



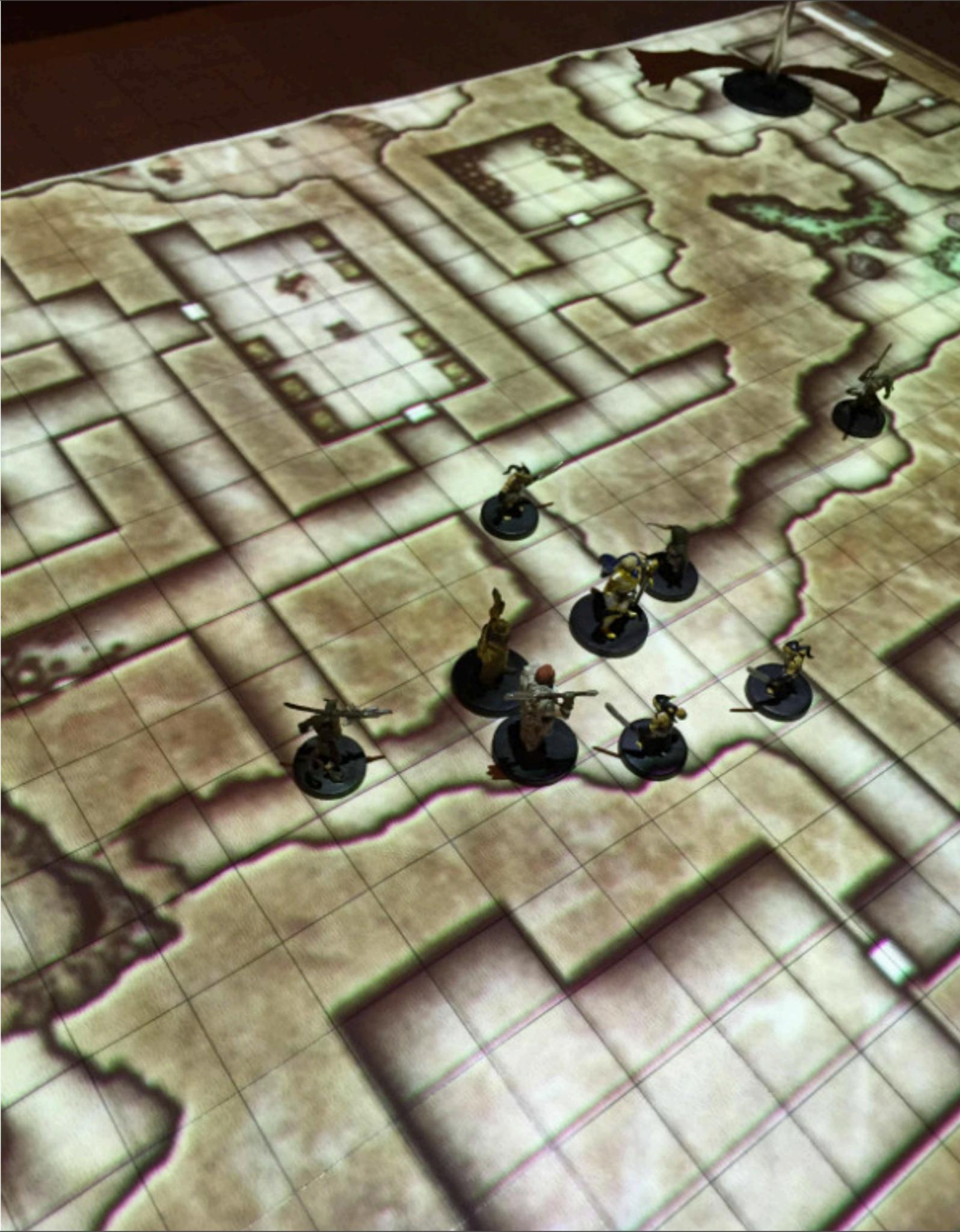
# User Research and Requirements II

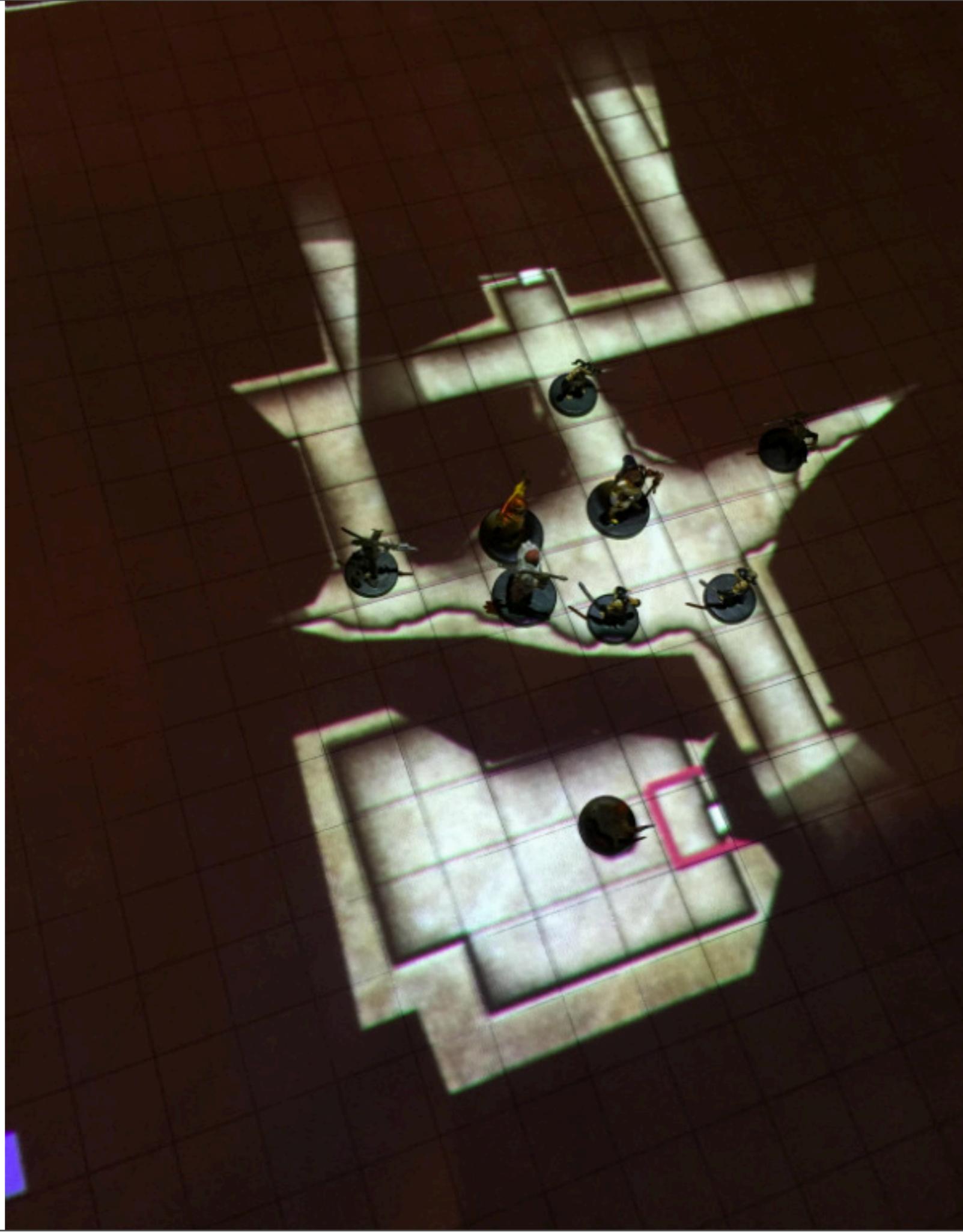
Lecture II, Week 6

February 8, 2015

CSC318HIS

Velian Pandeliev





# Week 6 To-Do List

- Wait for final TA approval for your instruments before administering instruments.
- Conduct user research (!)

# Reporting results

It is important to report results in ways that are appropriate for the population, sample, and the problem chosen.

The crucial thing to avoid in A3 is statements that overgeneralize based on your results or that imply a greater level of measuring precision than was in your study.

