



Interaction and Design Concepts

CZ2004 Human-Computer Interaction

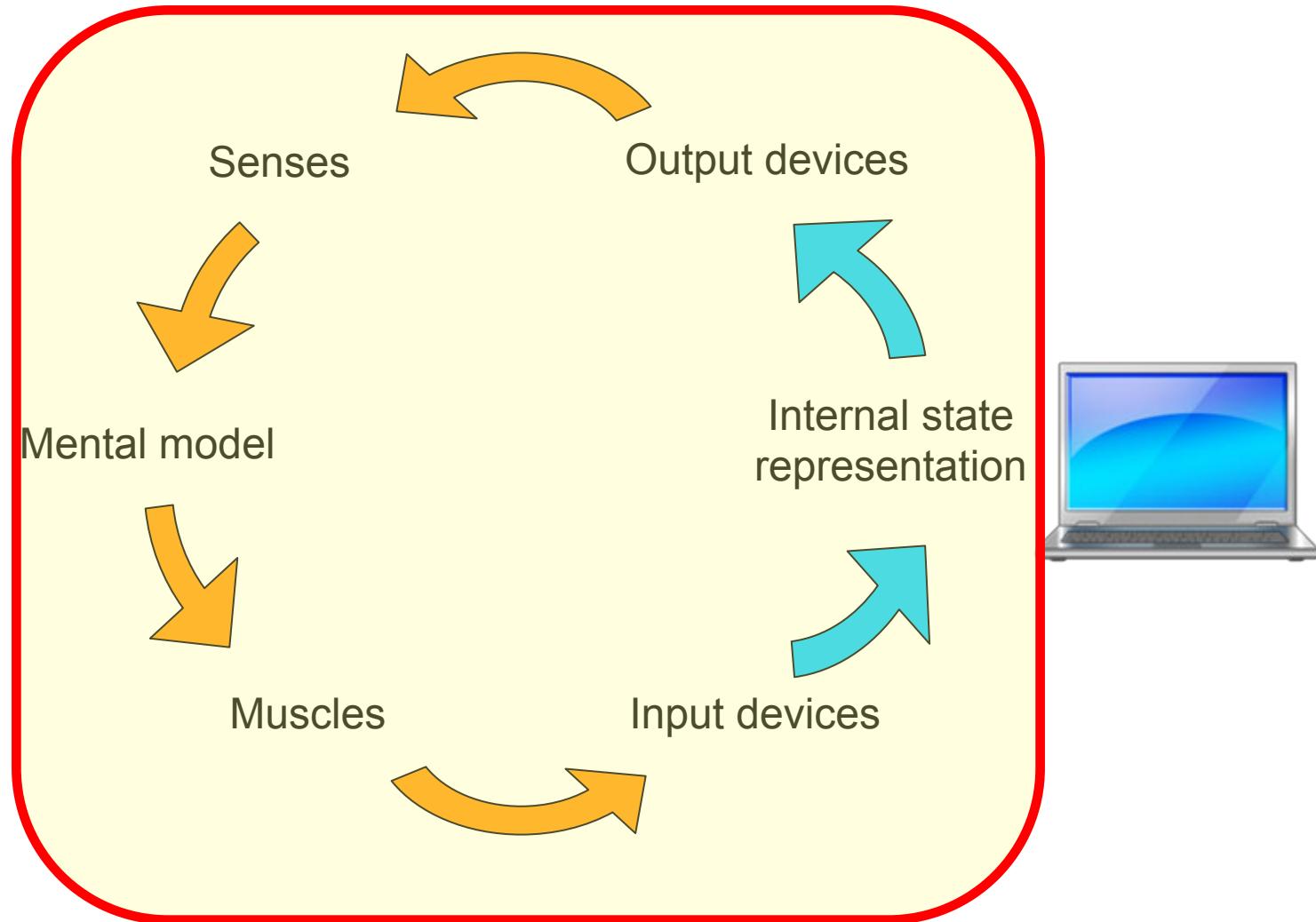
Contents

- Interaction Types
 - Communication, conversation, object manipulation, ego manipulation
 - Peripheral feedback
 - Interactivity and intuitiveness
- Software Behavior
 - Software postures
 - Empathetic and considerate behaviors
 - Anthropomorphism
- Design Concepts
 - Affordances
 - Metaphors
 - Idioms
 - Choice limitation
 - Context awareness
- Design Patterns
 - Templates
 - Widgets and interface builders
 - Design languages
 - Pattern languages

Learning Objectives

- Understand different broad types of interactions, and their interactivity and intuitiveness aspects
 - Able to categorize existing UI's into these types
- Awareness of the different software postures and affective behavior
 - Potential for empathetic and considerate software behavior, and human-like attributes
- Be familiar with various design concepts and terms
 - Such as “affordance”, “metaphor”, “idiom”, etc.
 - Able to analyse existing UI's in terms of these concepts
- Appreciate the use and effectiveness of design patterns
 - Templates, widgets, design and pattern languages
- *Learn the foundations to think systematically when innovating future new UI's, beyond existing ones today*

Interfacing Humans and Computers



Classification of Interaction Types

Major Interaction Types

- **Communication**

The user is giving commands,
or conversing with the computer

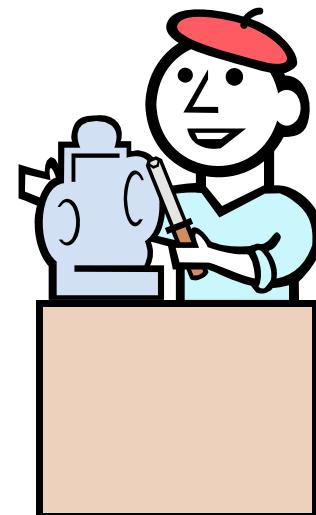
- Interaction as *instruction*
- Interaction as *conversation*



- **Manipulation**

The user is manipulating virtual objects,
or moving virtual self

- Interaction as *object manipulation*
- Interaction as *ego manipulation*



Interaction as Instruction

- User giving *instructions* to the computer
 - Computer takes action, with terse feedback
- Examples
 - Command-line interfaces
 - Button pushing
 - Speech commands
 - Menu selection
- These differ from object manipulation:
 - Manipulation such as menu navigation does not *physically* relate to intended action
 - Multiple steps to prepare instruction, submitted only at the end
 - Action may not be instantaneous
 - may take a while to process before getting final feedback



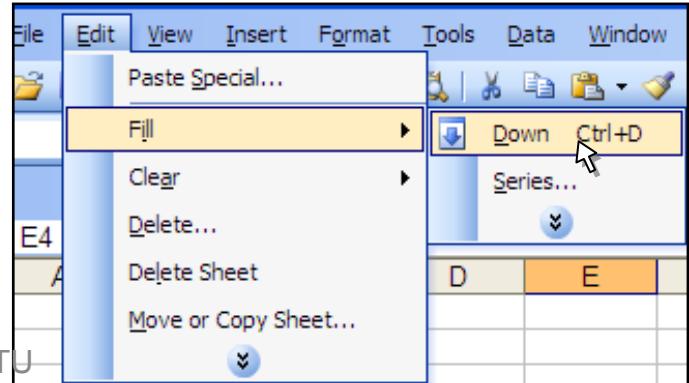
```
Command Prompt
Microsoft Windows XP [Version 5.1.2600]
(C) Copyright 1985-2001 Microsoft Corp.

C:\Documents and Settings\astjchan>dir
Volume in drive C is IBM_PRELOAD
Volume Serial Number is 782A-6B36

Directory of C:\Documents and Settings\astjchan

03/02/2004  01:33 PM    <DIR>      .
03/02/2004  01:33 PM    <DIR>      ..
03/02/2004  01:33 PM    <DIR>      444 .bash_history
18/02/2004  01:57 PM    <DIR>      Desktop
09/02/2004  05:06 PM    <DIR>      Favorites
16/01/2004  12:38 PM    <DIR>      8,867 gview32.ini
18/02/2004  01:02 PM    <DIR>      My Documents
07/01/2004  06:43 PM    <DIR>      Start Menu
25/06/2003  11:17 PM    <DIR>      WINDOWS
                           2 File(s)      9,311 bytes
                           7 Dir(s)  13,503,647,744 bytes free

C:\Documents and Settings\astjchan>
```



Interaction as Conversation

- Involves *turn taking*, like in a dialogue
 - Computer feedback can be substantial
 - Computer may *not* follow instructions directly, instead may
 - request clarification,
 - counter-propose,
 - promise (but not do right away), etc.



