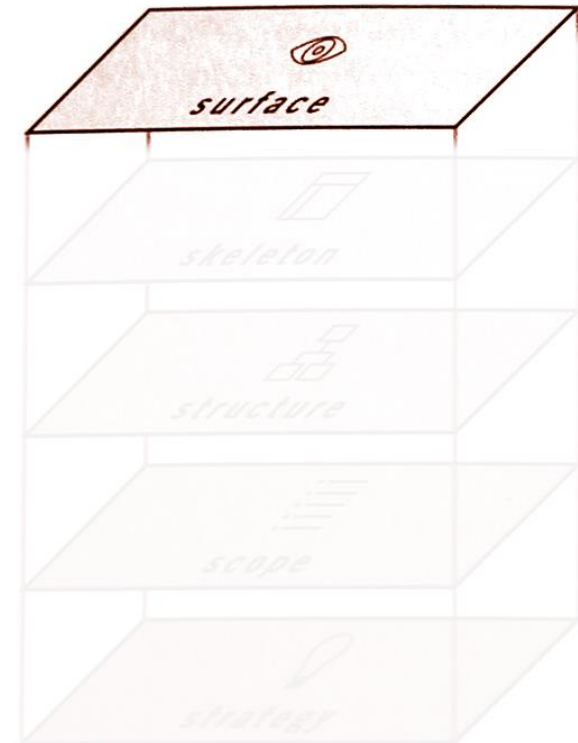
*Jesse James Garrett,
The Elements of User Experience
New Riders (2003)
Second edition (2010)
<http://www.jjg.net/elements/>*



The Five Layers of User Experience

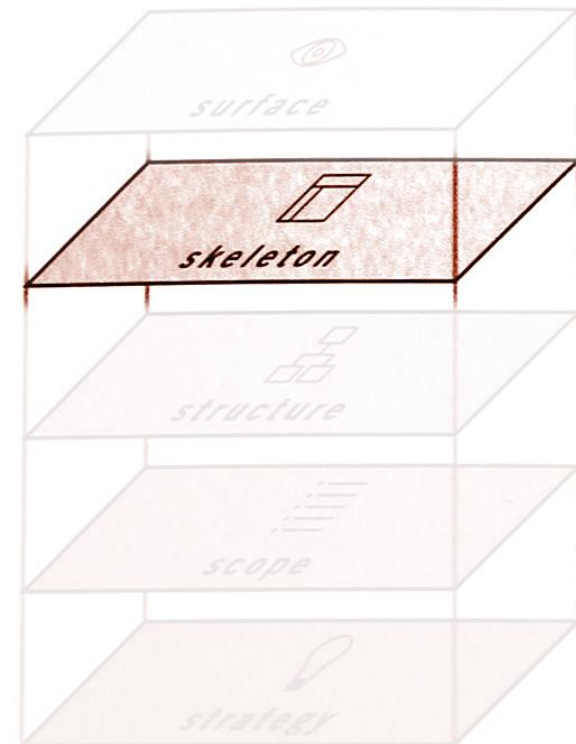
- Surface Plane

- *Text*
- *Images*
- *Look*



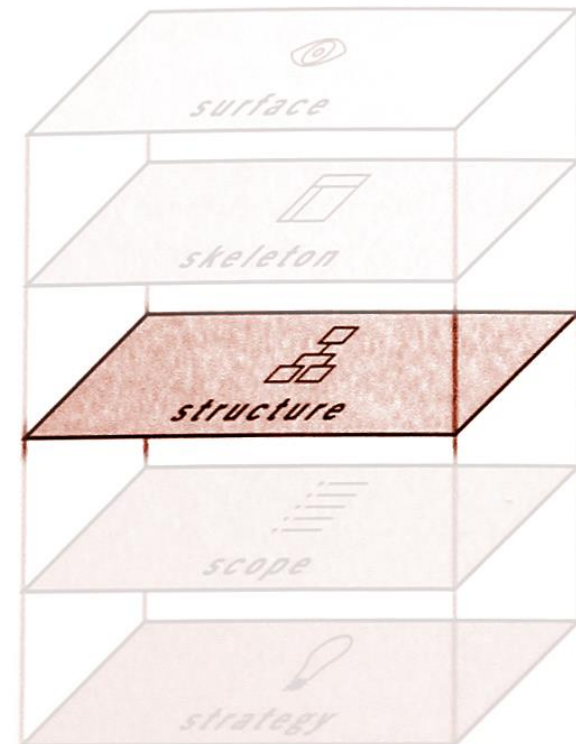
The Five Layers of User Experience

- Surface Plane
- Skeleton Plane
 - *Layouts, placement, arrangement*
 - *Interface*
 - *Widgets*
 - *Navigation*
 - *Feel*



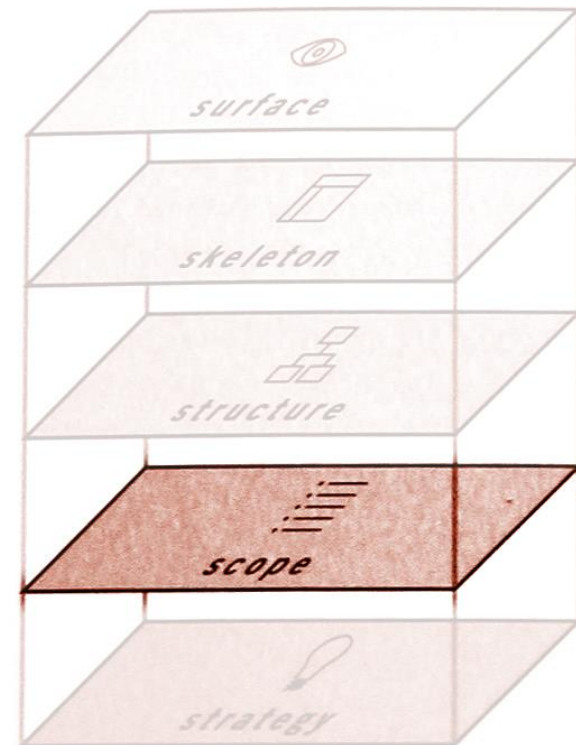
The Five Layers of User Experience

- Surface Plane
- Skeleton Plane
- Structure Plane
 - *Categories*
 - *Hierarchy*
 - *Conceptual model*



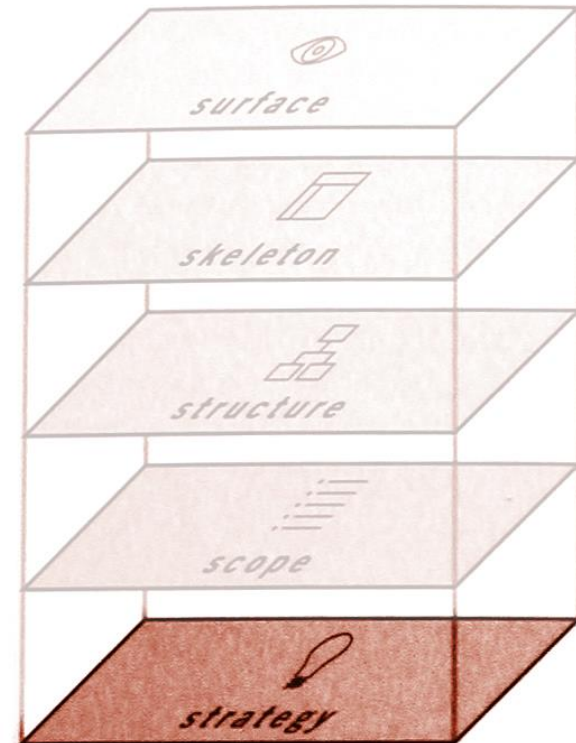
The Five Layers of User Experience

- Surface Plane
- Skeleton Plane
- Structure Plane
- Scope Plane
 - *Features, functions*
 - *Services, facilities*
 - *Content*