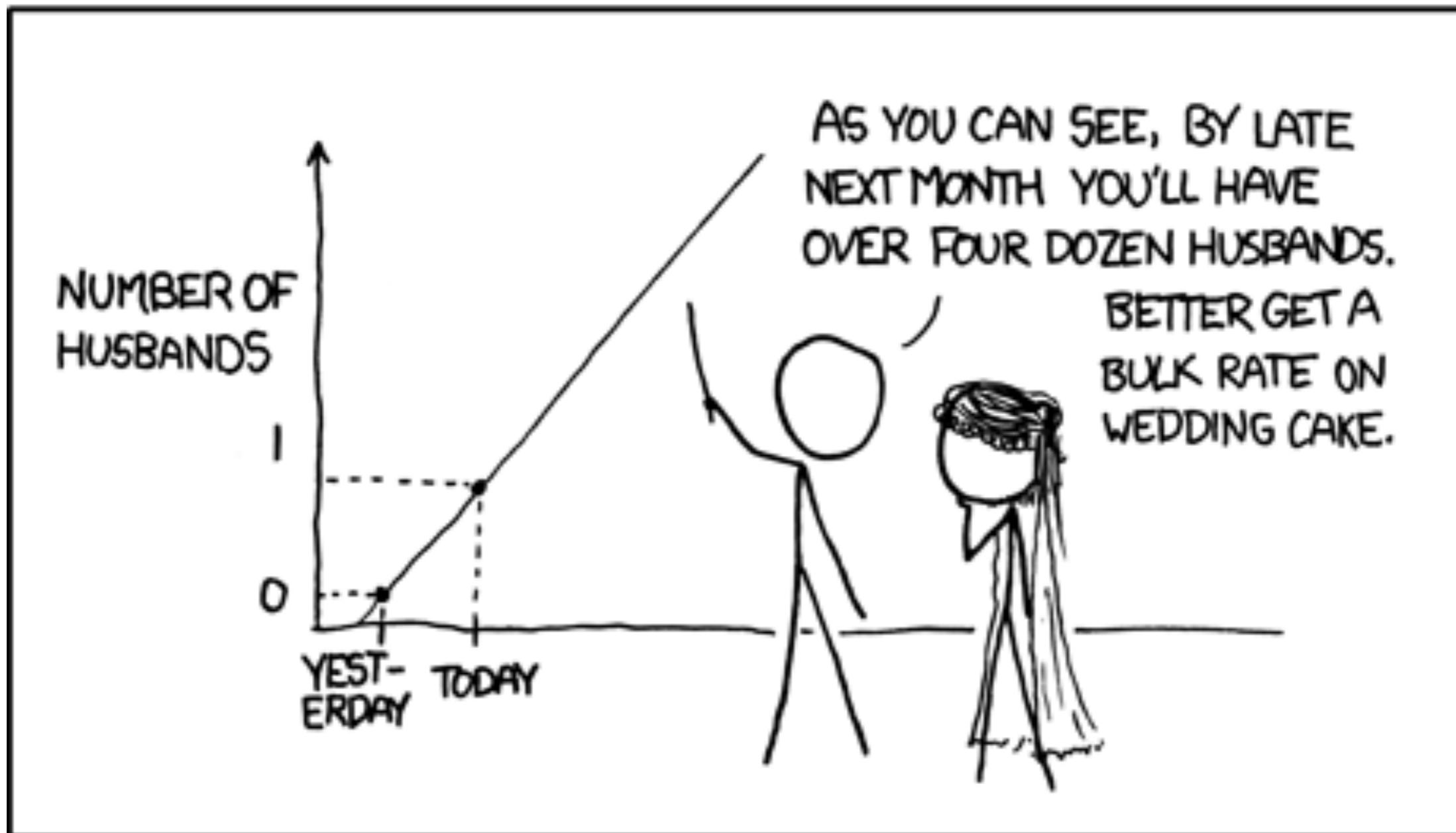
With small numbers of users, population-wide statements and percentages are inappropriate.

*"One of our three users sneezed immediately after using the system."* vs

*"System caused sneezing in 33% of users."*

# Reporting results

## MY HOBBY: EXTRAPOLATING



# Design Principles

Set of commandments or general principles that express your high-level vision for the system.

They should be brief, memorable, and specific. They should apply across your entire system, differentiate you from your competitors, and they should not conflict with each other.

[Saffer 2009]

For a list of many products' design principles, go to <http://designprinciplesftw.com/>

# E.g. TiVO

- It's entertainment, stupid.
- It's TV, stupid.
- It's video, damnit.
- Everything is smooth and gentle.
- No modality or deep hierarchy.
- Respect the viewer's privacy.
- It's a robust appliance, like a TV.

