



NANYANG
TECHNOLOGICAL
UNIVERSITY

Interaction and Design Concepts

CZ2004 Human-Computer Interaction

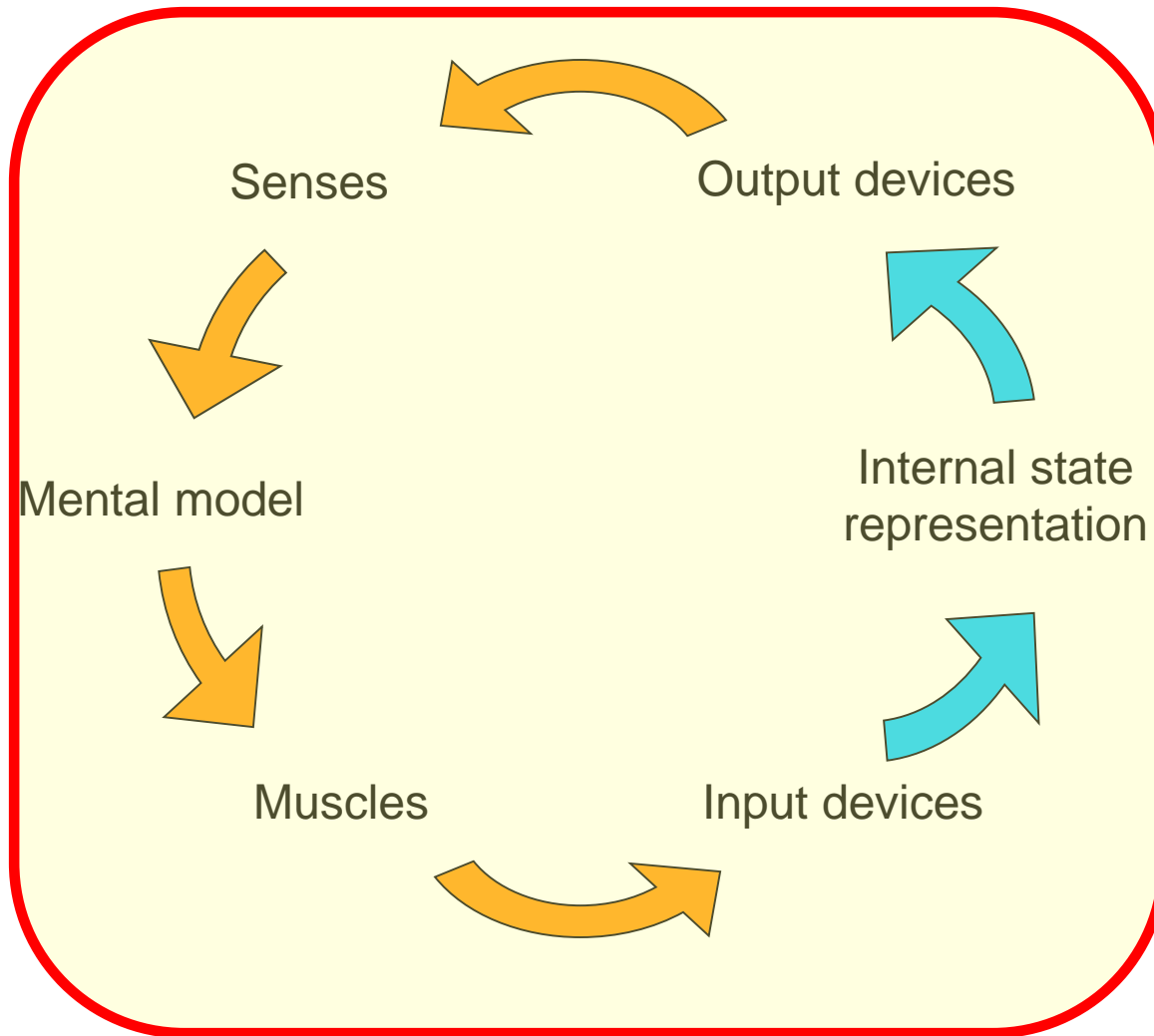
Contents

- Interaction Types
 - Communication, conversation, object manipulation, ego manipulation
 - Peripheral feedback
 - Interactivity and intuitiveness
- Software Behavior
 - Software postures
 - Empathetic and considerate behaviors
 - Anthropomorphism
- Design Concepts
 - Affordances
 - Metaphors
 - Idioms
 - Choice limitation
 - Context awareness
- Design Patterns
 - Templates
 - Widgets and interface builders
 - Design languages
 - Pattern languages

Learning Objectives

- Understand different broad types of interactions, and their interactivity and intuitiveness aspects
 - Able to categorize existing UI's into these types
- Awareness of the different software postures and affective behavior
 - Potential for empathetic and considerate software behavior, and human-like attributes
- Be familiar with various design concepts and terms
 - Such as “affordance”, “metaphor”, “idiom”, etc.
 - Able to analyse existing UI's in terms of these concepts
- Appreciate the use and effectiveness of design patterns
 - Templates, widgets, design and pattern languages
- *Learn the foundations to think systematically when innovating future new UI's, beyond existing ones today*

Interfacing Humans and Computers



Classification of Interaction Types

Major Interaction Types

- Communication

The user is giving commands,
or conversing with the computer

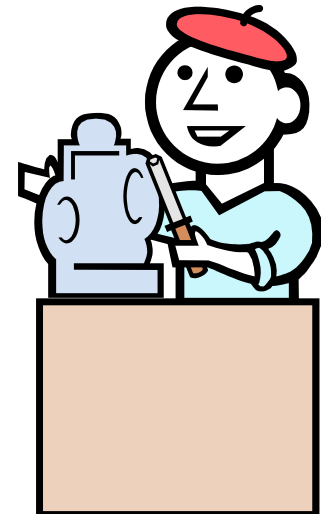
- Interaction as *instruction*
- Interaction as *conversation*



- Manipulation

The user is manipulating virtual objects,
or moving virtual self

- Interaction as *object manipulation*
- Interaction as *ego manipulation*



Interaction as Instruction

- User giving *instructions* to the computer
 - Computer takes action, with terse feedback
- Examples
 - Command-line interfaces
 - Button pushing
 - Speech commands
 - Menu selection
- These differ from object manipulation:
 - Manipulation such as menu navigation does not *physically* relate to intended action
 - Multiple steps to prepare instruction, submitted only at the end
 - Action may not be instantaneous
 - may take a while to process before getting final feedback



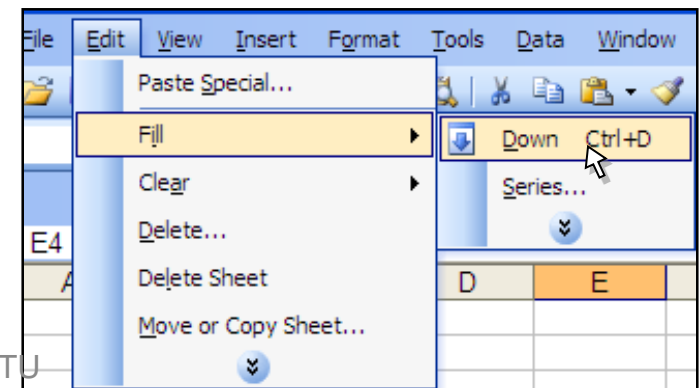
```
Command Prompt
Microsoft Windows XP [Version 5.1.2600]
(C) Copyright 1985-2001 Microsoft Corp.

C:\Documents and Settings\astjchan>dir
Volume in drive C is IBM_PRELOAD
Volume Serial Number is 782A-6B36

Directory of C:\Documents and Settings\astjchan

03/02/2004  01:33 PM    <DIR>          .
03/02/2004  01:33 PM    <DIR>          ..
03/02/2004  01:33 PM                444 .bash_history
10/02/2004  01:57 PM    <DIR>          Desktop
09/02/2004  05:06 PM    <DIR>          Favorites
16/01/2004  12:38 PM                8,867 gsview32.ini
10/02/2004  01:02 PM    <DIR>          My Documents
07/01/2004  06:43 PM    <DIR>          Start Menu
25/06/2003  11:17 PM    <DIR>          WINDOWS
               2 File(s)                9,311 bytes
               ? Dir(s)            13,503,647,744 bytes free

C:\Documents and Settings\astjchan>
```

