



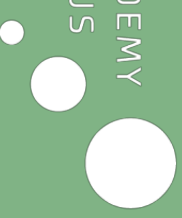
Understanding User Experiences

15.04.16



Time	Subject
8.30	Agenda and recap
8.35	Introduction to UX
9.05	Experiential qualities and Pliability
10.00	Break
10.30	Enchanting experiences
11.00	Beautiful things work better (video)
11.25	Visceral, Behavioural, Reflective
11.10	Pliability Examples?
12.00	Dismissed

Today's Schedule



Communication strategy, and visualizing data

- Data is the new soil.
- Combine language of the eye and mind
- Infographics: Linear, Tabular, Hierarchical, Network, Geographic
- Navigation and interactions: Scroll and pan, Zoom, Open and close – in place, Drill down
- McCandless says: Combine Information, Story, Goal and Visual form.
- The CV: make what you know visible.



What happened?

Communication strategy, and visualizing data

- New media sphere (Viral)
- Monologue and Dialogue
- Prosumers and Consumers
- Plan for engagement for it is going to happen.
- Home -> Category -> Product -> Shop
- Manage you content in Content audits

How Does Facebook Choose What To Show In News Feed?

News Feed Visibility = $I \times P \times C \times T \times R$

Interest	Post	Creator	Type	Recency
Interest of the user in the creator	This post's performance amongst other users	Performance of past posts by the content creator amongst other users	Type of post (status, photo, link) user prefers	How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

What happened?

This time:

Topic: Understanding temporal and spatial elements of user experience. Looking at two experiential qualities: Pliability and fluency.

Read / Watch:

[Anderson] *In Defence of Eye Candy*: Pretty easy read that includes the example with Japanese ATMs.

[Löwgren # 1] *Pliability as an experiential quality - Exploring the aesthetics of interaction design*: Good first step to know UX.

[McCarthy] *The experience of enchantment in human-computer interaction*: Exciting text further describing UX.

This time

Sergio Nouvel

Designer and director at: <http://www.continuumhq.co/>

“Web design is (finally!) dying of irrelevance”

Nouvel believes that the pursuit of web design has no future, and designers need to move on to more important challenges.



Published article on UX Magazine in June 2015 titled: *“Why web design is dead”*

<https://uxmag.com/articles/why-web-design-is-dead>

Wed design is dead



Nick Dank

Co-Founder, Director of Strategy at Suits & Sandals

“As web design professionals, we need to be careful about how we talk about what we do”



Dank believes that web design is getting better, maturing and growing up. It has a bright future.

Published article on UX Magazine in June 2015 titled: *“web-design-is-not-dead-youre-just-talking-about-it-wrong”*

<https://uxmag.com/articles/web-design-is-not-dead-youre-just-talking-about-it-wrong>

Web design lives

They agree on **one thing** - shift focus to UX design:

“This switch from web design to experience design is directly caused by the shift from web pages to digital products, tools, and ecosystems. Web pages are just part of something much bigger:

mobile apps, API's, social media presence, search engine optimization, customer service channels, and physical locations all inform the experience a user has with a brand, product, or service.

- Sergio Nouvel

Web developers work with **digital representations**, that are **navigated through designed interactions** and are **structured according to prioritized content** to deliver the best **user experience**.

Web design lives (we call it ux)

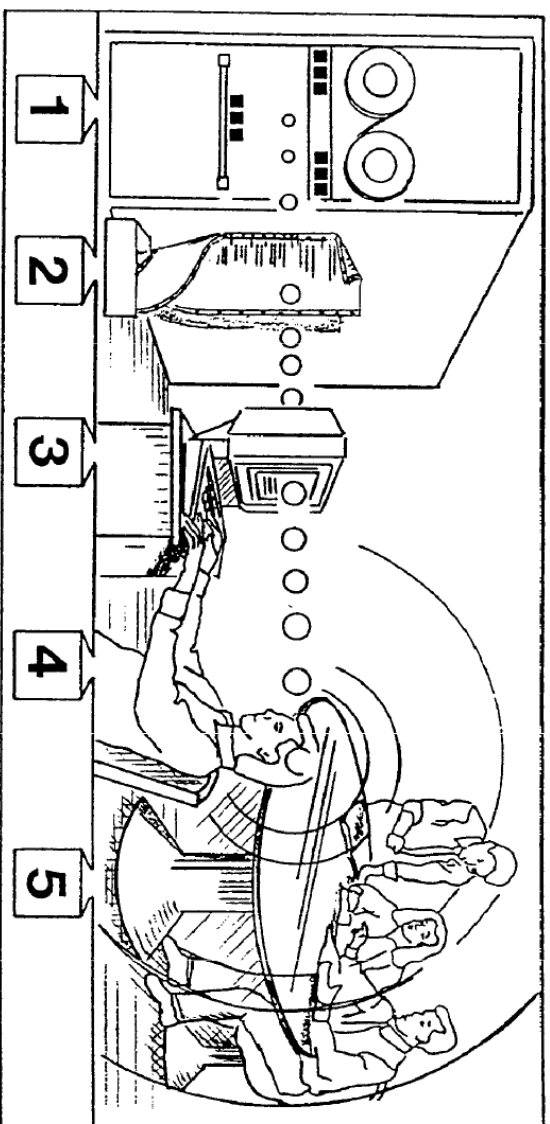
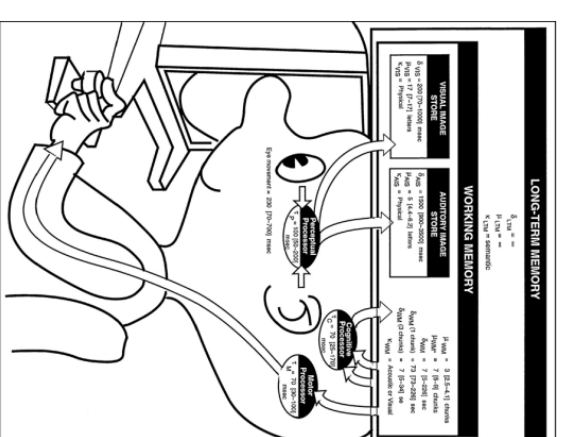
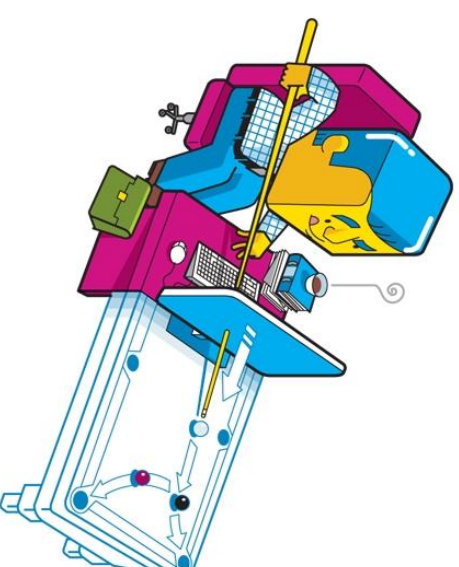