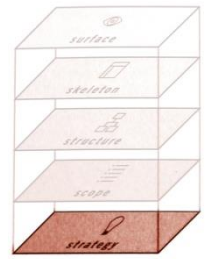
The Five Layers of User Experience

- Surface Plane
- Skeleton Plane
- Structure Plane
- Scope Plane
- Strategy Plane
 - *User goals*
 - *Business goals*



User goals, business goals

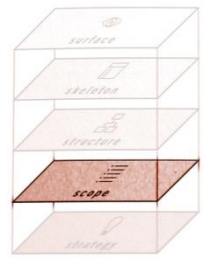
Strategy



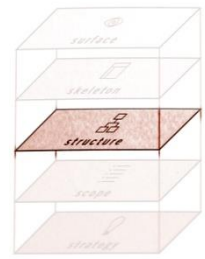
- Sell books
- Be *the* place to find books
- Encourage return customers
- Sell other non-touch-and-feel goods
- Assimilate competition

Scope

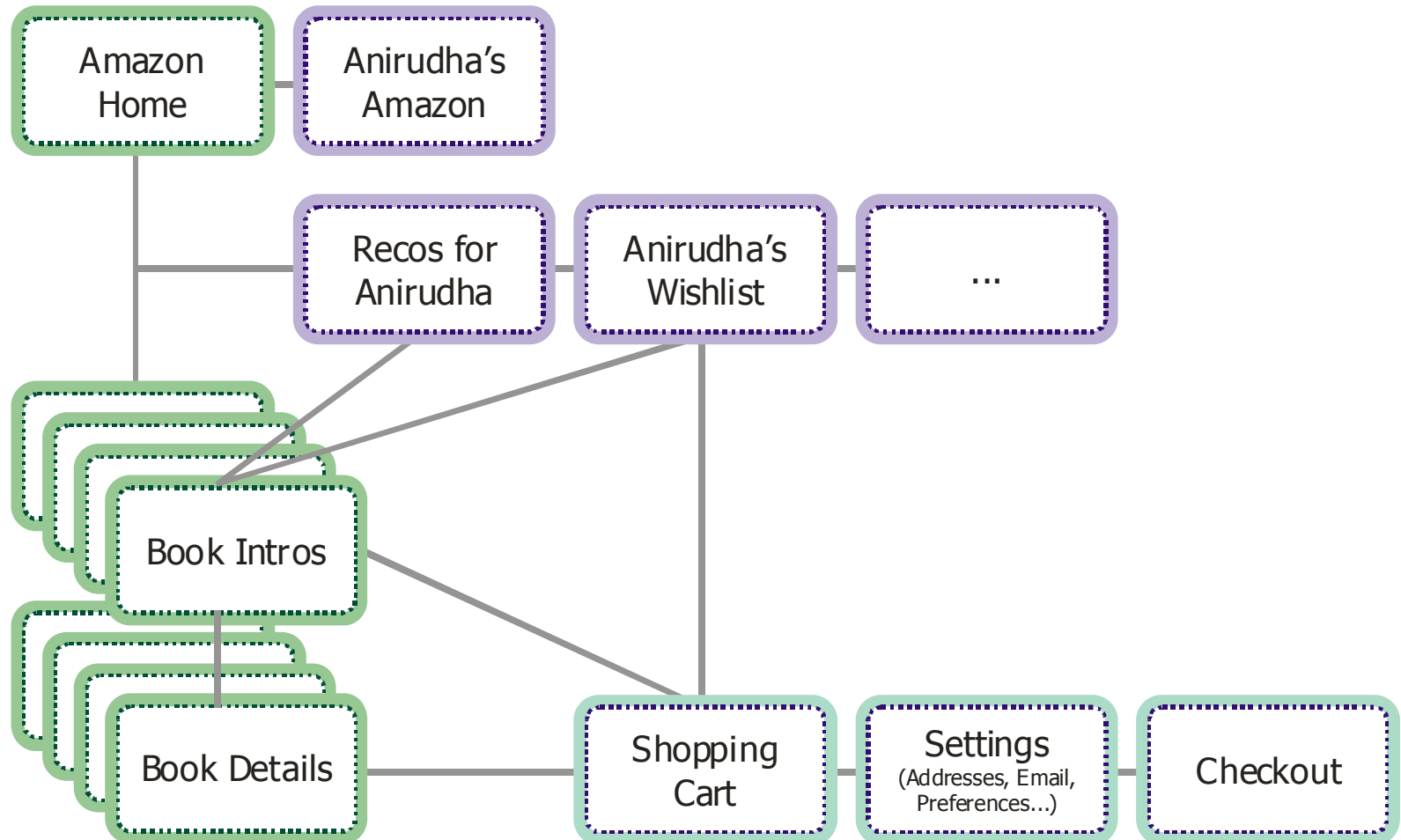
Features, functions, services, facilities,
content



- Shopping cart
 - *With gift wrap*
 - *Deliver world wide*
- Book reviews
 - *Review ratings*
 - *Book lists*
- Cross reference books
- Remember addresses
- Recommendations
- Wish list and promos
- Second-hand books
- CDs, DVDs, Segway
- Partner programs

