

Week 6 Lab - Workbook

Institution: [Platform](#)
Site: HCSI826/CSIT226/CSIT826 (S220) Human Computer
Interaction
Book: Week 6 Lab - Workbook

Printed by: Kazi Swad Abdullah
Date: Monday, 21 September 2020, 12:07 AM

Table of contents

- 1. Introduction**
- 2. Weekly Questions**
- 3. Card Sorting activities: A Comparison of 2 Products**
- 4. Interaction Emotional Design**
- 5. Persona Development**

1. Introduction

Welcome to week 6, in this weeks lab you will be completing 4 activities:

- Weekly Questions
- Card Sorting
- Emotional Interaction Design
- Persona Development

2. Weekly Questions

Please answer the following questions:

1. Key Terms
 - a. Scenario
 - b. Persona
 - c. Style Guide
 - d. Card Sort
 - e. Hierarchical Task Analysis (HTA)
2. Why is it important to consider users when designing systems?
3. What is involved in interaction design?
4. What are the different types of users?
5. Why is important to generate design alternatives to present to your client?
6. What are examples of reasons to choose one alternative over another?
7. Why is there sometimes a difference between what the user wants and what they need?

3. Card Sorting activities: A Comparison of 2 Products

USABILITEST.COM SORT

You are to look at the three demos of Usabilitytest (<https://www.usabilitytest.com/products>)

- Go to the Usabilitytest Website.
- Click on the demos for Open Card Sort, Closed Card Sort and Hybrid Card Sort

How do you think the results could be displayed of a card sort?

OPTIMAL WORKSHOP

You are to look at the demo of OptimalSort (<https://www.optimalworkshop.com/optimalsort>)

- Review the results after using the demo, by switching to 'Results View'.

Questions

1. Explain the process of card sorting?
2. What is the difference between an open sort and a closed sort?
3. When should you use an open versus a closed card sort?
4. What are your thoughts on the 2 example products used in the activity?
5. Which product do you prefer? Why?>
6. What improvements would you make with their designs?
7. Could you use a card sort for part of the system that you are designing?

Software Design – Axure/Adobe/Figma

Design your own card sorting tool based on the improvements that you suggest could be made to the systems evaluated.

4. Interaction Emotional Design

Read the following articles:

1. <http://www.uxmatters.com/mt/archives/2009/01/beyond-usability-designing-web-sites-for-persuasion-emotion-and-trust.php>
2. <http://www.uxmatters.com/mt/archives/2014/10/user-experience-is-a-feeling.php>
3. <https://www.interaction-design.org/literature/article/emotion-and-design>

The first article was written in 2009 and the second in 2014 and the third in 2017. What has changed in the industry regarding the perception of designing systems that capture emotion?

5. Persona Development

In your project groups you are to review the stakeholders that you 'engaged' as part of Part A. Develop 3 personas for different user types.

You can use a tool (such as <https://xtensio.com/user-persona/> OR <https://www.hubspot.com/make-my-persona>) however, these would require you to sign up to use their service.