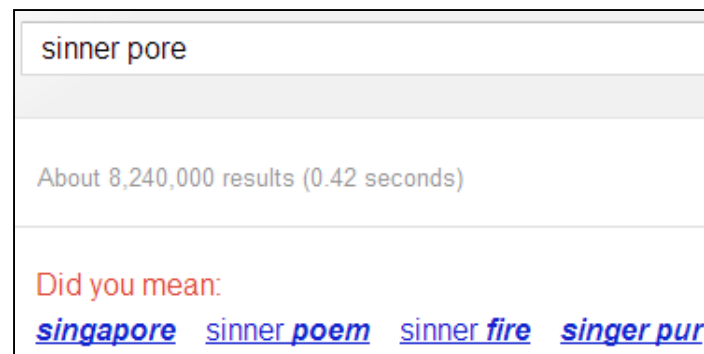


Interaction as Conversation

- Involves *turn taking*, like in a dialogue
 - Computer feedback can be substantial
 - Computer may *not* follow instructions directly, instead may
 - request clarification,
 - counter-propose,
 - promise (but not do right away), etc.



- Examples
 - Phone menu systems
 - Interactive fiction (text-based adventure games, e.g. Zork)
 - Google search
 - iPhone Siri

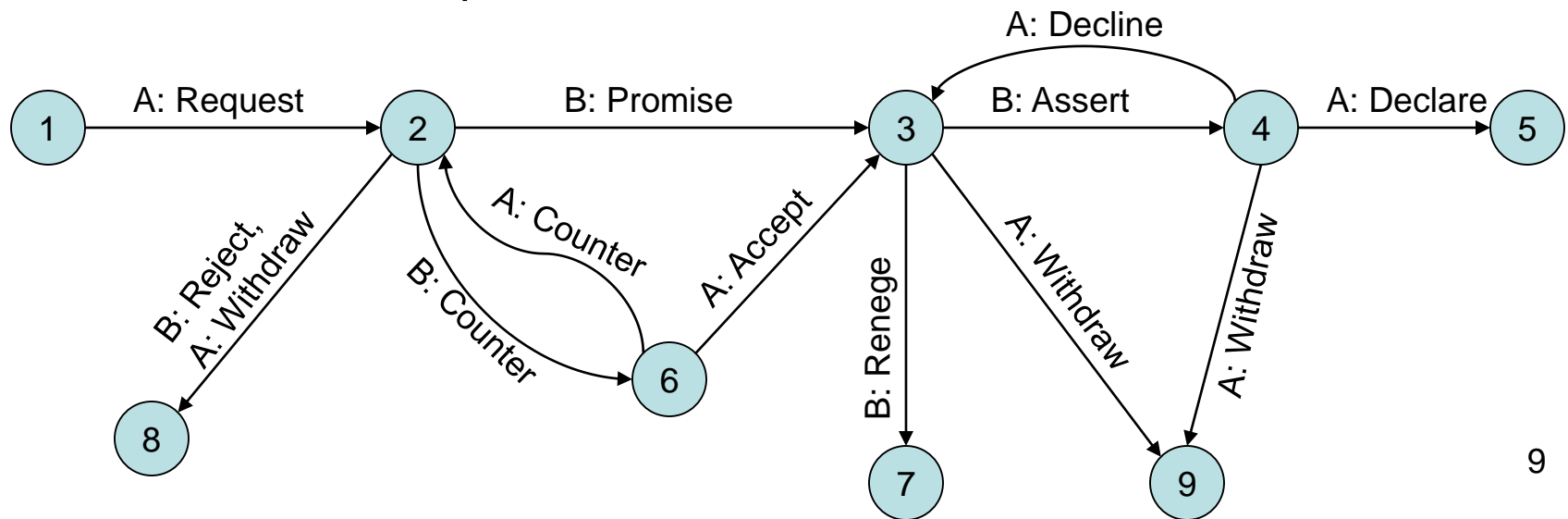


Cham Tat Jen / CZ2004 / SCE, NTU



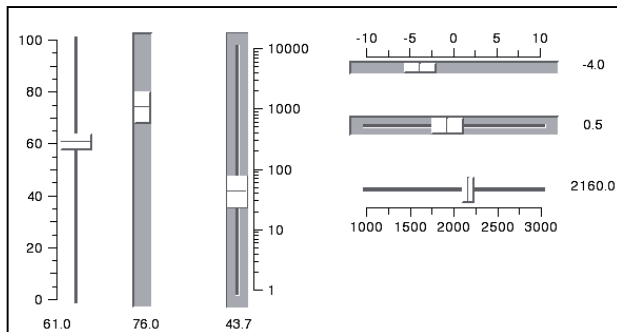
Interaction as Conversation

- Based on Speech Act Theory (Austin 1962, Searle 1975)
 - 5 categories of utterances which are “actions” that:
 - **Assert** – state an existing truth (“You have homework.”)
 - **Direct** – request / command (“Can you do the homework?”)
 - **Commit** – make a promise (“I will do the homework.”)
 - **Express** – state attitude/emotion (“Sorry I haven’t done it!”)
 - **Declare** – define a new truth (“You are so grounded!”)
- Terry Winograd’s Conversation for Action Schema (1987)
 - Conversation as a “dance” to complete a task
 - Schema for 2 speakers: A and B



Interaction as Object Manipulation

- Users manipulate virtual objects, items or tokens
 - Characterized by continuous, immediate feedback to indicate changing states of the system
 - Typically limited to touch-based manipulation
- Examples
 - Drag and drop icons into folders
 - Two-finger pinch for enlarging images
 - Moving frame slider on a movie player
 - Rotating 3D globe / sliding map in Google Earth



Interaction as Ego Manipulation

- Users move their mental selves around
 - Simple: following hyperlinks
 - Complex: virtually moving 3D avatars
- Examples
 - Exploring Wikipedia via hyperlinks
 - 3D games / virtual worlds, e.g. 2nd Life
 - Flight and car simulators
 - Ground view navigation, e.g. Google Street View



Peripheral Feedback

- Interfaces can provide peripheral feedback
 - Little attention needed
 - Users may not respond, or ignore
- Examples:
 - **Modeless Feedback**
 - Feedback that does not switch interface mode
 - e.g. status bar information, tooltips
 - Opposite example: focus-grabbing pop-up boxes
 - **Augmented Reality (AR)**
 - e.g. camera video augmented by labeled info
 - e.g. smart glasses such as Microsoft Hololens
(https://youtu.be/SIPs_yxZLSM)
 - **Ambient Devices / Calm Computing**
 - *Glanceable* output, handled pre-attentively in user's peripheral vision
 - e.g. *Ambient Orb* ~ stock prices, *Power Aware Cord* ~ power being used, *Ambient Umbrella* ~ weather forecast