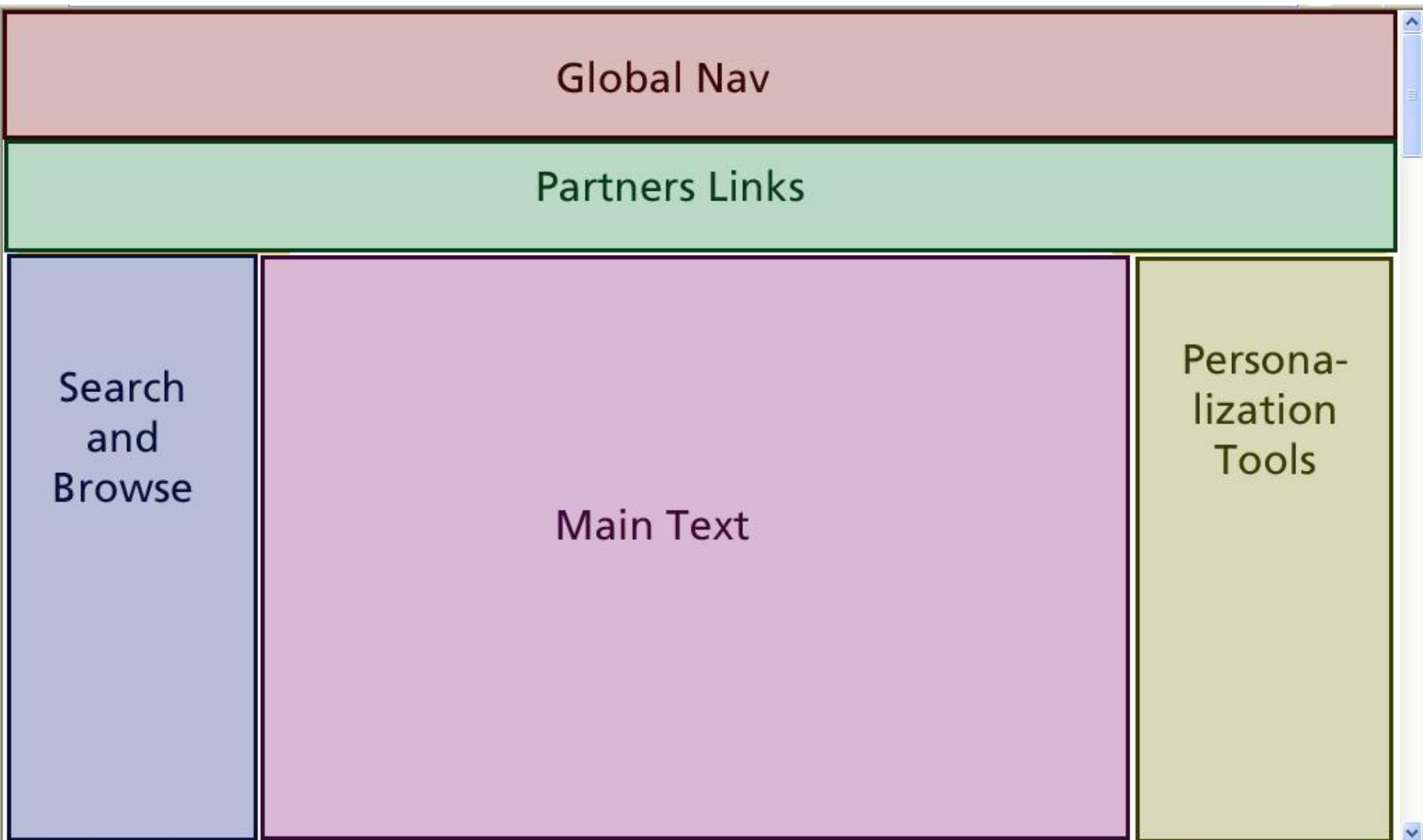
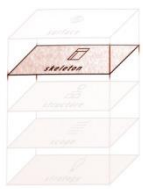


Structure



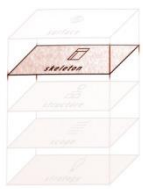
Skeleton

Layouts, placement, arrangement,
interface, widgets, navigation, feel



Skeleton

Layouts, placement, arrangement,
interface, widgets, navigation, feel



The image shows the Amazon.com homepage with several sections highlighted:

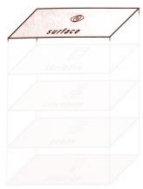
- Global Nav**: The top navigation bar including the Amazon logo, search bar, and links like "WELCOME", "YOUR STORE", "BOOKS", "APPAREL & ACCESSORIES", "ELECTRONICS", "TOYS & GAMES", "MAGAZINE SUBSCRIPTIONS", "CARS", and "SEE MORE STORES".
- Partners Links**: A green bar below the navigation bar with links to "INTERNATIONAL", "TOP SELLERS", "TARGET", "TODAY'S DEALS", and "SELL YOUR STUFF".
- Search and Browse**: The left sidebar containing a search bar, "All Products" dropdown, and "Browse" section with "Featured Stores" and "Books, Music, DVD".
- Main Text**: The central content area featuring a "Hello" message, "Limited-Time Offers in Kitchen & Housewares" (Kitchen Bonus Bonanza), "A Hint of Harry" (Harry Potter), and "DVDs as Low as \$9.99".
- Personalization Tools**: A yellow box on the right side with the text "Small-Appliance Savings" and "Personalization Tools".
- WHAT'S NEW**: A section on the right side with the text "Already a customer? Sign in to see what's New for You." and "New customer? Personalize Amazon.com now".
- Your Shopping Cart**: A section at the bottom right with the text "You have 0 items in your Shopping Cart."

At the bottom of the page, there is a status bar showing "1 item remaining", a progress bar, and the text "Downloading picture http://images.amazon.com/images/P/0767812158.01.THUMBZZZ.jpg...".



Surface

Text, images, look



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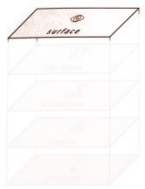
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Surface

Text, images, look



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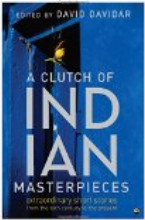
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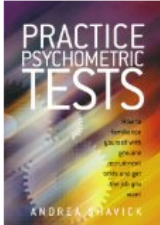
Page 1 of 15




New Release
A Clutch of Indian ...
David Davidar
★★★★★ (12)
₹695.00 **₹451.00**
Why recommended?



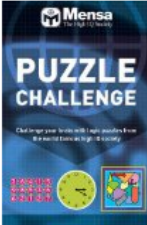
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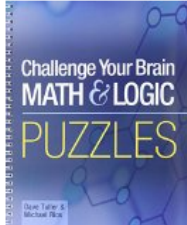
Practice Psychometric ...
Andrea Shavick
Why recommended?



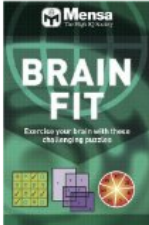
Mechanical ...
Richard McMunn
₹1,244.06
Why recommended?



Mensa Puzzle ...
Robert Allen
~~₹250.00~~ **₹188.00**
Why recommended?



Challenge Your Brain ...
Dave Tuller
~~₹391.74~~ **₹336.00**
Why recommended?




Mensa Brain Fit
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Why recommended?

> See all recommendations in Books

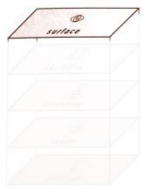
Computers & Accessories

Page 1 of 15



Surface

Text, images, look



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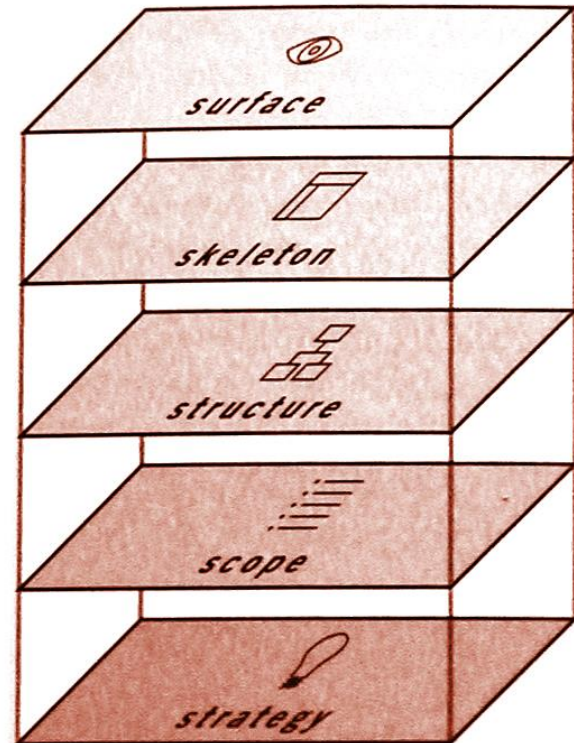
E-mail from Amazon