- Examples
 - Phone menu systems
 - Interactive fiction (text-based adventure games, e.g. Zork)
 - Google search
 - iPhone Siri

sinner pore

About 8,240,000 results (0.42 seconds)

Did you mean:

[singapore](#) [sinner poem](#) [sinner fire](#) [singer pur](#)

A screenshot of a Google search results page. The search query "sinner pore" is entered in the search bar. Below the search bar, it says "About 8,240,000 results (0.42 seconds)". A "Did you mean:" section follows, with suggestions: "singapore", "sinner poem", "sinner fire", and "singer pur".

“ I need to hide a body ”

What kind of place are you looking for?

reservoirs

metal foundries

mines

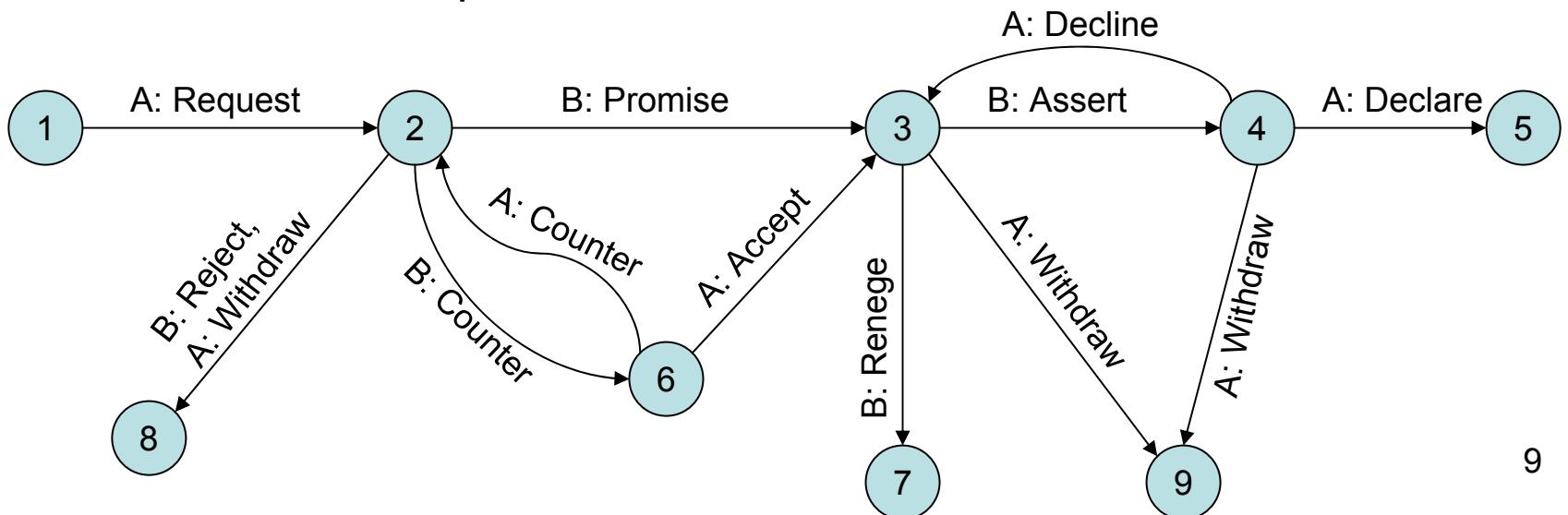
dumps

swamps

A screenshot of an iPhone Siri interface. It shows a conversation with the user asking about hiding a body and Siri suggesting places like reservoirs, metal foundries, mines, dumps, and swamps. At the bottom is a microphone icon for voice input.

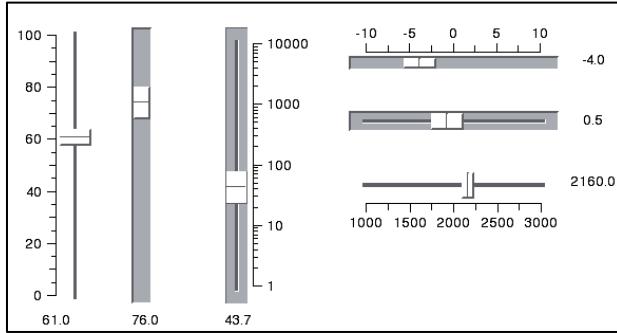
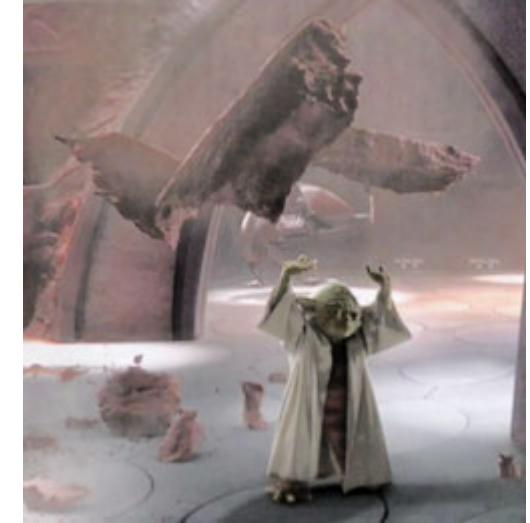
Interaction as Conversation

- Based on Speech Act Theory (Austin 1962, Searle 1975)
 - 5 categories of utterances which are “actions” that:
 - **Assert** – state an existing truth (“You have homework.”)
 - **Direct** – request / command (“Can you do the homework?”)
 - **Commit** – make a promise (“I will do the homework.”)
 - **Express** – state attitude/emotion (“Sorry I haven’t done it!”)
 - **Declare** – define a new truth (“You are so grounded!”)
- Terry Winograd’s Conversation for Action Schema (1987)
 - Conversation as a “dance” to complete a task
 - Schema for 2 speakers: A and B



Interaction as Object Manipulation

- Users manipulate virtual objects, items or tokens
 - Characterized by continuous, immediate feedback to indicate changing states of the system
 - Typically limited to touch-based manipulation
- Examples
 - Drag and drop icons into folders
 - Two-finger pinch for enlarging images
 - Moving frame slider on a movie player
 - Rotating 3D globe / sliding map in Google Earth



Interaction as Ego Manipulation

- Users move their mental selves around
 - Simple: following hyperlinks
 - Complex: virtually moving 3D avatars
- Examples
 - Exploring Wikipedia via hyperlinks
 - 3D games / virtual worlds, e.g. 2nd Life
 - Flight and car simulators
 - Ground view navigation, e.g. Google Street View



Peripheral Feedback

- Interfaces can provide peripheral feedback

- Little attention needed
 - Users may not respond, or ignore

- Examples:

- Modeless Feedback

- Feedback that does not switch interface mode
 - e.g. status bar information, tooltips
 - Opposite example: focus-grabbing pop-up boxes

- Augmented Reality (AR)

- Such as camera video augmented by labeled info
 - e.g. building names in live video (www.youtube.com/watch?v=OwcvW0aS-i4), car heads-up display (www.youtube.com/watch?v=T_YeW9pwtF8), language translation of display signs (www.youtube.com/watch?v=h2OfQdYrHRs)

- Ambient Devices / Calm Computing

- *Glanceable* output, handled pre-attentively in user's peripheral vision
 - e.g. *Ambient Orb* ~ stock prices, *Power Aware Cord* ~ power being used, *Ambient Umbrella* ~ weather forecast

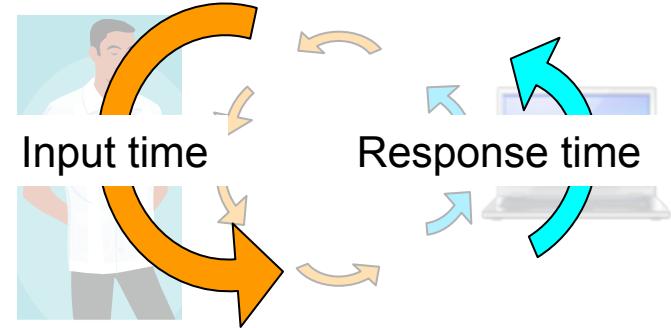


Interaction Attributes

- Various interaction styles can be differentiated by two attributes:
- **Interactivity**
 - How actively does the interface engage the user?
- **Intuitiveness**
 - How quickly and easily can a user learn to use the interface or carry out tasks with it?