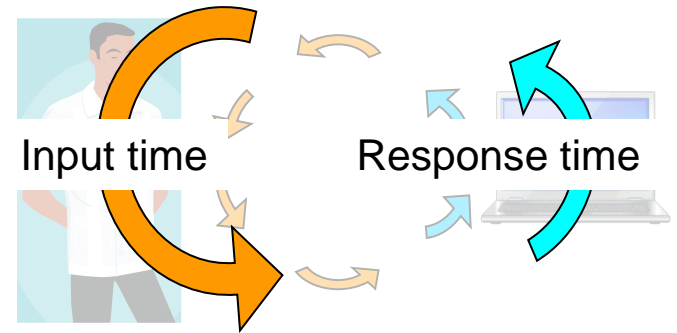


Interaction Attributes

- Various interaction styles can be differentiated by two attributes:
- **Interactivity**
 - How actively does the interface engage the user?
- **Intuitiveness**
 - How quickly and easily can a user learn to use the interface or carry out tasks with it?

Interactivity

- Related to rate of human-computer *interaction cycle* and affected by
 - Time it takes for users to input an action
 - Time it takes for the computer to respond
- Communication-based interaction has a slow, turn-taking cycle between users and computers
 - order of seconds (at least)
 - e.g. time taken to type out a command, or navigate a cascade menu, before the computer's turn to act
- Manipulation-based interaction has a very rapid cycle as feedback is continuous
 - fractions of seconds
 - e.g. image is continually resized in a 2-finger pinch interaction, or icon position is continually updated in a drag-and-drop
- Greater interactivity
 - more engaging experience
 - but greater computational cost



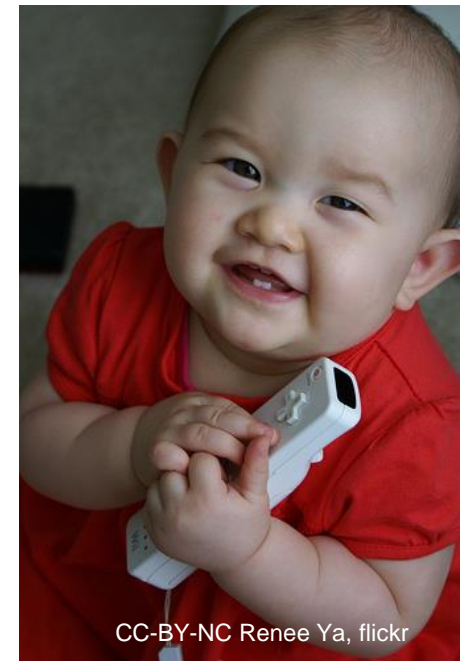
Interactivity: Perception of Response Times

- *Communication-based interaction*: users' perception of computer response times are (R.B. Miller, 1968)
 - 0 to 0.1 seconds
 - Considered *instantaneous*
 - 0.1 to 1 second
 - Considered *responsive*
 - 1 to 10 seconds
 - Considered *slow*, wandering attention
 - Greater than 10 seconds
 - Considered *non-interactive*, will switch focus to other tasks (e.g. other windows, coffee)
- *Manipulation-based interaction*: response time also the *latency*
 - Users experience distracting lag from around 170ms and up
(www.eurogamer.net/articles/digitalfoundry-lag-factor-article)
 - e.g. Guitar Hero: Aerosmith = 67ms, GTA IV = 133-200ms



Intuitiveness

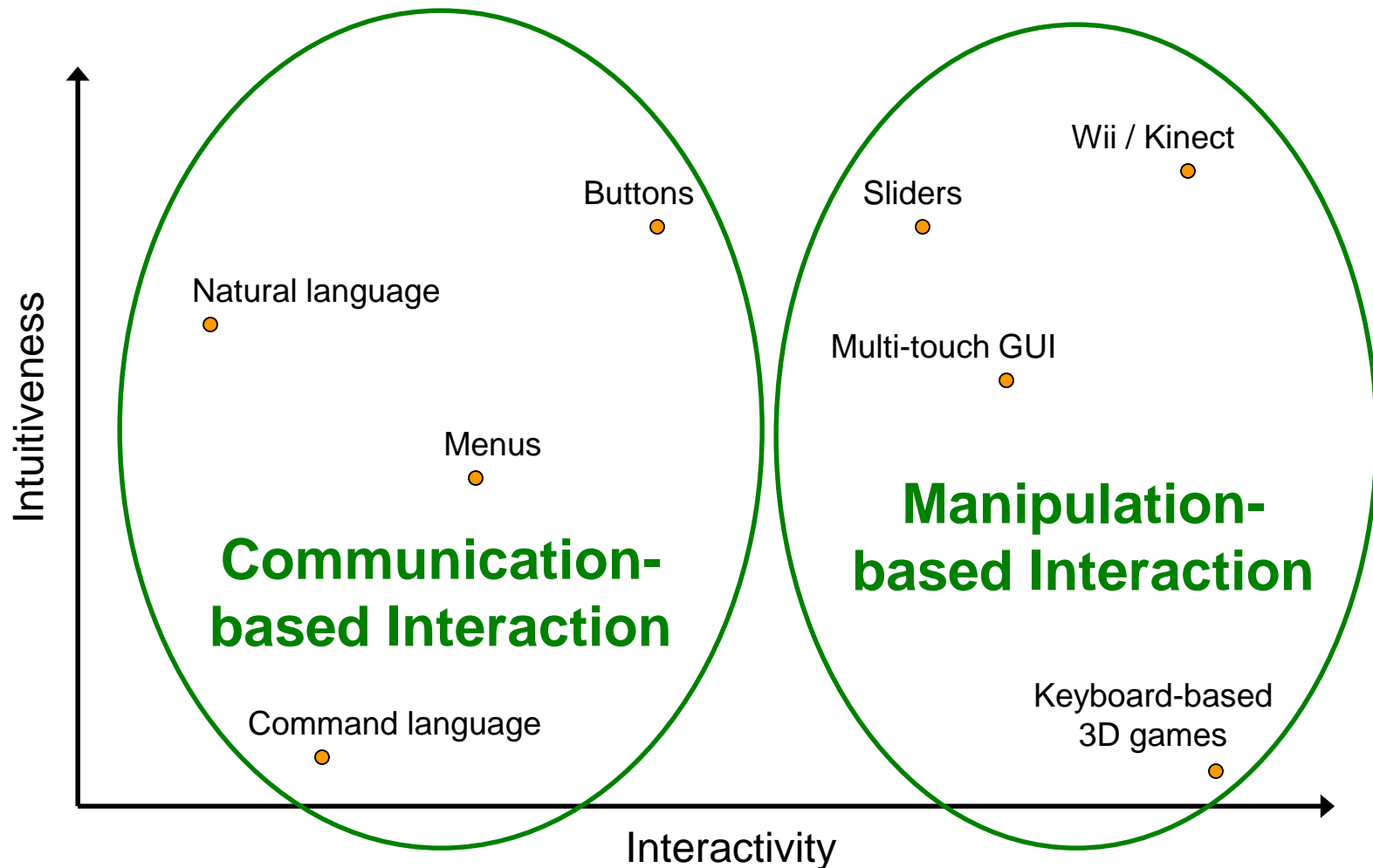
- Related to ease of using (or learning to use) an interface
- “Intuitiveness” often about users’ *familiarity* with previous software
 - Example: a novice at a first person shooter (FPS) game may find it hard to figure how to move using the keyboard;
 - but another user who has played a different FPS before may find it very easy to pick up
- But should apply for as wide a range of past experiences as possible
 - e.g. tennis with Wiimote is easily picked up by many diverse users, vs gamepad controls
 - More people are familiar with swinging a stick to hit something, than using a gamepad