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Elements of User Experience

Concrete

Abstract



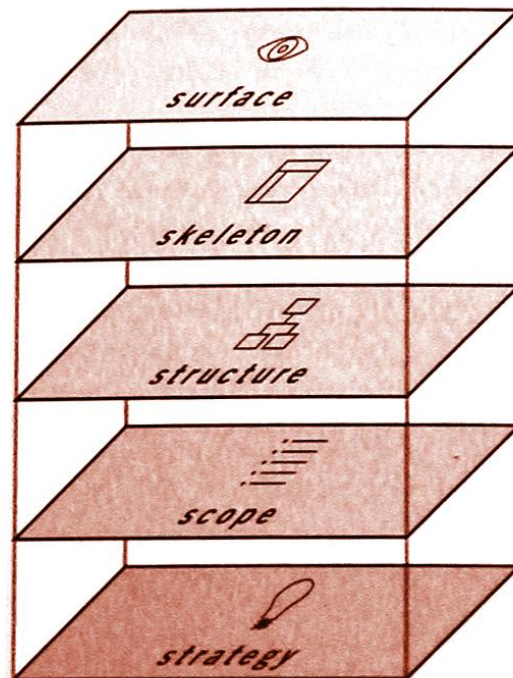
Tool or Medium?

■ Functionality

- *Tool*
- *Automation*
- *Productivity*
- *Synthesis*
- *Creativity*

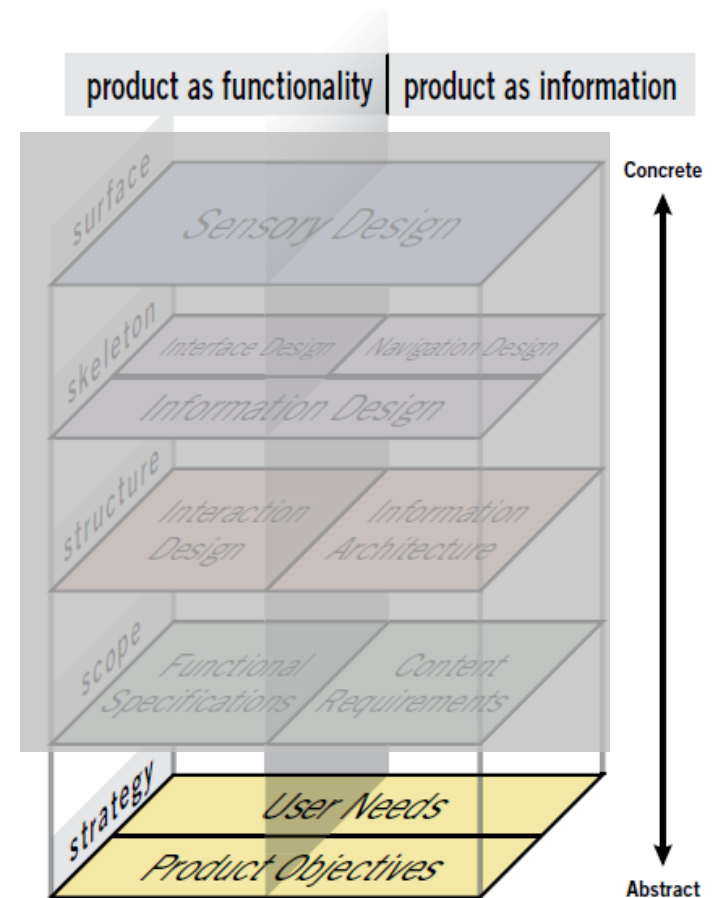
■ Information

- *Medium*
- *Hypertext*
- *Publishing*
- *Communication*
- *Decision making*



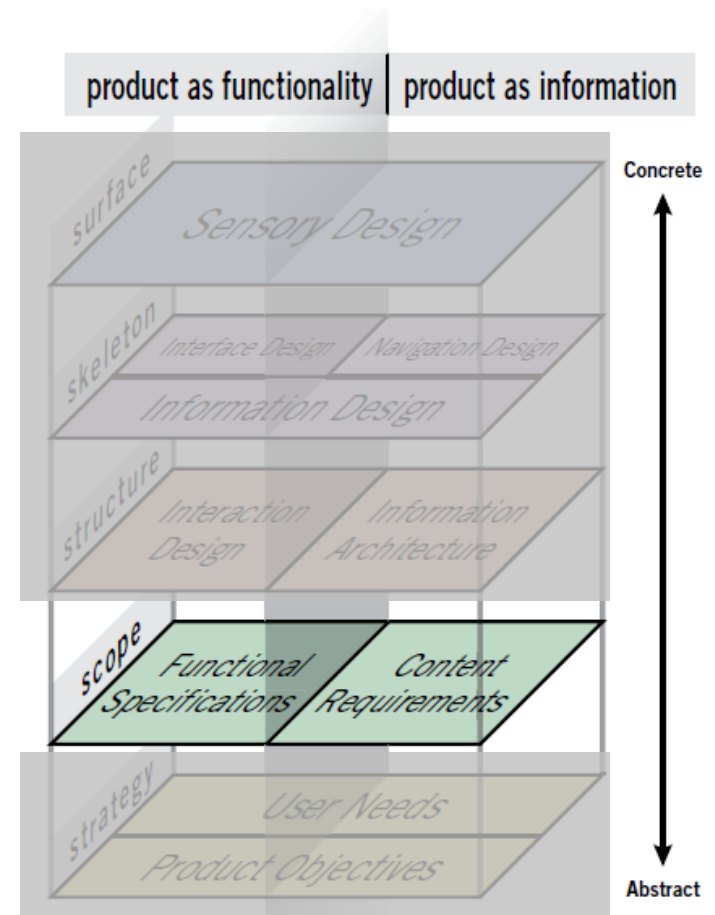
Strategy

- User needs
 - *User goals*
 - *Expressed + latent needs*
- Product objectives
 - *Business goals*
 - *Brand strategy*
- Why are we making this?



