

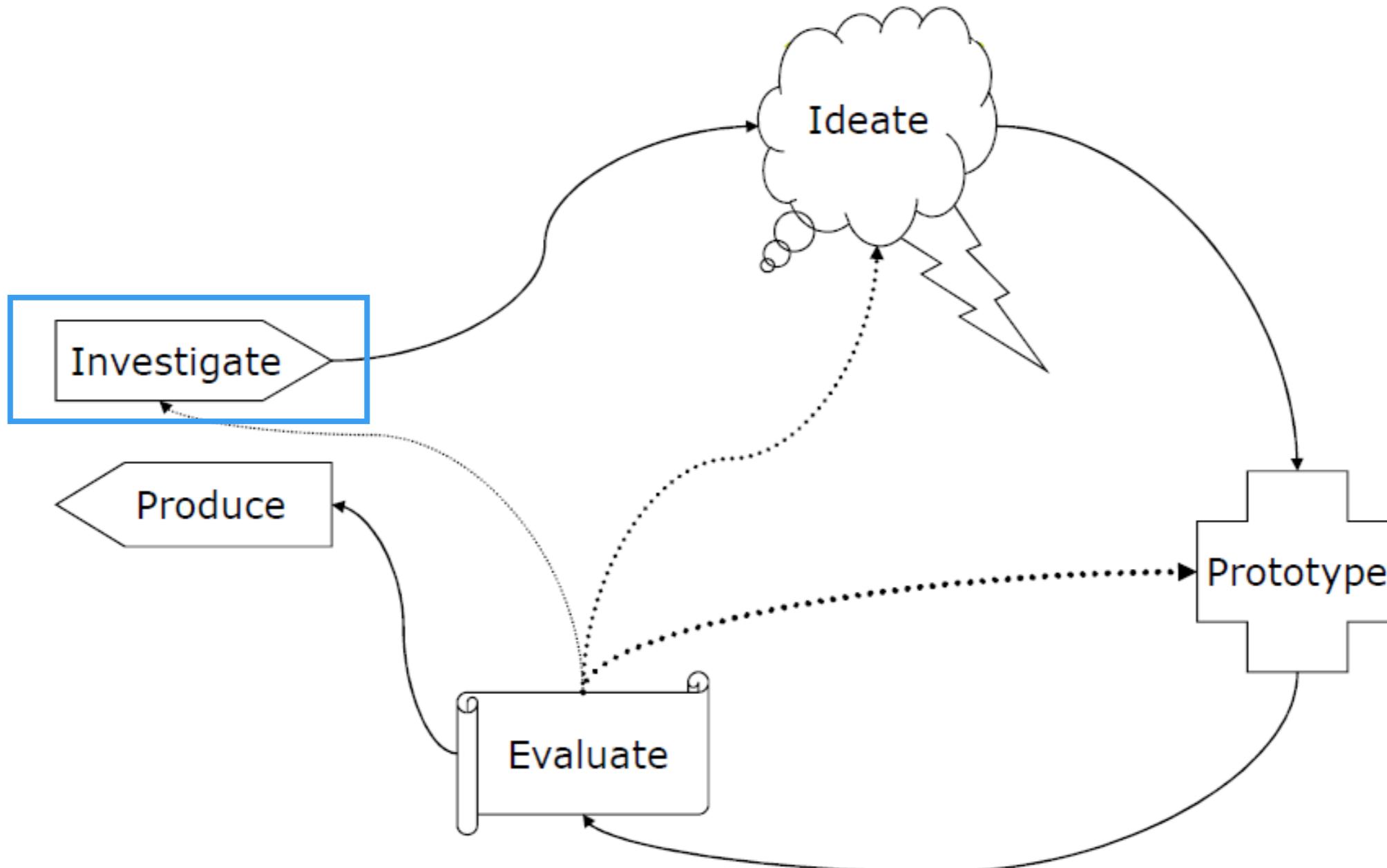
Human-Computer Interaction

CPSC 481 - Winter 2019

Investigation

Adapted from Tony Tang

Investigate



Investigation phase goals

- Understand the state of the world, the state of our users, and what the problem is.
- How can we go about doing this?

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 - Only kind of: people are really good only at framing their needs within the language of their current designs
 - Henry Ford: “*If I had asked my customers what they wanted, they would have said a faster horse.*”
- **Often, people can't see past their immediate problems to the possibilities**

What people say...

- How many hours did you sleep last night?

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- How many hours did you sleep last night?
- How many hours did you sleep last Thursday night?