CC-BY-NC Renee Ya, flickr

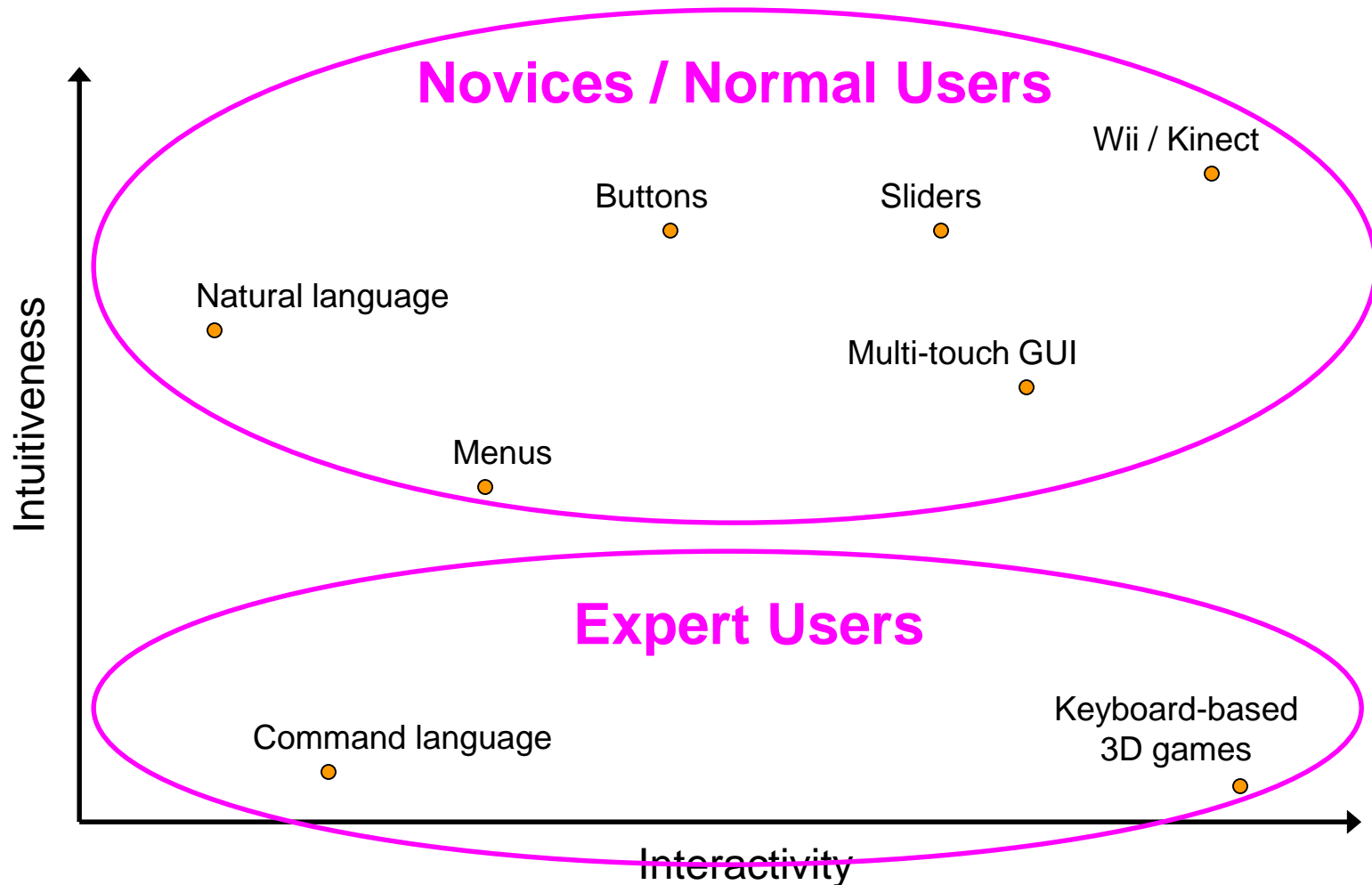
Intuitiveness-Interactivity Chart

- We can plot various interactive forms into a 2D chart comparing intuitiveness and interactivity (D. Frohlich 1993, E. Hutchins et al 1985)



Intuitiveness-Interactivity Chart

- We can plot various interactive forms into a 2D chart comparing intuitiveness and interactivity (D. Frohlich 1993, E. Hutchins et al 1985)



Software Behavior

Software Posture

- Software can adopt a range of *postures*

- **Sovereign**

- Monopolize user's attention for extended duration
- e.g. most major applications



- **Transient**

- Briefly capture user's attention from time to time
- e.g. sidebar gadgets, chat notification, Clippit assistant (old)



- **Daemonic**

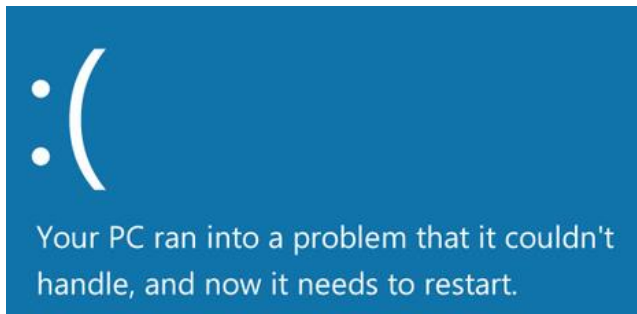
- Mostly silent / invisible, very rarely capturing user's attention
- e.g. network and volume icons in system tray



Empathetic Software Behavior

- 2 common negative affects in user interaction
 - Frustration / anger
 - Due to “excise”: unnecessary effort or difficulty in using interface
 - Fear / distress
 - Due to having done a wrong but irreversible action
- Best solution is to have good design to minimize such affects!
- However, if unavoidable, can still try mitigation by **empathy**...
- Examples
 - Groupon unsubscribe: <http://www.youtube.com/watch?v=wMzZvK69QaQ>
 - Empathetic error messages

Win 8 BSOD



Chrome Error



File Not Found
Trust us. We looked *everywhere*.



