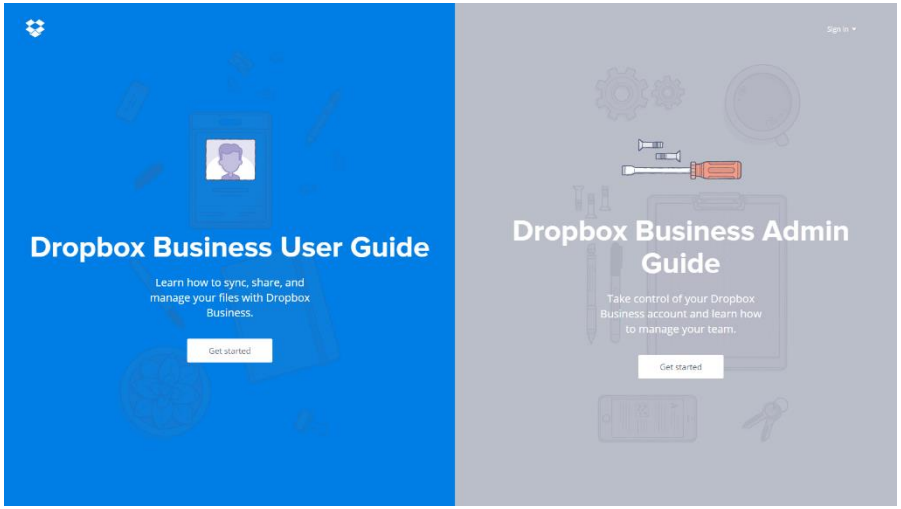

Mandatory
04.03.16

Time	Subject
8.30	Agenda and recap from last week
8.45	Evaluating mandatory
9.45	**Break**
10.15	Metaphors in design
10.30	Exercise
11.00	Repetition: So far so good?!
11.30	Work on mandatory
12.00	**Done☺**

Todays Schedule

Normans Design Principles

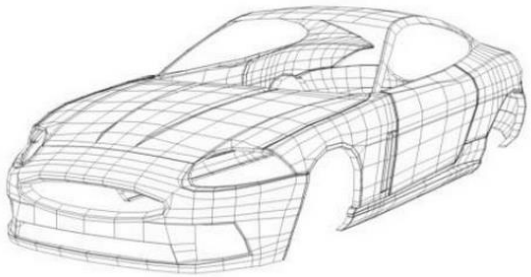
- Human meet computer in HCI
- Discoverability and understanding
- Affordances, Signifiers
- Mapping and Feedback



What happened today?

Wireframe, Prototypes and more

- Axure.
- Wireframe for structure, content and behaviour.
- Flowchart for technical specifications.
- Mock up for layout, tactility and feel.
- Prototype for user experience and user gains.
- Consider time constraints and needs.



What happened today?

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This time:

Topic: Show off and Feedback on Mandatory Assignment
+ Metaphors in design

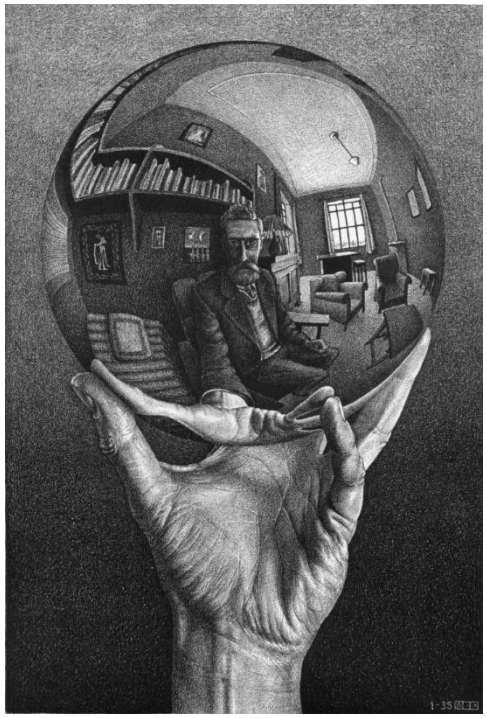
Do:

Finish the mandatory assignment.
Include all the specified tasks!

Step 1:
Sit in your groups and prepare a presentation of you design process and the “finished” project.

Step 2:
Move to a new group and present you project. The new group will provide feedback. Listen up and collect this feedback.

Step 3:
Return to you own group and collect the feedback from all members. Write an evaluation of your project and your design process and include it in the assignment.



Evaluating your work

Step 1: Sit in your groups and prepare a presentation of you design process and project.

Prepare a seven minute presentation of your work.

- Explain how you choose to **solve each** iteration.

- Show how each iteration has informed you and guided you to your final design of the project.

- Describe any problems you encountered and how you solve them (if you did…).

- What did you learn about this project and about a design process. What will you remember for your next project?