Figure 1. The five foci of interface development.



The evolution of HCI

What is User Experience(UX)?

UX?



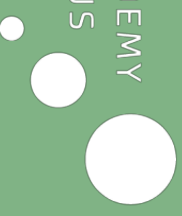
Term used to describe all aspects of the user's experience when interacting with the product, service, environment, or facility.

Across the internet industry, an important language shift is taking place, from the older GUI (graphic user interface) to the newer term User Experience. GUI puts too much emphasis on the graphics, and too little emphasis on the user. It's a kind of last-mile problem: no matter how much time and labor a company invests in the design and development of its Web site or enterprise application, the true value comes when a user understands and engages with the experience they see before their eyes.

The real action isn't taking place on the screen -- it's taking place in the mind of the users.

ec.europa.eu/health/.../fp_monitoring_1998_frep_07_en.pdf

European Commission?!?! ---



NN Group (general definition):

The first requirement for an **exemplary user experience** is to meet the exact needs of the customer. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features.

It's important to distinguish the total user experience from the user interface (UI), even though the UI is an important part of the design.

We should also distinguish UX and usability: According to the definition of usability, it is a quality attribute of the UI, covering whether the system is easy to learn, efficient to use, pleasant, and so forth. Again, this is very important, and again total UX is an even broader concept.

Ideas about UX



- Jesse James Garrett (from The Elements of User Experience):

“User experience is not about the inner workings of a product. User experience is about how it works on the outside, where a person comes into contact with it. When someone asks you what it is like to use a product, they’re asking about the user experience”

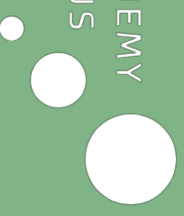
- Robert Hoekman (from Experience Required):