Considerate Software Behavior

- Better to design considerate software behavior in the first place
 - *How would a good host behave with a guest / customer?*
- Proactive
 - *Know user's habits*, e.g. auto-fill, auto-complete
 - *Anticipate needs*, e.g. preload linked pages
- Flexible
 - *Easily reversible*, e.g. don't keep asking user to confirm file deletion, just be able to undelete easily
 - *Don't force the user*, e.g. allow incomplete forms
 - *Adaptive*, e.g. ".com" key (iPhone Safari) will add either ".com" or "com" depending on last symbol
 - *Fail gracefully*, e.g. auto-recover "unsaved" info
- Deferential
 - Avoid informing user of non-critical internal problems (i.e. unnecessary error messages)
 - Avoid asking unnecessary questions

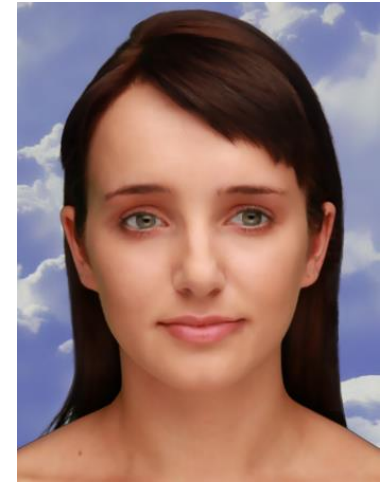


Anthropomorphism

- Giving human attributes to software
- Suitable for some groups of users and some application types
 - Kids, games, spoken interaction, etc.
- Chatbots
 - Using natural language processing (NLP)
 - e.g. ELIZA, Jabberwacky, Cleverbot, Siri
- Avatars
 - Characters with visual appearance and voice
 - e.g. LivingActor Presenter, MS Agent (old)
- Combined
 - e.g. Cleverbot on www.existor.com, Guile3D Denise
- Consider:
 - *Gender*, e.g. choice of gender for Siri
 - *Personality*, e.g. may be designed using OCEAN traits



MS Agents



www.existor.com



LivingActor
Presenter

“ Will you marry me ”

My End User Licensing Agreement does not cover marriage. My apologies.

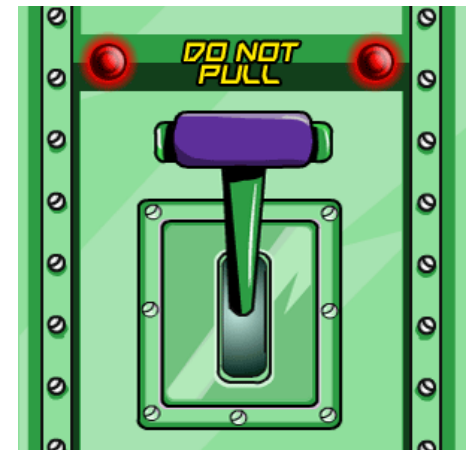
Design Concepts

HCI Design Concepts

- Some widely-used HCI design concepts
 - Affordances
 - Metaphors
 - Idioms
 - Choice limitation
 - Context awareness
- Can be for both design and analysis
- Different from design principles
 - These concepts don't *have* to be applied
 - They are just part of the palette of ideas that can be tried out

Affordances

- Affordance: attribute of an item, object or structure, permitting a user to perform some basic action, e.g.
 - button=push, rope=pull, switch=flip, slider=slide, wheel=spin, ladder/stairs=climb, handle=grasp
- Well-designed items have **clearly perceived affordance** (“good affordance”)
 - Users know *instinctively* how to use them,
 - or even *enticed* to use them
- Affordance does not define effect
 - e.g. affordance of a lever is only pulling, not what happens after



Metaphors

- Computer interactions mapping to real-world interactions that users are more familiar with

- Examples

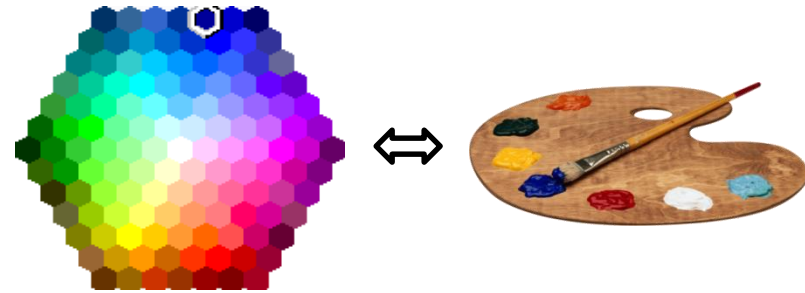
- GUI desktop → normal desktop where you pile and arrange paper documents
- Drag-and-drop of file icons into folder icons → move paper documents into real folders (or bin)
- Email → Snail mail (hence the term “mailbox”)
- Order list → shopping cart
- Speech-based agents → talking to a real person
- eBook next page → physical turning of page
 - See KAIST system www.youtube.com/watch?v=rVyBwz1-AiE
- eBook collection → real bookshelf
- 3D virtual environment → real environment



Metaphors

- Advantages

- Good metaphors reduce gulfs of execution and evaluation
 - e.g. selecting color via palette, not RGB values
- Users understand better what can or cannot be done
 - Able to guess available actions not yet tried out



- Disadvantages

- Bad metaphors can confuse users
 - Worse than no metaphor
 - Even when users know, may still feel uncomfortable
- Example:
 - Mac OS: eject removable media by dragging disk icon to trashcan icon
 - In real world, eject floppy disk \neq discard floppy disk!



Idioms

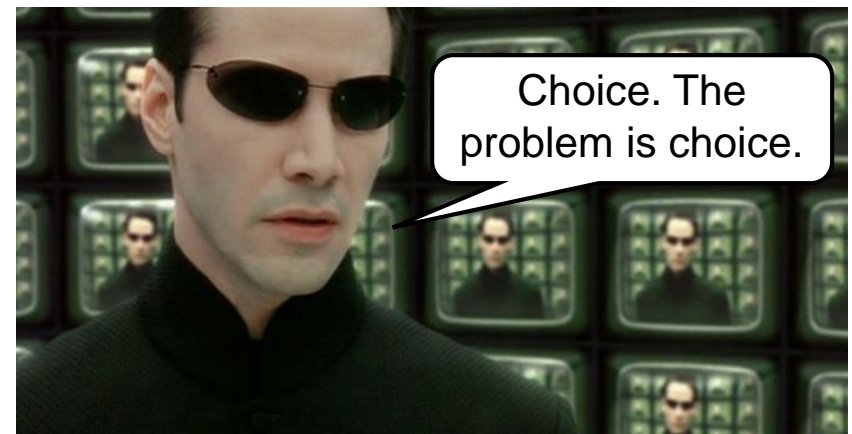
- English: commonly-used figurative phrases where
 - implied meaning not the same as literal meaning
 - e.g. “raining cats and dogs”, “a piece of cake”, “pulling your leg”
 - Implied meaning comes from wide cultural usage
- HCI: very widely-used actions, span different platforms / software
 - often not a metaphor (i.e. no physical meaning)
 - feel “natural” and quickly become “familiar”
- Examples of HCI idioms
 - Resize windows by dragging on borders
 - Scroll window views via scroll bars
 - Two-finger pinch to resize map
 - Cascading menus / nested folders
 - Esc / Ctrl-Alt-Del keys to “get back”
 - WASD keys in 3D first-person shooters



- *NOTE: Most GUI elements are idiomatic, not metaphoric*

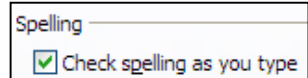
Choice Limitation

- Keyboard and pointer actions are very unconstrained
 - How would a novice user know what to do to solve her task?
- One way: quickly get users to learn idiomatic actions
- Another way: provide noticeable constraints to lead users towards allowable actions
 - Narrower range of actions, e.g. short textboxes or sliders, or
 - List of discrete choices, e.g. menus, checkboxes
- Think of your past experience with exam question types
 - Essays
 - Single sentences
 - Fill-in-the-blanks / Cloze
 - Multiple-choice questions
 - True/False questions