Interactivity

- Related to rate of human-computer *interaction cycle* and affected by
 - Time it takes for users to input an action
 - Time it takes for the computer to respond
- Communication-based interaction has a slow, turn-taking cycle between users and computers
 - order of seconds (at least)
 - e.g. time taken to type out a command, or navigate a cascade menu, before the computer's turn to act
- Manipulation-based interaction has a very rapid cycle as feedback is continuous
 - fractions of seconds
 - e.g. image is continually resized in a 2-finger pinch interaction, or icon position is continually updated in a drag-and-drop
- Greater interactivity
 - more engaging experience
 - but greater computational cost



Interactivity: Perception of Response Times

- *Communication-based interaction*: users' perception of computer response times are (R.B. Miller, 1968)

– 0 to 0.1 seconds

- Considered *instantaneous*

– 0.1 to 1 second

- Considered *responsive*

– 1 to 10 seconds

- Considered *slow*, wandering attention

– Greater than 10 seconds

- Considered *non-interactive*, will switch focus to other tasks (e.g. other windows, coffee)

- *Manipulation-based interaction*: response time also the *latency*

– Users experience distracting lag from around 170ms and up

(www.eurogamer.net/articles/digitalfoundry-lag-factor-article)

– e.g. Guitar Hero: Aerosmith = 67ms,
GTA IV = 133-200ms



Intuitiveness

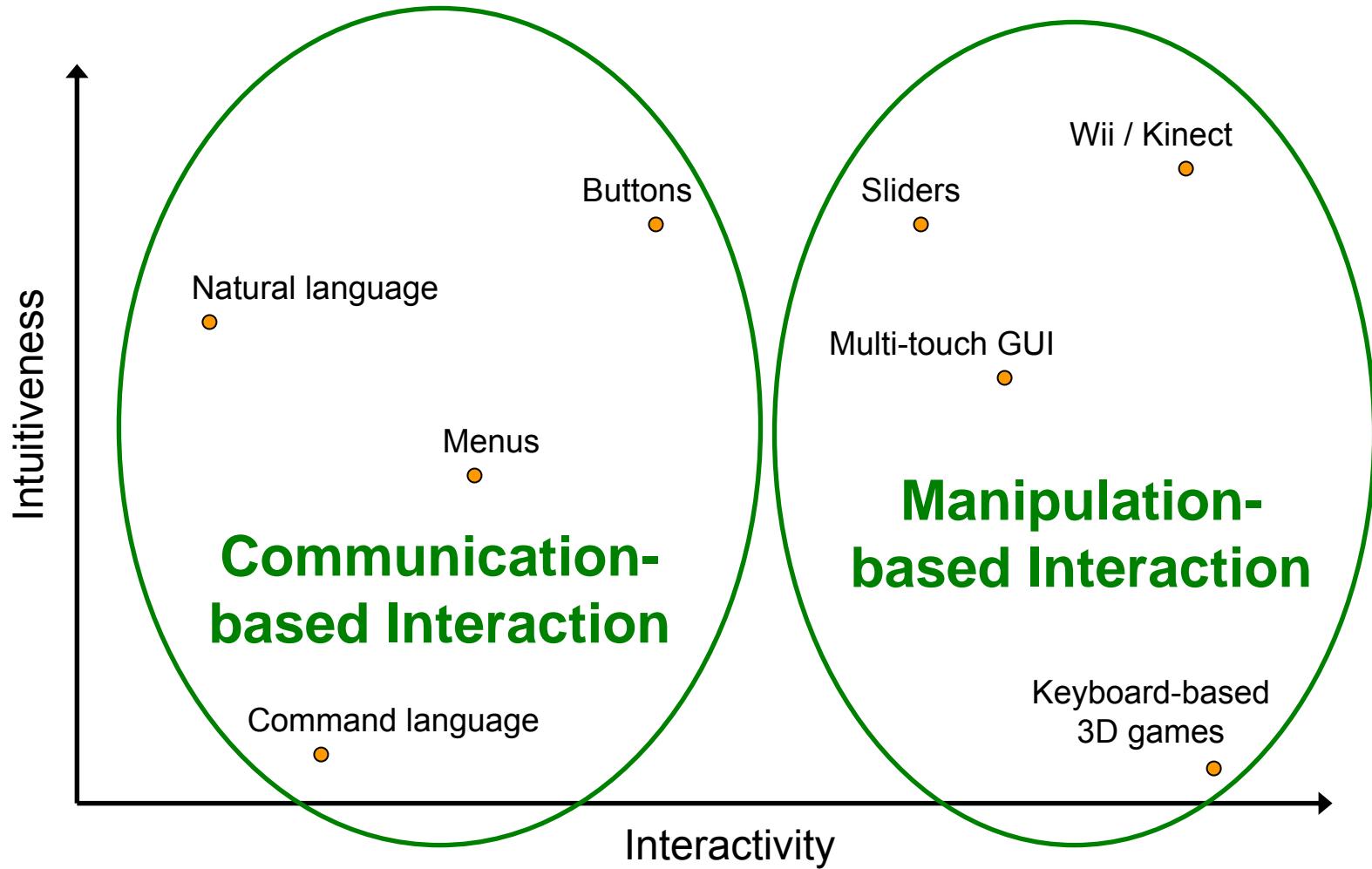
- Related to ease of using (or learning to use) an interface
- “Intuitiveness” often about users’ *familiarity* with previous software
 - Example: a novice at a first person shooter (FPS) game may find it hard to figure how to move using the keyboard;
 - but another user who has played a different FPS before may find it very easy to pick up
- But should apply for as wide a range of past experiences as possible
 - e.g. tennis with Wiimote is easily picked up by many diverse users, vs gamepad controls
 - More people are familiar with swinging a stick to hit something, than using a gamepad