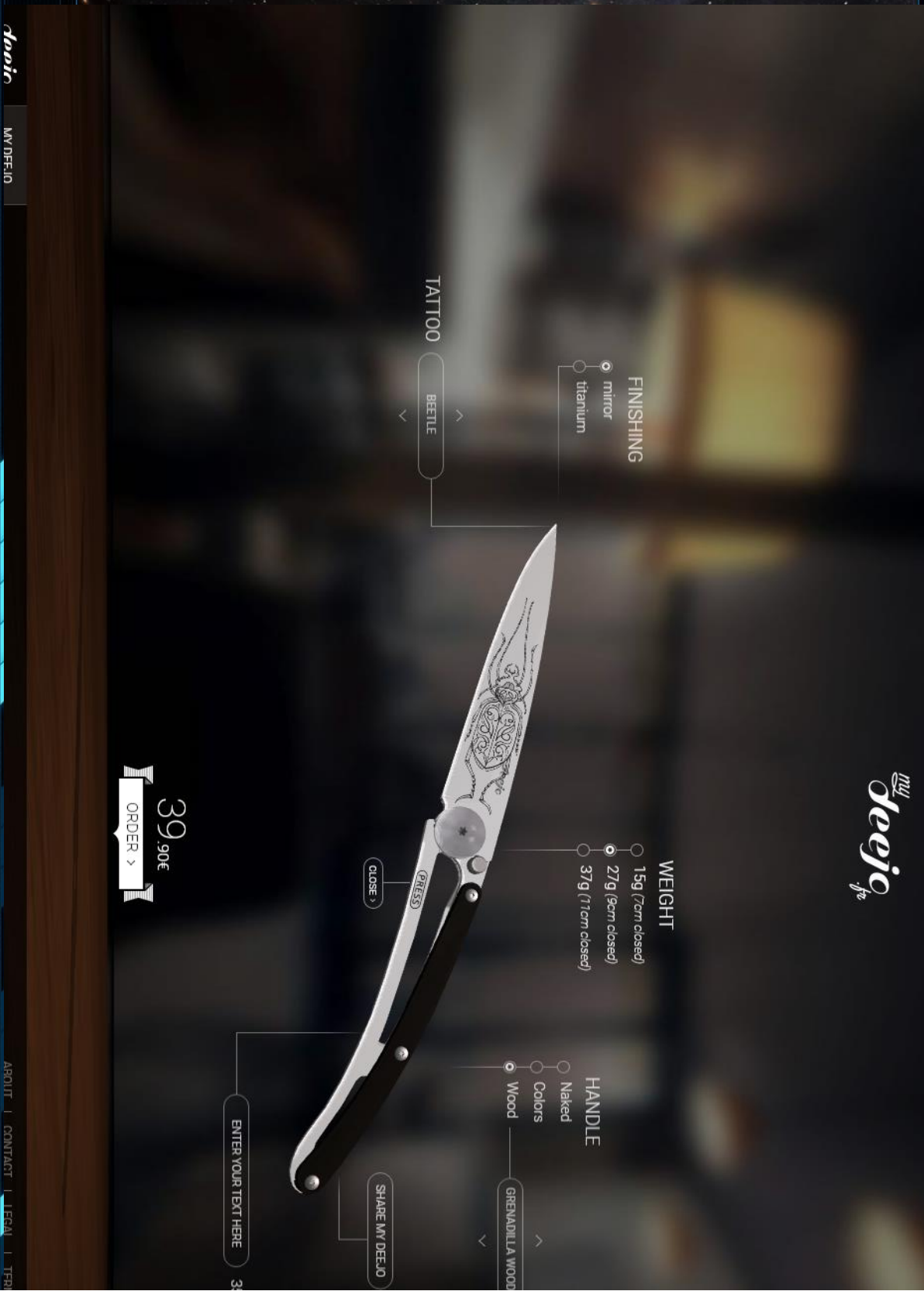
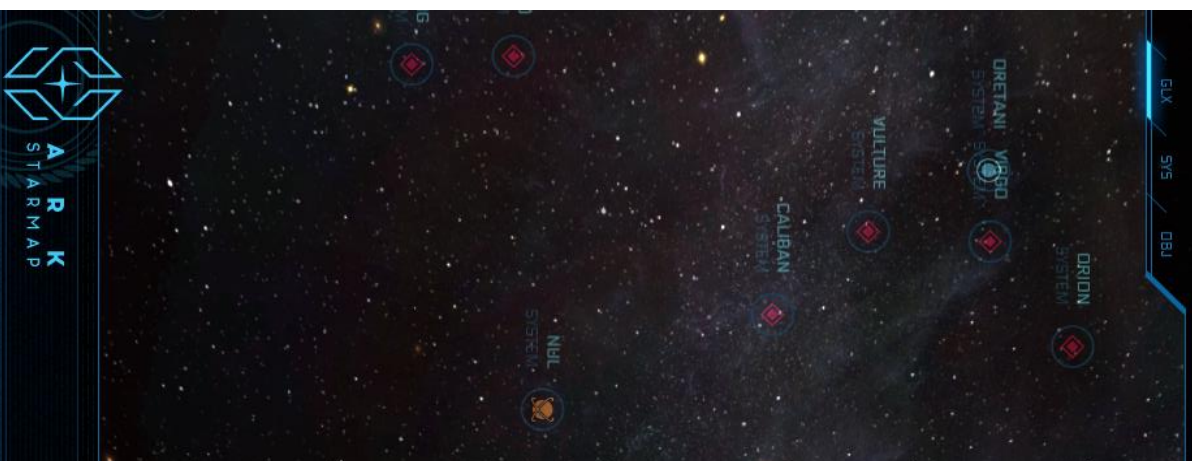
“UX is the application of psychology to the design of technology”

You can't design UX – you can influence it purposely.

“It is not the colour of a button that gets UX professionals invested. It is the reason for the button. Why is it there in the first place. What will it do for a user? A business? A society?”

Ideas about UX





Web UX

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- What category does this app/page belong in?
- What is the main product/service – what is on sale? Does the page have any secondary goals?
- How long before you got the intention? – So how well does it deliver content?
- What user experience do you have while using this site?
- What design signifiers and affordances (elements design choices) play an important role in creating this UX?



Web UX

Jonas Löwgren

Professor in interaction design at Malmö University.

Next time you will be reading more from this guy.

Next one is about fluency – similar to pliability.

He also wrote **Thoughtful interaction design** (one of the most important books written!)



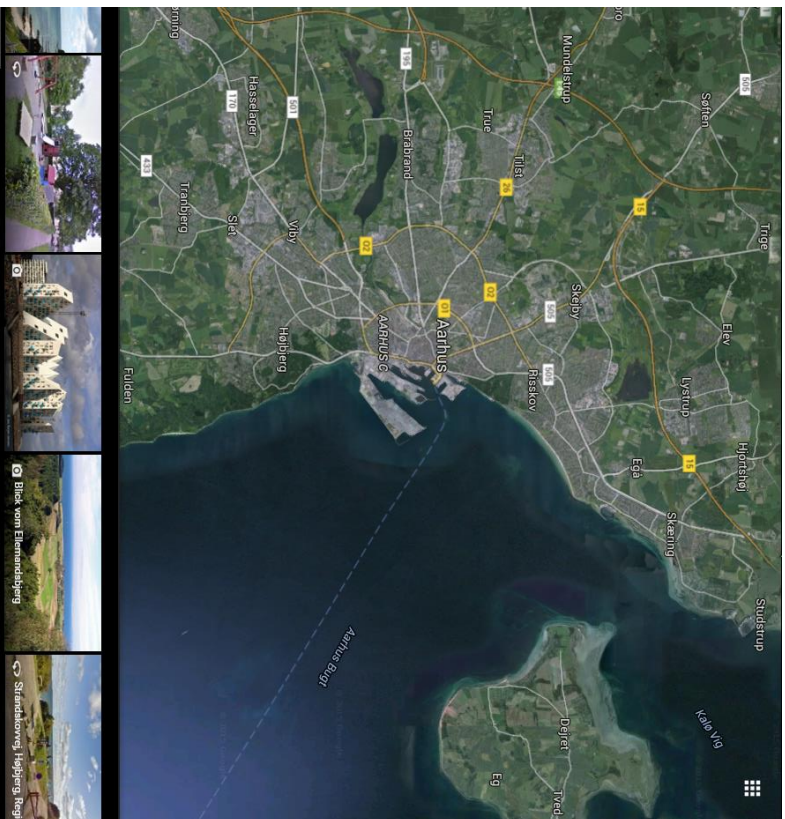
Löwgren found out about pliability by doing research! By looking at the world, describing it and reflecting on it before building a hypothesis. *He might be wrong... is a theory founded on research.*

Pliability as experiential quality?

