

Réflexion IHM

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1 Change our way to think the interface GUI

The interfaces GUI that we are using in all our computer or tablet or other similar devices is based in interfaces who was created by Xerox PARC 35 years ago. It's working, it's useful, it's a success but we see the IHM of our computer with the limits of the machine and not with the limits of the human.

Wendy Mackay, a french scientist, works in a new way to think the IHM in our computed devices. She want to create a personalized user experience for each person. To me, it's a great idea because I think we are all different and we don't see the same thing when a problem appear. Each person act with his own experiences and capacities. It's with I think we have to create a model which can give a personalized user experience for each person. We have to understand and to propose an experience by taking all the parameter of the user in front of our product.

2 Cultural Specificity Versus Human Universality

Niels Bohr is quoted as saying, "The opposite of a great truth is also true." If he was right, one of the great truths of doing work in diverse geographies is that human culture is unique everywhere. We dress differently. We practice different rituals. And in intricately different ways, we display our wealth, creed, status, and personal taste through our digital devices.

The opposite is also true: As human beings, we are all the same. We all have a special bond with blood relatives. We all seek security, recognition, and meaning. And according to the latest mobile statistics—globally 6.8 billion accounts and still counting—we all cherish remote, low-cost, real-time communication.

The first reflection is a kind of utopia for the HCI specialists. According to the lines up there I think our best chance to conciliate the best solution for the most of the population is to mix the cultural aspect of a population with general truths of Human kind.

sources : <http://interactions.acm.org/archive/view/november-december-2013/reflections-on-hci-for-development>

3 About the cultural aspect

I want to share with you an experience I have met when I was preparing myself to go to India. I was preparing an international solidarity project with an association and the people of this association talk us about the need to know the culture of the people we wanted to help.

The association told us there was a project in an African village who wanted to bring water in it by building a well. But the villagers didn't wanted this well because, even if the water was far from the village, it was a special time for the women of the village, a time to talk, to exchange, to laugh ... So, after a time, the villagers ended by destroyed that well to go back to their cultural habits.

This is to illustrate the fact, if you want to bring new things to the people, if you want to interact with them in a way, you have to understand them, understand their habits and costumes to design a good solution. Otherwise, the people will simply stop to use your solution and will go back to their old way.

4 UX Is Not Arts Crafts: Why We Use Tangibles

In this video the woman explain how many it's important to have tangibles object to interact with people. I am totally agree with her and I think we can apply this trick to the HCI. We know that tangibles objects :

- Help energize people
- Reduce distractions
- Help to understand value

So, for me, we can use tangibles objects to help the user to user to understand better our interface, thanks to those three points.

Help energize people : The user will be more ready to understand our interface.

Reduce distractions : The user will have more energy to put in understanding our interface.

Help to understand value : The user will understand better what is important in our interface.

sources : <https://www.youtube.com/watch?v=4OQs0F0vR98>

5 Less is More

Like I said in another homework, I am minimalist. Of course I'm agree with Jakob Nielsen. To design a good interface you have to show to the user the direction. But the user don't have to be lost, if you show too many direction, your interface will not work. The main direction have to be clear and evident for the user. Furthermore, don't put too many other feature in your page, the user don't want that.

In the contrary, don't fall in the trap of erasing your main direction of your interface to make more space. Otherwise, your interface lost all his meaning to the user.

I like travel with a few stuff but I choose a good backpack to put them. From the outside, my backpack have only 3 options, a big pocket, a medium and a small. And when you open those pockets you have other option to choose. I see a good interface like my bag. At the beginning you have simple option which lead you to other option with more details.

source : https://www.youtube.com/watch?v=dntokZAGr_c

6 Keep Your Opinions Out of an Expert Design Review

As said in the video, we are here to provide a design for a user. So, we have to push away our subjectivity when we design and put ourself in the skin of the user. Of course, we have a way of thinking and there are moment where we will not agree with the client. But remember that you have to serve the client and not impose your way of thinking. If a disagreement with the client come in the project the best way is to talk with him about your way and test it with him. The client will see if it's better for him and will approve if your way of thinking is better for his design. The point of this reflection is to not forget we are not the one we will use the app. We shouldn't put our way of thinking in the design of project because we have to think about "how the user will interact with this interface" and not "how I will interact with this interface".

source : <https://www.youtube.com/watch?v=GOkFV5WzTYA>

7 The difference between physical world and web site

We will take for example a cafe shop. It's easy to take a cafe, but in some place you need brochure to see all the king of cafe you can chose. It's complicated and it can lead to a waist of time for the client. The client can go to another cafe where he will order easier. Imagine your cafe shop is your web site and the amount of cafe the possibilities the client have to choose. The client can go in a second in another website to economies his time (easier than in the real world). So you have lot a chance the client will go in another website.