Step 1 – 15 minutes

Student groups from week 6 to week 9						
Navn	**Efternavn**	**Nr.**		**Navn**	**Efternavn**	**Nr.**
Jannie	Fabricius	1		Alice	Puricica	2
Malik Kamran	Hanif	1		David	Kelemen	2
Mohamad Walid	Meree	1		Mikkel	Ottesen	2
Adrián	Arlett	1		Vilius	Bivainis	2
Jakob	Bak	3		Martin Hjord	Nielsen	4
Neli Borislavova	Chakarova	3		Mihail	Rosca	4
Nikolay Rumenov	Mihaylov	3		Simeon Anatoli	Badev	4
Rostislav Veselinov	Dimitrov	3		Terkel Jungløw	Christensen	4
Mikkel Halgaard	Kjær	5		Andreas Wendelbo	Knudsen	6
Mikkel Veldt Brøndum	Andersen	5		Elias Valdemar	Hansen	6
Nikolaj Vahr	Tjørnild	5		Mike	Jakobsen	6
Michelle	Søholm	5		Thomas Leschley	Andersen	6
Steffen	Pedersen	5				
Andreas	Bösig	7		Frederik	Gejl	8
Christian	Hartøft-Nielsen	7		Marc Mathias	Clausen	8
Steffen Bachmand	Pedersen	7		Martynas	Lobinas	8
Troels Stig	Rasmussen	7		Natalia	Valgepea	8
Kaloyan	Iliev	7				

Groups

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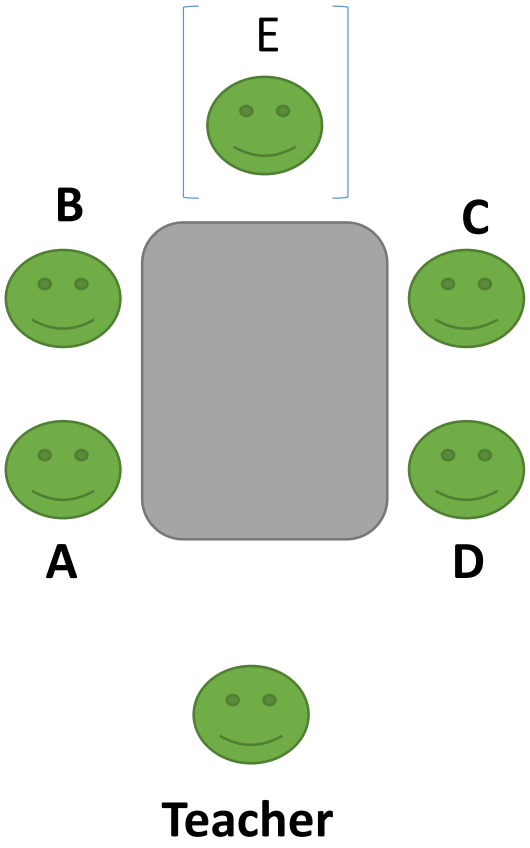

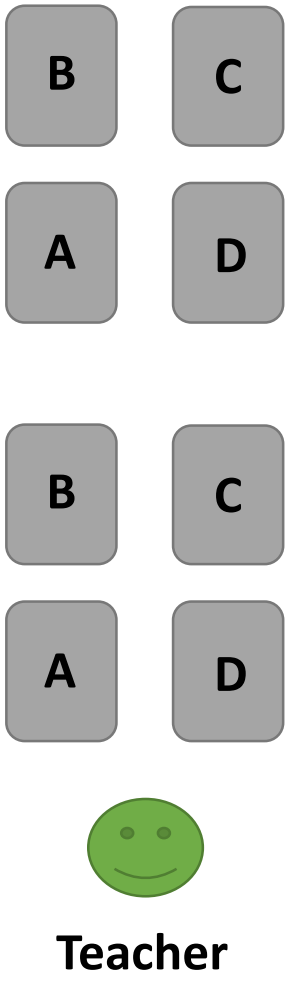

Step 2

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Jakob	Christian	Steffen Bachmand
Andreas	Nikolay Rumenov	Rostislav Veselinov
Nikolaj Vahr	Mikkel Veldt Brøndum	Mikkel Halgaard
Mikkel Ottesen	Vilius	
Troels Stig	Kaloyan	Thomas Leschley
Alice	David	Terkel Jungløw
Andreas Wendelbo	Elias Valdemar	Frederik
Natalia	Martynas	Martin Hjord

Tips for giving feedback:

Did they do the assignment? Did they do it the correct way and why does it matter?

Is anything missing in the project? What is the next step in the project and why?

Did anything surprise you? Ask for clarification if you are in doubt.

What did you see as a challenge in the project and how did they solved it?

Do you see a clear argument behind each design choice? Otherwise, ask for it.

Are they using words like Signifiers, Discoverability, Design situation?

Do you believe that the User Experience fits the target group?

Do they cover usability and design accordingly?

Are they critical towards own research? Ask about any possible holes in the data collection, any possible misinterpretations or issues, which concern the validity of the research.

Break 30 min

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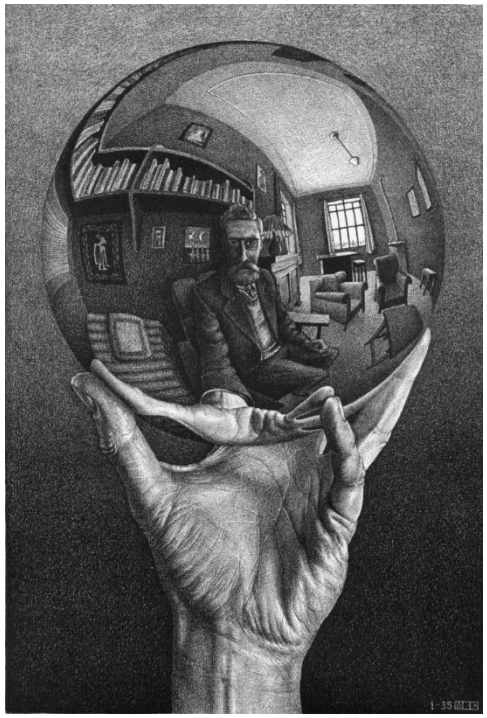
Return to you own group.