Pliability as an experiential quality.

... experiential quality.

experiential quality?



Discuss the meaning.

What could it be?

Try to find examples.

Experiential quality?



Ideas of what it is

The perceived excellence or superiority of an experience.

Qualities that are hard to give examples of because you can not really point to them with just one finger – that's what defines them!

It is something that springs from the combined elements of the “interface” – not a quality of any single element.

It takes place in the mind of the user!



Experiential quality!

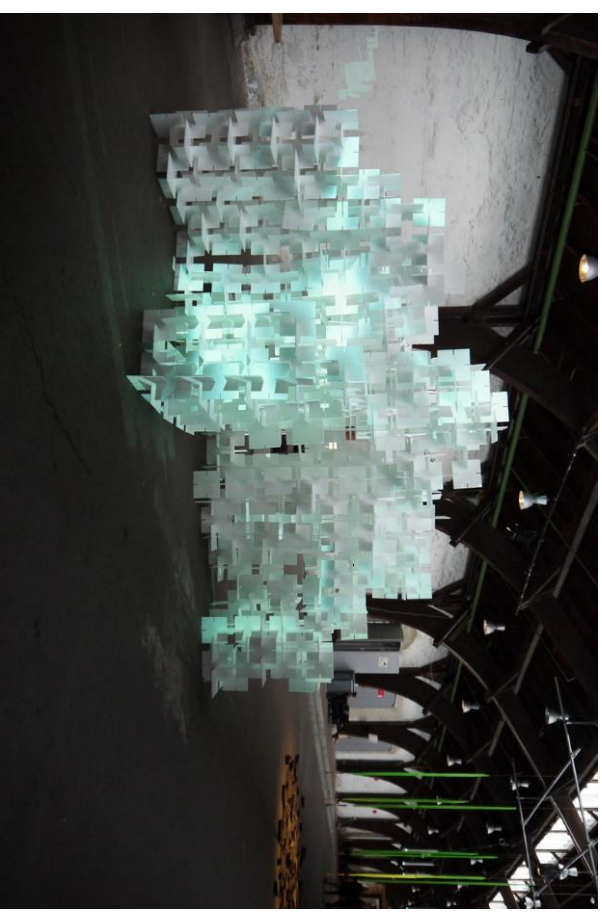
Ideas of what it is

A good design has many experiential qualities or just a few.

What makes is really good is when these qualities fit the **context of use**!

Closely related to Normans
Affordances, but unlike affordances,
which can not be design experiential
qualities are designed. Either
intentionally or unintentionally.

You can use (Normans) signifiers to
point out functions which strengthens
experiential qualities.



Experiential quality!

Spatial vs. temporal

How many dimensions do we live in?

Spatial (*or space-ial*) refers to the dimension of a design which you can see without abstraction. It is what can be “touched” or moved. It’s the “physical” manifestation.

Temporal (*or temporary*) is the dimensions of a design which evolves over time. The feel of the interaction that changes as you engage in it. The emerges of **aesthetics**.



Experiential quality!

We will look at:

- Pliability
- Fluency
- Enchantment
- Engagement
- Inquiry

Other Experiential qualities include:

- Curiosity
- Gamification
- Emotional (humour, fright, horror, melancholy)
- Pleasure / sensual
- Entertainment
- Informative / learning
- Many more....



Experiential quality at PBA WEB

Pliability - what it is?

In groups around the tables (more than two people)

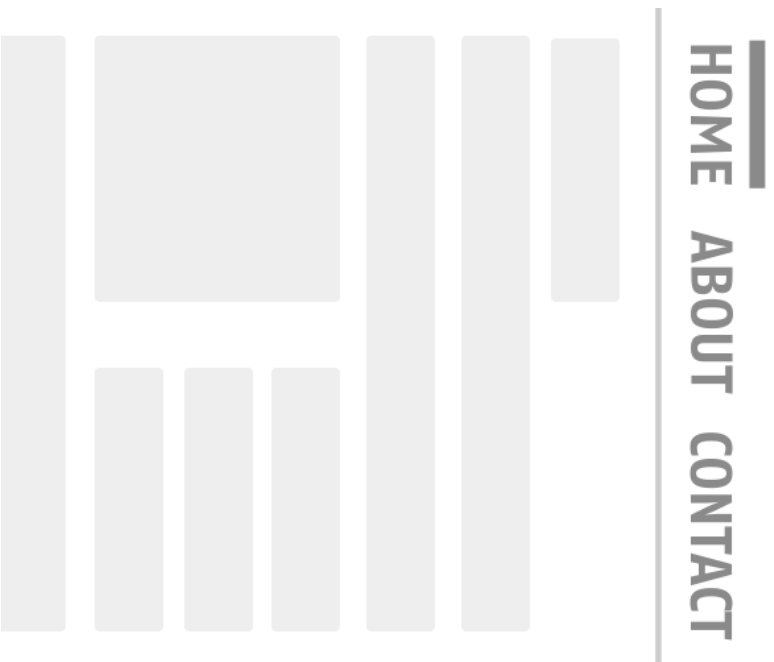
Discuss the term: Pliability

1. Find an example of pliability online or on your computer/phone.
Find another example where there is **no** pliability.
2. ...and work out your own definition without referring to examples.
3. Come up with ideas for how to apply Pliability in interface designs.
4. Present all this to another group.

