CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 09:
Tasks in Testing,
Patterns

Tuesday / Thursday
12:00 to 1:20

James Fogarty
Kailey Chan
Dhruv Jain
Nigini Oliveira
Chris Seeds
Jihoon Suh

PAUL G. ALLEN SCHOOL
OF COMPUTER SCIENCE & ENGINEERING

Project Status

Looking Forward

- “Getting the Right Design”
- Presentation Due Wednesday 11/1
- 3a: Paper Prototype (1x2) Due Monday 11/6

Other Assignments

- Reading 3 Due Saturday 11/4
- Reading 4 Due Saturday 11/11, Sooner is Better
- Reading 5 Can Be Done Anytime, Sooner is Better

Denny 303 on Tuesday 11/7

Presentations

Presentations Thursday / Friday

- 6 groups will present on Thursday
  - entire 9:30 and 10:30 sections
    (no 9:30 or 10:30 sections on Friday)
- Everybody attends Thursday
  - welcome in 12:30 and 1:30 sections on Friday
- Have thoughtful questions for other groups

Be sure you prepare and rehearse

- Limit 7 minutes
- Team responsibility for the presentations
- PPT(X) or PDF, embed fonts, happy to “check”

Today

Ethics in Testing

Tasks in Testing

Wizard of Oz Methods in Testing

Remote Testing

Patterns

Objectives

Be able to:

Describe why task design is important for usability testing, how poor tasks can mask problems

Describe the principle of Wizard of Oz testing, give examples of how technology can support it

Describe two high-level strategies for remote testing, limitations of hill-climbing in testing

Describe the benefit of design patterns, contrast them with guidelines or templates

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Ethical Considerations

Testing is stressful, can be distressing

- people can leave in tears

You have a responsibility to alleviate

- make voluntary with informed consent
- avoid pressure to participate
- let them know they can stop at any time
- stress that you are testing the system, not them
- make collected data as anonymous as possible

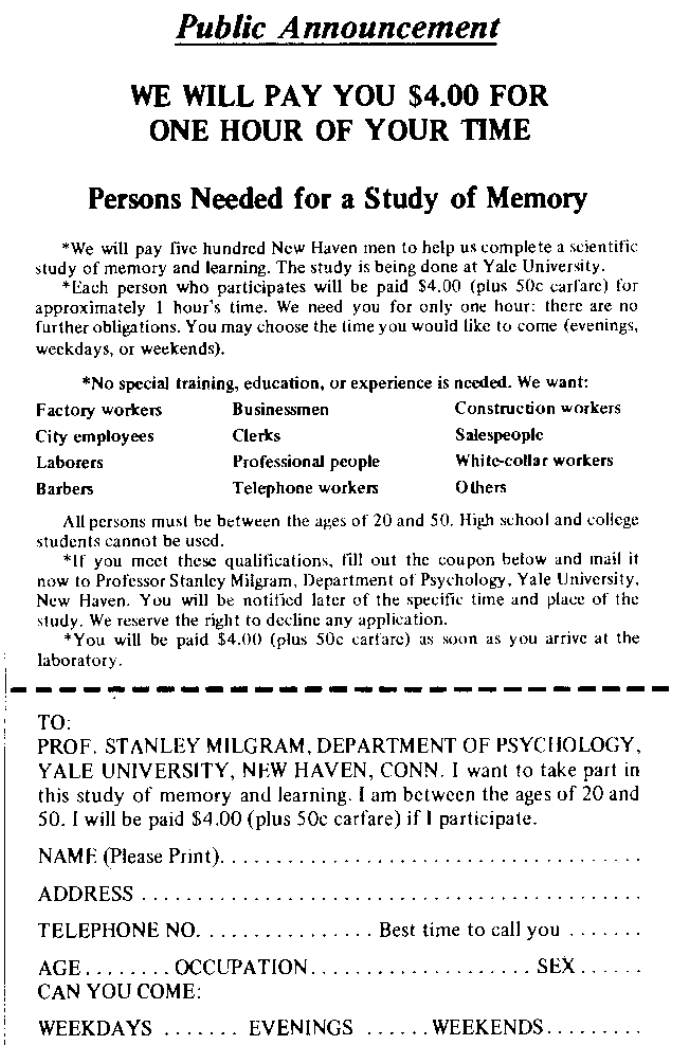
Human Subjects Approvals

Research requires human subjects review of process

This does not formally apply to your design work

But understand why we do this and check yourself

Companies are judged in the eye of the public



Public Announcement

WE WILL PAY YOU $4.00 FOR ONE HOUR OF YOUR TIME

Persons Needed for a Study of Memory

*We will pay five hundred New Haven men to help us complete a scientific study of memory and learning. The study is being done at Yale University.

*Each person who participates will be paid $4.00 (plus 50c carfare) for approximately 1 hour's time. We need you for only one hour: there are no further obligations. You may choose the time you would like to come (evenings, weekdays, or weekends).

*No special training, education, or experience is needed. We want:

Factory workers	Businessmen	Construction workers
City employees	Clerks	Salespeople
Laborers	Professional people	White-collar workers
Barbers	Telephone workers	Others

All persons must be between the ages of 20 and 50. High school and college students cannot be used.

*If you meet these qualifications, fill out the coupon below and mail it now to Professor Stanley Milgram, Department of Psychology, Yale University, New Haven. You will be notified later of the specific time and place of the study. We reserve the right to decline any application.

*You will be paid $4.00 (plus 50c carfare) as soon as you arrive at the laboratory.

TO:
PROF. STANLEY MILGRAM, DEPARTMENT OF PSYCHOLOGY, YALE UNIVERSITY, NEW HAVEN, CONN. I want to take part in this study of memory and learning. I am between the ages of 20 and 50. I will be paid $4.00 (plus 50c carfare) if I participate.

NAME (Please Print). . . . . .

ADDRESS . . . . . .

TELEPHONE NO. . . . . Best time to call you . . . . . .

AGE . . . . . OCCUPATION . . . . . SEX . . . . .
CAN YOU COME:

WEEKDAYS . . . . . EVENINGS . . . . . WEEKENDS . . . . . .

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In-Class Design, Prototype, Test

Design and prototype a touchscreen alarm clock to be deployed in a very high-end hotel brand. Your alarm clock should be immediately usable for tired, busy, or just-don't-want-to-be-bothered travelers who will spend zero time learning your interface.

In addition to displaying the current time, your design should include basic functionality for:

- turning the alarm on/off
- setting the wake-up time
- anything else you think is appropriate

Guests will interact with the alarm via a touch panel.

Task Design is Important

The goal of a test is to figure out how a person interacts with an interface in the wild...

There are two possible explanations for why a test does not find significant problems:

- The interface does not have significant problems
- The test itself has significant problems

Task Design is Important

Testing is not entirely in the wild

As a part of focusing the test, you often need to give a person a somewhat artificial task

The artificiality of the task may influence how people interact with an interface...

...and thus may influence the outcomes and insights gained through user testing

Bad: Artificial Subgoals

People using the design “in the wild”
may not necessarily form these same subgoals

The task should give one top-level goal, a people should form their subgoals while pursuing this

> Now you want to choose the type of paper you want to print your document on. Lets imagine that Bin “B” has the paper you want to print your paper on, please complete this task.
>
> Now set the darkness of your copies to about 50% dark.
> After setting the darkness, you decide you want to print 2 sides of copies on two sides of paper. Please complete this task.

Bad: Artificial Ordering

Without an artificial ordering of information or subgoals, people might not proceed in this order

The ordering might also be biased towards the layout of the interface, which would conceal any problems with finding the appropriate control

- Enter in 10 copies, with lightness set to 10%.
- Choose 1 sided to 2 sided, use paper source bin A.
- Cover sheet needed, using paper bin B for cover sheet.
- Set stapling feature on and collating on.
- Start printing.

Bad: Changing the Task

The task is to make copies, and this happens to involve entering information in the copier interface

But this task description is an data entry task, “Here is some information. Put it in the interface.”

- Make 23 copies
- With collate
- Cover sheets
- Default darkness
- 1 Sided-> 1 Sided

Bad: Giving the Answers

Tells the person what terminology the interface uses, which they might not otherwise know

lighten = contrast, sorted = collated?

> You are a teacher and are trying to make 40 copies of a one-sided magazine article that is 10 pages long for your class tomorrow. Due to the large number of copies, you print the article double-sided, in other words 10 page article would be printed on 5 sheets of paper. Due to the high contrast of the article, you must lighten the copy, in other words change the contrast. You then want the copies to be collated and stapled.

Good: Giving Context

Giving realistic context through scenarios can reduce the artificiality of the task

It’s your first day in the office, starting a new job. You would like to make some copies of several documents that your boss gave you to browse through. Your colleague in the next cubicle tells you that you need an access code to make copies. The code is 5150. You walk over to the copy machine at the end of the hall and realize that it is not the Xerox copier that you are accustomed too... Make 2 copies of the “Company Annual Report”.

Consider: Under-Specified Tasks

Many realistic goals are under-specified, as people have only a general idea what they want

By under-specifying the task, you can elicit realistic confusion and decision-making

> You just finished fixing up the old hot rod in the garage and now its time to sell her. Make a couple copies of the pictures you took to send into the used car sales magazines. It’s ok that they’re in black and white but maybe you should lighten them up a bit. Your account billing code is 5150.