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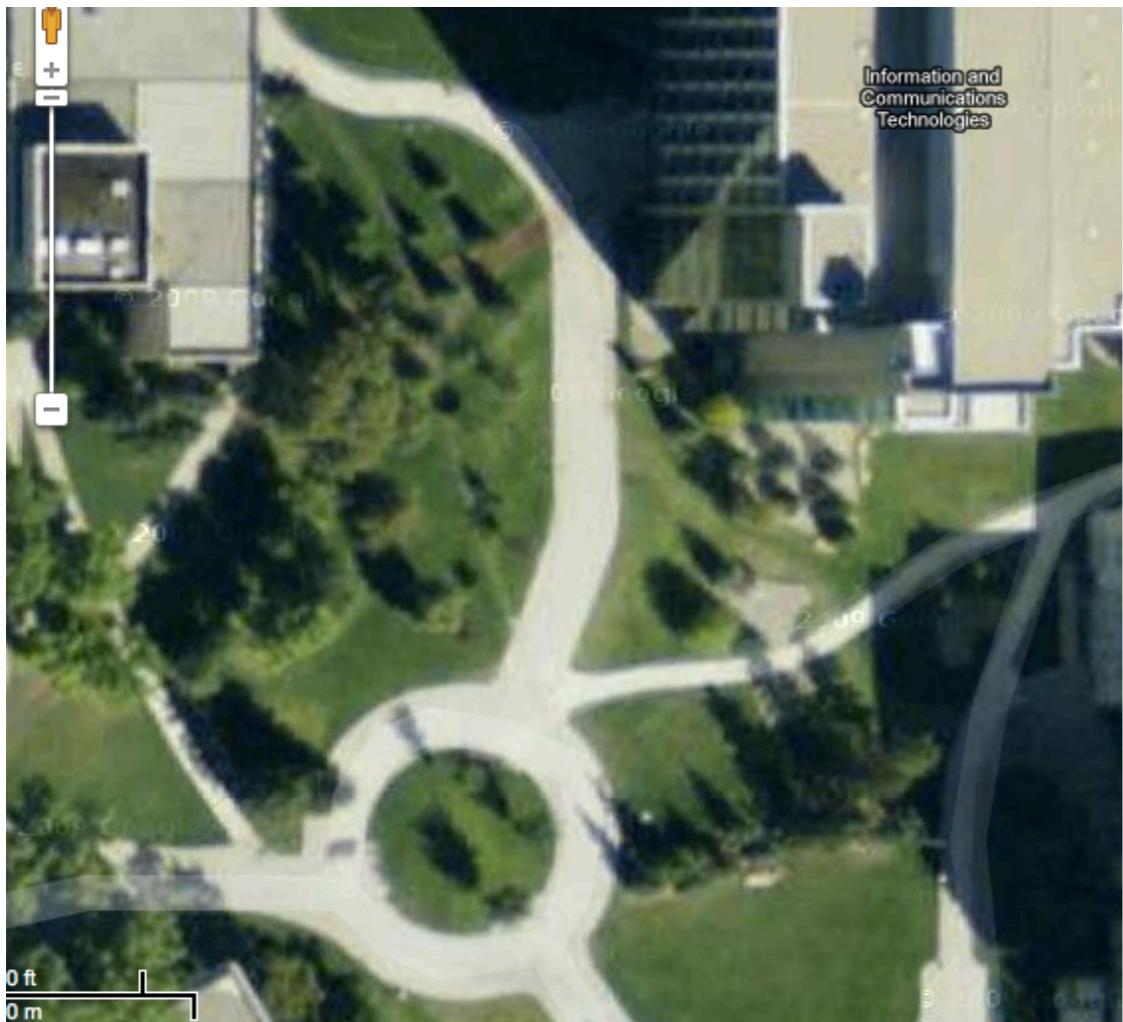
- How many hours did you sleep last night?
- How many hours did you sleep last Thursday night?
- **People have a bad memory.**

What people say...

- Where do people need to walk around campus?

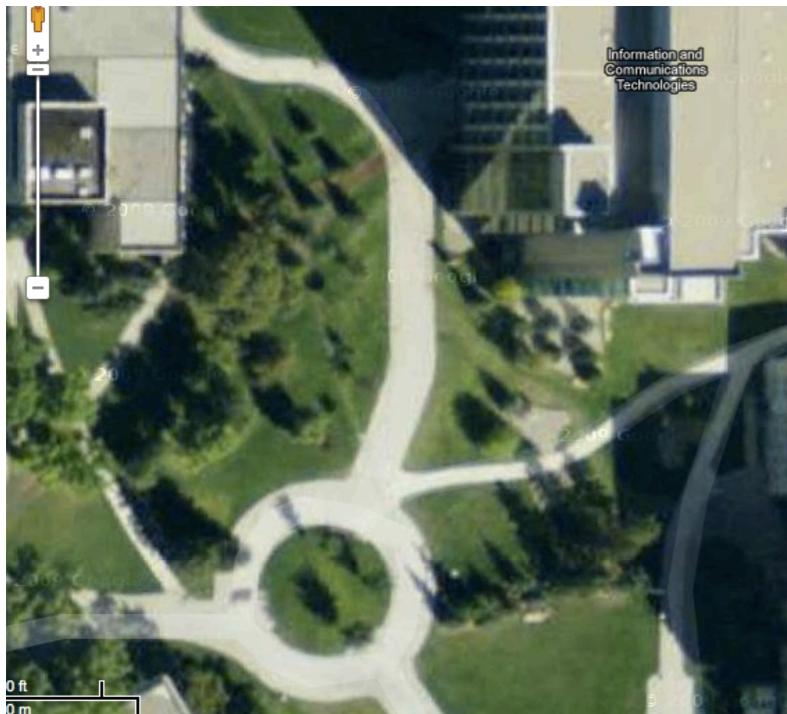
What people say...