Pliability is an experiential quality



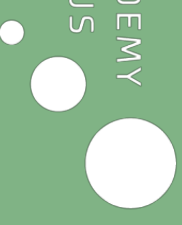
Whats the difference in experience?



Another kind of pliability

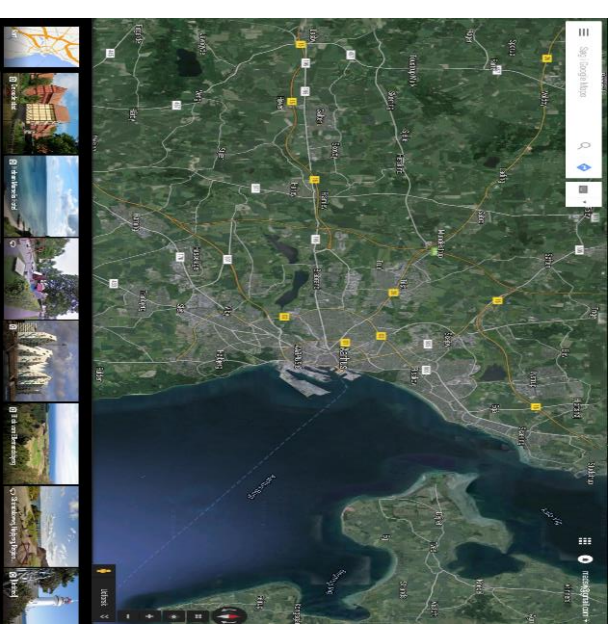


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Pliability is:

- A tightly connected loop between eye and hand, between action and response.
- A pliable interaction is one where the user is drawn into a sense of shaping the digital information with his/her fingertips.
- Pliability is a sensuous quality, having to do with how it feels to use the artifact in the here and- now of the use situation.



Pliability as an experiential quality!

Pliability is...

... not forgetting the interface, its shapes and forms, but having it work with you like it is part of you body, naturally, seamlessly. It is something to strive for!



**I often find that pliability is the reason I like one program more than another.
It feels like the connection is better.**

Pliability as an experiential quality!

Open these pages:

robertspaceindustries.com/starmap

sins.nfb.ca/#/Grid

1. Discuss the mouse/keyboard as a means to create pliability.
2. What signifiers (visual effects) contribute to the effect?
3. Can pliability be designed for any content? CMS?

Pliability discussion



2015
October

How You Can Help Parks
Reach Zero Landfill.

Explore >

How can I help?



YEARS



MONTH

DAYS

Website

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Feature Content
Is “pliability” descriptive of this site?

2015

October

— Is it good or bad pliability?

How You Can Help Parks

Reach Zero Landfill.

Expl What design elements/choices play an important role for UX?

What is the main product/service – what is on sale? Does the page have any secondary goals?

How long before you got the intention? – So how well does it deliver content?

What category does this app/page belong in?

Get Involved

Submit.com

Share Site

DAYS

MONTH

TIME MODE

CATEGORIES

YEARS

Website

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Break 30 min



An experience quality:

Enchantment

Experience of enchantment

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Why Enchantment?

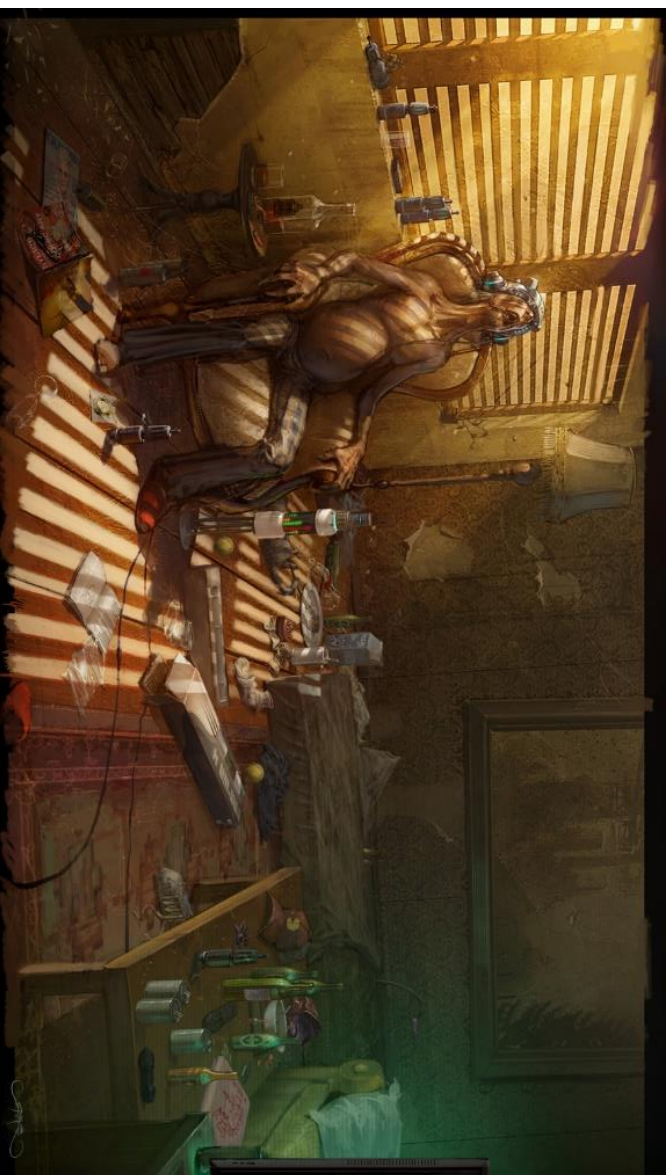
Strong manipulator and a tool for creating and sustaining users(customers) through a unique user experience.