# E.g. TiVO (revised)

- It is reliable.
- It puts me in control.
- It's easy to use.
- It's smart and helpful.
- It's responsive.
- It's all about entertainment.
- I can't imagine life without it.

To read more about TiVo's principles, go to [http://www.pvrblog.com/2004/12/the\\_pvrblog\\_int.html](http://www.pvrblog.com/2004/12/the_pvrblog_int.html)

# E.g. Google

- Focus on people – their lives, their work, their dreams.
- Every millisecond counts.
- Simplicity is powerful.
- Engage beginners and attract experts.
- Dare to innovate.
- Design for the world.
- Plan for today's and tomorrow's business.
- Delight the eye without distracting the mind.
- Be worthy of people's trust.
- Add a human touch.

# Short Form Creative Brief

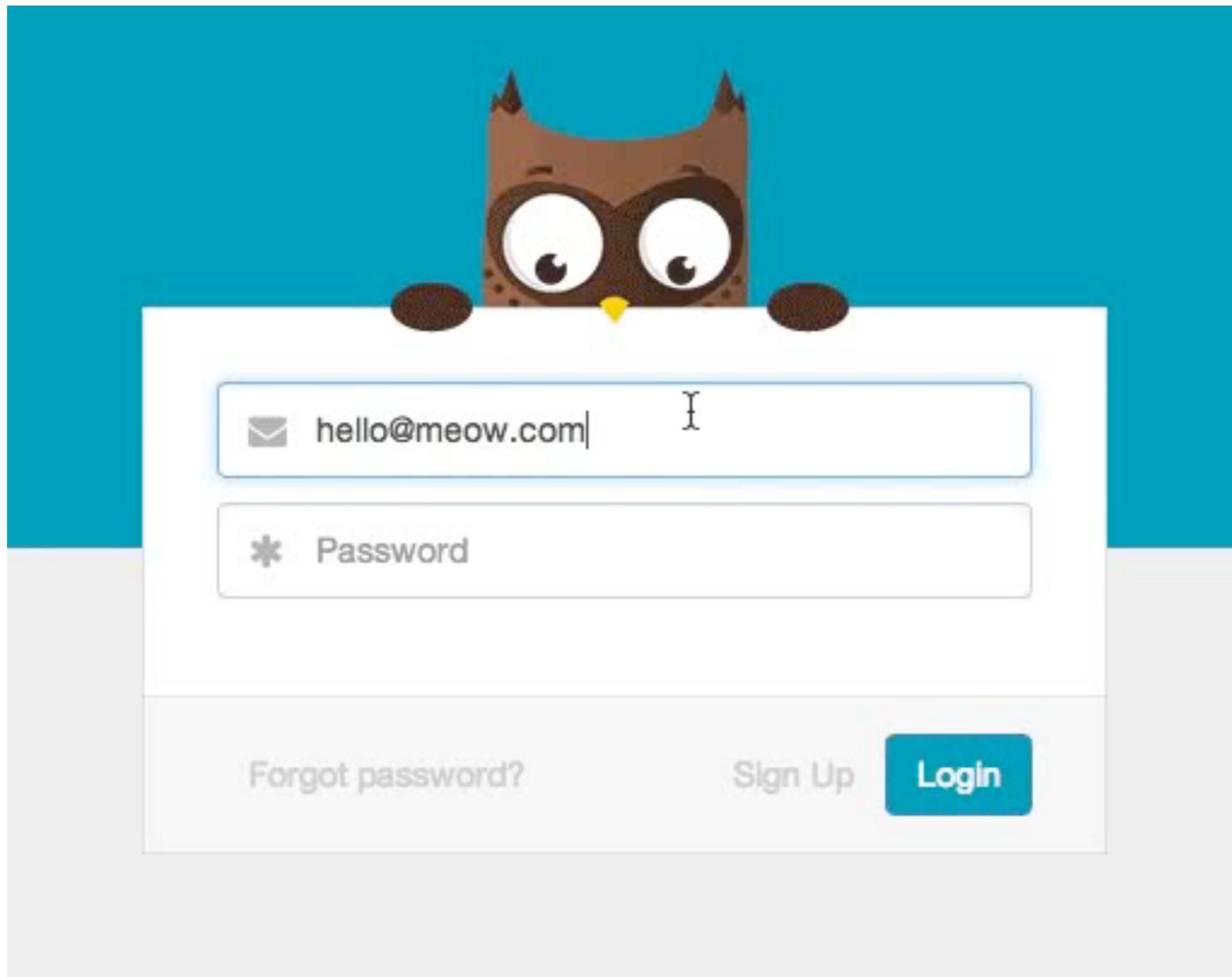
The SFCB is a very short, constantly evolving document that is read before each meeting to ensure all members of a team are focused on the problem at hand.