- Where do people need to walk around campus?



What people say...

- Where do people need to walk around campus?



What people say...

- Sometimes, people **forget workarounds** that they have already established to solve problems



What people say...

- Where should we put the hand sanitizer?

What people say...

- Where should we put the hand sanitizer?
- On the way out the door, after we turn off the computer,
after we turn off the printer, turn off the lights, etc...

What people say...



What people say...

- People can be bad at predicting what they'd prefer if it is only hypothetical.



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 - How they are **feeling** right now.

Wait, are people completely useless?

- People are really good at telling us a few things:
 - What they are **doing** right now.
 - How they are **feeling** right now.
 - What their **goal** is right now.

Combine Interview with Observation

- Watch people in their own environment
- Watch people do everyday tasks
- Opportunities for new designs arise from:
 - Workarounds
 - Breakdowns
 - Unexpected uses of existing tools

Two messages

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- Using a combination of what they are good at telling us, and observing them can tell us a lot
 - = mismatches between what they say and what they do often lead keys to new designs

Two messages

- Using a combination of what they are good at telling us, and observing them can tell us a lot
 - = mismatches between what they say and what they do often lead keys to new designs
- Your assumptions are likely to be wrong. To discover more, assume that your assumptions are **always** wrong.

IDEO Method Cards



LOOK at what people really do



FLY ON THE WALL



A DAY IN THE LIFE



SHADOWING



PERSONAL INVENTORY



ASK users for help



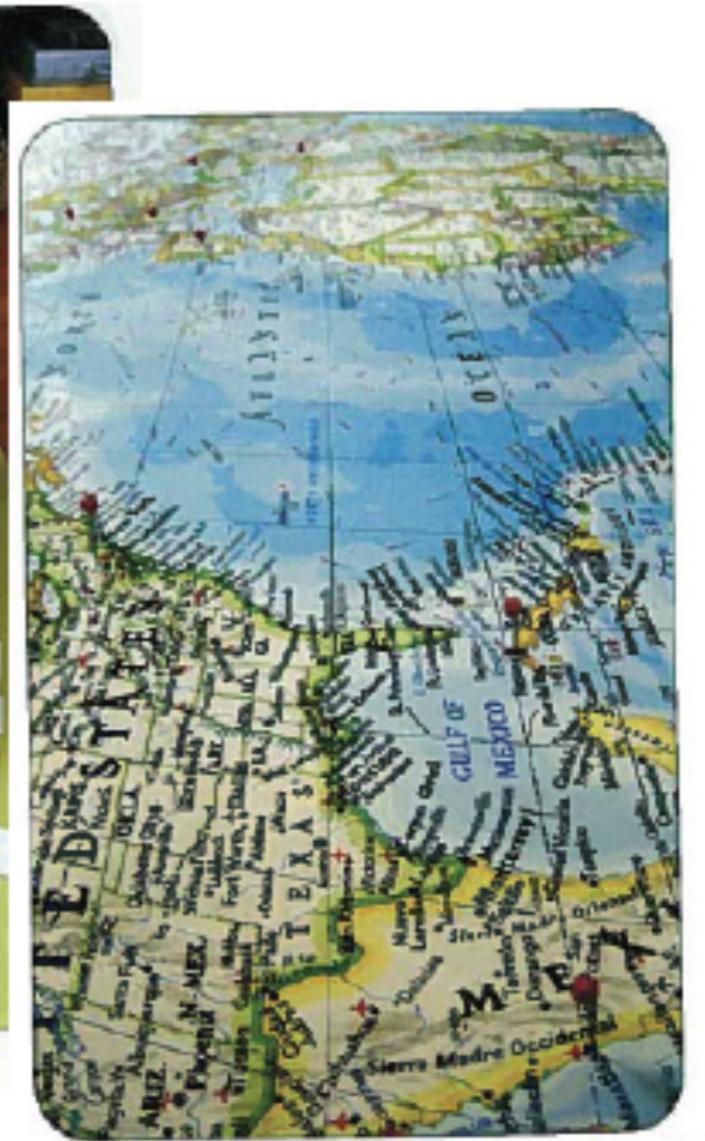
COLLAGE



CONCEPTUAL LANDSCAPE

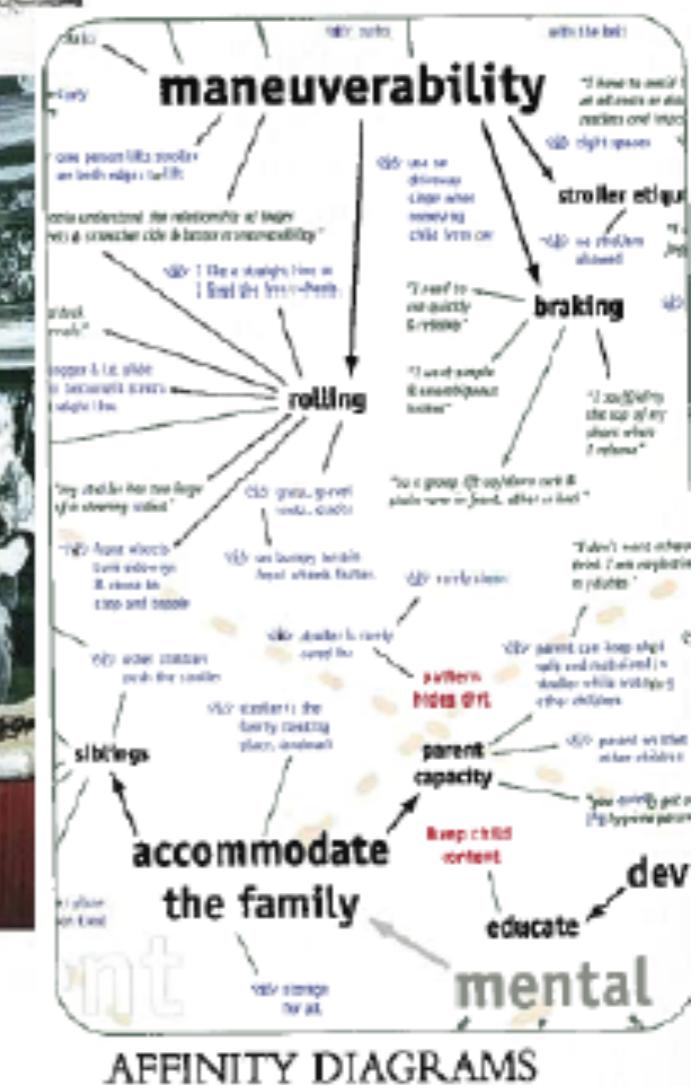
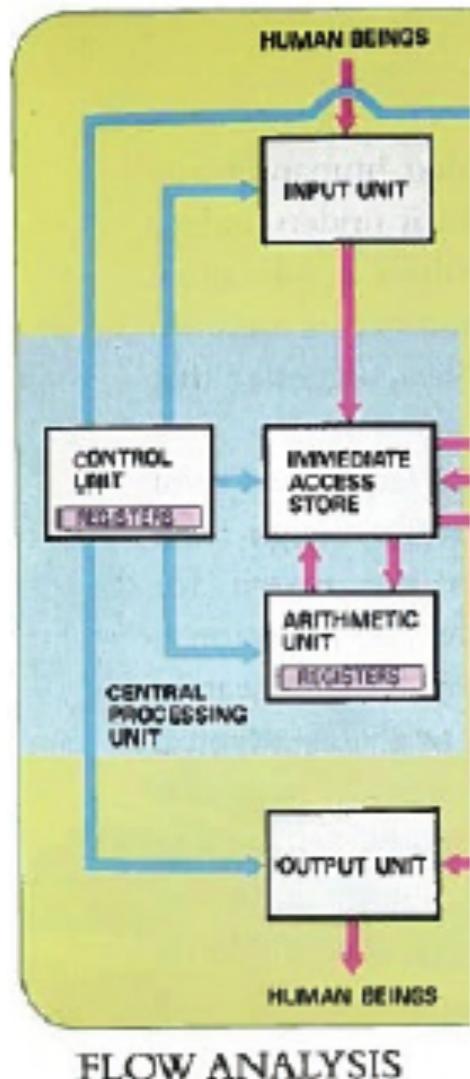


CARD SORT



FOREIGN CORRESPONDENTS

LEARN from the facts you gather



TRY it yourself



Assume you are
wrong!

Acknowledgements

- Tony Tang
- Lora Oehlberg
- Ehud Sharlin
- Frank Maurer
- Saul Greenberg

Course information

- Website
 - GitHub Pages <https://silvadasilva.github.io/CPSC481-2019W/en/#!index.md>
- Communications
 - Slack <https://cpsc481-2019w.slack.com/>
- Readings and Slides
 - Posted online at the main website