Experience of enchantment

Closely related to **immersion** - a powerful concept from the biggest entertainment industry in the world – computer games.

Immersion: A sense of being “submerged” in the virtual – forgetting time, space and becoming emotional engaged in the virtual while disengaging from the “real”. (HSM)



Experience of enchantment

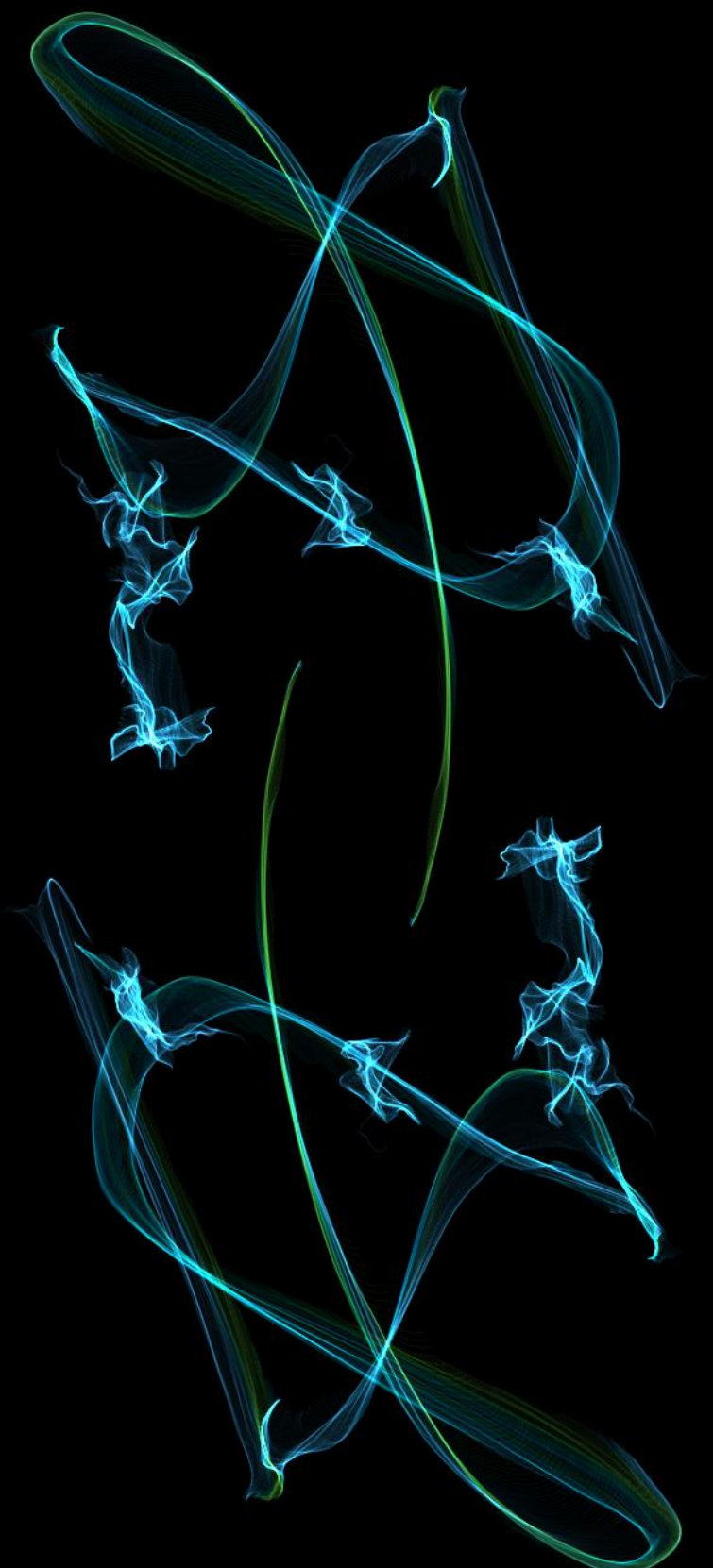
New

Share



Like 282k Follow

?

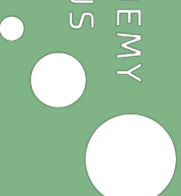


Introducing Silk for
iPad + iPhone.



<http://weavesilk.com/>

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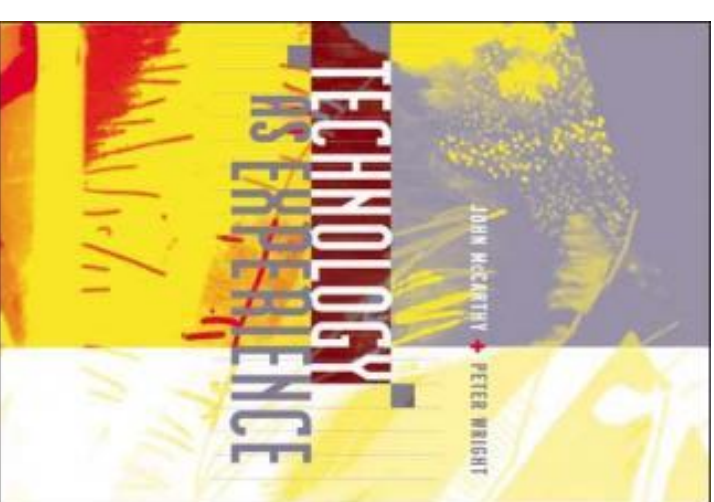
John McCarthy and Peter Wright

John McCarthy is Professor of Applied Psychology at University College Cork.