Task Design Summary

Task design is difficult and important

Poorly designed tasks mask interface failures

Have others help you “debug” them before testing

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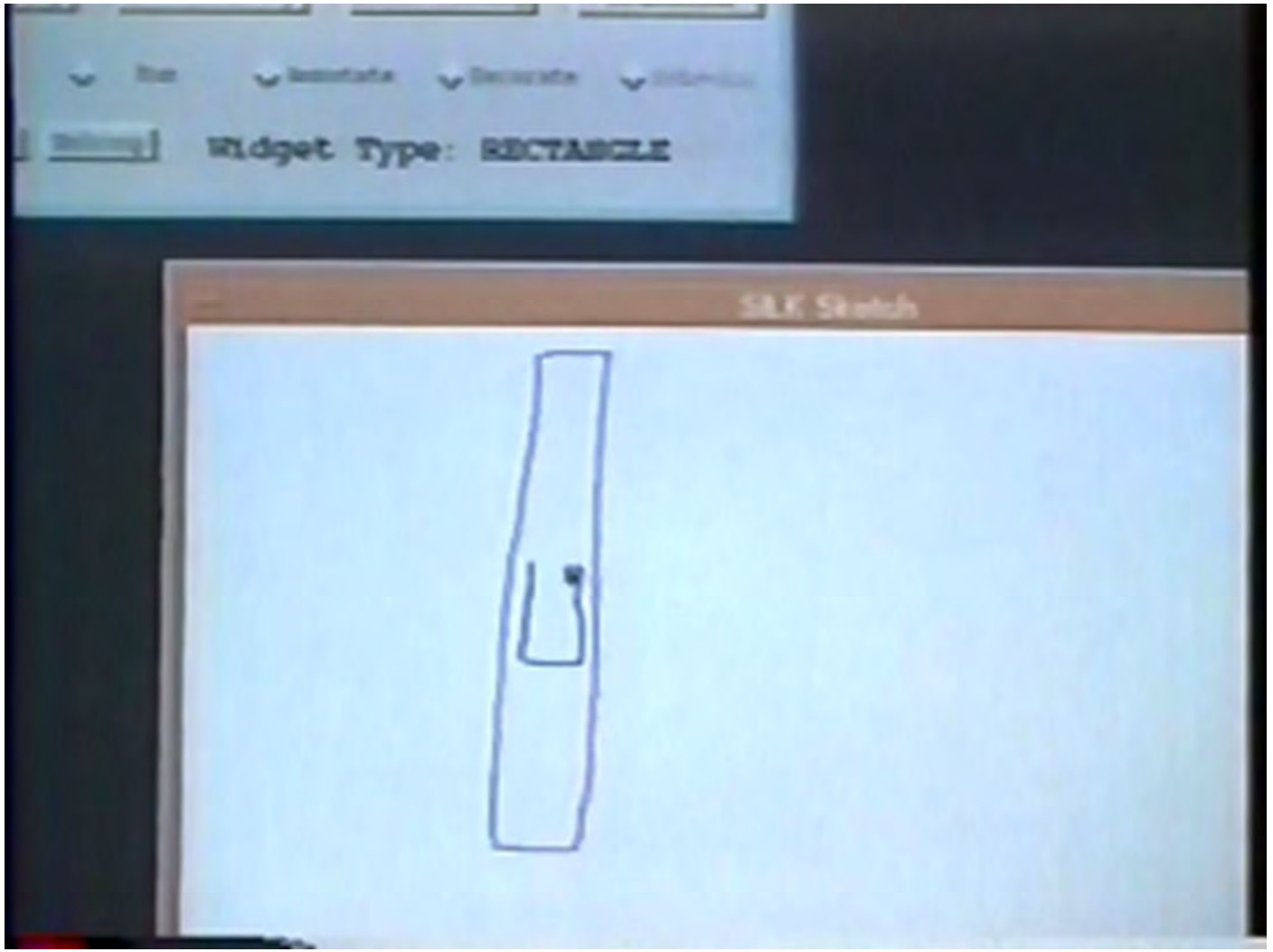
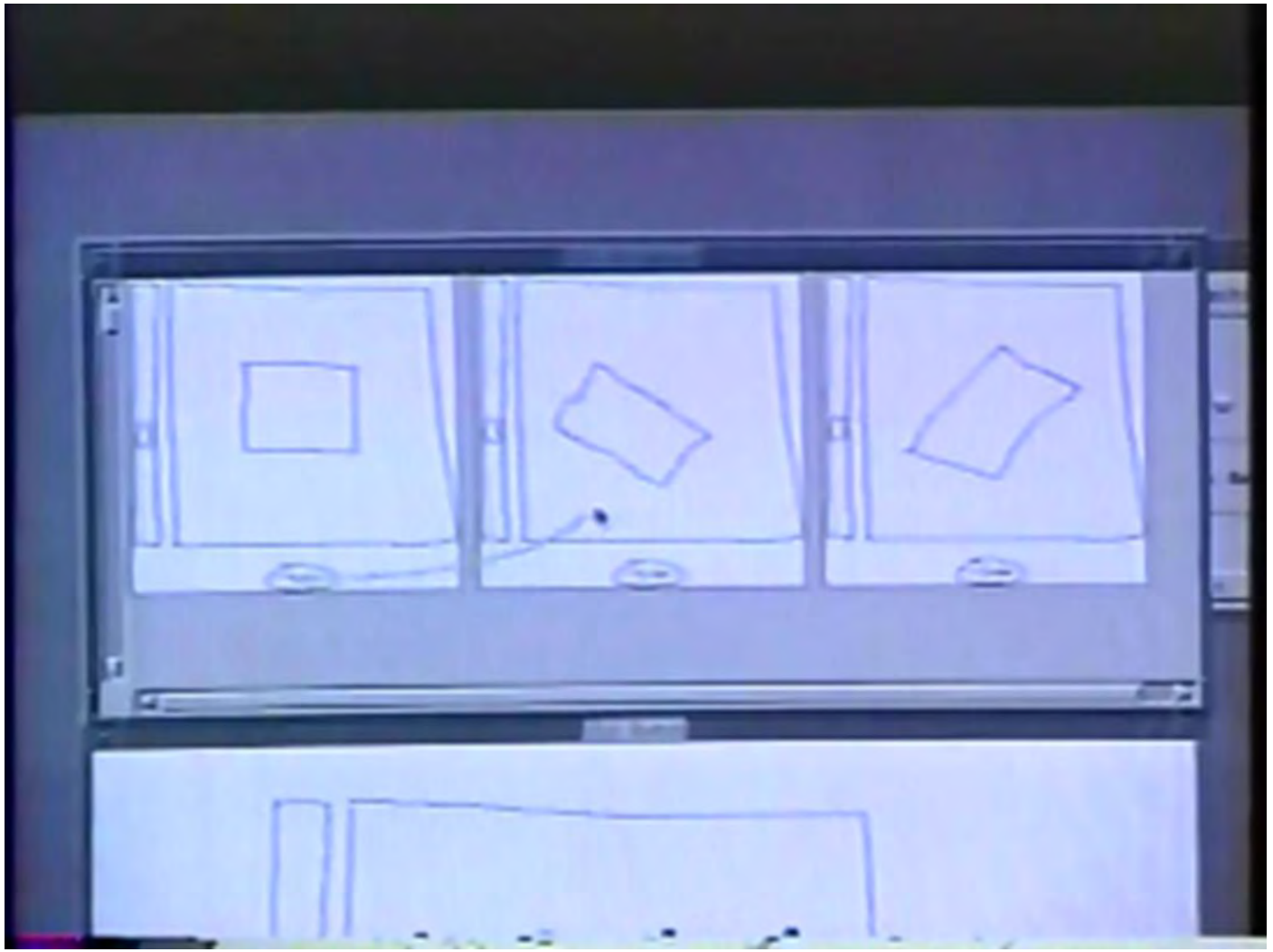
SILK (1996)



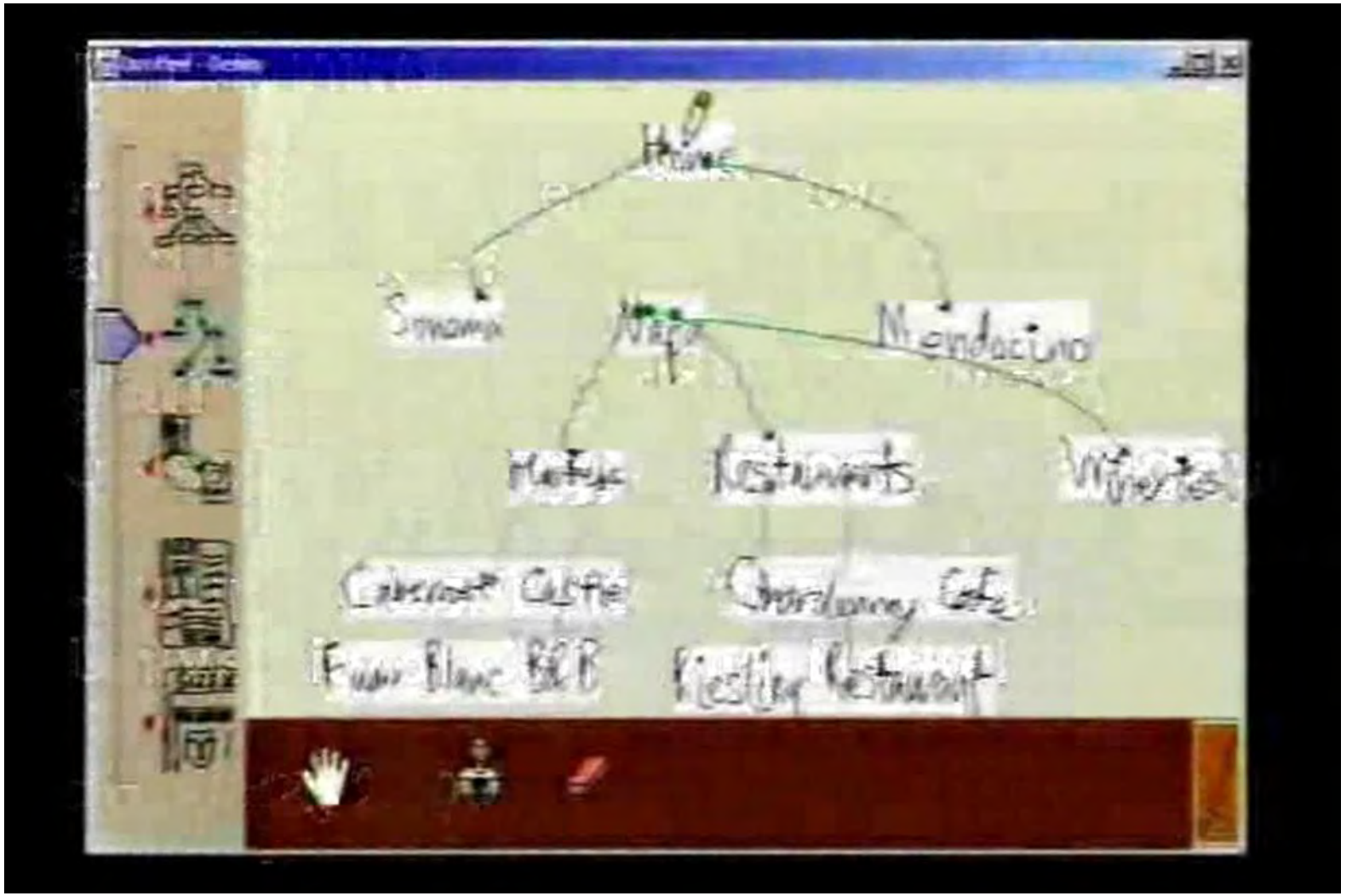
Informal Interaction

SILK (1996)