Collect feedback from all members.

Write an evaluation of your design process **and** the “finished” project.

Include the evaluation in the assignment.



Step 3

Metaphors, Idioms and Affordances

”Modern device interfaces are properly content- and data-centric...
It minimizes the cognitive footprint of UI controls” – Cooper.

Three paradigms worth noting:

- Implementation-centric
  (the old, but precise)
- Metaphoric (the outdated)
- Idiomatic (the in-fashion)

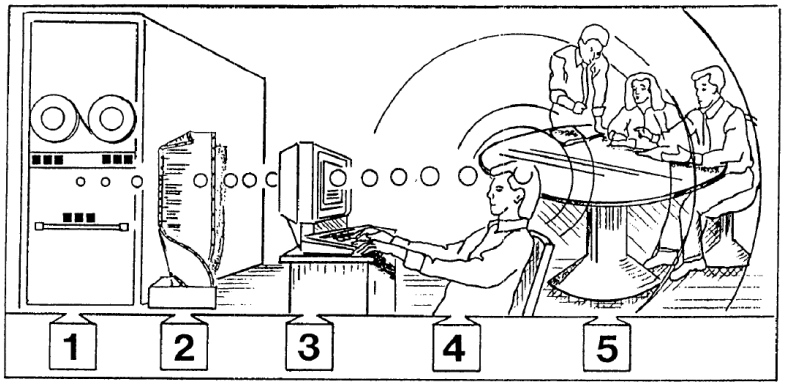
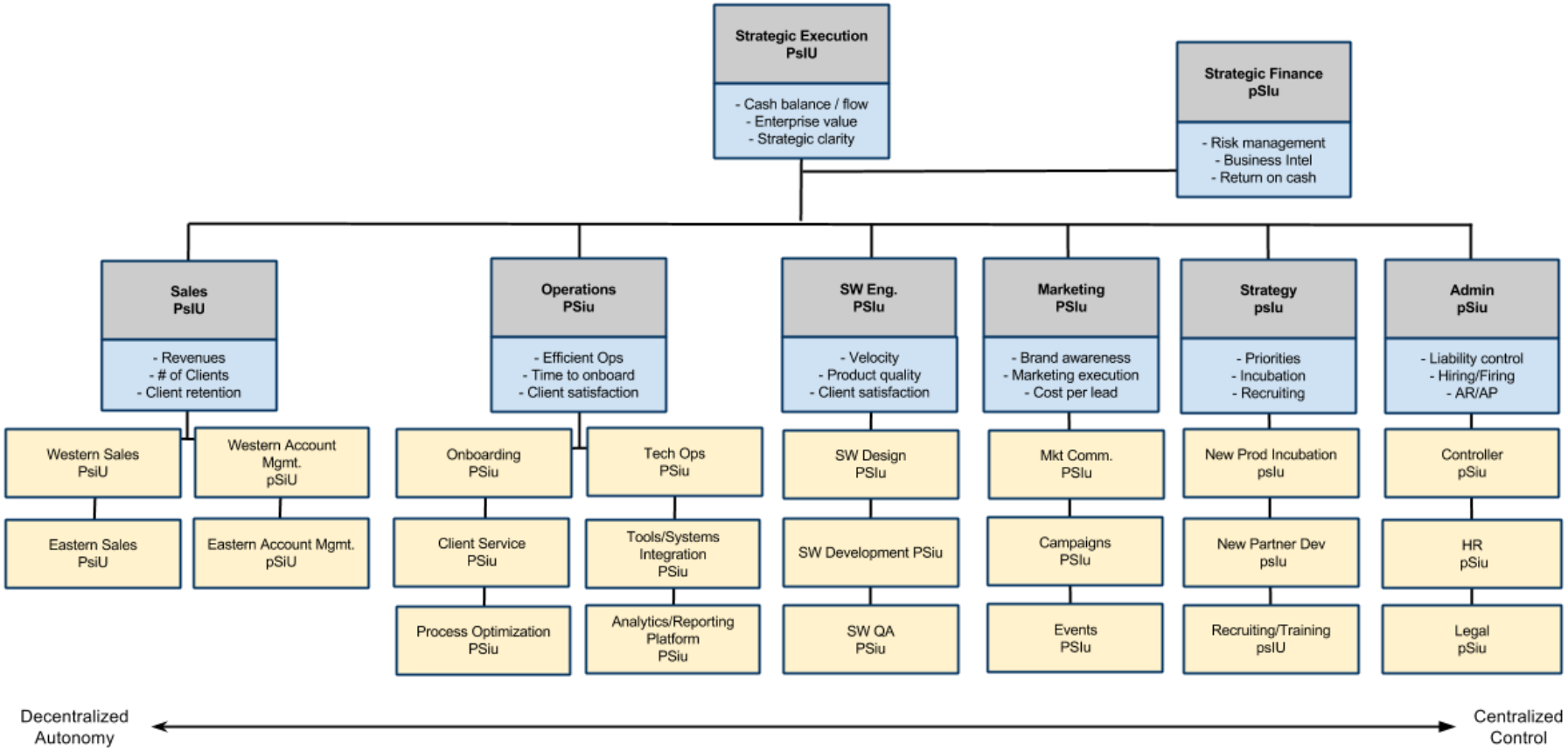