Peter Wright is Professor of Social Computing at Newcastle University.

- The Sensual thread
- The Emotional thread
- The Compositional thread
- The Spatio-Temporal thread

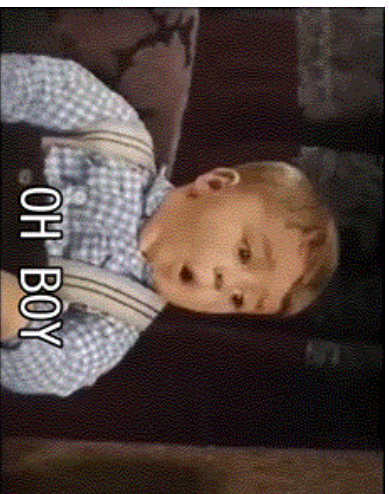
“... ideas that help us **think** more clearly about technology as experience”



John McCarthy and Peter Wright

What is Enchantment?

- a feeling of being **attracted** by something interesting, pretty, strange etc.
- a quality that **holds your attention** by being fascinating, mysterious etc.



*“An experience of being **caught up** and carried away, in which, although we are disoriented, **perception and attention are heightened**. To the extend that it **awakens us to wonder** and to the wonder of life, it is **enlivening**.”* - McCarthy & Wright

Experience of enchantment





<http://weavesilk.com/>

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Story telling

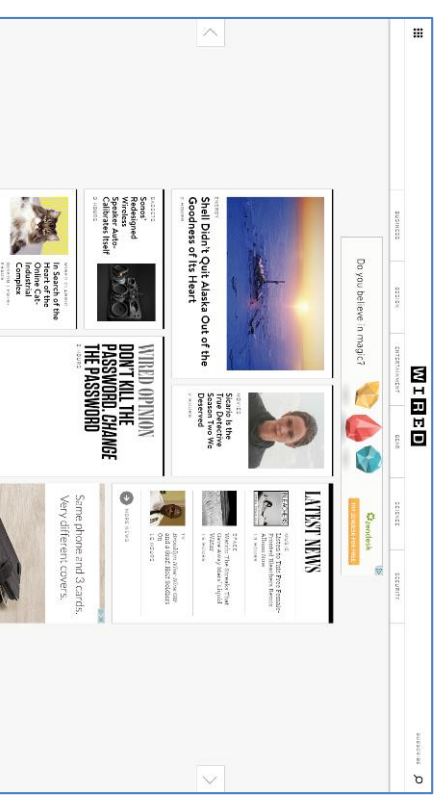
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But How?

Something is **enchanting** when it:

- Pleasurable sense of fullness.
- Liveliness that charges attention.
- Requires concentration.
- Realisation of extraordinary.
- Being immersed.
- Being carried away.

Newness and unexpectedness alone is not enough! Enchantment can be stopped or disappear as the experience unfolds.



Experience of enchantment



Web UX

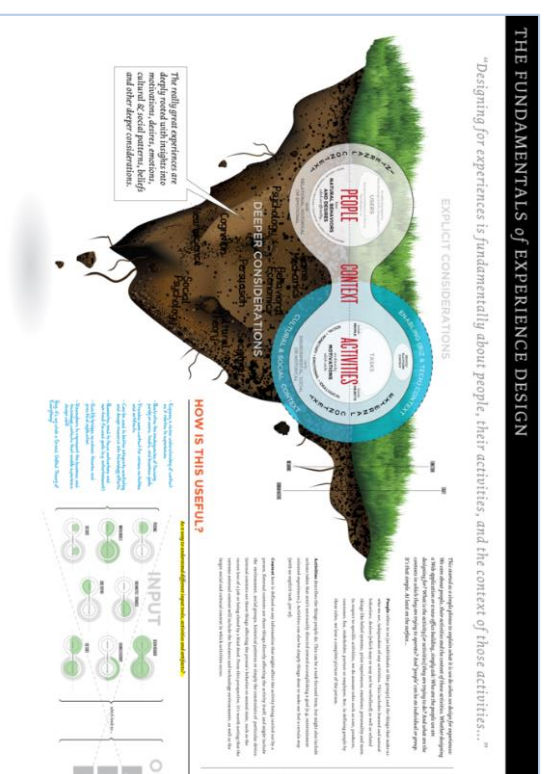
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- How long before you got the intention? – So how well does it deliver content?
- What user experience do you have while using this site?
- Is “pliability” descriptive of this site?
- Is “Enchantment” descriptive of this site?
- What design signifiers and affordances (elements design choices) play an important role in creating this UX?

Web UX

Article from 2009

Consultant in UX-design. Lots of interesting work and models.



What does this word... *Aesthetic*... mean? And why is it important for designers?

- How we sense and perceive the world.
- The study of beauty and taste.
- The study of creation and appreciation of beauty.
- A philosophy of aesthetic - Plato, Kant, Nietzsche a.m.



Aesthetics





“...how do aesthetic design choices influence understanding and emotions, and how do understanding and emotions influence behavior?”

- Stephen P. Anderson

Attitudes(1) drives Behaviour

Behaviour provides Experience

Experience influences Attitudes(2)

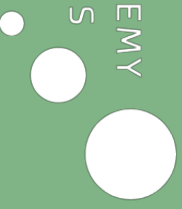
//Behaviour delivers Results//



Aesthetics and UX



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ATM STUDY



The ATM study

Both are buttons – which one is more attractive?