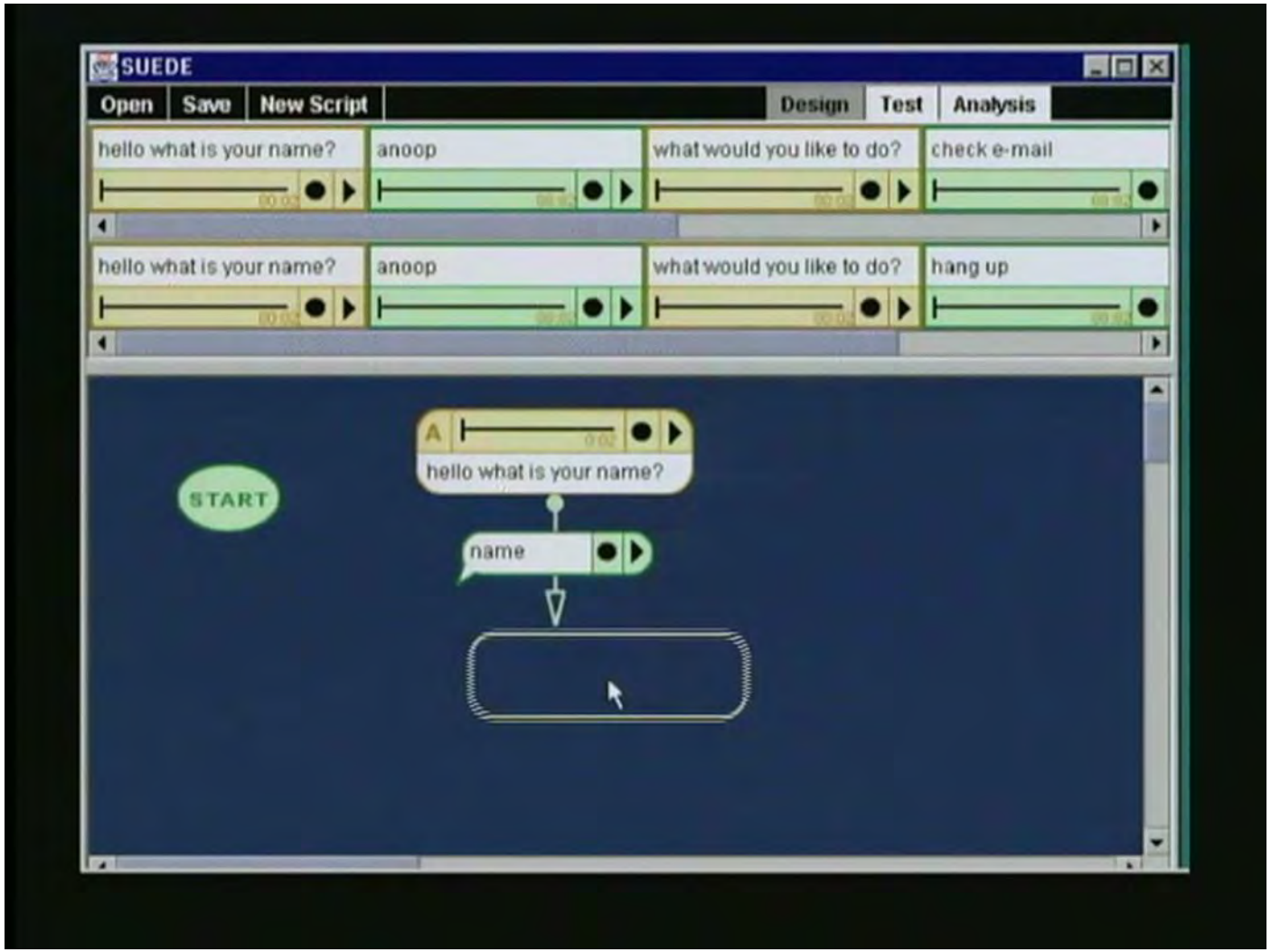
Migrate to Prototype, Storyboard-Based Programming

DENIM (2000)



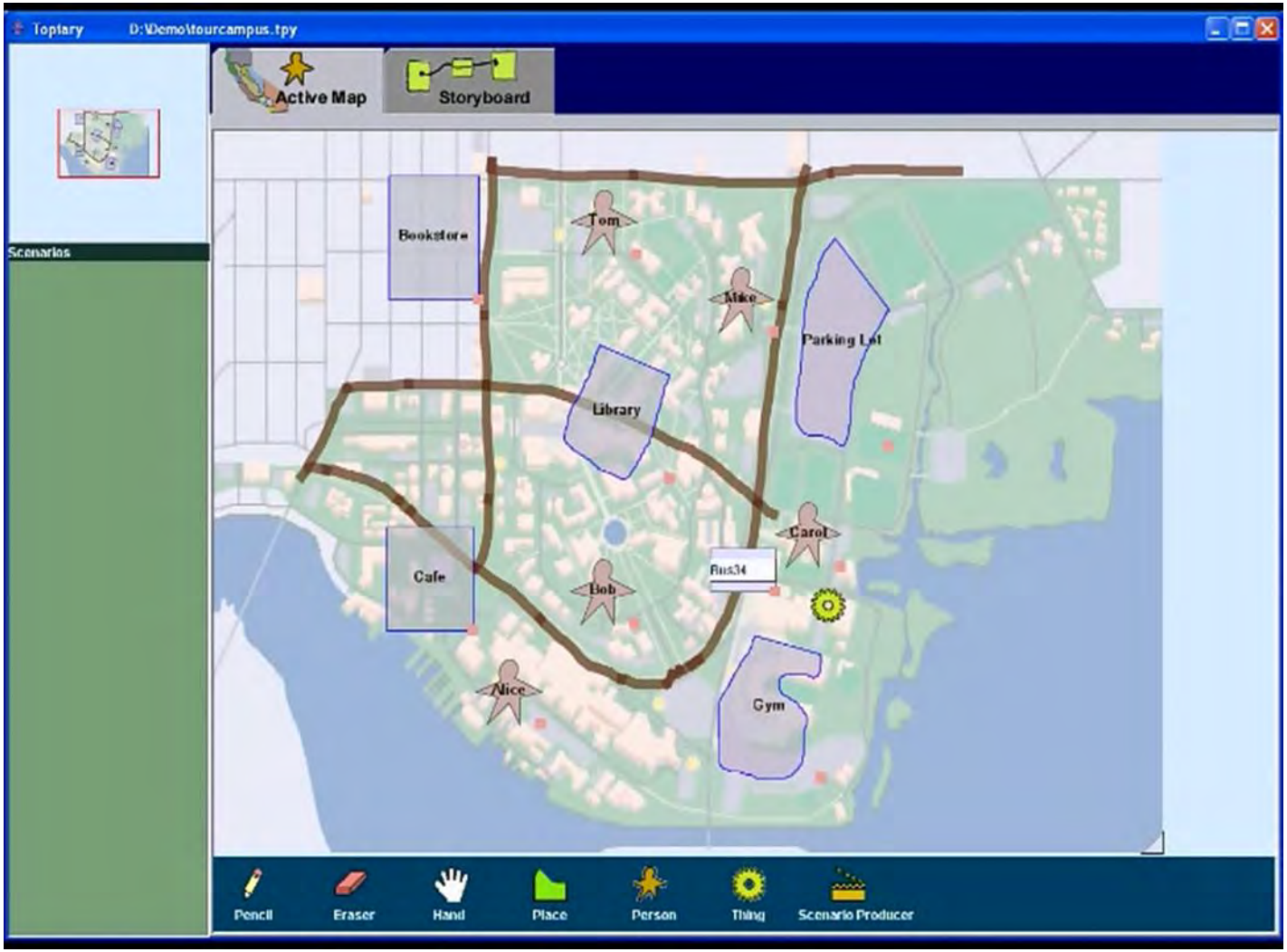
Early Stage, Multiple Levels of Details, Sketching, Pen Interaction

SUEDE (2000)



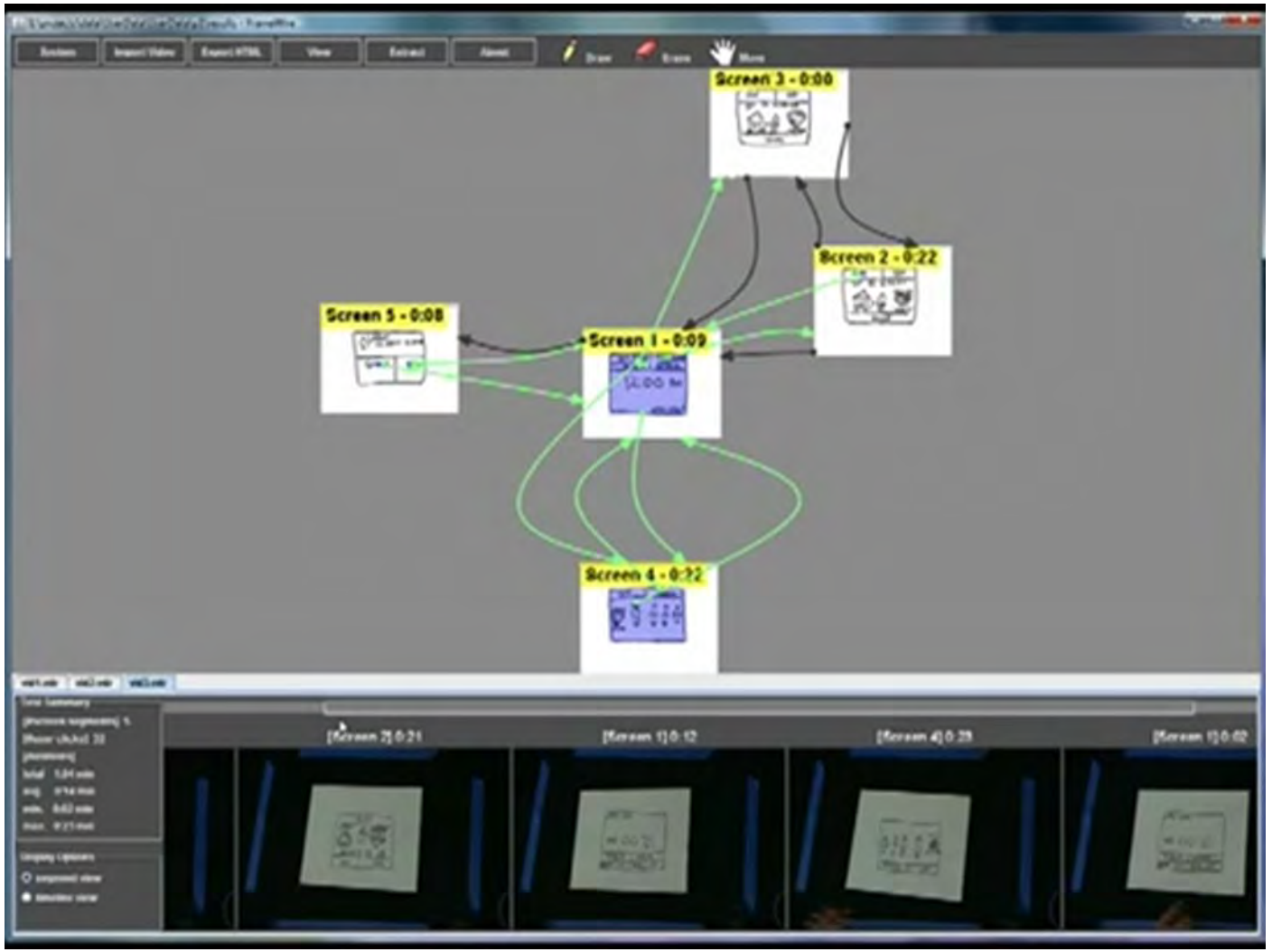
Low-Fidelity Is Not Just About Ink

Topiary (2004)