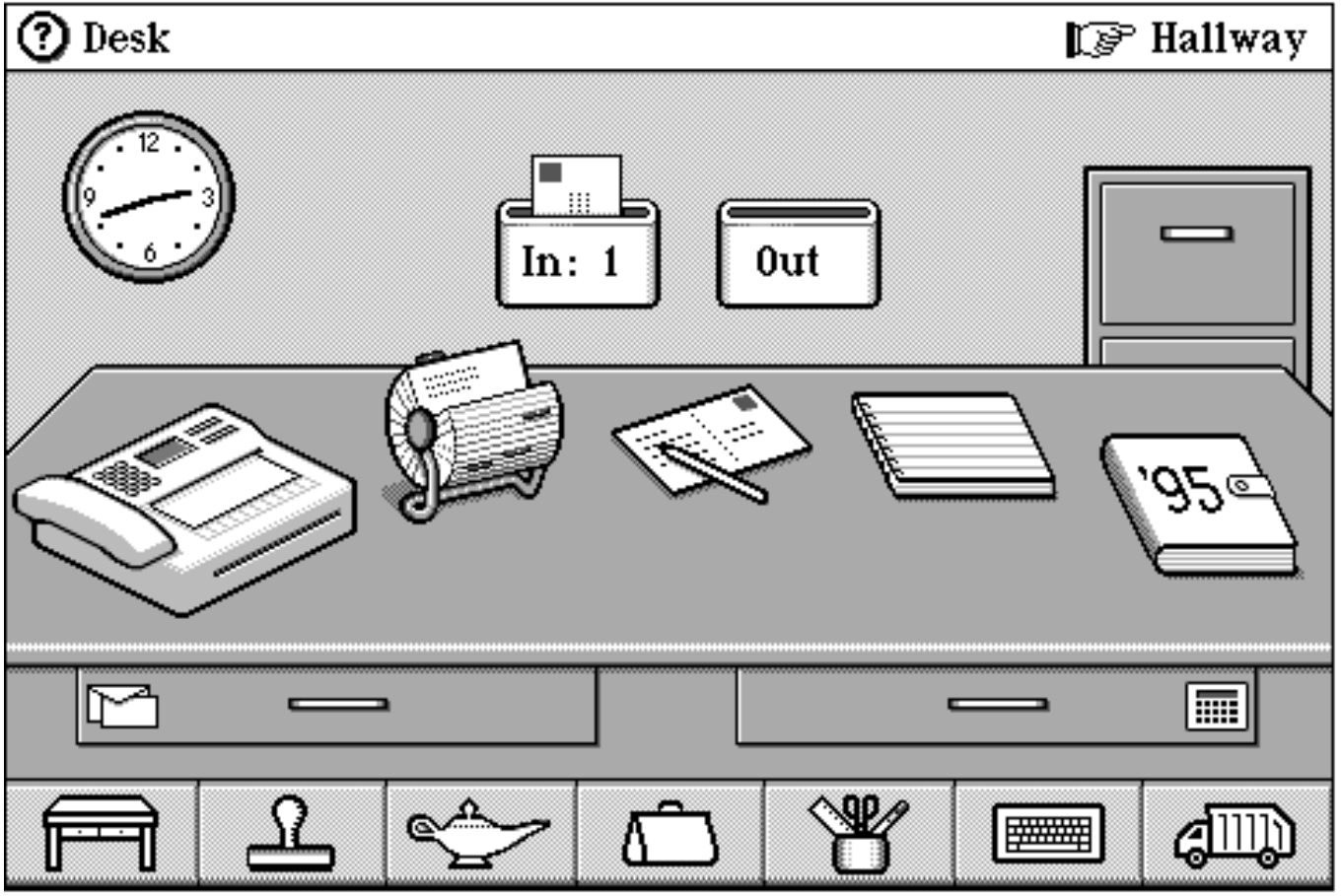
Figure 1. The five foci of interface development.

Cooper, About Face, Chapter 13.



Don't let corporate organization determine user experience!

Implementation-centric (org-chart-centric)



Don't think you know users by general metaphors. Do research!

Once shown the idiom, you do not forget it.

What is a metaphor?

Not just an ornamental piece of language but a conceptual way to understand the world! A way to make an unknown world understandable.

The structuring of chaos and elimination of confusion. The metaphor gives us conceptual pictures through which we meet the world.

How we talk about something affects how we think about it.

"Good news.
The test results show it's a metaphor."

Max Planck:
"All metaphors serve a cognitive function by integrating two elements"

- The tenor (primary subject)
- The vehicle (secondary subject)

A metaphor transfers attributes from the vehicle to the tenor.

The tenor carries on some, or all, of the characteristic elements of the vehicle imbuing it with new associations.

"Good news.
The test results show it's a metaphor."

“That man is a wolf”

Man is tenor – wolf is vehicle

The human tenor becomes hungry, wild, dangerous, unreliable etc.

The secondary subject is the filter through which the primary subject is viewed. You see man through the lens of a wolf.

All other attributes of the primary subject are ignored.

A metaphor can create similarities between two otherwise incomparable ideas.

It also means metaphors are **generative of meaning**!

Metaphors We Live By

"Metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature."

