























USER CLASS CHARACTERIZATION MATRIX

Characteristic	User Class A	 User Class N
Education/skill level		
Computer knowledge/		
Experience		
Application domain knowledge		
Usage frequency, duty cycle		
Complexity of domain content		
User interaction with others		
Discretionary or captive		
Training needs/ opportunities		
Culture		
Receptive/		
resistant		

HIERARCHICAL USER TASK STRUCTURE

- What tasks will users perform with this system?
- Hierarchical task decompositionTask names: <action object>

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DESIGN: Construct usage scenarii

- Create usage scenario for each task and for each user class in order to gain understanding of tasks, user roles, actions, objects:
 - Determine application objects, their properties, and relationships among them
 - How objects will be viewed conceptually (not necessarily details of appearance) in interaction design?
 - How user will access those objects?
 - Operations to be performed on the objects as a result of user tasks?
 - How users will invoke and carry out those operations, including navigators?

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DESIGN: conceptual design

- Create a conceptual design from scenario
 - How objects are represented conceptually in user interaction design?
 - Access methods: How users get at objects?
 - Invoking and carrying out operations on objects?
 - Menu? Pull-down?
 - Small, fixed number of commands
 - Implication for interaction style: Buttons or icons?
 - ⊌ Etc.

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DESIGN: Screen design

- Develop together initial screen designs, from conceptual information & scenarii
 - Draw screen pictures, including menus, buttons, icons, application objects, links
 - Start with home page design to show broad functionality and user tasks
 - Design one main task thread over a few more screens/pages.
 - Label and note objects with behavior as appropriate
 - Do intuitive evaluation of design
 - Iteration
- → Representative screen designs

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HOW TO EVALUATE?

1	Graphics of work	Ugly	Okay	Looks Great.
	Packaging (cover,			
	etc)			
1	Typography			
1	Illustrations, if any			
1	Use of white space			
1	Overall appearance			
	Length	(too short or		
	Length	long)		
		The same		100

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HOW TO EVALUATE? Poor: get Literary Quality Great proof read nelp spelling/typos grammar paragraph (vagols) structure (natural flow) section structure (poor flow) clarity of writing (easy to read) (interesting) style and interest (boring)

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wordy)

verboseness

(every word counts)

Web Design: Inspect the availability and the accessibility of needed information

- Availability and accessibility of needed information
 - Is important information available to the user?
 - Is important information easy to find by the user?
 - Are pages/frames organized into good "sight bites"?
 - Are frames used effectively and efficiently?
 - Is text laid out attractively and effectively?
 - Are color/graphics/animation used appropriately?
 - Are layout, graphic, and text components easily "scan-able" by user?

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- User-centered wording
- Speak user's language
- User-centered control
- Keep user feeling in controlConsistency
 - Use similar design for similar concepts, terminology, graphics
- Error prevention
 - Make it goof-proof; recognition vs.
 recall
- Feedback
 - Let user know what has happened, to determine where in site they are.

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