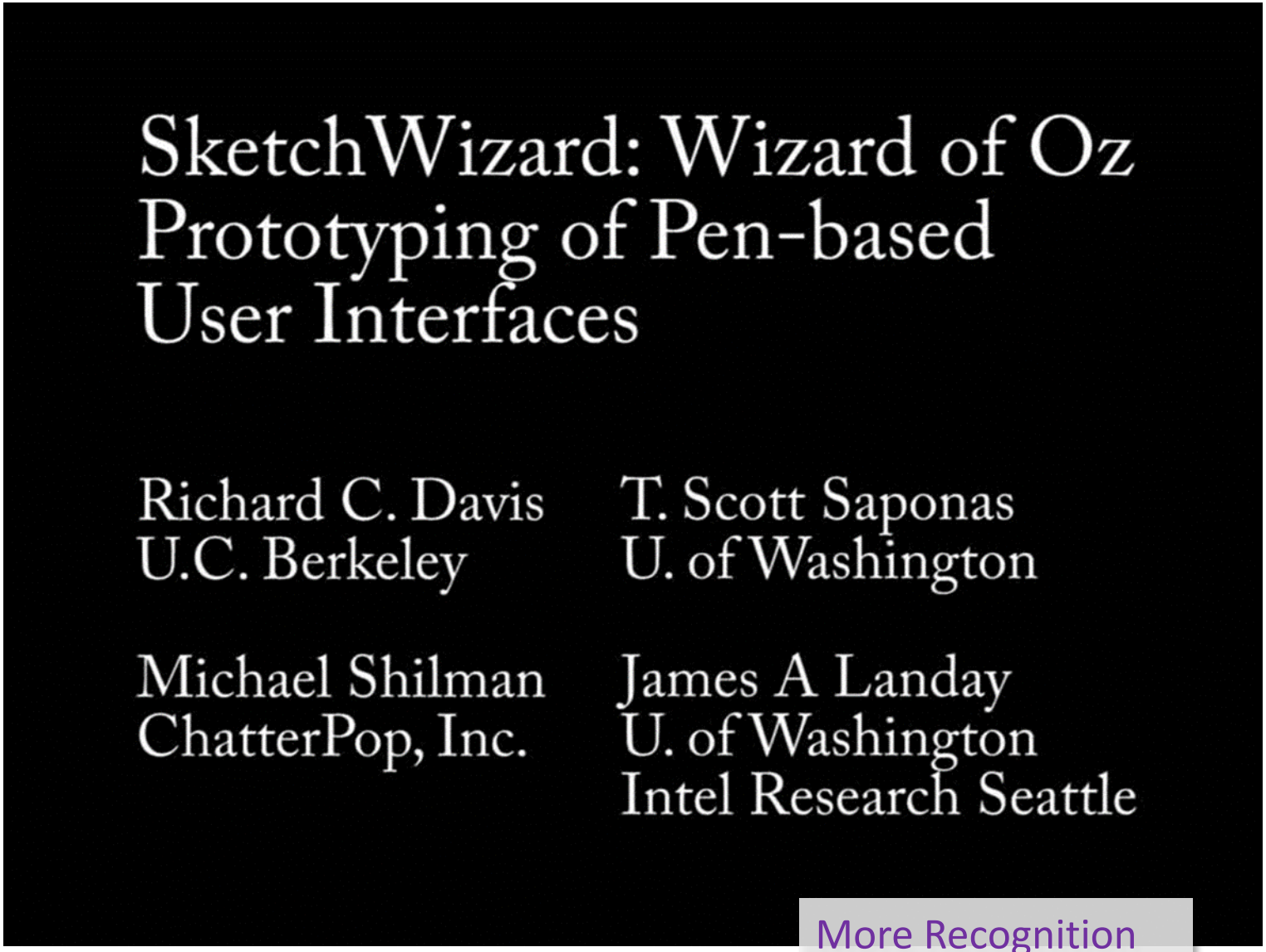
Location Awareness, Wizard of Oz

FrameWire (2010)



Tangible Interaction

Sketch Wizard (2007)



More Recognition

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Remote Usability Testing

Conferencing-based testing

Use tools like video conferencing, instant messaging, and screencasting to test with a remote participant

Semi-automated remote testing

Automatic logging and some analysis of usage

Controlled online A/B experiments

Carefully measure results of showing different versions to different sets of live customers

Semi-Automated Remote Usability

Now available through a variety of services

- Loop11
- TryMyUI
- Userlytics
- Usertesting.com
- UserZoom
- Validately
- WhatUsersDo
- YouEye

Unlikely you need to bake your own

- Some include mobile testing
- Crowds for automated testing in build processes

http://www.nngroup.com/articles/unmoderated-user-testing-tools/

Semi-Automated Remote Usability

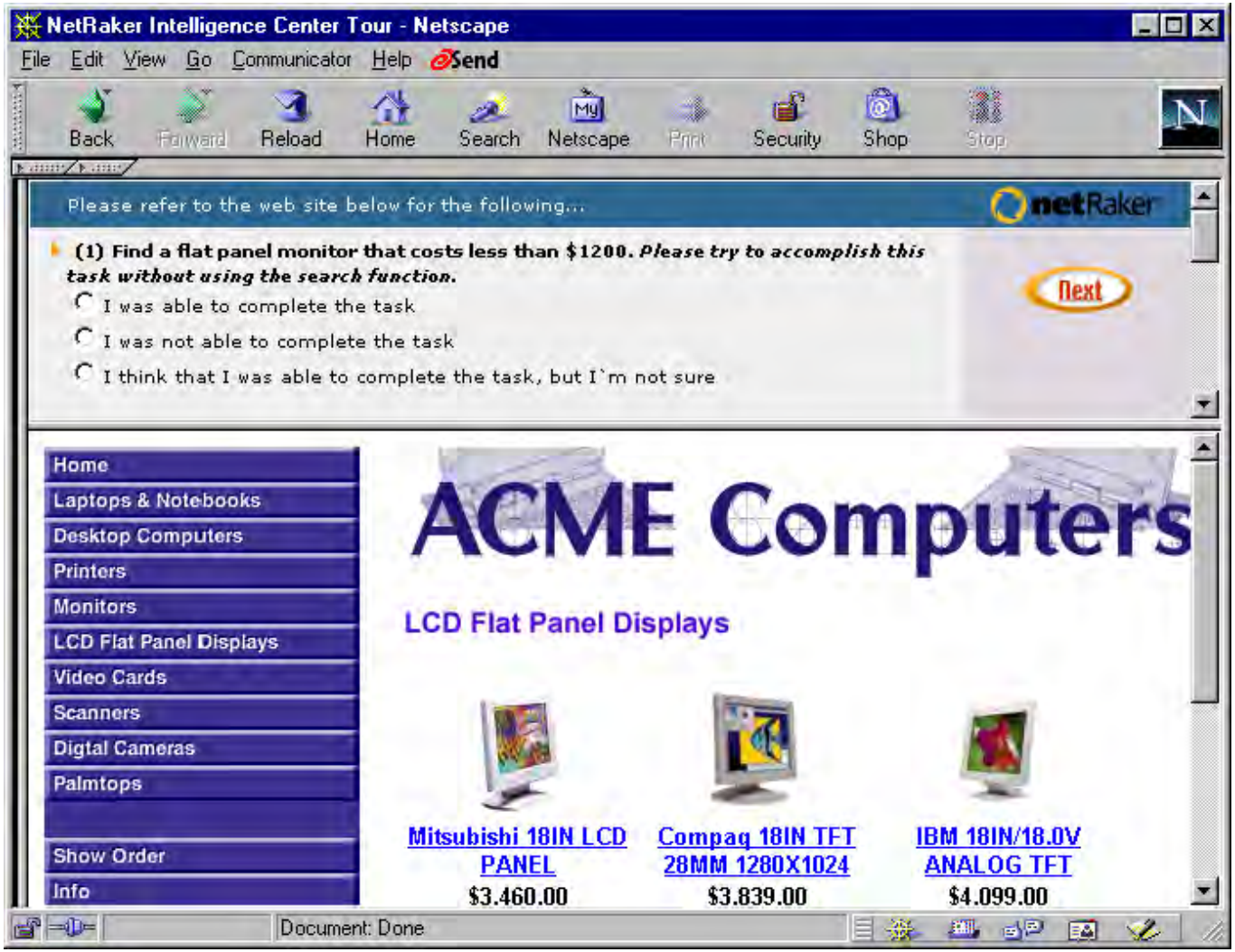
Move usability testing online

- participants access the “lab” via web
- answer questions & complete tasks in “survey”
- records actions or screens for playback
- can test many people completing many tasks