CC-BY-NC Renee Ya, flickr

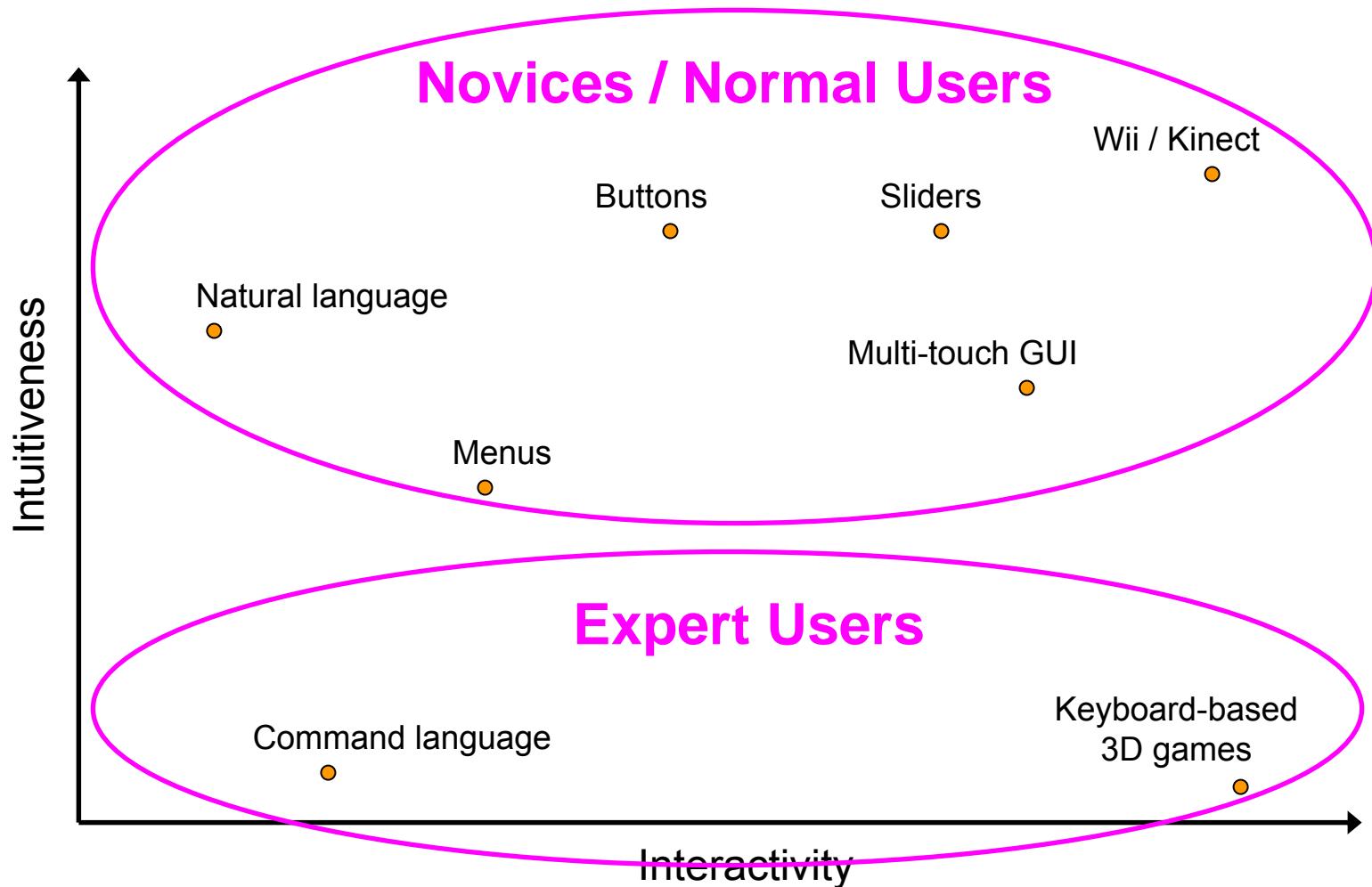
Intuitiveness-Interactivity Chart

- We can plot various interactive forms into a 2D chart comparing intuitiveness and interactivity (D. Frohlich 1993, E. Hutchins et al 1985)



Intuitiveness-Interactivity Chart

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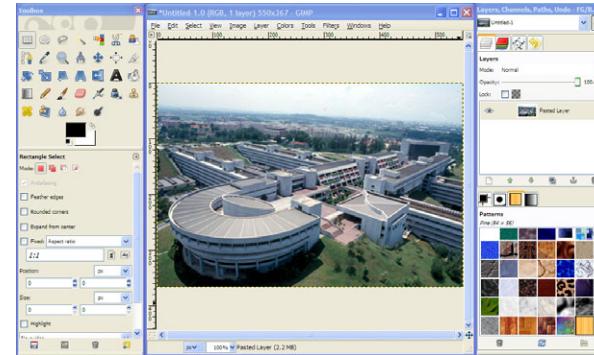
Software Behavior

Software Posture

- Software can adopt a range of *postures*

- **Sovereign**

- Monopolize user's attention for extended duration
 - e.g. most major applications



- **Transient**

- Briefly capture user's attention from time to time
 - e.g. sidebar gadgets, chat notification, Clippit assistant (old)



- **Daemonic**

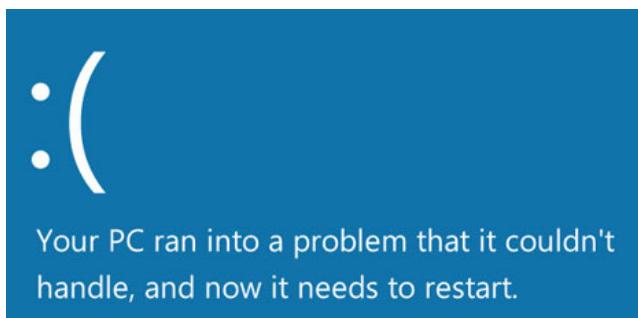
- Mostly silent / invisible, very rarely capturing user's attention
 - e.g. network and volume icons in system tray



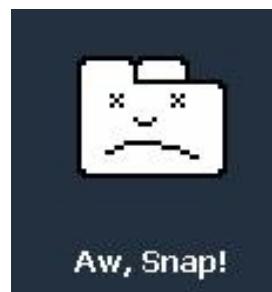
Empathetic Software Behavior

- 2 common negative affects in user interaction
 - Frustration / anger
 - Due to “excise”: unnecessary effort or difficulty in using interface
 - Fear / distress
 - Due to having done a wrong but irreversible action
- Best solution is to have good design to minimize such affects!
- However, if unavoidable, can still try mitigation by **empathy**...
- Examples
 - Groupon unsubscribe: www.groupon.com/unsubscribe
 - Empathetic error messages

Win 8 BSOD



Chrome Error



File Not Found

Trust us. We looked everywhere.



Considerate Software Behavior

- Better to design considerate software behavior in the first place
 - *How would a good host behave with a guest / customer?*
- Proactive
 - *Know user's habits*, e.g. auto-fill, auto-complete
 - *Anticipate needs*, e.g. preload linked pages
- Flexible
 - *Easily reversible*, e.g. don't keep asking user to confirm file deletion, just be able to undelete easily
 - *Don't force the user*, e.g. allow incomplete forms
 - *Adaptive*, e.g. “.com” key (iPhone Safari) will add either “.com” or “com” depending on last symbol
 - *Fail gracefully*, e.g. auto-recover “unsaved” info
- Deferential
 - Avoid informing user of non-critical internal problems (i.e. unnecessary error messages)
 - Avoid asking unnecessary questions

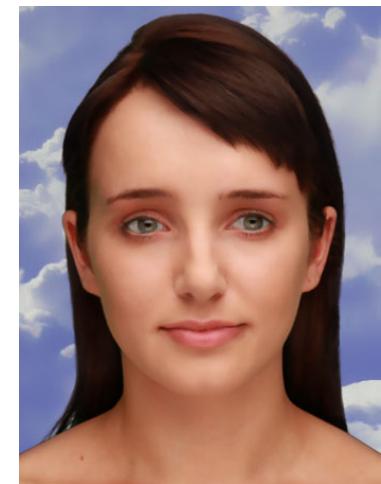


Anthropomorphism

- Giving human attributes to software
- Suitable for some groups of users and some application types
 - Kids, games, spoken interaction, etc.
- Chatbots
 - Using natural language processing (NLP)
 - e.g. ELIZA, Jabberwacky, Cleverbot, Siri
- Avatars
 - Characters with visual appearance and voice
 - e.g. LivingActor Presenter, MS Agent (old)
- Combined
 - e.g. Cleverbot on www.existor.com, Guile3D Denise
- Consider:
 - *Gender*, e.g. choice of gender for Siri
 - *Personality*, e.g. may be designed using OCEAN traits



MS Agents



www.existor.com



LivingActor
Presenter



Design Concepts

HCI Design Concepts

- Some widely-used HCI design concepts
 - Affordances
 - Metaphors
 - Idioms
 - Choice limitation
 - Context awareness
- Can be for both design and analysis
- Different from design principles
 - These concepts don't *have* to be applied
 - They are just part of the palette of ideas that can be tried out