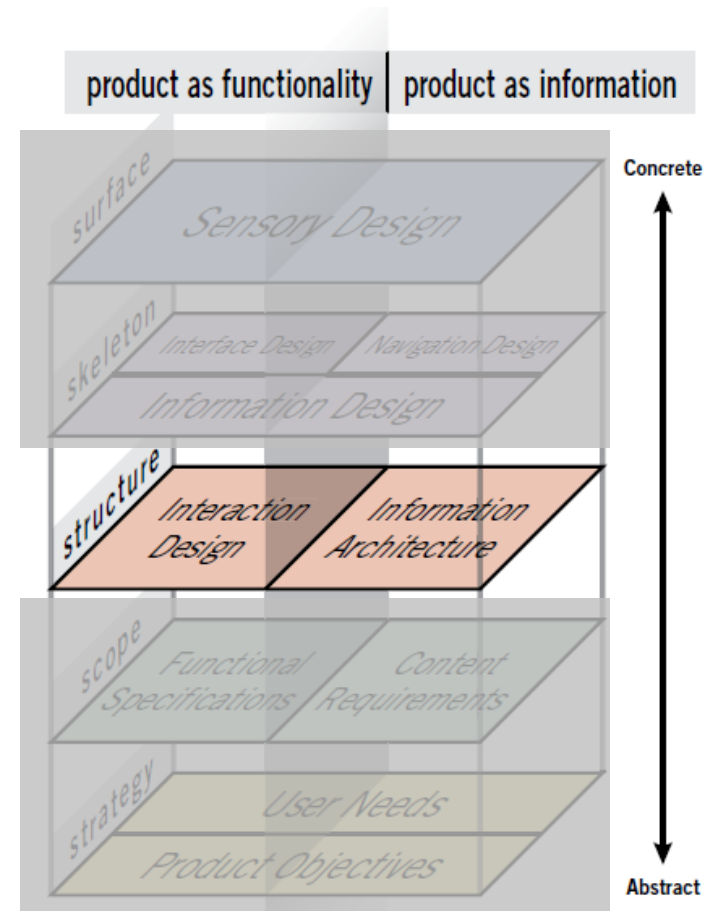
Scope

- Functional specification
 - Features, functions, services, facilities
 - Timelines, versions
- Content requirements
 - Content
 - Editorial workflow
 - Content shelf life
 - Timelines, versions
- What are we making when?



Structure

- Interaction design
 - *Conceptual model*
 - *Scenarios, storyboards, workflows, use cases*



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Spicejet SG-528	08:20 Non stop	10:05 1h 45m	₹ 2,199	Jet Airways 9W-478	07:00 Non stop	08:40 1h 40m	₹ 2,199 4 Seats left
IndiGo 6E-421	06:10 Non stop	07:50 1h 40m	₹ 3,213	Spicejet SG-442	08:20 Non stop	09:40 1h 20m	₹ 2,199 5 Seats left
IndiGo	07:25 Non stop	09:10 1h 45m	₹ 3,213	Go Air	07:20 Non stop	08:55 1h 35m	₹ 3,394

go Go Air G8-317 06:05 BOM → 07:40 BLR ₹ 2,184 Details | Spicejet SG-442 08:20 BLR → 09:40 BOM ₹ 2,199 Details | Round Trip Discount: ₹ 0 | Total Amount ₹ 4,383 Fare Details | Earn 43 points | **Book**

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SpiceJet	06:05	08:00	1h 55m non-stop	₹ 4,824
SpiceJet	07:30	09:50	2h 20m non-stop	₹ 4,824
SpiceJet	10:35	12:45	2h 10m non-stop	₹ 4,824
GoAir	06:00	08:05	2h 5m non-stop	₹ 4,907
GoAir	07:50	10:10	2h 20m non-stop	₹ 4,907

New Delhi → Mumbai Fri, 06 Feb

Airline	Depart	Arrive	Duration	Price ↑
Air India	04:00	06:15	2h 15m non-stop	₹ 3,999
GoAir	07:05	09:05	2h non-stop	₹ 4,165
SpiceJet	07:50	09:25	1h 35m non-stop	₹ 4,165
GoAir	12:10	14:15	2h 5m non-stop	₹ 4,165
GoAir	14:10	16:15	2h 5m non-stop	₹ 4,165
GoAir	18:20	20:20	2h non-stop	₹ 4,165

February 2015

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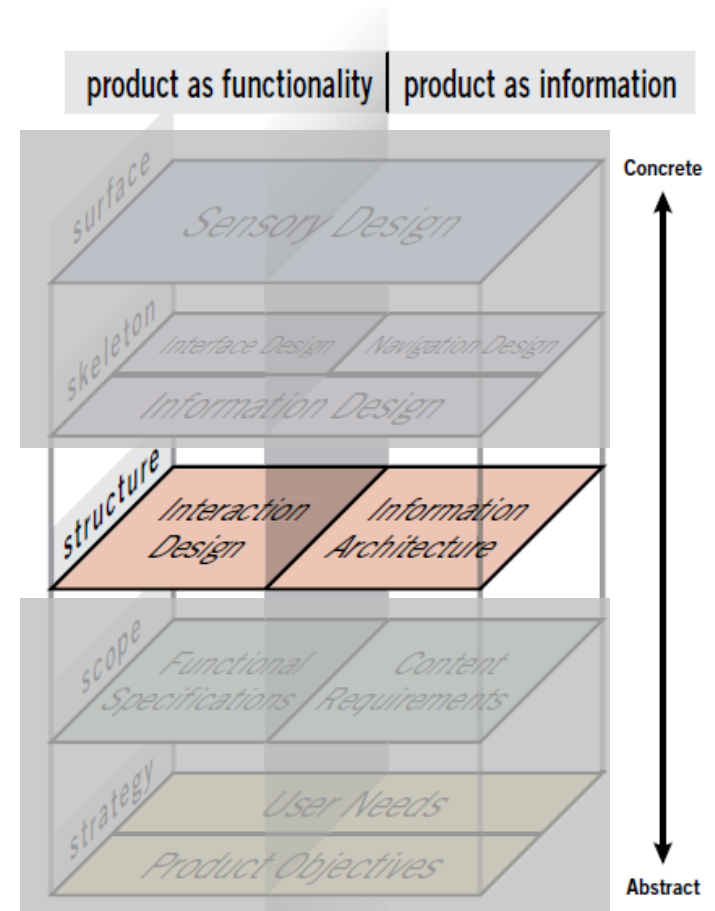
Total trip price/person
Include taxes & fees. Additional baggage fees may apply.

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Select Leg \$587+				6h 14m JetBlue				7 return options
Select Leg \$586+						6h 16m United		6 return options

11:19 PM 1/29/2015

Structure

- Interaction design
 - *Conceptual model*
 - *Scenarios, storyboards, workflows, use cases*
- Information architecture
 - *Categories*
 - *Hierarchy*
 - *Scenarios, storyboards, workflows, use cases*



Civil society again in

PTI | 3 hrs ago

HRD minister... on Hazare's... August 16, but... sure the govern...

Saina Nehwal Super Series

IANIS | 2 hrs ago

Defending cha... complete her H... Yihan Wang 2... Indonesian Op...

Roger Federer says Sachin

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Sachin Tendulkar met the winner... Club after the... to advance to...

Actors earn m... Baba Ramdev... Left at God's m... Top job can m... Troubled by e...