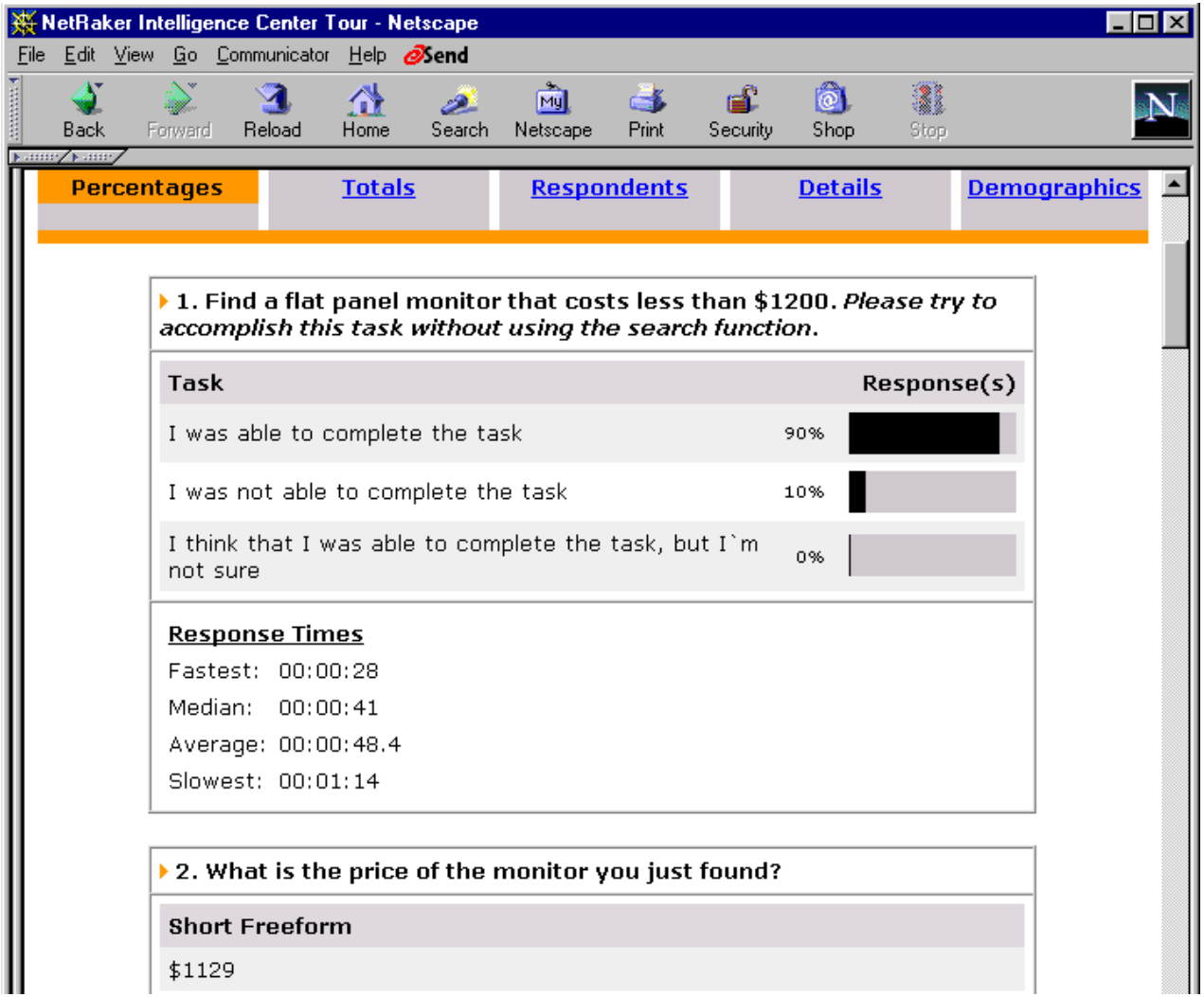
Analyze data individually or in aggregate

- playback individual sessions
- find general problem areas
- if needed, look closely with traditional methods

Semi-Automated Remote Usability



Semi-Automated Remote Usability



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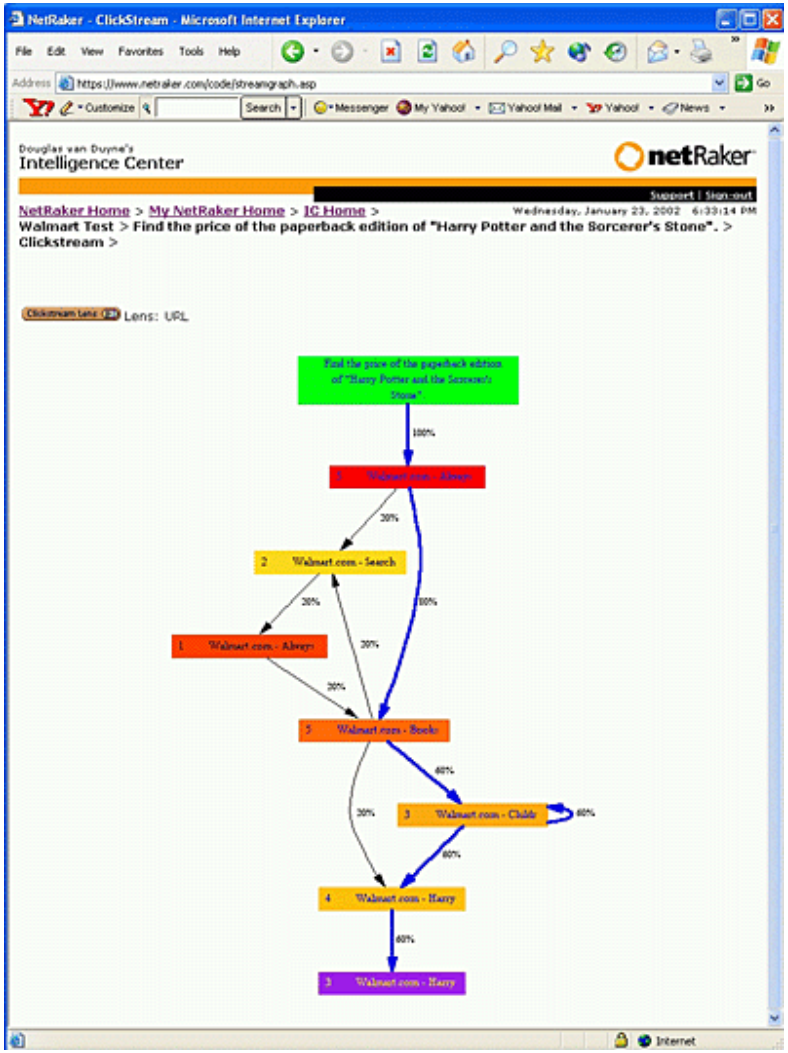
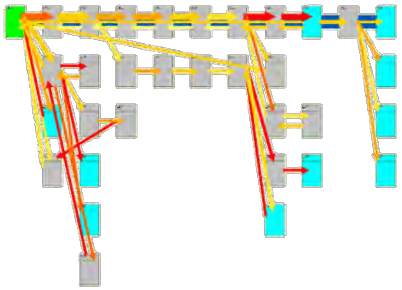


WebQuilt: Visual Analysis



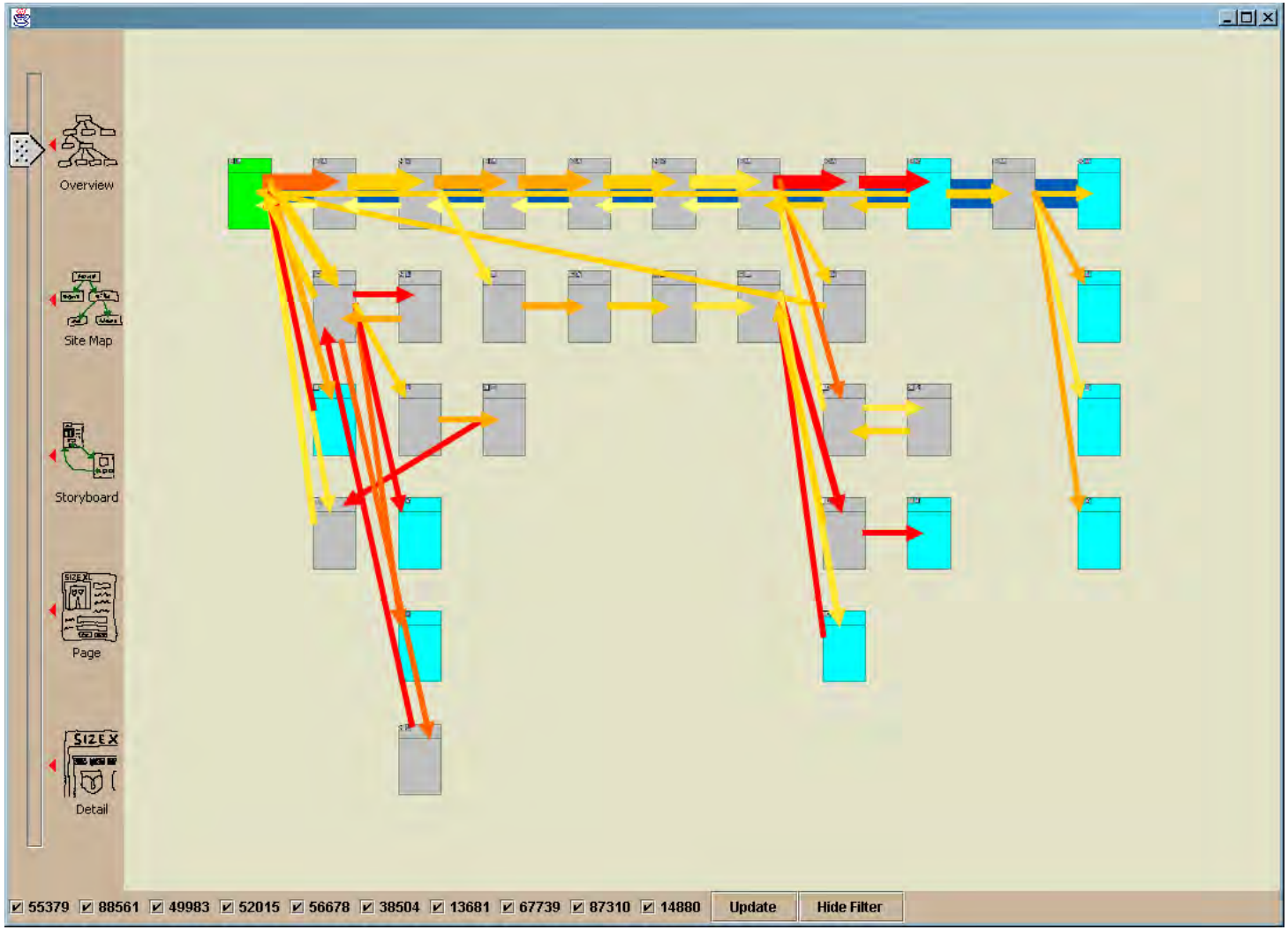
Goals

- link page elements to actions
- identify behavior/navigation patterns
- highlight potential problems areas

Interactive graph based on web content

- designers can indicate expected paths
- color code common usability interests
- filtering to show only target participants
- use zooming for analyzing at varying granularity