Affordances

- Affordance: attribute of an item, object or structure, permitting a user to perform some basic action, e.g.
 - button=push, rope=pull, switch=flip, slider=slide, wheel=spin, ladder/stairs=climb, handle=grasp
- Well-designed items have **clearly perceived affordance** (“good affordance”)
 - Users know *instinctively* how to use them,
 - or even *enticed* to use them
- Affordance does not define effect
 - e.g. affordance of a lever is only pulling, not what happens after



Metaphors

- Computer interactions mapping to real-world interactions that users are more familiar with



- Examples

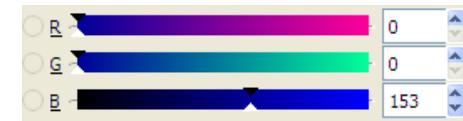
- GUI desktop → normal desktop where you pile and arrange paper documents
- Drag-and-drop of file icons into folder icons → move paper documents into real folders (or bin)
- Email → Snail mail (hence the term “mailbox”)
- Order list → shopping cart
- Speech-based agents → talking to a real person
- eBook next page → physical turning of page
 - See KAIST system www.youtube.com/watch?v=rVyBwz1-AiE
- eBook collection → real bookshelf
- 3D virtual environment → real environment



Metaphors

- Advantages

- Good metaphors reduce gulfs of execution and evaluation
 - e.g. selecting color via palette, not RGB values
- Users understand better what can or cannot be done
 - Able to guess available actions not yet tried out



- Disadvantages

- Bad metaphors can confuse users
 - Worse than no metaphor
 - Even when users know, may still feel uncomfortable
- Example:
 - Mac OS: eject removable media by dragging disk icon to trashcan icon
 - In real world, eject floppy disk ≠ discard floppy disk!



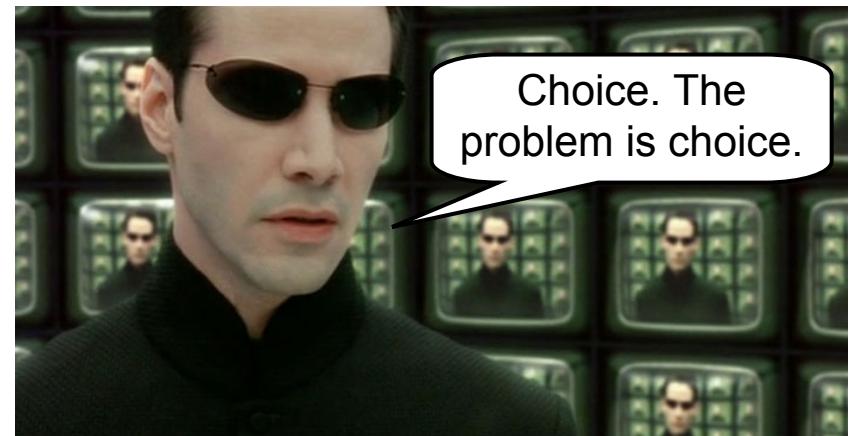
Idioms

- English: commonly-used figurative phrases where
 - implied meaning not the same as literal meaning
 - e.g. “raining cats and dogs”, “a piece of cake”, “pulling your leg”
 - Implied meaning comes from wide cultural usage
- HCI: very widely-used actions, span different platforms / software
 - often not a metaphor (i.e. no physical meaning)
 - feel “natural” and quickly become “familiar”
- Examples of HCI idioms
 - Resize windows by dragging on borders
 - Scroll window views via scroll bars
 - Two-finger pinch to resize map
 - Cascading menus / nested folders
 - Esc / Ctrl-Alt-Del keys to “get back”
 - WASD keys in 3D first-person shooters
- *NOTE: Most GUI elements are idiomatic, not metaphoric*



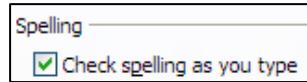
Choice Limitation

- Keyboard and pointer actions are very unconstrained
 - How would a novice user know what to do to solve her task?
- One way: quickly get users to learn idiomatic actions
- Another way: provide noticeable constraints to lead users towards allowable actions
 - Narrower range of actions, e.g. short textboxes or sliders, or
 - List of discrete choices, e.g. menus, checkboxes
- Think of your past experience with exam question types
 - Essays
 - Single sentences
 - Fill-in-the-blanks / Cloze
 - Multiple-choice questions
 - True/False questions

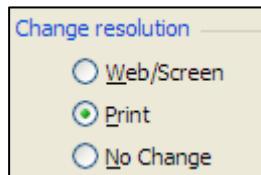


Choice Limitation

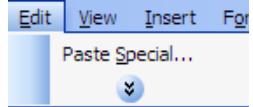
Binary choices,
e.g. checkboxes



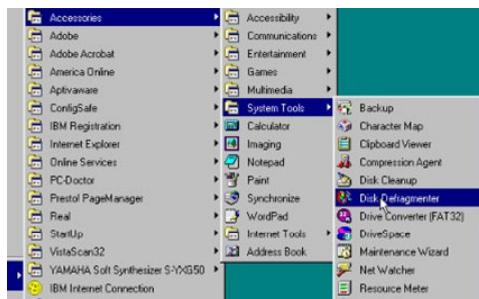
Multiple choices,
e.g. radio buttons



Tightly Limited



Smart Partial
Menus



Menus

Text boxes



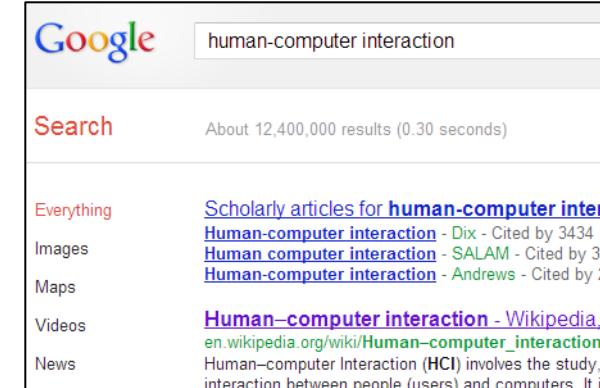
Sliders



Command line

```
lrwxrwxrwx 1 root root 11 Oct 10 20
drwxrwxr-x 7 root sys 512 Nov 7 20
lrwxrwxrwx 1 root root 10 Oct 10 20
drwxr-xr-x 4 root bin 2048 Dec 25 15:
drwxr-xr-x 4 root bin 512 Oct 10 20
drwxr-xr-x 4 root bin 1024 Aug 2 20
drwxr-xr-x 7 root bin 512 Oct 10 20
drwxr-xr-x 5 root bin 512 Oct 10 20
chamtj@sf3:/usr[378]$
```

Loose or
Unlimited



Natural language

31

Choice Limitation in Games

- Evolution of immersive video games
- Original: *Dragon's Lair*, 1983
 - 1st with immersive high-quality graphics
 - Big change: arcade games were then in top-down view, *Space Invaders* still popular!
 - Gameplay: “choices” made during short intervals
 - Each choice: 1 of 4 directions or 1 action button
 - Hand-drawn animations between choices
 - Complete game involves just 200 choices
- Interactive Movie genre, 1990’s – early 2000’s
 - Point-and-click on many screen hotspots
 - Actual video footage (blue/green screened)
 - e.g. *7th Guest*, *Tex Murphy* series
- RPG / FPS, 1990’s onwards
 - Free movement control of 3D player
 - like “infinite” choices...
 - Poor graphics initially (*Doom* = 320x200 resolution)
 - Later: better graphics quality + much greater interactivity



7th Guest (1993)



Tex Murphy: Under a Killing Moon (1994)



Cham Tat



Legend of Zelda: Skyward Sword (2011)