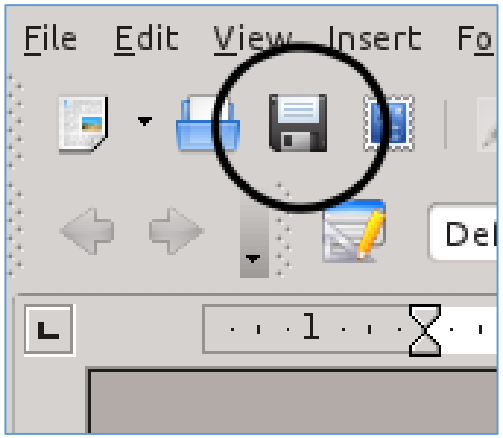
Lakoff & Johnson (1980)

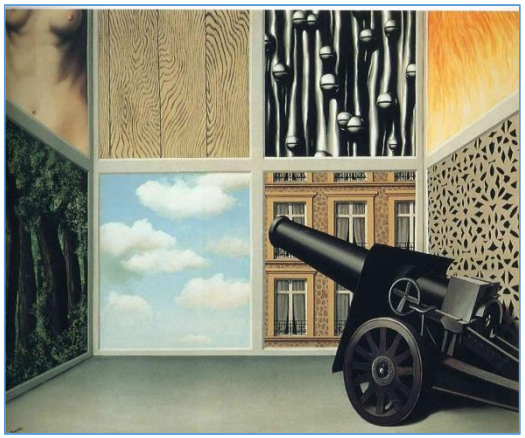
Lakoff and Johnson

- ARGUMENT IS WAR
- Your claims are indefensible.
- He attacked every weak point in my argument.
- His criticisms were right on target.
- I demolished his argument
- I've never won an argument with him.
- You disagree? Okay, shoot!
- If you use that strategy, he'll wipe you out.
- He shot down all of my arguments.

"Metaphors we live by" – example

Machine metaphors play a huge role in modern societies. They endow machines and inanimate objects with human like characteristics – making them more approachable and usable.





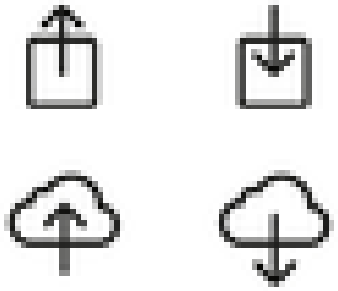
"Designers of systems should, where possible, use metaphors that the user will be familiar with" [Faulkner 1998]

Metaphors yesterday

Try to come up with a working metaphor for:

- Changing a cameras resolution?
- Compiling code?
- Saving data to a hard drive?

Metaphors are cultural depended and transcend poorly between them.



Metaphors yesterday

"Searching for a guiding metaphor is like searching for the correct steam engine to power you airplane" – Alan Cooper

What is a window?

What attributes does it poses?

What defines it?

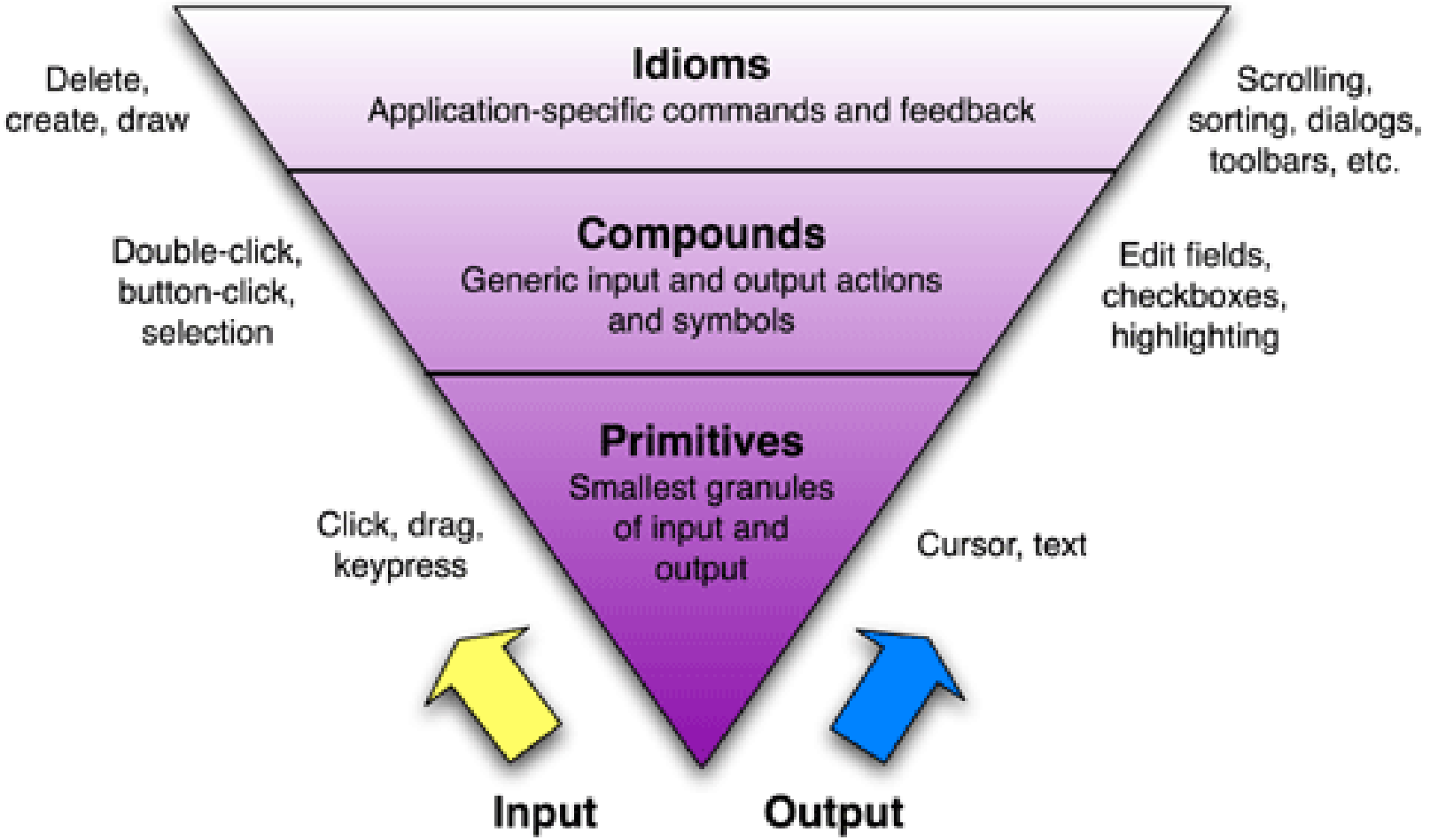
How do/can we use it?