WebQuilt: Visual Analysis



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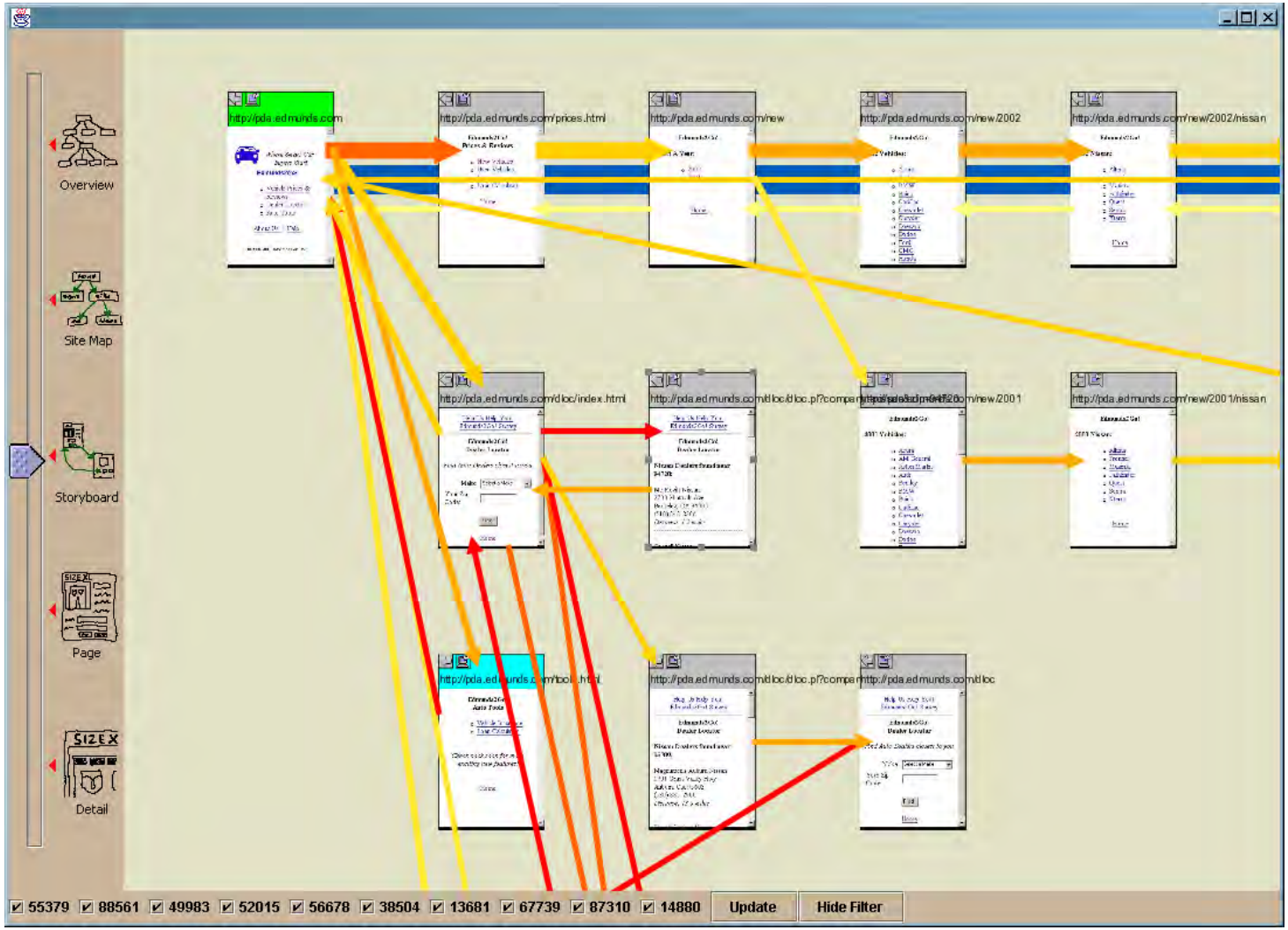

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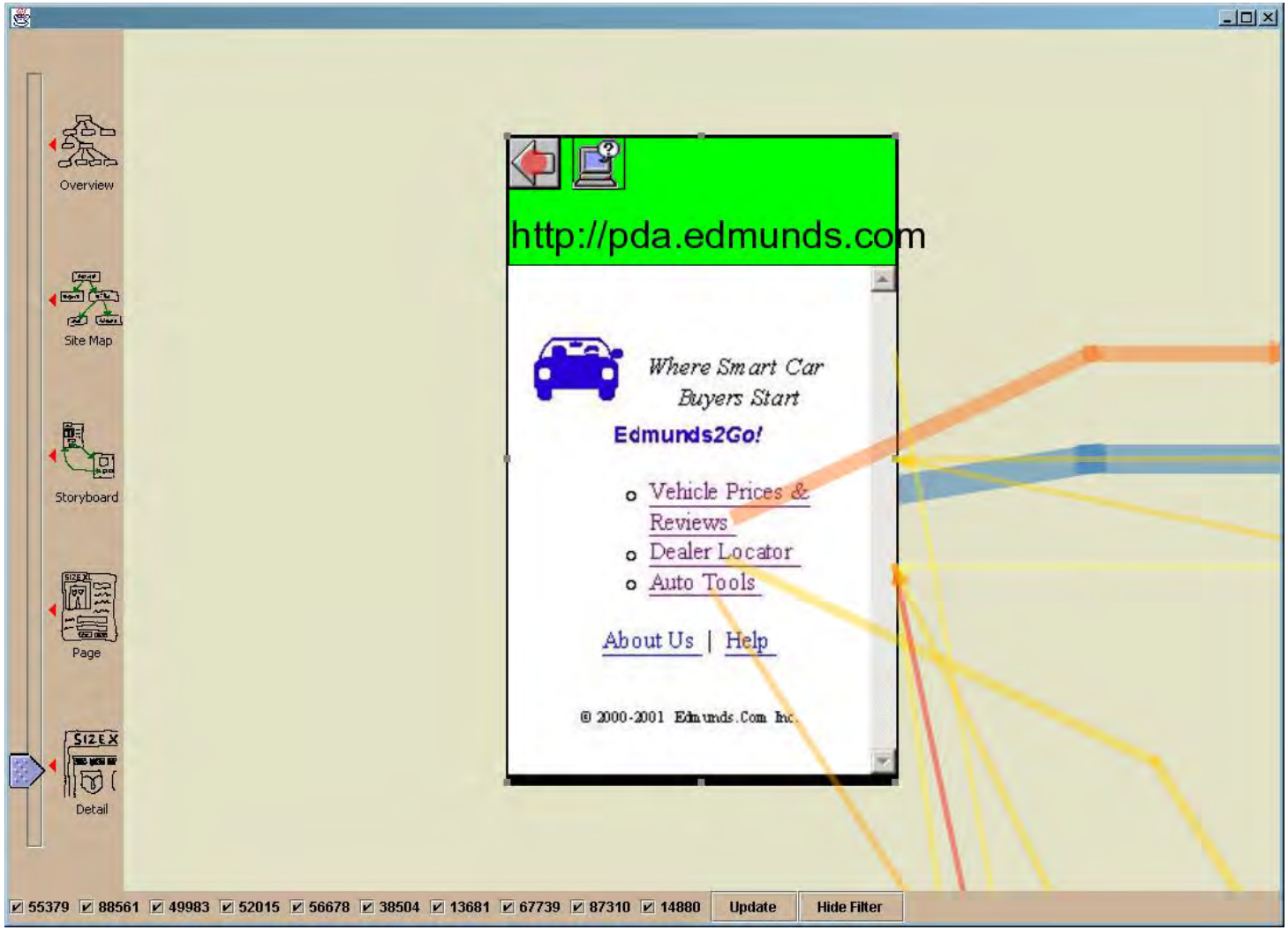

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Controlled A/B Experiments

Many names for it

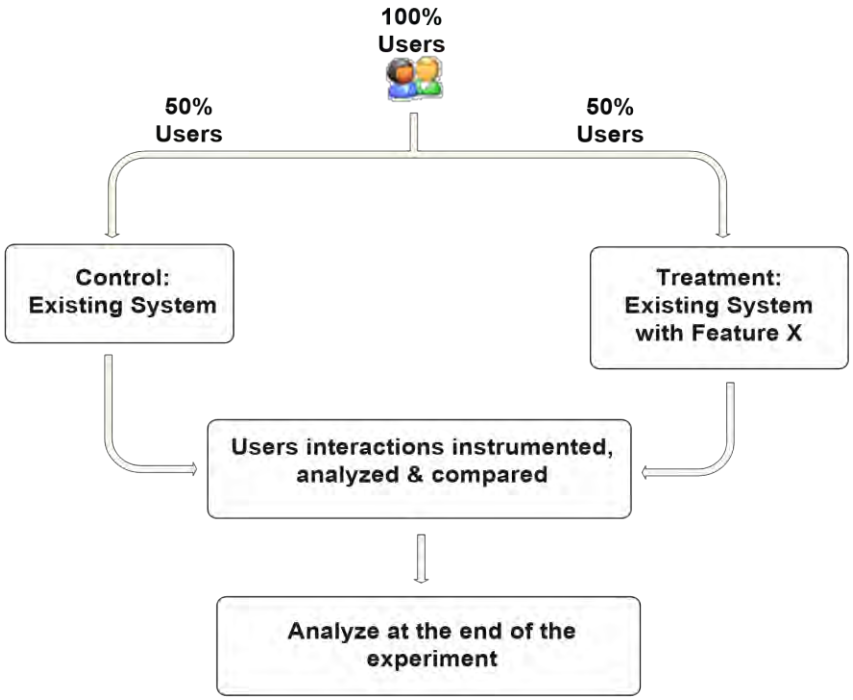
A/B tests or
Control/Treatment

Randomized
Experimental Design

Controlled experiments

Split testing

Parallel flights



(this section mostly due Ronny Kohavi)

Controlled A/B Experiments

Example: Amazon Shopping Cart Recommendations

- Add an item to your shopping cart
- Most sites show the cart

At Amazon, Greg Linden had idea to show recommendations based on cart items

From Greg Linden's Blog: http://glinden.blogspot.com/2006/04/early-amazon-shopping-cart.html

Controlled A/B Experiments

Evaluation

- Pro: cross-sell more items
- Con: distract people from checking out

Highest Paid Person's Opinion:

- Stop the project

Simple experiment run:

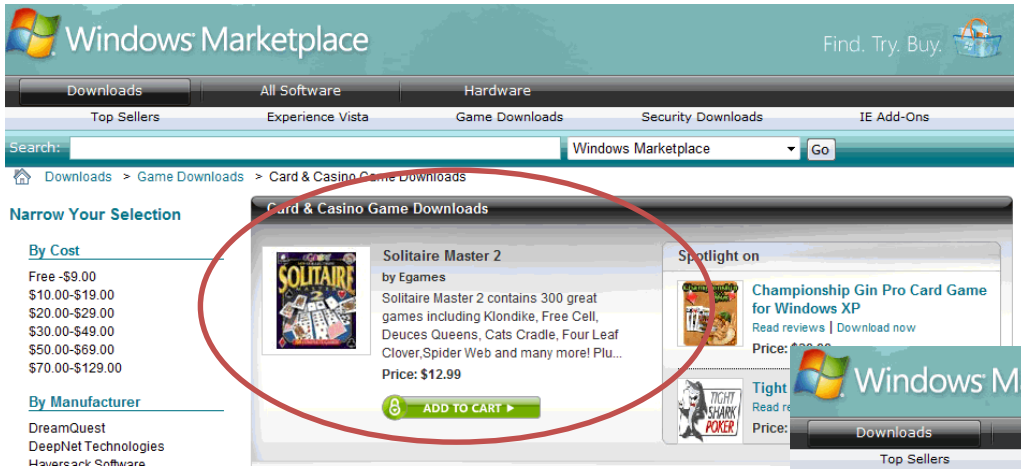
- Wildly successful

From Greg Linden's Blog: http://glinden.blogspot.com/2006/04/early-amazon-shopping-cart.html