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Editorial

NDTV

Updated: June 26, 2011 17:13 IST

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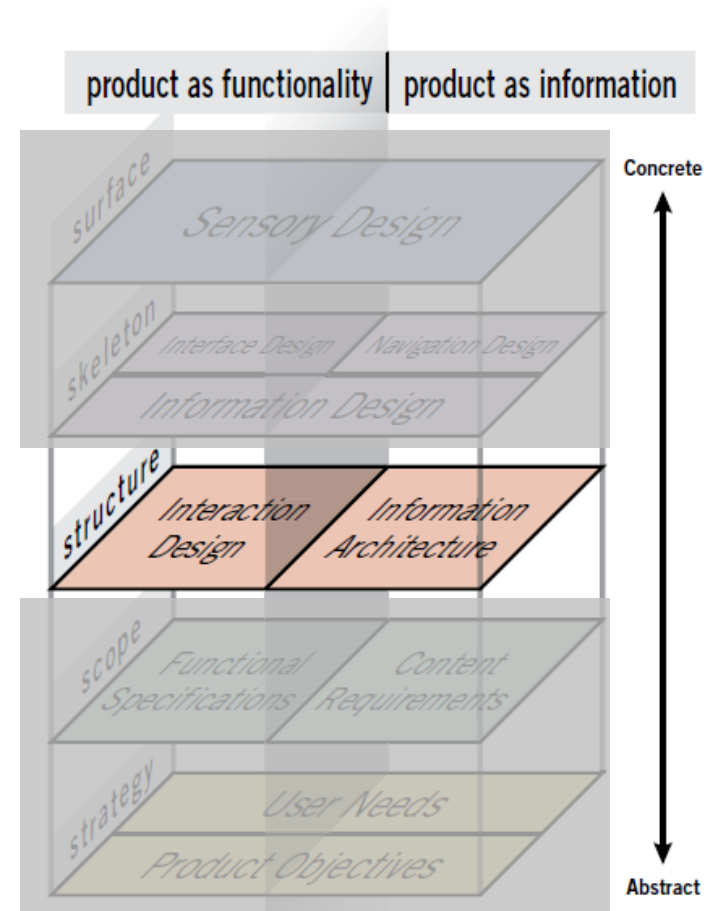
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Big Picture

Meet the world's ugliest dog, Yoda: Its short tufts of hair, protruding tongue, & long, seemingly

Structure

- Interaction design
 - *Conceptual model*
 - *Scenarios, storyboards, workflows, use cases*
- Information architecture
 - *Categories*
 - *Hierarchy*
 - *Scenarios, storyboards, workflows, use cases*
- How does the product fit in the life of the user?



Skeleton

- Interface design
 - *Interface, widgets, controls*
 - *Tasks-flows / actions*

Name

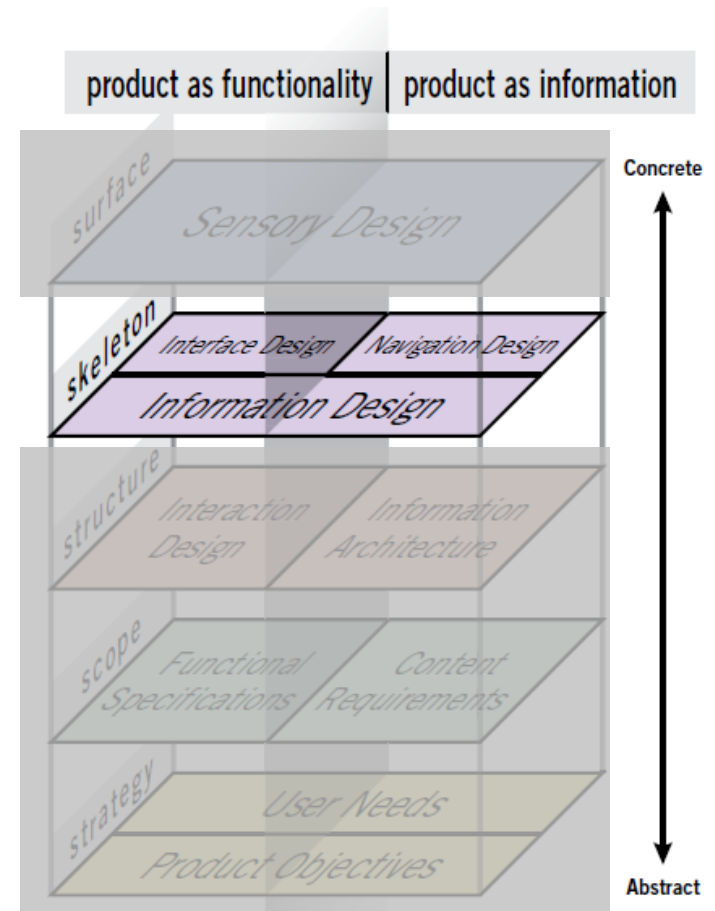
Age

Gender ☐ Male ☐ Female

Or Gender

Or Gender ☒ Female

Or Gender



Acquaintance With the Applicant

1) I have known the applicant for

3-5 years ▼

2) I have known the applicant as
(select as many as are applicable):

☐ Undergraduate Student

☒ Graduate Student

☐ Research Assistant

☐ other:

☒ Research Advisor

☐ Major Advisor

☐ Teacher (one class)

☒ Teacher (many classes)

☐ Department Chair

☐ other:

4) Overall Intellectual Ability:

Excellent (Top 10%) ▼

5) Knowledge in Chosen Field:

Excellent (Top 10%) ▼

6) Overall Scientific Ability:

Excellent (Top 10%) ▼

7) Overall Imaginative/Creative Ability:

Excellent (Top 10%) ▼

8) Motivation - Perseverance - Commitment:

Outstanding (Top 5%) ▼

9) Verbal Communication in English:

Excellent (Top 10%) ▼

10) Written Communication in English:

Excellent (Top 10%) ▼

11) Visual/Graphic Communication in English:

Excellent (Top 10%) ▼

12) Analytical Ability:

Excellent (Top 10%) ▼

13) Initiative:

Excellent (Top 10%) ▼

14) Ability to Work Independently:

Excellent (Top 10%) ▼

15) Ability to Work as a Team Member:

Excellent (Top 10%) ▼

16) Maturity and Stability:

Excellent (Top 10%) ▼

17) Rank relative to others you know who have
applied to Georgia Institute of Technology:

