Collaborative Product Design Pt 5

Interfaces (for employees + customers)

"The interface enables, facilitates, and drives these experiences"

(17) The Visible and Invisible Parts of an Interface

* For any system ask how the end user interacts w/ the product (the interface)
* the interface is one step in the user's overall journey toward a goal
* analytics measure how the user interacts w/ the actual interface, there are also interface models (ex a pic of an interface vs the actual interface)

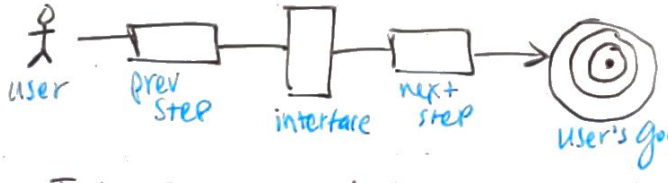
→ 4 visible pts of an interface:

1) Content (what the interface communicates to you)
2) Fxnality (" " " lets you do) (aka affordance, however someone uses it)
3) Layout (how the interface is organized)
4) Design (how the interface appears)

* an opinion on good design is "form follows function" but form/function have nowhere to do w/ one another. You don't need to link design to fxnality.
↳ designer controls form, designer + ~~user~~ user = function

→ invisible pts of an interface:

1) User 2) the task user wants to complete 3) prev. step 4) next step



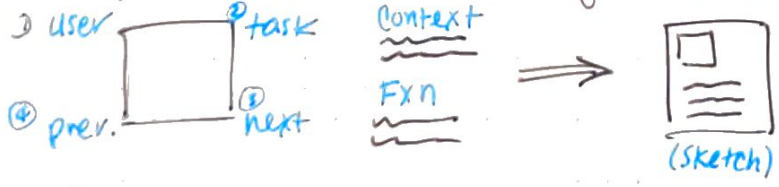
* need to find a way to keep the invisible visible while designing

(18) Design Interfaces w/ 4-Corners

"When anyone thinks about a screen, in their head, they picture content, fxnality and a layout. And they make assumptions about who will use the screen, why, where they came from, and where they'll go next."

* the 4-corners method helps a team think through an interface.

① identify interface context ② + requirements ③ sketch



(it's a visual checklist)
(use whenever you need to sketch or review an interface

http://pxd.gd/interfaces/4-corners

Switch
Dan & Chip Heath

To prioritize 00 users you can ask:

- if we had to design for 1 user, who?
- who will use most frequently?
- what user can't afford to fail on this screen?
- who creates ↑ value here?
- what user needs this screen the most?

* make sure the task prioritized isn't too broad - use 's to help rank:
  - what task is completed most often here?
  - only design for one task, which?
  - what task can we not afford to mess up here?
  - which task ↑ value most for user?
  - what task ↑ value most for org?

* Probe for conflicts in what the user wants to do & what the org. wants them to do
* Think about paths that go to other channels. & in a store or another site
* focusing on a story u/a set goal can help avoid analysis paralysis

When the user arrives from previous step do they need to task; so that they can move on to next step, what content ?

* Content is consumed, functionality lets users do something. They intertwine.
* Scope of work (SOW) are the assumptions/agreements the team makes abt what will & won't work w/in the timeline & budget.

→ Probe to double check assumptions & focus on ideation/open ended questions
"out of scope can identify a roadmap"

"Rules are less about what to do & more about the consequences when things break."

→ functionality helps the user to complete their task w/in your experience.

"Sometimes the most important piece of functionality is called the primary call to action."

① although a user can access content doesn't mean they want to consume
② fxnality may enhance content

* probe for safety nets & you can annotate wireframes w/the 4-corners
* this process can help w/any interface or touchpoint, not just screens

(19) Strategies for Sketching Interfaces

① group sketching → single, shared vision
② indiv. sketching → ∞ perspectives w/in group
③ 6-8-5 sketching → ∞ variations for indiv. screens (6-8 variants in 5 min)
↳ limit 5-7 people

Tips:

→ seed the board w/ something to react to
→ leave q's/suggestions open-ended + ask conflicting questions
→ encourage participation by being wrong (hairy arm technique)
→ " others to sketch themselves by asking, directing, or busying yourself so you can't sketch - someone else has to
→ model frequent iteration, redo a sketch in a few seconds
→ finalize, clarify + share
→ indiv. sketching can help w/ contentious boards/screens
→ add pressure by announcing the time
→ highlight similarities + differences, have people present their sketches
→ if a group can't agree we may need to re-evaluate shared assumptions.
→ make worksheets/4-corners widely available + create rituals around it

(20) Choose the Right Interface Model: Wireframes, Comps, or Prototypes?

"... you make sketches to answer q's abt content, fxnality, and layout"

- 5 ways to model interfaces
  ↳ choose the right model w/ right fidelity to answer the right q.
  ① Text descriptions ② sketches ③ wireframes ④ Mockups (or visual comps/compositions) ⑤ Prototypes (+ ⑥ the actual products)
- ↓ fidelity → ↑ iterative + ↓ shared vision
  ↳ adjusting ways: ① content ② fxn ③ layout ④ visual ⑤ context
  ↳ fidelity: how accurate the model is

"You can see this in your career: some clients just don't "get it" when they see a wireframe. They have to see a mockup."

Tool	Models you can make:
hand s software code	text desc. + sketches wireframes/mockups prototypes + products

T: ① what q. do you want to answer?
C ← M ② show model/actual interface w/ info needed to answer q.

FIDELITY

	Content	Fxn	Layout	Visual	Context
Low	content type	Fxn type	Priority or prominence	Suggested design	Suggested context
med	content format	Fxn format	Relative Layout	Relative design	Relative context
High	actual or sample content	Actual Fxnality	Actual layout	Actual design	Actual context

"With each type of model, trade how long it takes to create w/ what kind of Q you can answer."

- typically the farther away your audience the more fidelity you need.

- Tacit info: info that is understood w/o being suggested
- Implicit info: info that is implied, though not stated
- Explicit info: info that is explicitly stated (specifically state)

"Either spend more time to create interface models w/ ↑ fidelity, or set expectations about what the model includes and — just as importantly — what it doesn't ..."

* can also add annotations to offset ↓ fidelity