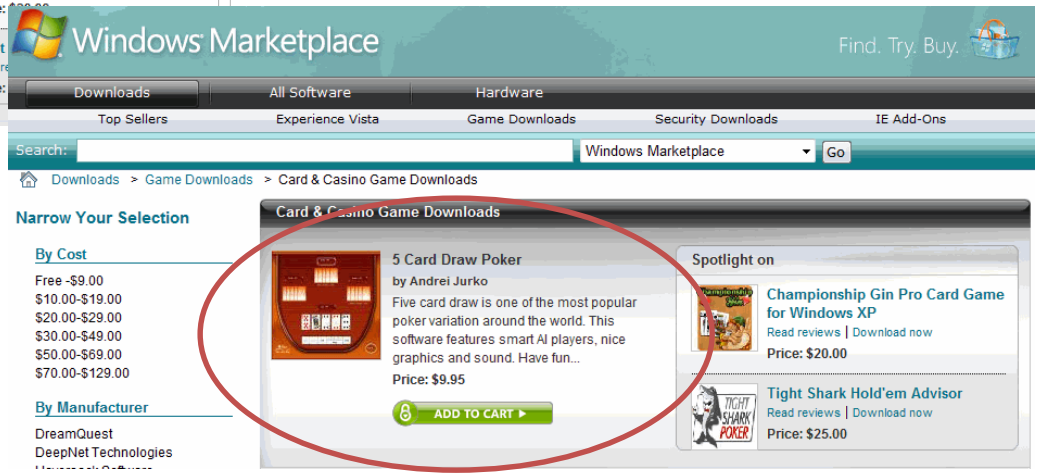
Marketplace: Solitaire vs Poker

Experiment run in Windows Marketplace / Game Downloads

Which image has the higher clickthrough? By how much?



A: Solitaire game



B: Poker game

Marketplace: Solitaire vs Poker

Experiment run in Windows Marketplace / Game Downloads

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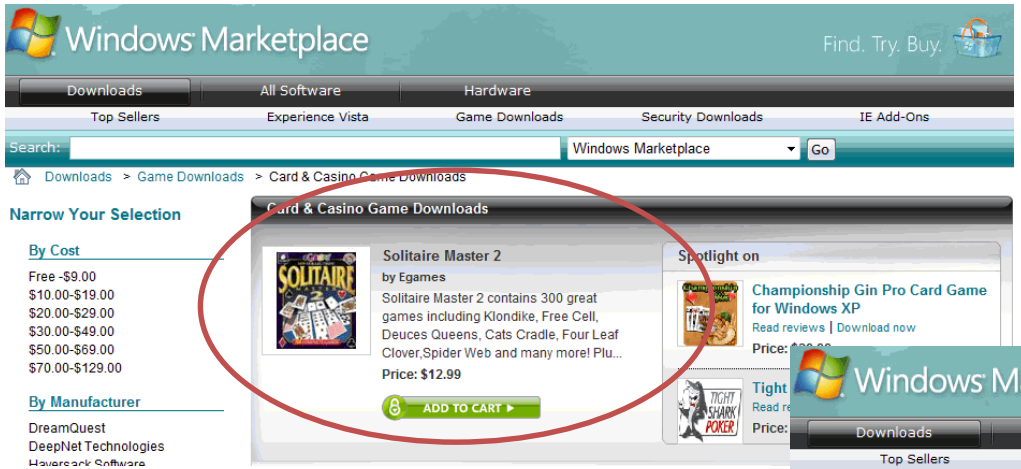
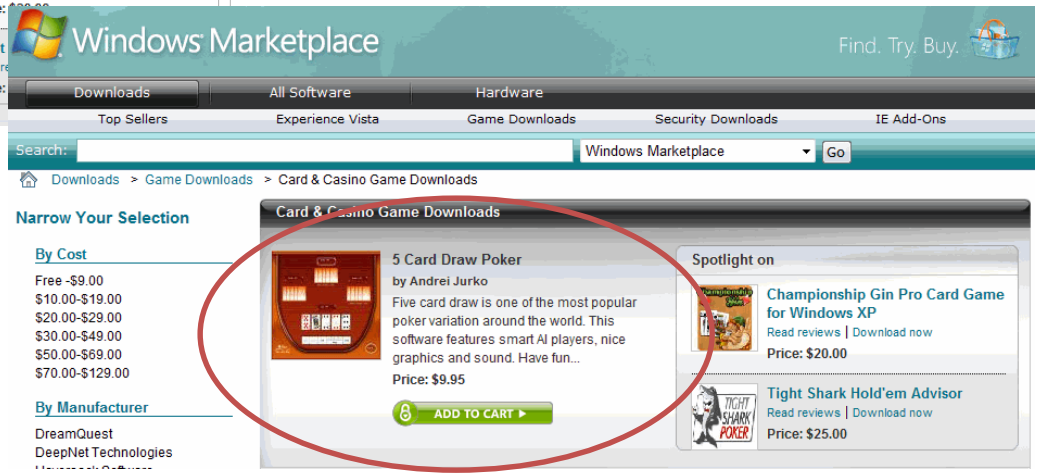


A: Solitaire game

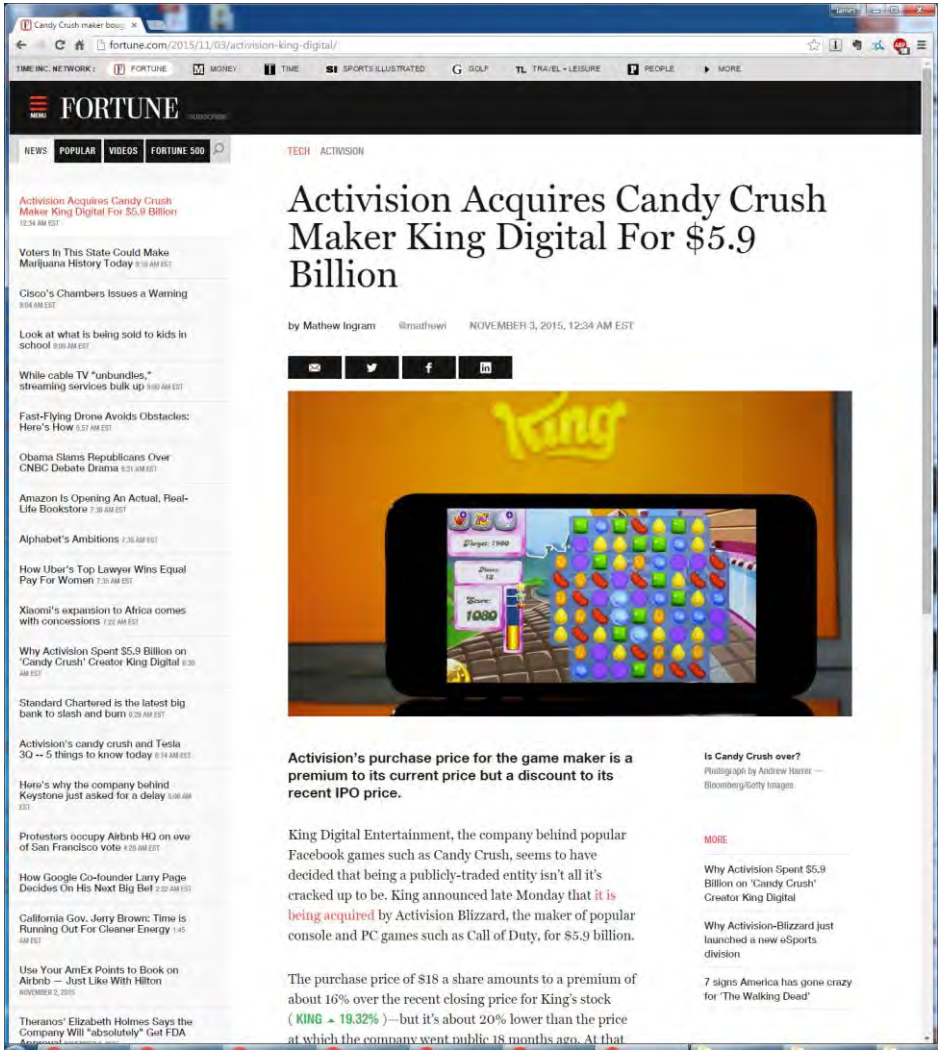
A is 61% better



B: Poker game

Never Underestimate Solitaire

Never Underestimate Solitaire



Candy Crush maker boog

fortune.com/2015/11/03/activision-king-digital/

TIME INC. NETWORK: FORTUNE MONEY TIME SPORTS ILLUSTRATED GOLF TRAVEL + LEISURE PEOPLE MORE

FORTUNE

NEWS POPULAR VIDEOS FORTUNE 500

Activision Acquires Candy Crush Maker King Digital For $5.9 Billion

Voters In This State Could Make Marijuana History Today

Cisco's Chambers Issues a Warning

Look at what is being sold to kids in school

While cable TV "unbundles," streaming services bulk up

Fast-Flying Drone Avoids Obstacles: Here's How

Obama Slams Republicans Over CNBC Debate Drama

Amazon Is Opening An Actual, Real-Life Bookstore

Alphabet's Ambitions

How Uber's Top Lawyer Wins Equal Pay For Women

Xiaomi's expansion to Africa comes with concessions

Why Activision Spent $5.9 Billion on 'Candy Crush' Creator King Digital

Standard Chartered is the latest big bank to slash and burn

Activision's candy crush and Tesla 3Q -- 5 things to know today

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Theranos' Elizabeth Holmes Says the Company Will "absolutely" Get FDA

TECH ACTIVISION

Activision Acquires Candy Crush Maker King Digital For $5.9 Billion

by Mathew Ingram @mathewi NOVEMBER 3, 2015, 12:34 AM EST

Activision's purchase price for the game maker is a premium to its current price but a discount to its recent IPO price.

Is Candy Crush over?
Photograph by Andrew Harrer — Bloomberg/Getty Images

King Digital Entertainment, the company behind popular Facebook games such as Candy Crush, seems to have decided that being a publicly-traded entity isn't all it's cracked up to be. King announced late Monday that it is being acquired by Activision Blizzard, the maker of popular console and PC games such as Call of Duty, for $5.9 billion.