The answer is highly likely to influence which one you will chose to use.

You response to the visual stimulation – to the aesthetic of the experience can be loosely compared to three mods of our consience.

- Visceral: Non reflective. As a “reflex” – but it can be taught.
- Behavioural: To do with actions and how we perform and remember them.
- Reflective: Learning and evaluating what and how we know and do.

Aesthetics and UX

Don Norman:

3 ways good design makes you happy

TED2003 · 12:41 · Filmed Feb 2003

30 subtitle languages ?

View interactive transcript



Watch later



Favorite



Download



Rate

Watch next...

Amy Smith: Simple designs to save a life



Play



Volume

Filmed February 2003 at TED2003

Don Norman: 3 ways good design makes you happy



Subtitles



Transcript



Full Screen

Share this idea



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More

1,022,420

Total views

In this talk from 2003, design critic Don Norman turns his incisive eye toward beauty, fun, pleasure and emotion, as he looks at design that makes people happy. He names the three emotional cues that a well-designed product must hit to succeed.

Public speaking is terrifying.

Normans Emotional Design

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Comments and questions?

What is the visceral level?

What is the behavioural level?

What is the reflective level?



Normans Emotional Design





- Visceral design refers primarily to that initial impact, to the products appearance.

- Behavioral design is about look and feel -- the total experience of using a product.



- Reflection is about ones thoughts afterwards, how it makes one feel, the image it portrays, the message it tells others about the owner's taste.

- Norman from NNGroup

Normans Emotional Design

Work two and two.

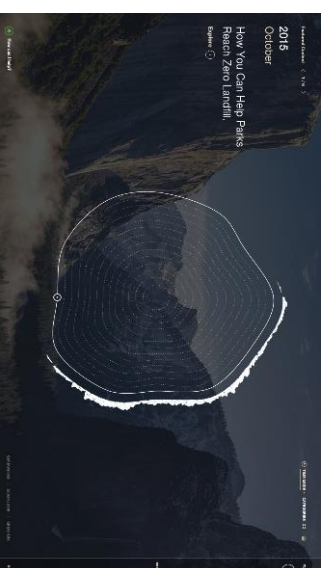
Describe each example on:

- a visceral level.
- a behavioural level.
- a reflective level.

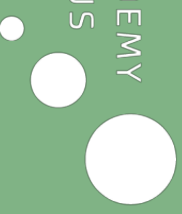
1. subaru.com/csr/environment.html#!/2015/06/03

2. robertsspaceindustries.com/starmap?camera=10,0,0.4,0,0

3. my.deejo.fr/



UX



At the visceral level it is mysterious with a complex aesthetics that hints at layers of mechanical functionality.

At the behavioural level it just works. You push the log in, the fire gets more fuel and burns longer. The lens keeps it safe and the room free of smoke. You know when to get more wood.

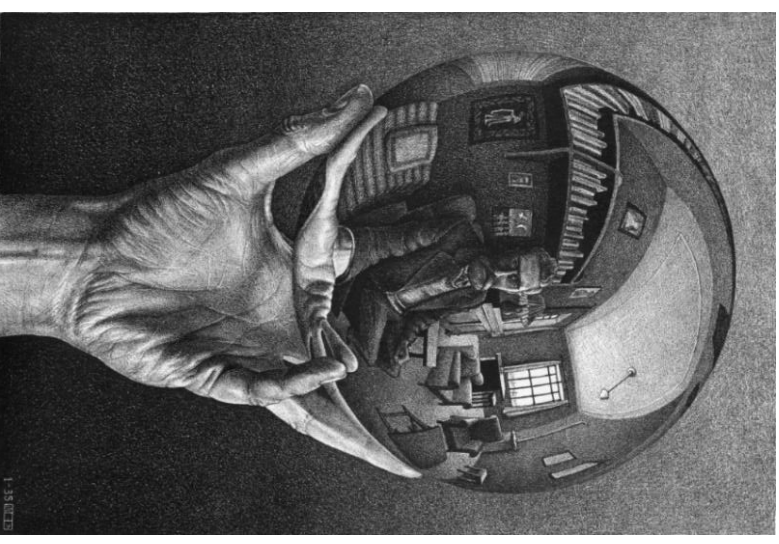
At the reflective level it tells a story. Beauty and function must come together and are more important than practicality. It is unique.



Personal example: The Spruce Stove

Understanding User Experiences

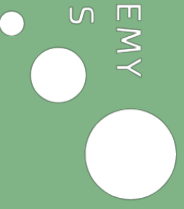
- In the mind of the user!
- Experiential qualities
- Spatial and temporal elements.
- Subaru, Deedjo and Space Industry website
- Pliability – as an experiential quality.
- Enchantment – as a meta-experiential quality.
- Stephen P. Anderson – Eye Candy and aesthetics
- Donald Norman – Attractive things work better.
- Visceral, Behavioural and reflective



**“Attractive
things work
better.”**

— Donald Norman

What happened?



Next time:

Topic: Designing User Experiences - Working with user experience and looking at other experiential qualities: Peepholes, Engagement and Fluency.

Read / Watch:

[Löwgren # 2] *Fluency as an experiential quality.*

[Dalsgaard] *Peepholes as a means for engagement.*

Guest Lecture: Galina Momcheva-Gardeva

1. Overview of User Interfaces
2. Development and Evaluation of User Interfaces
3. Natural User Interfaces (with demonstrations of real devices included)
4. User Interfaces R&D topics and suggestions for collaboration

Next time