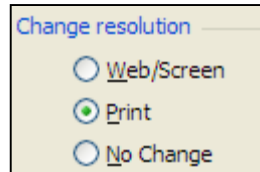


Choice Limitation

Binary choices,
e.g. checkboxes



Multiple choices,
e.g. radio buttons



Text boxes

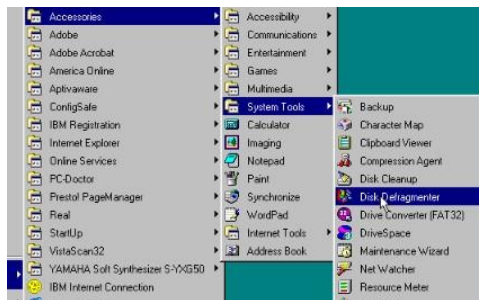
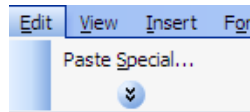
Command line

```
lrwxrwxrwx 1 root root 11 Oct 10 20
drwxrwxr-x 7 root sys 512 Nov 7 20
lrwxrwxrwx 1 root root 10 Oct 10 20
drwxr-xr-x 4 root bin 2048 Dec 25 15:
drwxr-xr-x 4 root bin 512 Oct 10 20
drwxr-xr-x 4 root bin 1024 Aug 2 20
drwxr-xr-x 7 root bin 512 Oct 10 20
drwxr-xr-x 5 root bin 512 Oct 10 20
chamtj@sf3:/usr[378]#
```

Tightly
Limited

Loose or
Unlimited

Smart Partial
Menus

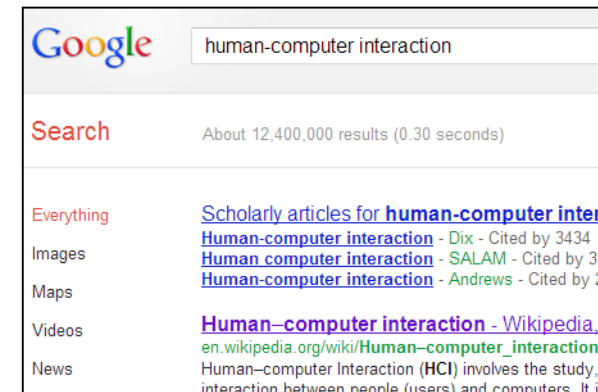


Menus

Sliders



Natural language 31



Choice Limitation in Games

- Evolution of immersive video games
- Original: *Dragon's Lair*, 1983
 - 1st with immersive high-quality graphics
 - Big change: arcade games were then in top-down view, *Space Invaders* still popular!
 - Gameplay: “choices” made during short intervals
 - Each choice: 1 of 4 directions or 1 action button
 - Hand-drawn animations between choices
 - Complete game involves just 200 choices
- Interactive Movie genre, 1990's – early 2000's
 - Point-and-click on many screen hotspots
 - Actual video footage (blue/green screened)
 - e.g. *7th Guest*, *Tex Murphy* series
- RPG / FPS, 1990's onwards
 - Free movement control of 3D player
 - like “infinite” choices...
 - Poor graphics initially (*Doom* = 320x200 resolution)
 - Later: better graphics quality + much greater interactivity



Context Awareness

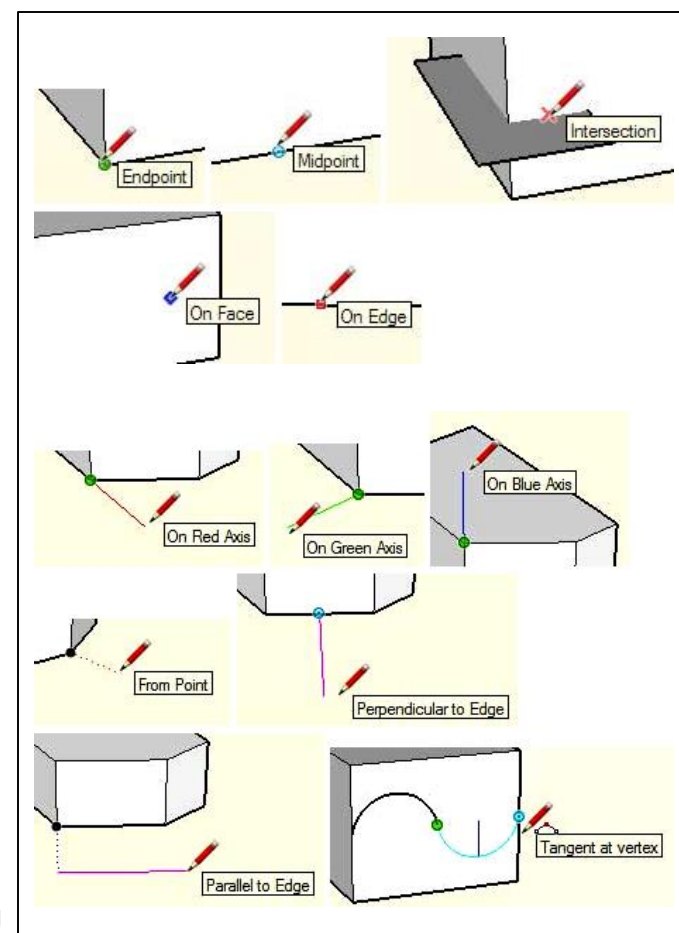
- Choice limitation may not be enough
 - when identical input mean different things
- May be able to use **context** to help distinguish
- Examples

Ambiguous search terms

- “NTU” – Nanyang Technological University or National Taiwan University, etc.?
- Geographical location of user is the context
- **Google / Bing Search** knows user’s location → rank results accordingly

3D modeling with 2D GUI

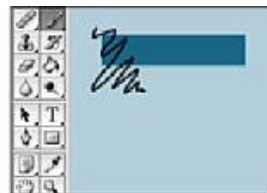
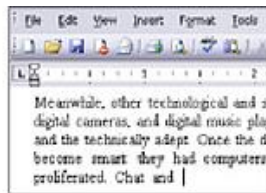
- 3D drawing with 2D I/O is hard: depth unknown
- Existing geometry is the context
- **Google Trimble SketchUp** uses an *inference engine*, tries to figure out whether user is:
 - clicking on edges / mid-points of existing lines
 - drawing 3D line parallel to an axis or other lines, etc.
- Details: help.sketchup.com/en/article/70143



Design Patterns

Design Patterns

- Design patterns: reusable past solutions to design problems
 - Not just visuals, but also the core ideas / techniques
- Why consider?
 - Difficult to design UI from scratch, even with design principles
 - e.g. “reduce short term memory” principle doesn’t tell the designer how to begin!
 - There is organic, collective knowledge, of what works and what doesn’t, from past experiences by other designers
 - Users are already very familiar with some interface idioms



	A	B	C
1	Time	XaX	XeY
2		0	-12071.9
3	5.12E-22	-12071.9	-5.7E-65
4	1.54E-21	-12071.9	-9.8E-64
5	3.6E-00	-12071.9	-1.1E-23
6	2.16E-07	-12071.9	-2.5E-21
7	1.12E-06	-12071.9	-3.4E-19
8			
9			
10			