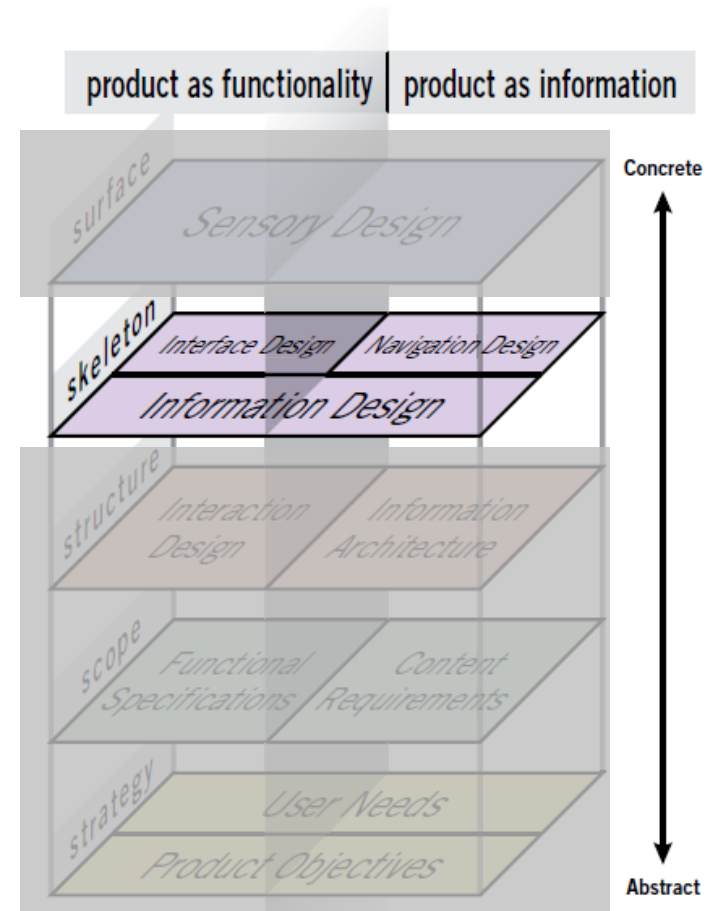
▼

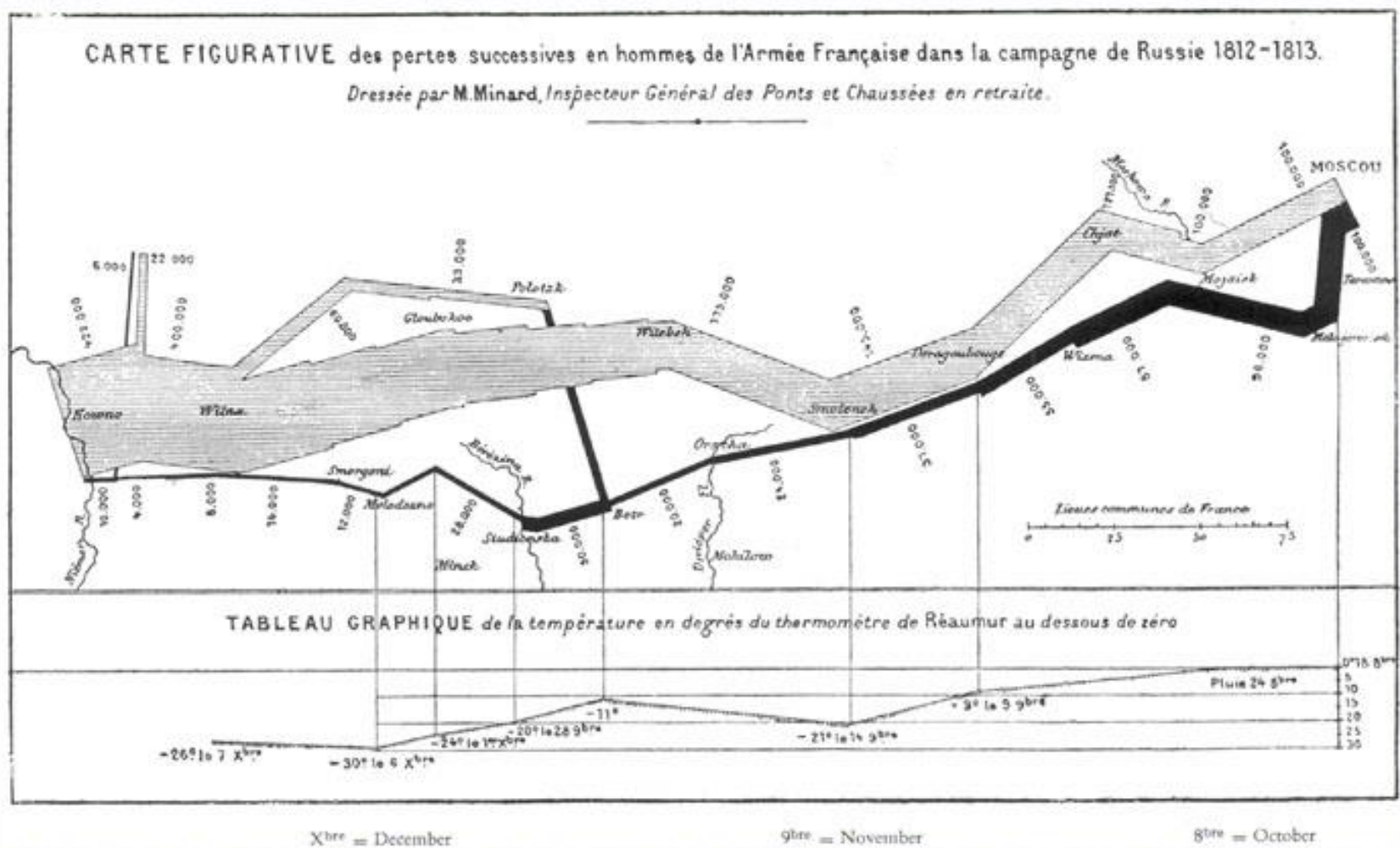
Overall Recommendation

	Outstanding (top 5%)	Excellent (top 10%)	Good (top 25%)	Average (top 50%)	Below Average (Bottom 50%)	Bad (Bottom 25%)
Overall intellectual ability	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge in the chosen field	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall scientific ability	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall imaginative / creative ability	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivation, perseverance, commitment	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Verbal communication in English	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written communication in English	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual / graphic communication in English	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analytical ability	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Initiative	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to work independently	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to work as a team member	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maturity and stability	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rank with respect to others who you know have applied to xyz university	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Skeleton

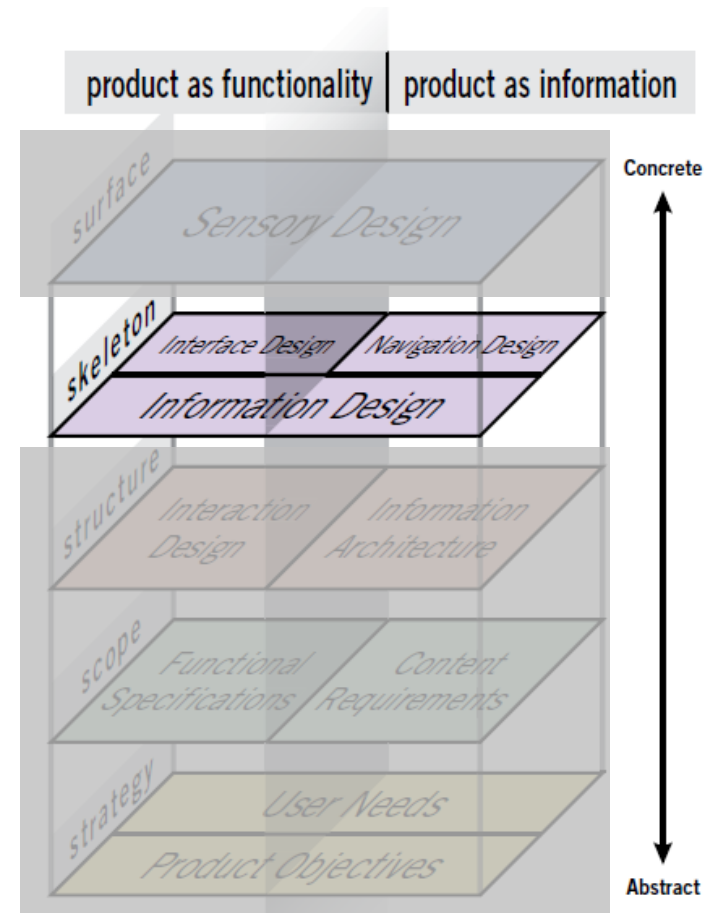
- Interface design
 - *Interface, widgets, controls*
 - *Tasks-flows / actions*
- Information design
 - *Script*
 - *Page complexity*
 - *Visualization*
 - *Layouts, grid, hierarchy*





Skeleton

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 - *Page complexity*
 - *Visualization*
 - *Layouts, grid, hierarchy*
- Navigation design
 - *Navigation elements*