Context Awareness

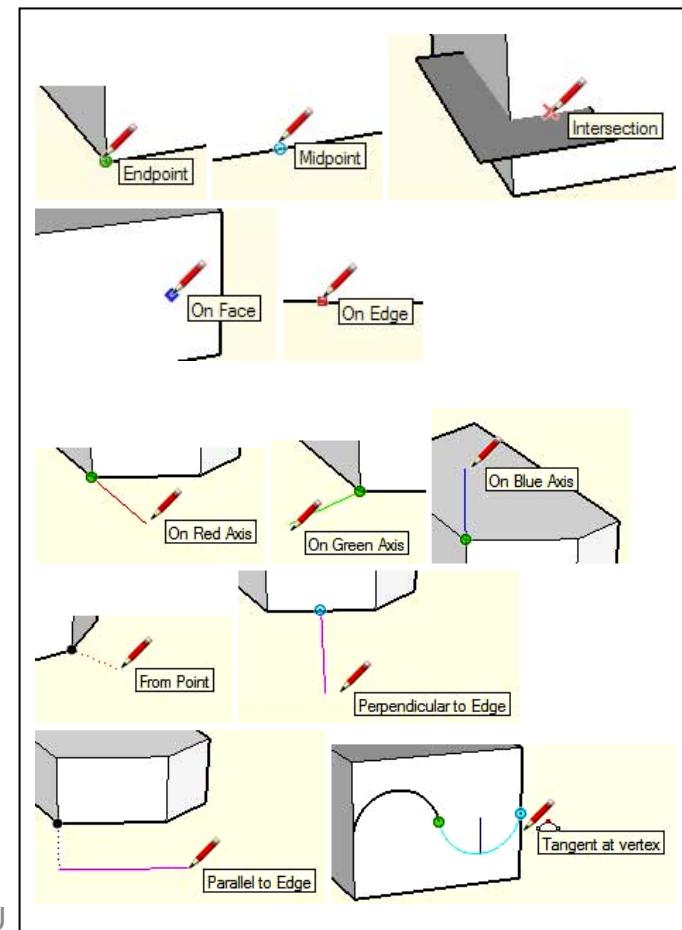
- Choice limitation may not be enough
 - when identical input mean different things
- May be able to use **context** to help distinguish
- Examples

Ambiguous search terms

- “NTU” – Nanyang Technological University or National Taiwan University, etc.?
- Geographical location of user is the context
- **Google / Bing Search** knows user’s location → rank results accordingly

3D modeling with 2D GUI

- 3D drawing with 2D I/O is hard: depth unknown
- Existing geometry is the context
- **Google SketchUp** uses an *inference engine*, tries to figure out whether user is:
 - clicking on edges / mid-points of existing lines
 - drawing 3D line parallel to an axis or other lines, etc.
 - Details: support.google.com/sketchup/bin/answer.py?hl=en&answer=70140



Design Patterns

Design Patterns

- Design patterns: reusable past solutions to design problems
 - Not just visuals, but also the core ideas / techniques
- Why consider?
 1. Difficult to design UI from scratch, even with design principles
 - e.g. “reduce short term memory” principle doesn’t tell the designer how to begin!
 2. There is organic, collective knowledge, of what works and what doesn’t, from past experiences by other designers
 3. Users are already very familiar with some interface idioms

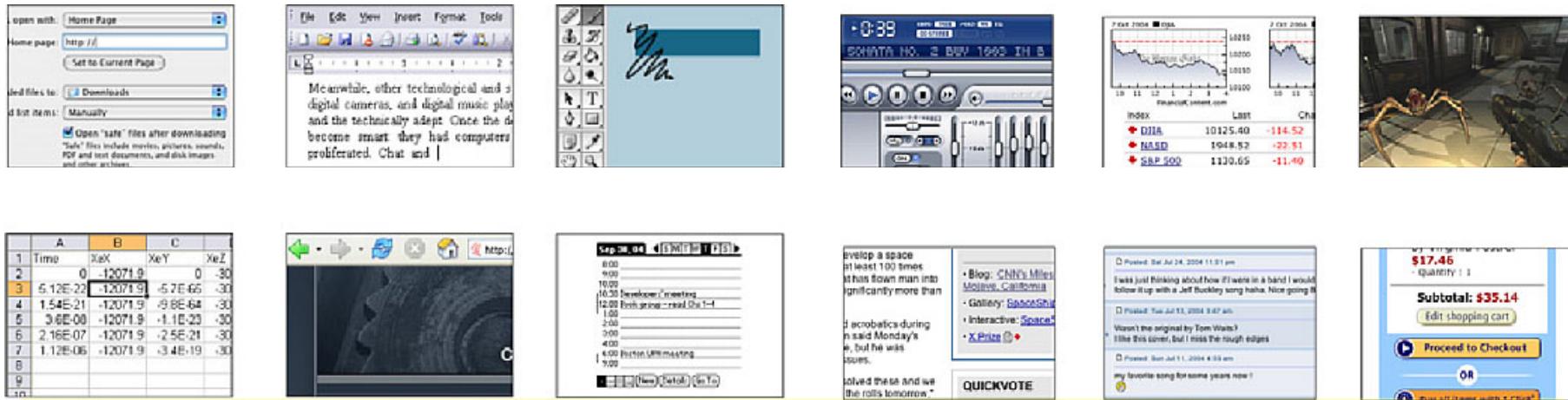


Figure from *Designing Interfaces*, 2nd edition, by Jenifer Tidwell, O'Reilly publishers, 2011

Types of Design Patterns

- Templates
 - Near-complete design prototypes
 - e.g. website templates
- Widgets / controls
 - Basic high-level GUI components
 - e.g. buttons and sliders
- Design languages and guidelines
 - Prescribe expected look and feel of application UI's
 - e.g. Apple Macintosh Human Interface Guidelines
- Pattern languages
 - Structured way of guiding non-expert designers by decomposing design problems to different levels of detail

Design Templates

- Near complete design prototypes
 - The most restrictive form of design pattern
 - Easiest to be used directly, hardest to adapt to different situations
 - Examples
 - PowerPoint themes
 - Website templates, e.g.
 - Google Sites templates targeting different uses
 - AKIO site templates for dashboard, content, login, etc.



The screenshot shows the Akio dashboard interface. At the top, there's a navigation bar with links for Dashboard, Products, Orders, Reports, Events, Settings, Profile, and Logout. Below the navigation is a section titled "Dashboard" with the sub-instruction "The place where all your business starts...". A green "Message Tip" box contains the text: "Learn how to drive up sales, maximize advertising ROI, and do the smartest things to increase your revenue." The main area features a "Sample graph" with three data series: Project One (blue), Project Two (yellow), and Project Three (red). The x-axis represents time from week 1.0 to 14.0, and the y-axis represents values from 0 to 30. Project One starts at ~25, dips to ~18, peaks at ~28, and ends at ~10. Project Two starts at ~25, dips to ~15, peaks at ~22, and ends at ~10. Project Three starts at ~25, dips to ~12, peaks at ~25, and ends at ~10. Below the graph is a summary table:

Total Hours	Total Earnings	Hours This Week	Earnings This Week
1061	\$14,648.16	32.67	\$648.17

At the bottom, there's a table titled "PROJECT SUMMARY" with columns for PROJECT NAME, TOTAL HOURS, TOTAL EARNINGS, THIS WEEK HOURS, and THIS WEEK EARNINGS. The data is as follows:

PROJECT NAME	TOTAL HOURS	TOTAL EARNINGS	THIS WEEK HOURS	THIS WEEK EARNINGS
Project One	75.00	\$1,201.76	13.87	\$47.76
Project Two	24.17	\$578.44	3.87	\$47.88
Project Three	7.66	\$103.00	0.66	\$40.00

Dashboard template

akio v.1.0DashboardProductsOrdersReportsEventsSettingsProfileLogout

Content: Content Subpage Title

 **Message Title**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Left Column Content

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- [Lorem ipsum dolor sit amet](#)
- [Excepteur sint occaecat cupidatat non proident](#)
- [Duis aute irure dolor in reprehenderit](#)
- [Sunt in culpa qui officia deserunt mollit anim id est laborum](#)
- [Tum in culpa qui officia deserunt mollit anim id est laborum](#)
- [Sunt in culpa qui officia deserunt mollit anim id est laborum](#)
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Right Column Content

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Content template

akio v1.0

User Login

 Sorry, your username or password wasn't recognized.