Metaphors today

The design of principles – figures of speech.
Simple rules for remembering – or to be exact – recognizing.

The design of mac computers was brought about by a need to restrict the users way of interfacing. A need to simplify metaphors and drop them.

Idiomatic interface



Idiomatic interface

Give machines human characteristics

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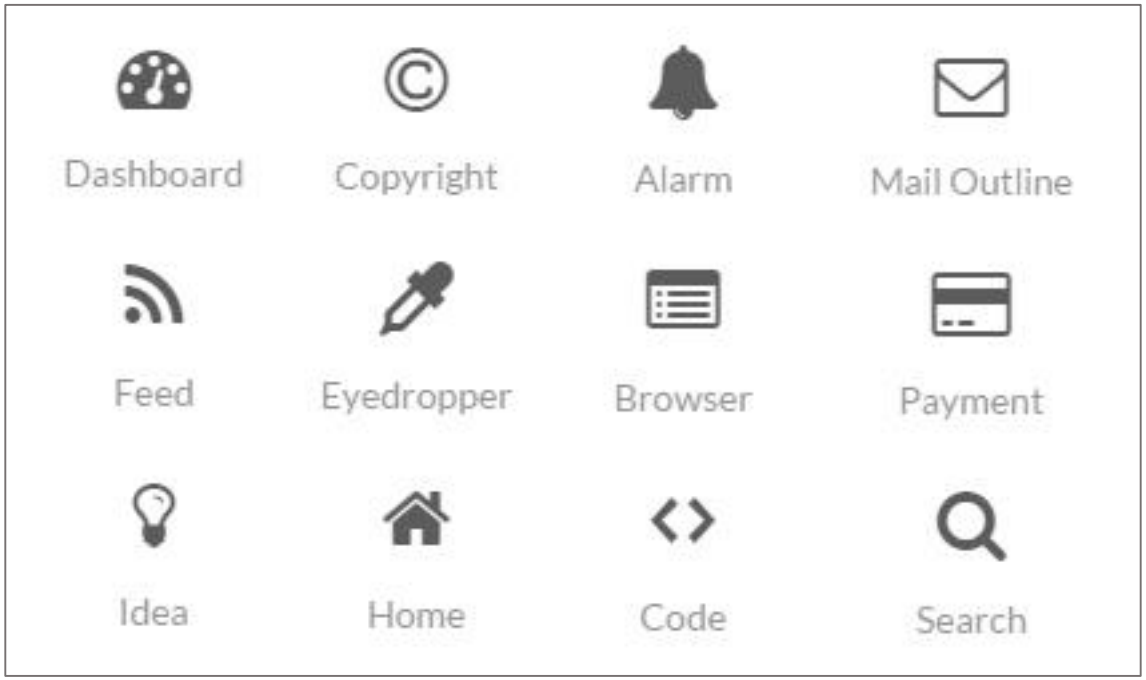

Are you using icons on your house selling company site? Are they metaphors or idioms?