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Furniture & Décor

Gourmet Food

Kitchen & Housewares

Outdoor Living

Pet Supplies

Automotive

Tools & Hardware

Industrial & Scientific

Apparel & Accessories

Shoes

Jewelry & Watches

Grocery

Beauty

Health & Personal Care

Sports & Outdoors

Toys & Games

Baby

Wish List

Gift Ideas

Fresh Flowers & Indoor Plants

Wedding Registry

Baby Registry

Free e-Cards

Your Profile

International Direct

Auctions

Outlet

zShops

Your Media Library

AmazonConnect

Amazon Entertainment

Broadband Services

E-mail Subscriptions

Photo Services

Travel

Financial Services

Sell Your Stuff

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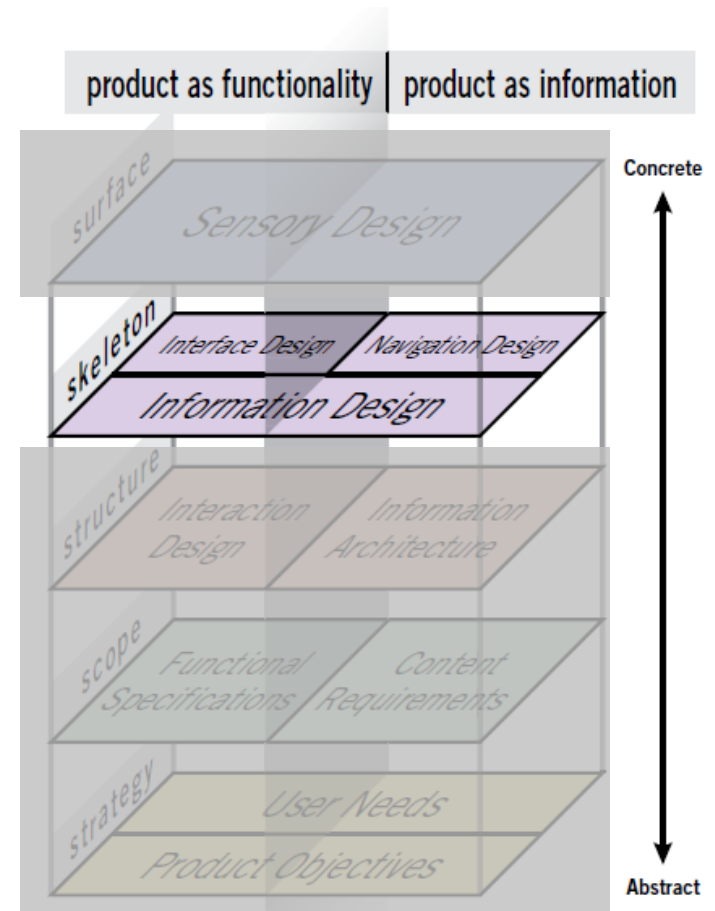
Web Services

Corporate Accounts

amazon.com.

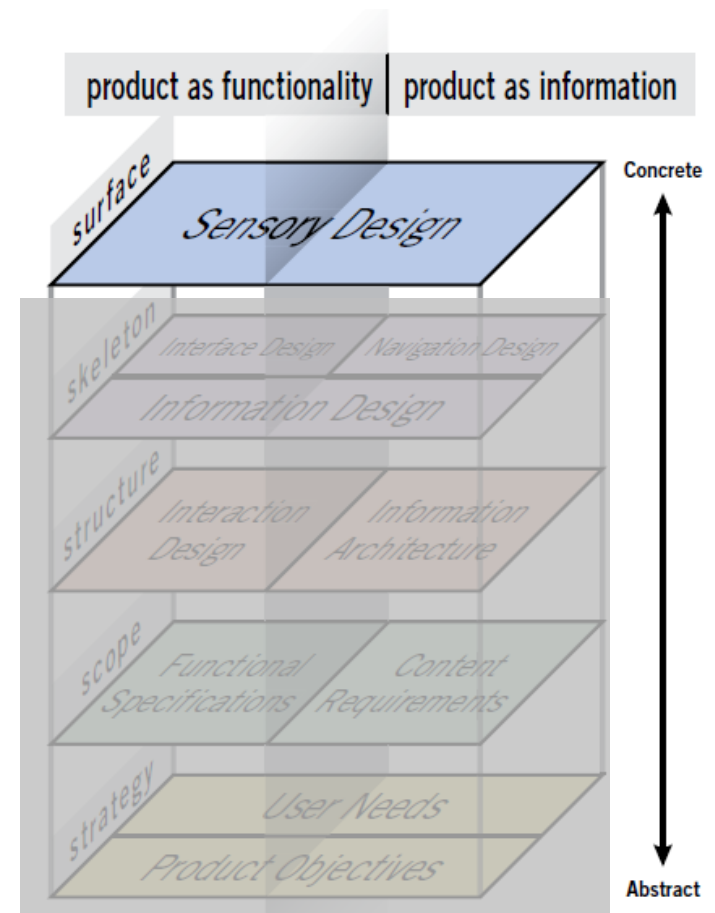
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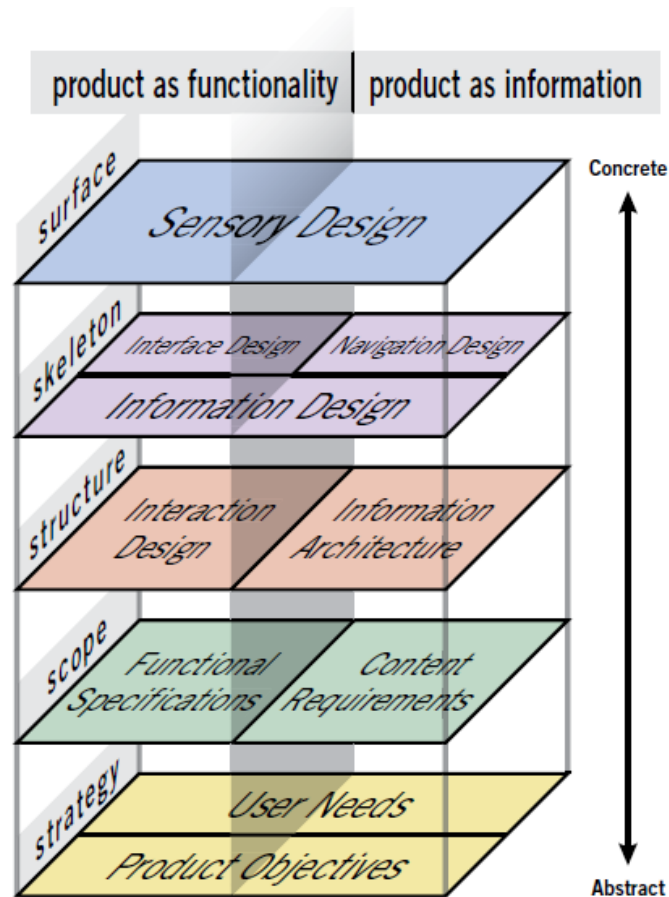


Surface

- **Sensory design**
 - *Text*
 - *Visual elements (colour, typography, photography, illustrations)*
 - *Media elements (audio, video, animation)*
 - *Hardware elements*
 - *Identity, styling, finish*



Elements of User Experience



Task