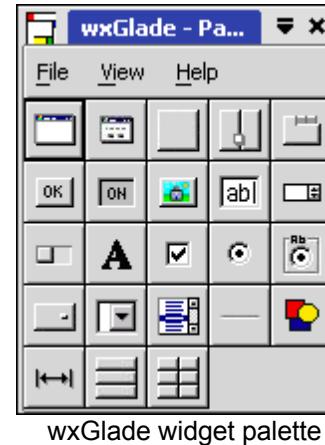
Username Password

Remember me on this computer

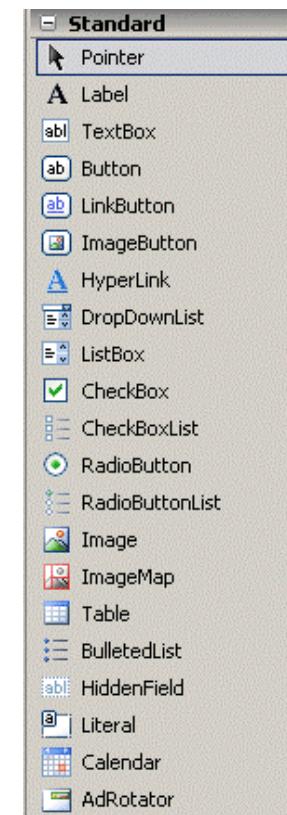
• Help: I forgot my username or password.
• Help: I forgot my account or account was deleted.

Widgets and Controls

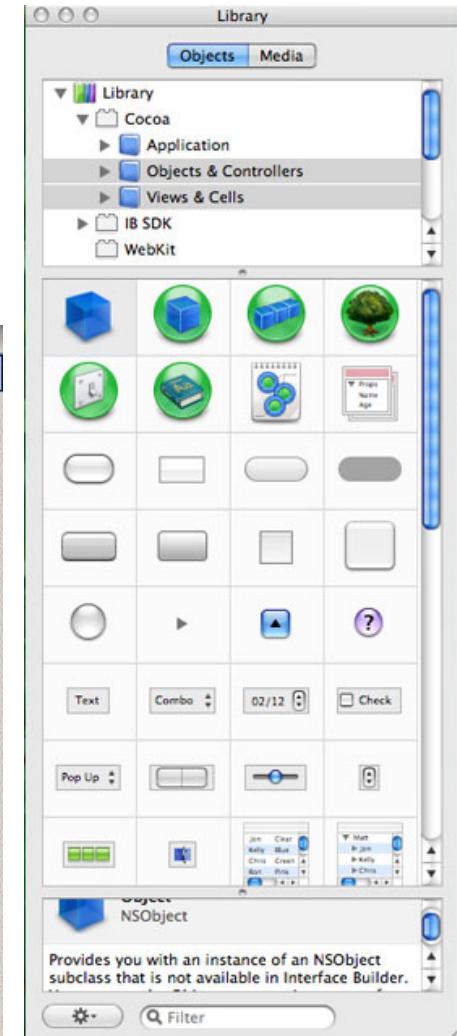
- Well-established idiomatic GUI components
- Widget library
 - Buttons, sliders, textboxes, radio buttons, checkboxes, etc.
- Allow designers to think with a higher-level vocabulary of widgets
 - rather than in terms of pixels and/or low-level input



wxGlade widget palette



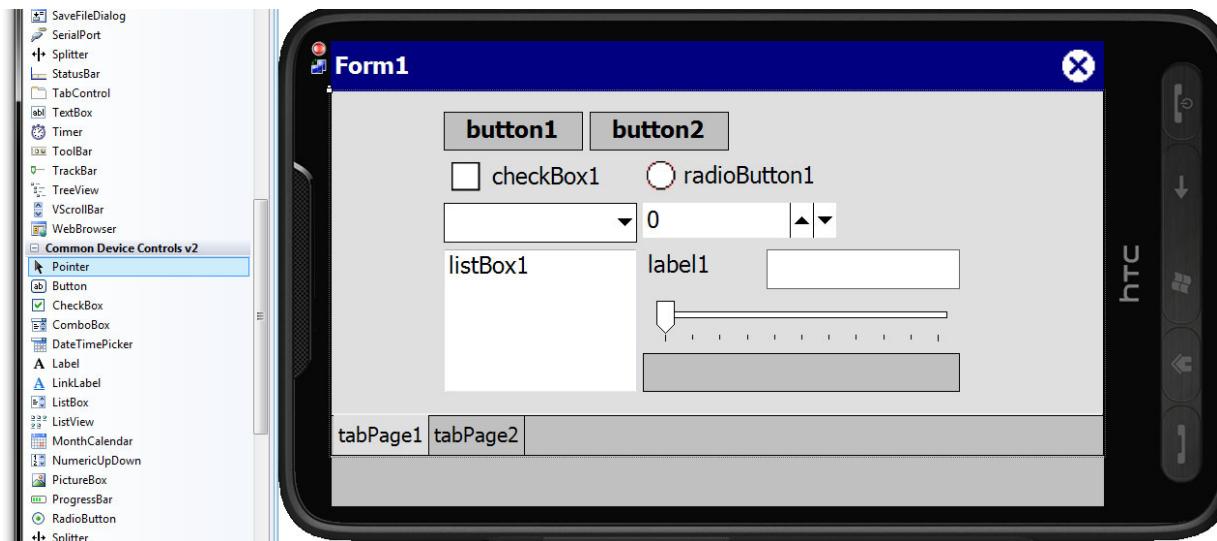
MS Visual Studio Designer controls toolbox



Apple Interface Builder UI objects palette

Graphical User Interface Builders

- Software to visually design user interfaces
 - Using widgets from a palette or library
- Able to generate some automatic code
- But doesn't enforce how widgets are combined together into a *good* interface
- Examples
 - Apple *Interface Builder*, GTK+ *Glade*, MS Visual Studio *Windows Forms Designer*



Screenshot extracted from forum.xda-developers.com/showthread.php?p=8045502

Cham Tat Jen / CZ2004 / SCE, NTU

Design Languages and Guidelines

- “Language” term used loosely
 - Scheme to define / design a consistent look and feel for UI’s
- Guidelines determine the design language
 - Prescribe expected look and feel of application UI’s
 - Recommend when and how widgets should be used and combined
- Examples
 - Apple Mac / iOS Human Interface Guidelines
 - Android User Interface Guidelines
 - Microsoft Win 7 / Vista User Experience Interaction Guidelines
 - MS new Metro design language for Win Phone 7 and Win 8

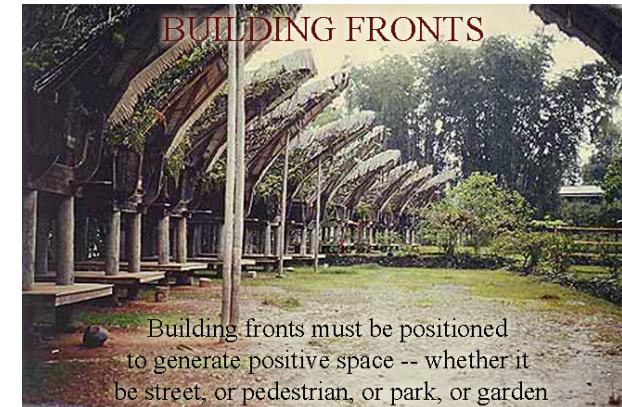
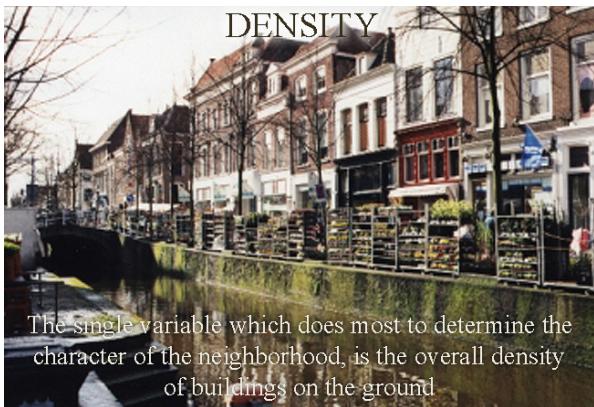
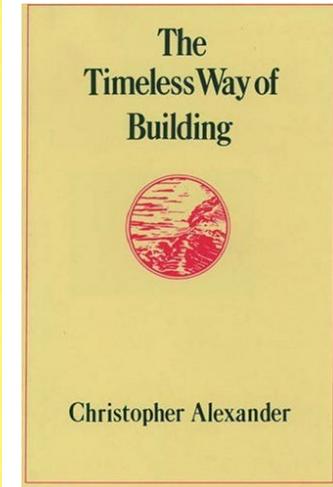
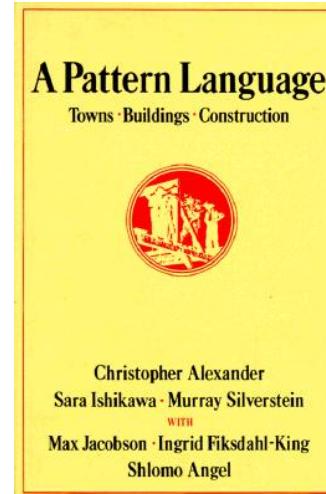