1: Icons

2: Create familarity

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3: Trigger emotions

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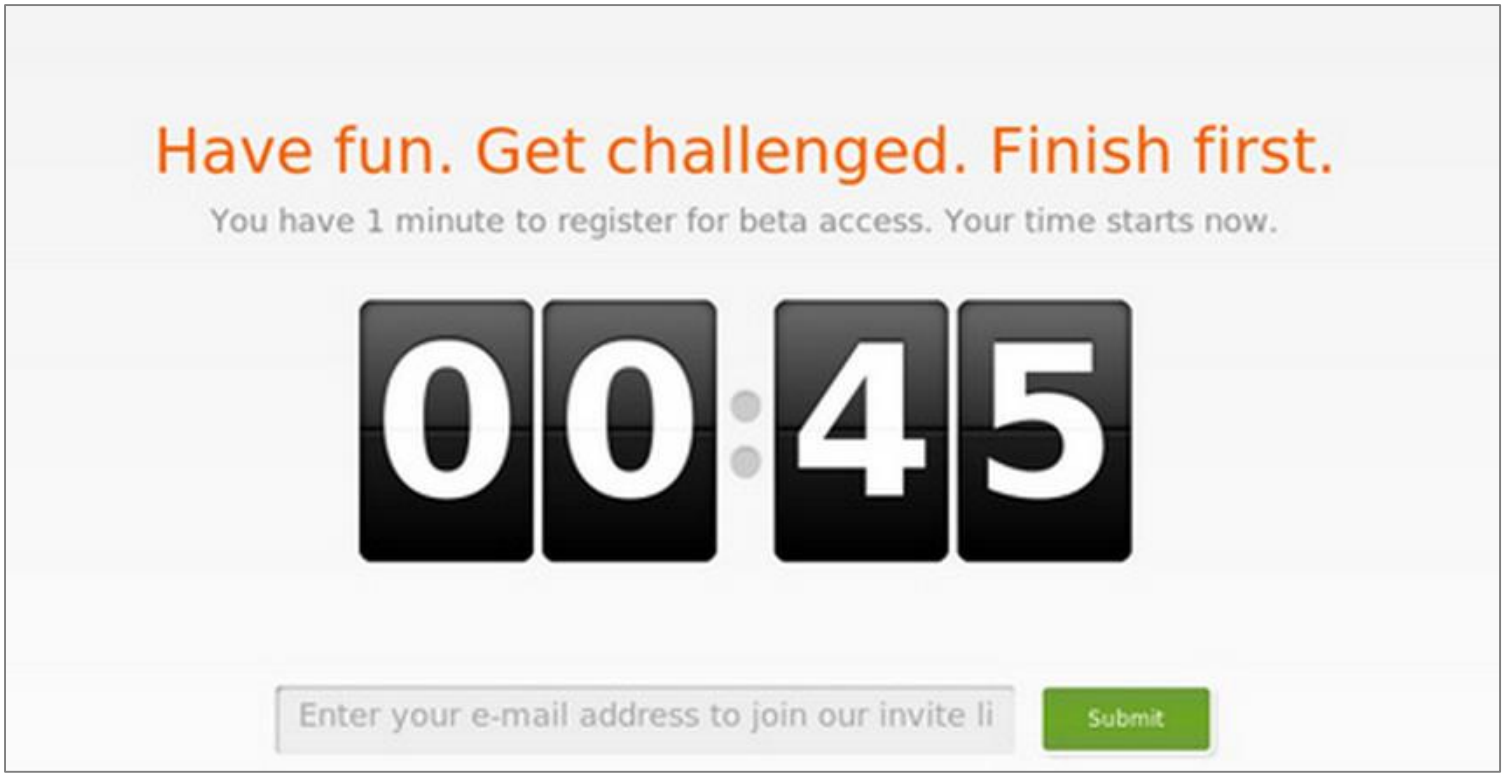
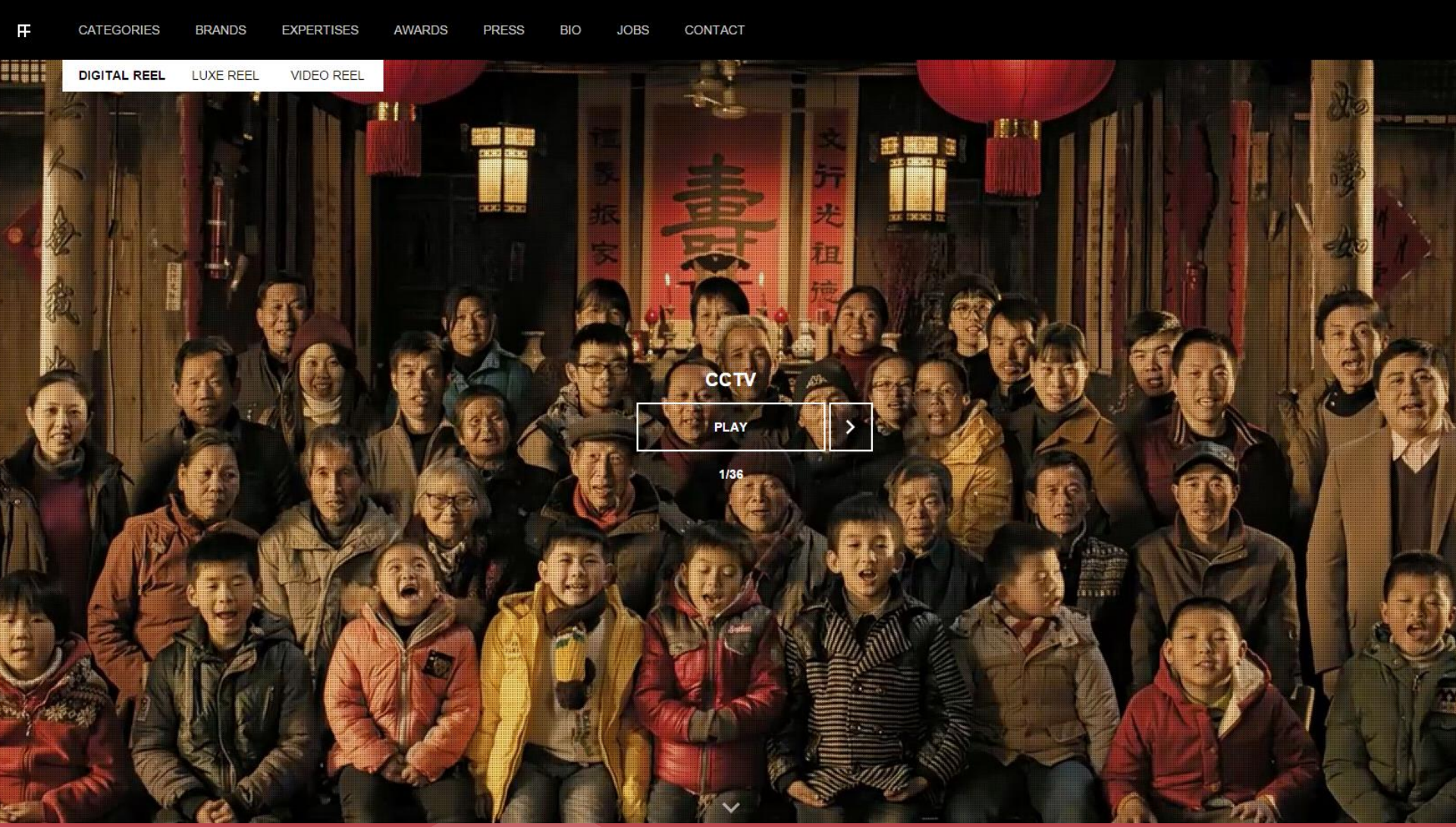
4: To draw attention



5: Control and motivate user action



Website

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1. Who are the sites users? How do you know?
   - Age, gender, salary, origins, hobbies, motivations?