1. Project objective (2-3 sentences)
2. Key personas (1-2 personas)
3. Key scenarios (3-4 scenarios)
4. Key design principles

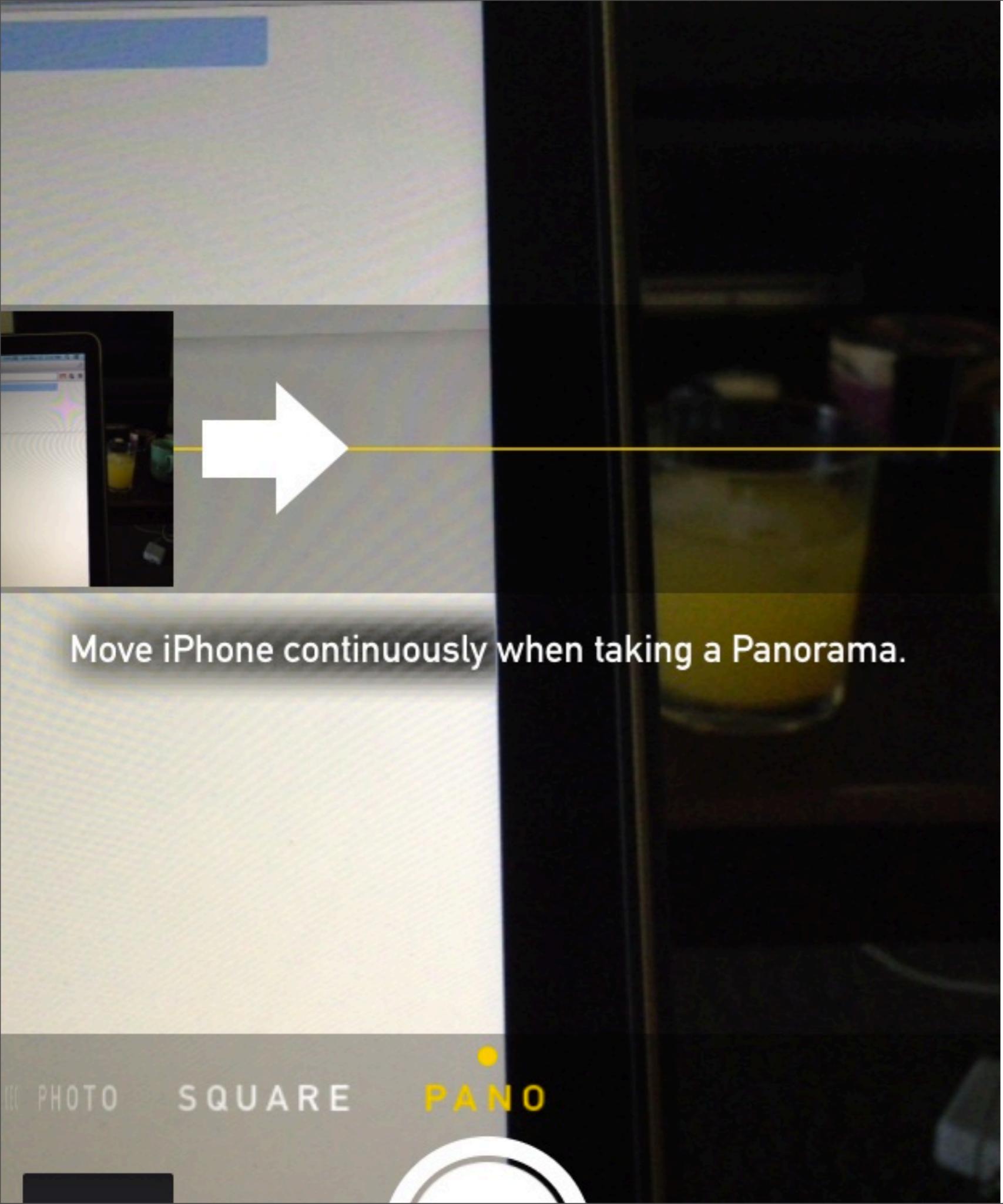
Your tasks:

- read the SFCB article on BB
- write an SFCB to submit with Phase 3
- read your SFCB out loud before each group meeting like a mantra or a pledge-of-allegiance
- read your SFCB as your elevator pitch in a couple of weeks

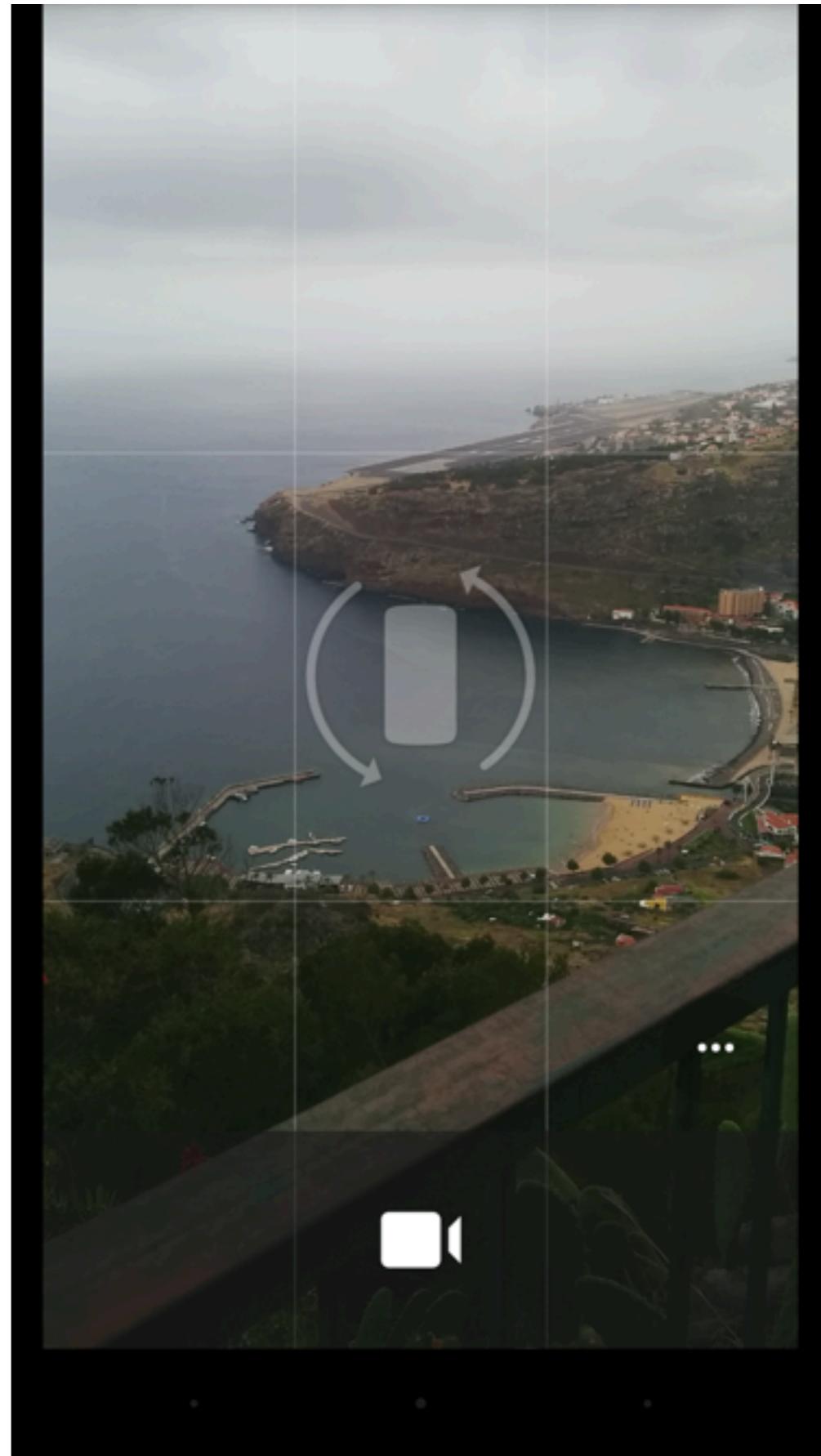
# Details

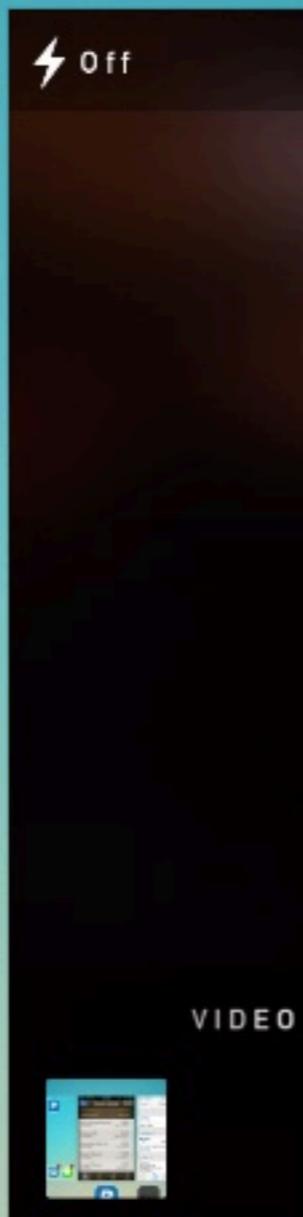
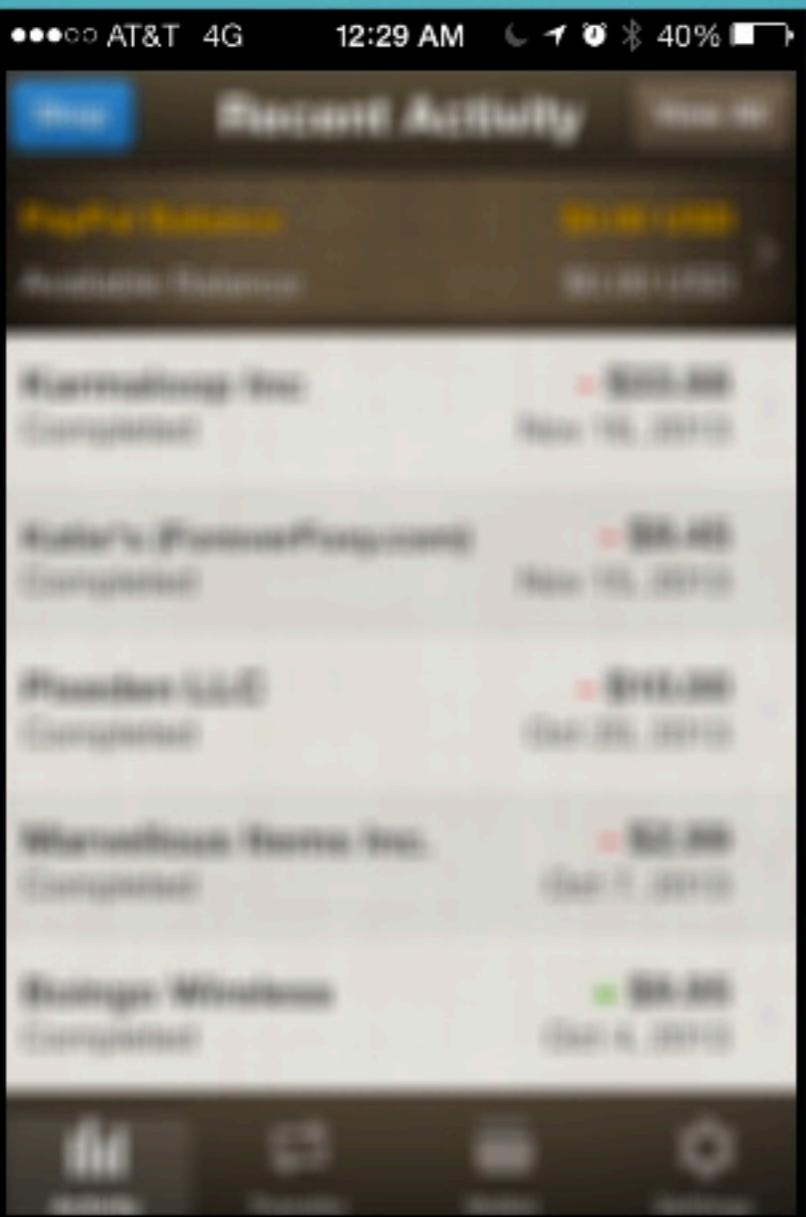


littlebigdetails.com



Move iPhone continuously when taking a Panorama.