Pattern Language

- Integrated set of “patterns” to solve complex design problems
 - High-level patterns “unfold” into lower-level patterns for sub-problems
- Each pattern usually presented in sections:
 - **Context**
 - Where is the problem encountered?
 - **Problem**
 - What is the problem?
 - Are there similar related problems?
 - **Solution (with examples)**
 - Set of solution steps and key considerations
 - Dependencies to other patterns to solve sub-problems
- Main benefit: *non-experts can use this to generate good design!*
 - Just need to “unfold” each pattern into choices of smaller patterns
 - Well-tested ideas about how to choose different patterns
 - *Won’t miss out important steps and considerations*

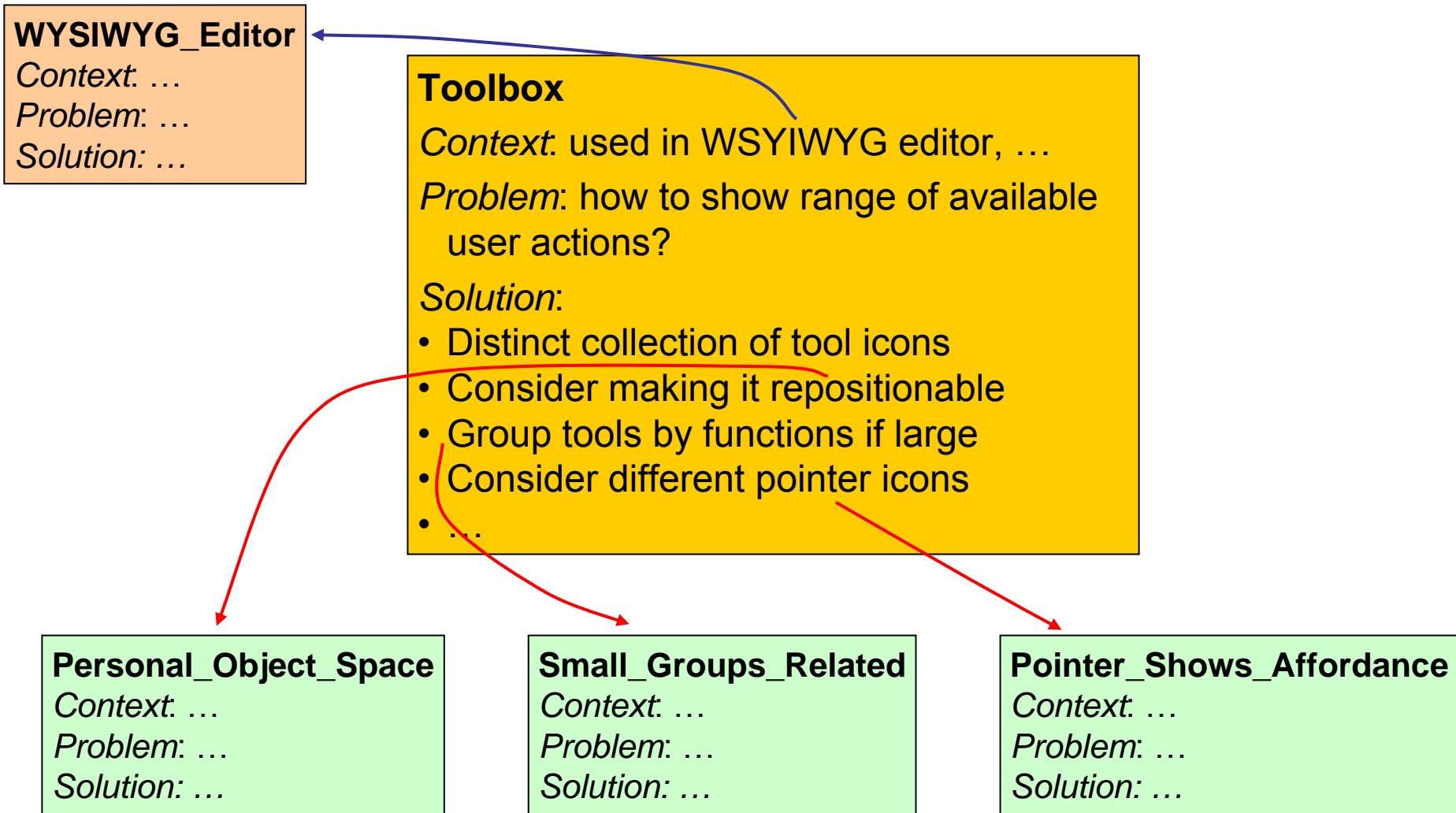
Pattern Language

- Pattern language first proposed by architect Christopher Alexander
 - empowers laypeople to plan and design living space at *any* scale
 - Complete pattern language
 - Deals with “towns” and “cities” ...
... to “chairs” and “ornaments”!
 - *A Pattern Language* and
The Timeless Way of Building (1977-79)
 - See www.patternlanguage.com, www.livingneighborhoods.org



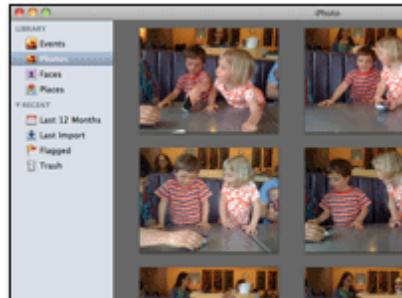
Pattern Language

- Example from Jenifer Tidwell's *Common Ground* pattern language (www.mit.edu/~jtidwell/common_ground.html)



Pattern Language

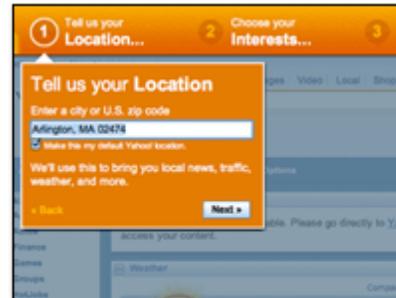
- Pattern languages now widely used in software engineering and user interaction design
- Some user interaction pattern languages
 - Jenifer Tidwell's *Designing Interfaces* book, See designinginterfaces.com
 - based on her earlier patterns at time-tripper.com/uipatterns/ and www.mit.edu/~jtidwell/common_ground.html
 - Martin Van Welie's interaction pattern library at welie.com
 - Quick case study of “Shopping” pattern:
welie.com/patterns/showPattern.php?patternID=shopping
 - Windows 7 / Vista *User Experience Interaction Guidelines* is written in pattern language form
 - List of different pattern languages www.cs.kent.ac.uk/people/staff/saf/patterns/gallery.html



Picture Manager



News Stream



Wizard