2. What is this sites mission and goal? And how can you tell?
   - What industry does it belong to and what does that signify?

3. Do you recognise any design patters? What do they signify?
   - Horizontal navbar at top or symmetrical composition?

4. Are they breaking any “rules” or doing anything original?
   - What is with the usability and User experience?

5. On what platform and from where might this site be accessed?
   - What does this signify, and what are the users motivations for visiting?

Website

1. Stand up -
2. Get a question card –

3. **Put you hand in the air –**
4. Walk around –
5. Find someone with their hand in the air –
6. Say hello… and smile –
7. Take you hand down –
8. The tallest one asks his/her question –
9. Answer their question –
10. Exchange cards –

11. **Repeat from step 3 –**

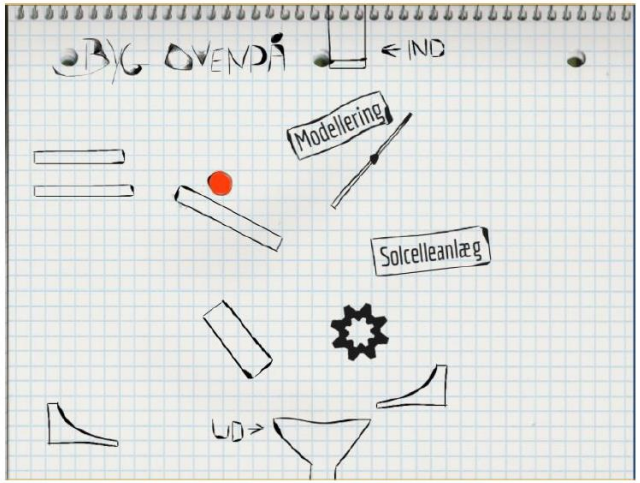
Exercise: Repetition so far

Design a game with Jonas

We need help on idea generation, design and development of next prototype.

Develop a prototype and later a real product for promoting further education for professionals. See more on bygovenpaa.dk.

Focus is on gamification and creating a game that is simple and easy to implement. Through the game relevant information about further education will be presented to individuals.



If you complete the game a small piece of candy rolls out of the machine (ball in play becomes a physical piece of candy when it rolls off the screen (funnel)). The game aesthetics must reflect the target group: Smiths (for now).

TUESDAY, MARCH 8,

9:00-12:30
THE MONSTER WORKSHOP, PETER KRAGELUND KRISTENSEN, EAAA

13:00-14:30
VISUAL PROTOTYPING WITH FLOWSTONE, JONAS WEHDING, EAAA

IT-days - My recommendations

WEDNESDAY, MARCH 9,

9:00-12:30
INTRO TO DIGITAL ART TECHNIQUES, LEANNE KOLPIN

GET SERIOUS! HOW TO DRIVE INNOVATION THROUGH SOCIAL MEDIA, JAN KIETZMANN

13:00-14:30
SCRUM IS AN INNOVATIVE APPROACH TO GETTING WORK DONE, CARSTEN SCHWARTZ NIELSEN

THURSDAY, MARCH 10,

9:00-10:30
COOKIES – UNLIMITED USER TRACKING ACROSS THE WEB, KARSTEN RENDEMANN, COOKIEINFORMATION.DK

11:00-12:30
IS THE INTERNET OF THINGS REALLY A NEW IDEA? HOW MILITARY TECHNOLOGY HAS CONTRIBUTED TO IOT, PAUL SAUNDERS

13:00-14:30
WEB PERFORMANCE (EN), BRIAN NØRREMARK, DANSK SUPERMARKED

IT-days - My recommendations

	Friday marts 11			Monday marts 14	
12.30	Malik Kamran	Hanif		Christian	Hartøft-Nielsen
12.40	Mohamad Walid	Meree		Mikkel Veldt Brøndum	Andersen
12.50	Alice	Puricica		Nikolay Rumenov	Mihaylov
13.00	Martin Hjord	Nielsen		Rostislav Veselinov	Dimitrov
13.10	Andreas Wendelbo	Knudsen		Vilius	Bivainis
13.20	Frederik	Gejl		Simeon Anatoli	Badev
13.30	Andreas	Bösig		Terkel Jungløw	Christensen
13.40	Kaloyan	Iliev		Michelle	Søholm
14.00	Mikkel Halgaard	Kjær		Mike	Jakobsen
14.10	Jakob	Bak		Thomas Leschley	Andersen
14.20	David	Kelemen		Martynas	Lobinas
14.30	Mihail	Rosca		Natalia	Valgepea
14.40	Elias Valdemar	Hansen		Steffen Bachmand	Pedersen
14.50	Marc Mathias	Clausen		Troels Stig	Rasmussen
15.00	Nikolaj Vahr	Tjørnild		Steffen	Pedersen

Semester talks

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Next time:

Topic: Journey Map workshop - Working with and defining behavior, attitude, roles and critical points in user journeys.

Read:

Allan Cooper, About Face, p. 145 – 163.

Creative teamwork and how to collaborate – sparks thought on you own involvement.