Furthermore, in a cafe shop, you have the chance to have a people in front of you in the real world to orient you and help you. This is a thing you don't have in a web site where the interface between the client and the product is only you code.

So remember you have to think in the place of the client and ask you : what's helping the client to understand my website.

8 HCI, a natural skill ?

I come from a school where I don't study HCI. We have made a big project the last semester and we had to design a game to train us to code. At the end we had lot's of design different, useful, well thinking, beautiful and ugly. And with the time I begin to think there are people who have natives skills to design interface and other not. Of curse you can learn, but I wondering if the beast people to do good HCI will be the people who had the feeling to make a good design.

9 Emotional Design

For me, human relation traduce emotion. In your interface you have to make the user feel emotions. Why ? Because, since always, if you propose emotions to a human, he will respond with with an other emotion and after by an action which traduce this emotion.

The emotion in the user is the most efficient weapon than you have to keep the attention of the user. More you have emotions to your catalog, more you have chances to keep the user in you web site, application etc.

Why Game of Thrones works so good ? It's because at each episode you feel emotions. Each time you want to see another because you want to feel again this emotion which make you alive.

So, for me, emotion it's the best way to interact with the user, the best way to give him the taste of understand your interface and to use it.

10 HCI, a world of persuasion

I looked a conference TedX who talked about the power of persuasion. The man was talking about 3 great concepts :

- Take the control of his intuitions
- Understand & Convince
- Looking for upgrade the other

For me, I think a good HCI specialist have to understand and use the power of the persuasion. And, more important, the power of those three points.

First of all, the designer have to control his intuition about the way of design because he is not the user. He have to think about how the user will use his interface, and not listen his how intuition (or control them).

Second, the designer have to understand the user to propose the best interface for him, and not convince him his way is the best. He will have lot of more chances to turn the user as a "friend" and make him stay in the web page, or make him understand faster how to use the interface.

And finally, the designer have to make the user taller because we have to help the user so that he will want to help us in return.

So, as a good designer, you have to train to persuade.

11 Like or not like

Instagram, Facebook and Youtube want to try a system without "like". Only the person who post the picture can see the number of like he have. This system is made to force the user to concentrate in the post itself and not in the number of reactions of the post. The main goal is to reduce the pressure in the creator of content.

For the moment those three media tell to the newspapers they can't put this system in place because the system of like is really addictive.

It's another example of the power of emotions. The creators of this system find a way to interact why the user which is too much. Right now, they can't change the rules because the user need this way of interaction.

Of course the new system is more ethic, is more fair etc. But the power of the old system is stronger. My purpose is to make you understand, when you are a designer you have a responsibility. When you create an interface you have to be sure at the beginning this interface is ethic, fair, well thinking etc. Otherwise, it will be difficult for you to go back.

12 Game of Trust

Game of Trust. It's a good title of series for Facebook, Instagram, Google or others. For all those actors the trust of the user is very important because the user have to fill his page with personal content and it's with this content those companies will live. Those companies have to fine the best design, the best interface to make the user in trust with the social media. In our world, I think the companies are ready to make lot of effort to develop the best interface thanks to the HCI. But I think they can goes to far and I find a ethical problem

to develop interface who orient you always, to give your personal information. Because in real, those companies are not your friend, they sell your information for money.

13 HCI, not for anyone ?

The great companies are the best to have beautiful webpage, clear and which give to the client a clear vision of "how do I use this page". But it's not the case for public services. The most of the public web services are terrible in the HCI gestion and for me it's not normal because those services are vital for the people. So why those services are not as good as the private services. Clever people don't want to work for the nation. I'm not sure. I think the nation don't put enough money in this problem. So the person who work for public services can't do they job as they want. So we can ask ourselves if well thinking interfaces are reserved to rich people ?

14 HCI for a better social politic

I continue my argumentation up there. I really think if we put a great effort in the web services of the nation, it can really help the person in the need. If we have public web services which are clear for every one and it's easy to ask something (help, information etc) it really help the state. For instance, for all the old people or the person who are very far of the great city it can be really usefull because they will not have to go to the great city to wait during a day a people listen for them.

15 Educating User

I think a good interface have to educate the user in "how to use the interface". Even before to use the interface, the user has to know, thanks to indications, how to use the interface. The indications can be explicit : a sign in a door who said "push" or "pull", or implicit : a big button with color in a website to said to the user "click here". Those two points educate the user in how he has to use the interface. As a developer you have to think about all those little help who will be useful for the user.