Types of Design Patterns

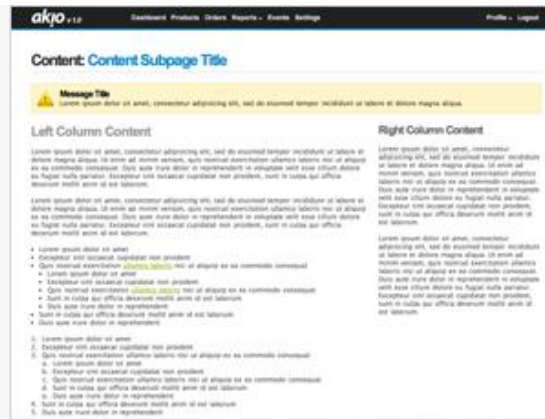
- Templates
 - Near-complete design prototypes
 - e.g. website templates
- Widgets / controls
 - Basic high-level GUI components
 - e.g. buttons and sliders
- Design languages and guidelines
 - Prescribe expected look and feel of application UI's
 - e.g. Apple Macintosh Human Interface Guidelines
- Pattern languages
 - Structured way of guiding non-expert designers by decomposing design problems to different levels of detail

Design Templates

- Near complete design prototypes
 - The most restrictive form of design pattern
 - Easiest to be used directly, hardest to adapt to different situations
- Examples
 - PowerPoint themes
 - Website templates, e.g.
 - Google Sites templates targeting different uses
 - AKIO site templates for dashboard, content, login, etc.



Dashboard template



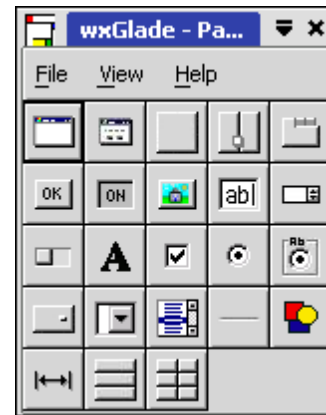
Content template



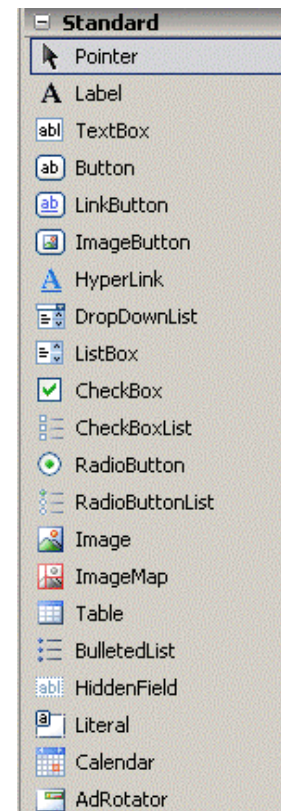
Login template

Widgets and Controls

- Well-established idiomatic GUI components
- Widget library
 - Buttons, sliders, textboxes, radio buttons, checkboxes, etc.
- Allow designers to think with a higher-level vocabulary of widgets
 - rather than in terms of pixels and/or low-level input



wxGlade widget palette



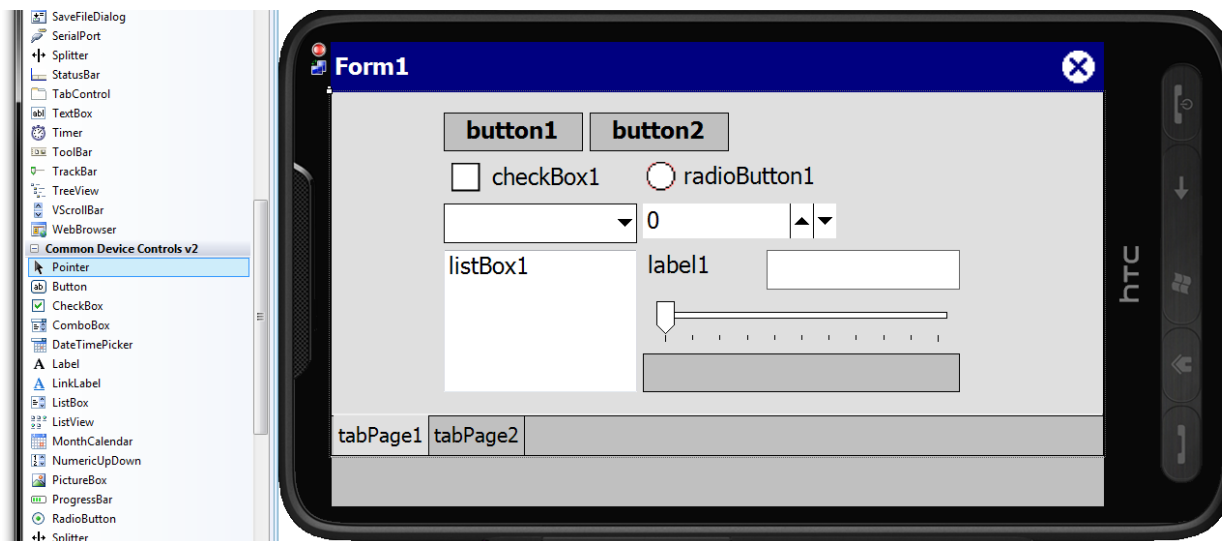
MS Visual Studio Designer
controls toolbox



Apple Interface Builder
UI objects palette

Graphical User Interface Builders

- Software to visually design user interfaces
 - Using widgets from a palette or library
- Able to generate some automatic code
- But doesn't enforce how widgets are combined together into a *good* interface
- Examples
 - Apple *Interface Builder*, GTK+ *Glade*, MS Visual Studio *Windows Forms Designer*



Design Languages and Guidelines

- “Language” term used loosely
 - Scheme to define / design a consistent look and feel for UI’s
 - Define terminology: e.g. “charms” in Win8, “Dock” in OS X.
- Guidelines determine the design language
 - Prescribe expected look and feel of application UI’s
 - e.g. fonts: OS X – (Mavericks) Lucida Grande, (Yosemite) *Helvetica Neue*; Android – *Roboto*, Win Vista onwards – *Segoe UI*
 - Recommend when and how widgets should be used and combined
- Examples
 - Apple OS X Yosemite Human Interface Guidelines
<https://developer.apple.com/library/mac/documentation/UserExperience/Conceptual/OSXHIIGuidelines/index.html>
 - Android User Interface Guidelines
<https://developer.android.com/design/style/index.html>
 - MS design language for Windows 8 (formerly called “Metro”)
<http://msdn.microsoft.com/library/windows/apps/hh465424.aspx>