-  MyFitnessPal
- MyFitnessPal** 3h ago  
Hmm. Seems like these reminders aren't helpful. We're going to turn them off....
- 
- MyFitnessPal** 2d ago  
If you can't log all your meals, it's fine to just log breakfast. Log it now?...
- 
- MyFitnessPal** 3d ago  
Don't forget, you can always change how many reminders you get. Happy logging...



PayPal



Camera

# Experience Map

In order to situate your eventual design for a particular set of tasks, use cases and users, you should understand how it fits in the overall **user experience**.

An **experience map** is a tool to help you do so [Conifer Research 2002].

It focuses on understanding the user's overall experience with a domain, platform or system.

# Experience Model

From anthropological research on ritual experiences, they unfold in the following five steps:

**Entice**: attract you, build anticipation and set expectations

**Enter**: guide and orient you into experience

**Engage**: ritual artifact engages senses and maintains connection

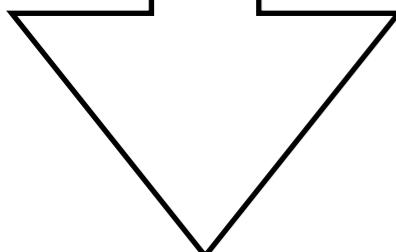
**Exit**: guided to a new, transformed state

**Extend**: reminders keep you connected to experience

# Experience Model Example

## Walt Disney World

<b>Entice</b>	Movies, ads, promise of carefree holiday
<b>Enter</b>	Magical express, park maps, signage
<b>Engage</b>	Attractions, theming, characters
<b>Exit</b>	Transition back to "real world"
<b>Extend</b>	Souvenirs, follow-up maps, photos



# Experience Map

The experience map is a tool for you as designers to understand the overall experience and to identify:

- "*bright spots*" - where does the experience offer delight or work exceptionally well?
- "*hot spots*" - where does the experience break down and fail users?
- *gaps* - where is there no support for the user's experience?

# Experience Maps: Your Task

Create a table in which the columns are chronological steps that parallel the 5 E's (but can be different, e.g., "Park - Enter - Orient - Eat - Play - Exit - Go home").

	Park	Enter	...
People			
Context			
Thinking			
Feeling			
Doing			
Touchpoints			

# Experience Maps: Your Task

Create a table in which the columns are chronological steps that parallel the 5 E's (but can be different, e.g., "Park - Enter - Orient - Eat - Play - Exit - Go home").

		...
People	<i>Who is involved (users/personas)</i>	
Context	<i>How did they get here</i>	
Thinking	<i>What info do they have?</i>	
Feeling	<i>Happy/frustrated with the system?</i>	
Doing	<i>What are they trying to do?</i>	
Touchpoints	<i>What are they interacting with?</i>	

# Reading Week To-Do List

- Conduct user research (!)
- Read:
  - Hierarchical Task Analysis Paper  
*[Hornsby 2010]*
  - Short-Form Creative Brief paper
  - Conifer Experience Map paper

# Phase 3

# Phase 3

In P3, you will combine individual research in order to produce design requirements that will guide your system design in A4/P4.

- Summary of Research (2%) including multiple scenarios, a group of personas, stakeholders, prioritized user needs
- Brief Design Requirements (2%)
- Short-form Creative Brief (2%)
- Experience Map (2%)

# Design Requirements (2%)

- Design principles
- User needs
- Different kinds of requirements:
  - Functional
  - Environmental
  - Technical
  - Usability

# Questions?

This lecture is based on slides and content by:

ILONA POSNER

Materials from:

*Interaction Design: Beyond Human-Computer Interaction.* Rogers, Sharp and Preece. 2011

## References:

Hornsby 2010: <http://www.uxmatters.com/mt/archives/2010/02/hierarchical-task-analysis.php>

*Experience maps.* Conifer Research 2002

*Design for Interaction*, 2 ed. Saffer 2009.

*Task analysis and training design.* Annett & Duncan, 1967.

*Bad is stronger than good.* Baumeister 2001