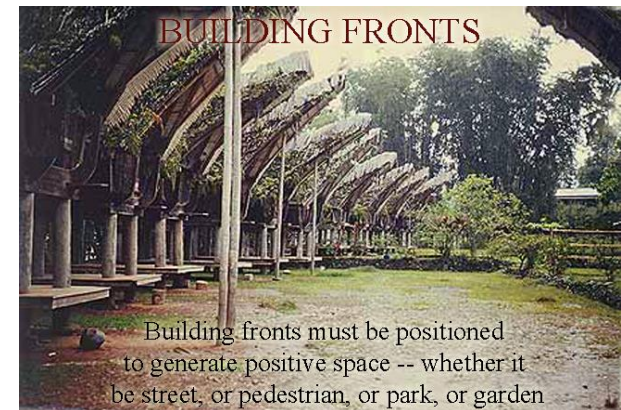
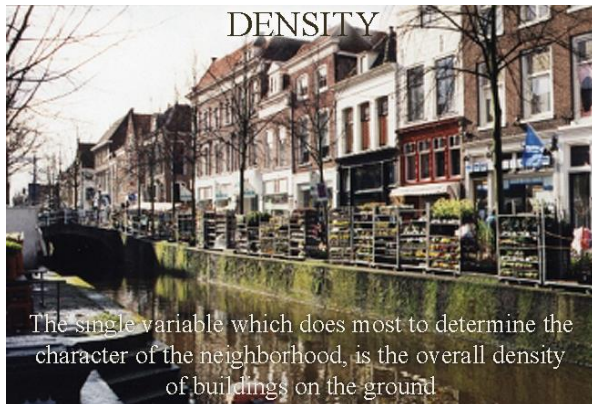
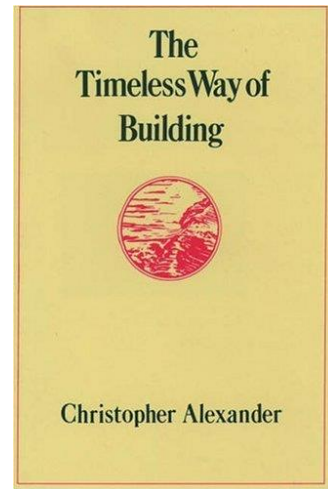
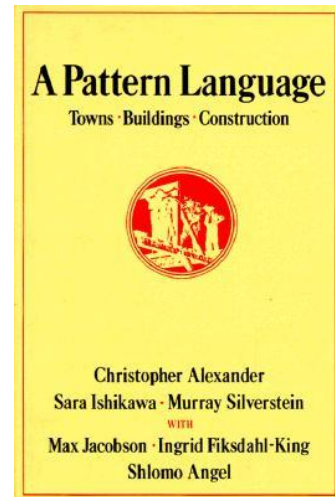


Pattern Language

- Integrated set of “patterns” to solve complex design problems
 - High-level patterns “unfold” into lower-level patterns for sub-problems
- Each pattern usually presented in sections:
 - **Context**
 - Where is the problem encountered?
 - **Problem**
 - What is the problem?
 - Are there similar related problems?
 - **Solution (with examples)**
 - Set of solution steps and key considerations
 - Dependencies to other patterns to solve sub-problems
- Main benefit: *non-experts can use this to generate good design!*
 - Just need to “unfold” each pattern into choices of smaller patterns
 - Well-tested ideas about how to choose different patterns
 - *Won't miss out important steps and considerations*

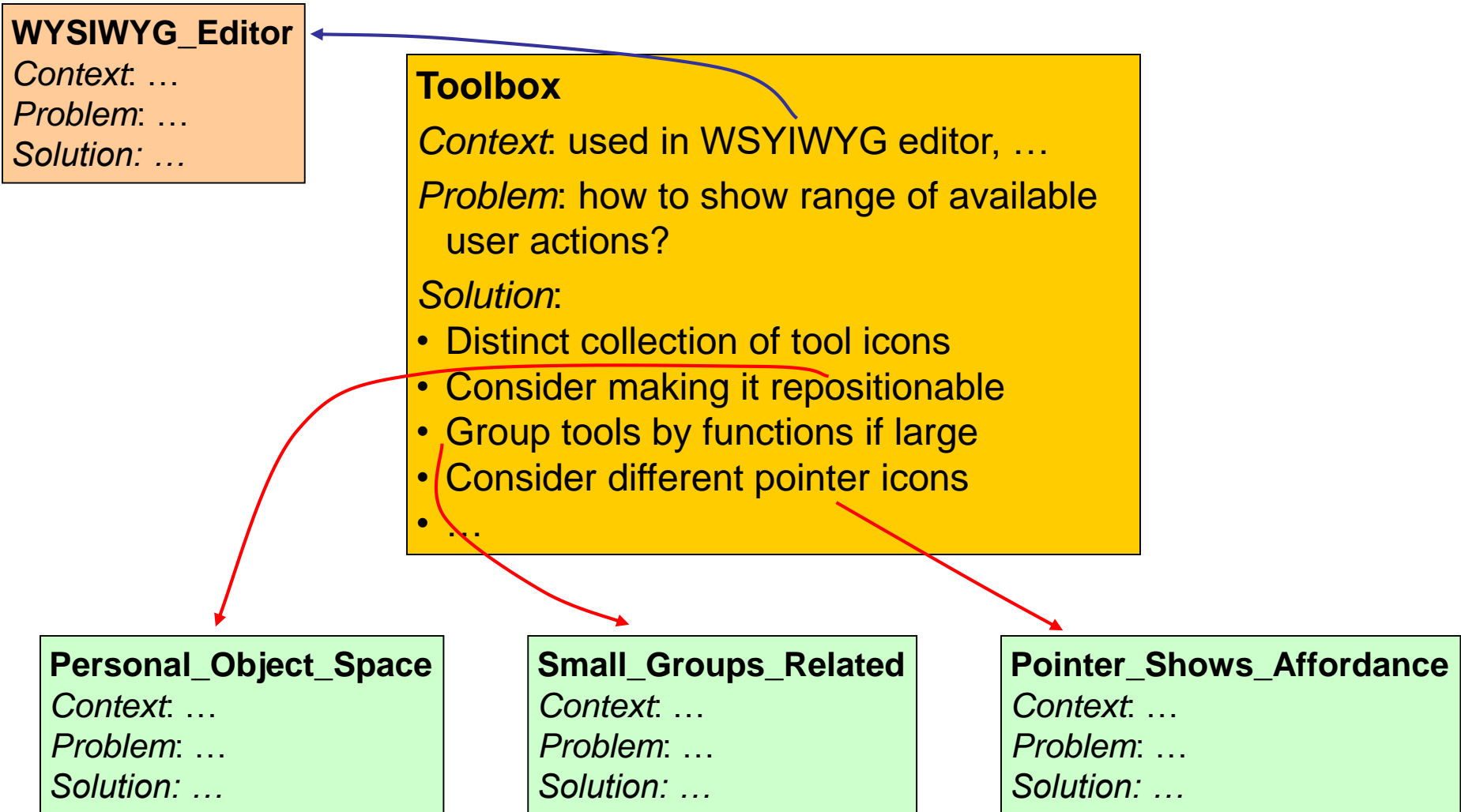
Pattern Language

- Pattern language first proposed by architect Christopher Alexander
 - empowers laypeople to plan and design living space at *any* scale
 - Complete pattern language
 - Deals with “towns” and “cities” ...
... to “chairs” and “ornaments”!
 - *A Pattern Language* and
The Timeless Way of Building (1977-79)
 - See www.patternlanguage.com, www.livingneighborhoods.org



Pattern Language

- Example from Jenifer Tidwell's *Common Ground* pattern language
(www.mit.edu/~jtidwell/common_ground.html)



Pattern Language

- Pattern languages now widely used in software engineering and user interaction design
- Some user interaction pattern languages
 - Jenifer Tidwell's *Designing Interfaces* book, See designinginterfaces.com
 - based on her earlier patterns at time-tripper.com/uipatterns/ and www.mit.edu/~jtidwell/common_ground.html
 - Martin Van Welie's interaction pattern library at welie.com
 - Quick case study of "Shopping" pattern:
www.welie.com/patterns/showPattern.php?patternID=shopping
 - Windows 7 / Vista *User Experience Interaction Guidelines* is written in pattern language form
 - List of different pattern languages www.cs.kent.ac.uk/people/staff/saf/patterns/gallery.html



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