The purchase price of $18 a share amounts to a premium of about 16% over the recent closing price for King's stock (KING ▲ 19.32%)—but it's about 20% lower than the price at which the company went public 18 months ago. At that

MORE

Why Activision Spent $5.9 Billion on 'Candy Crush' Creator King Digital

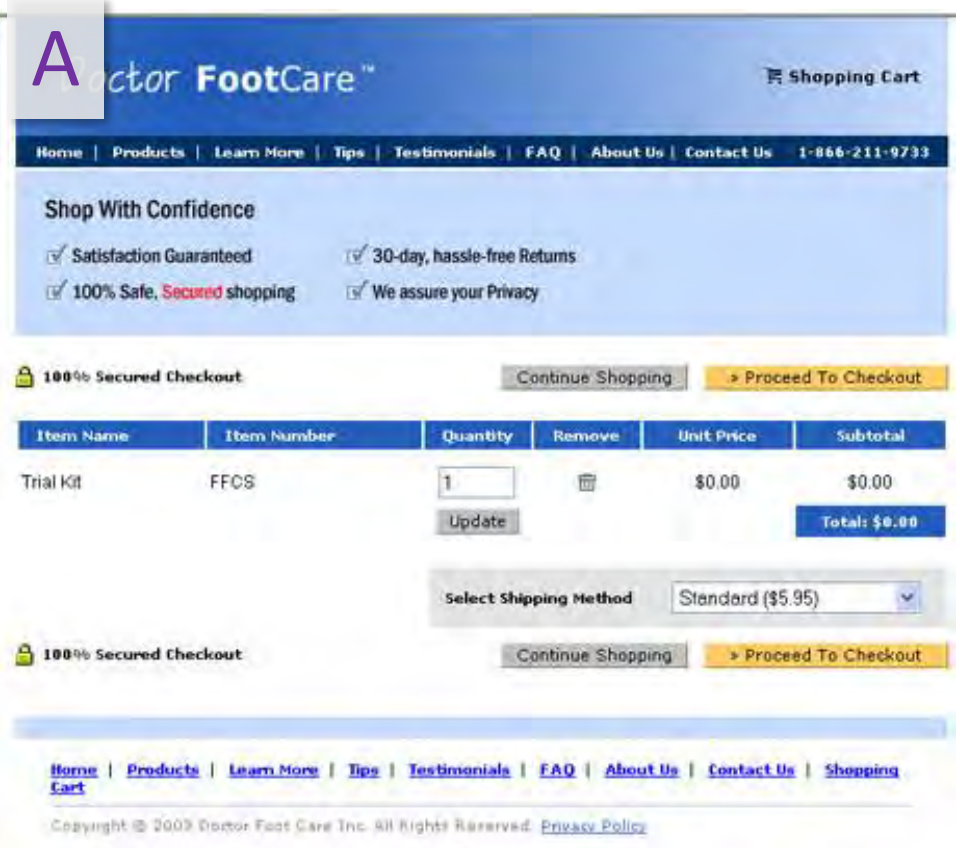
Why Activision-Blizzard just launched a new eSports division

7 signs America has gone crazy for 'The Walking Dead'

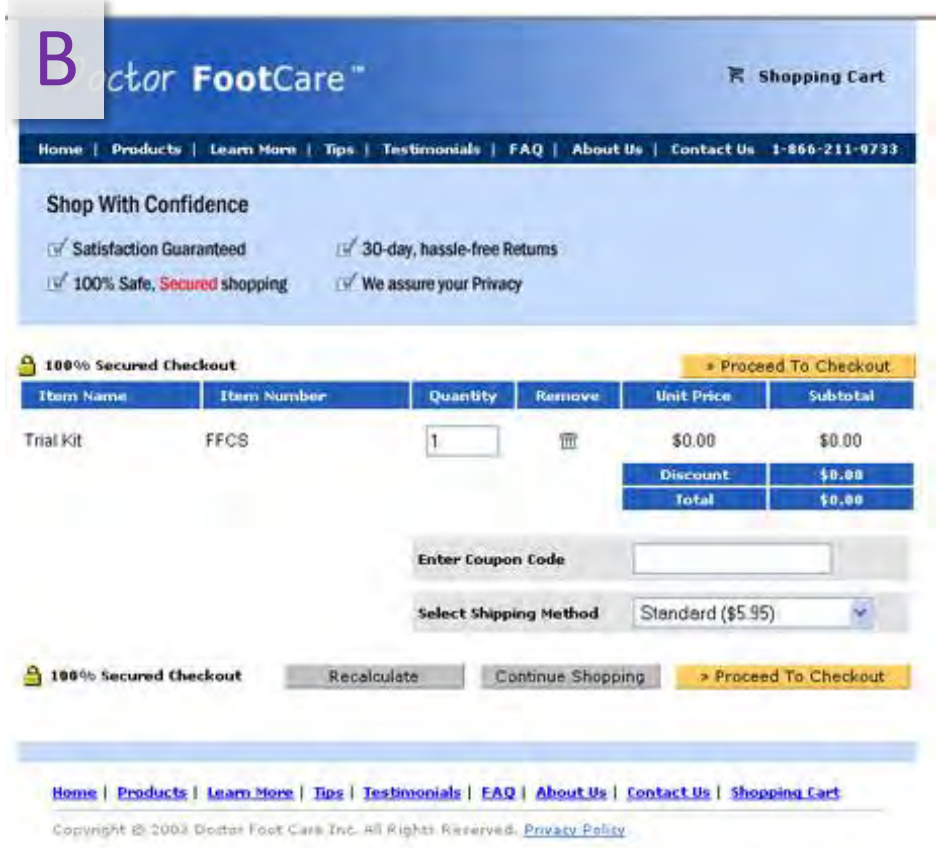
Checkout Page

***Conversion rate* is percentage of visits that include purchase**

A



B



Which version has a higher conversion rate?

Example from Bryan Eisenberg's article on clickz.com

Checkout Page

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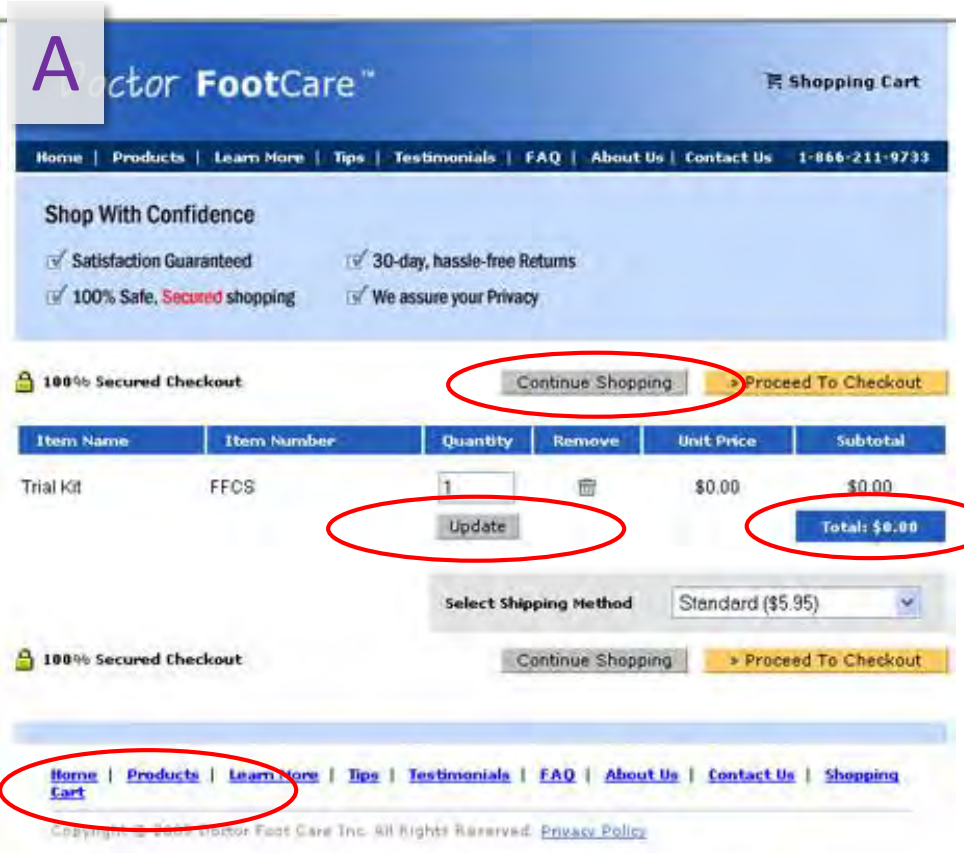

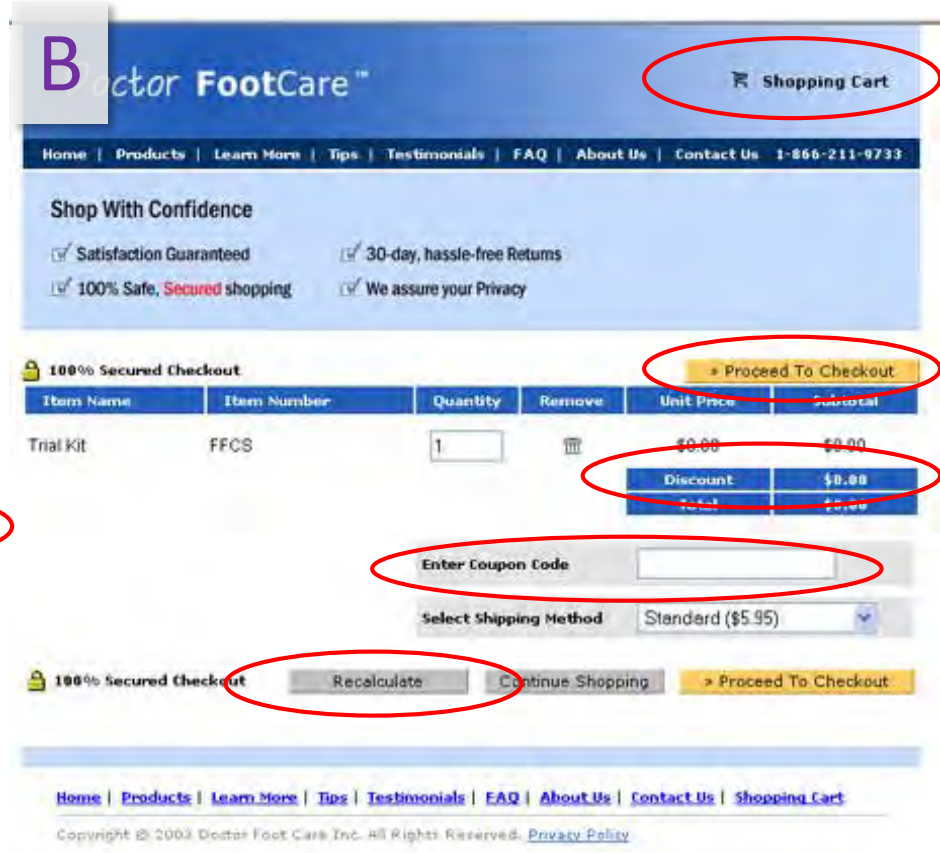

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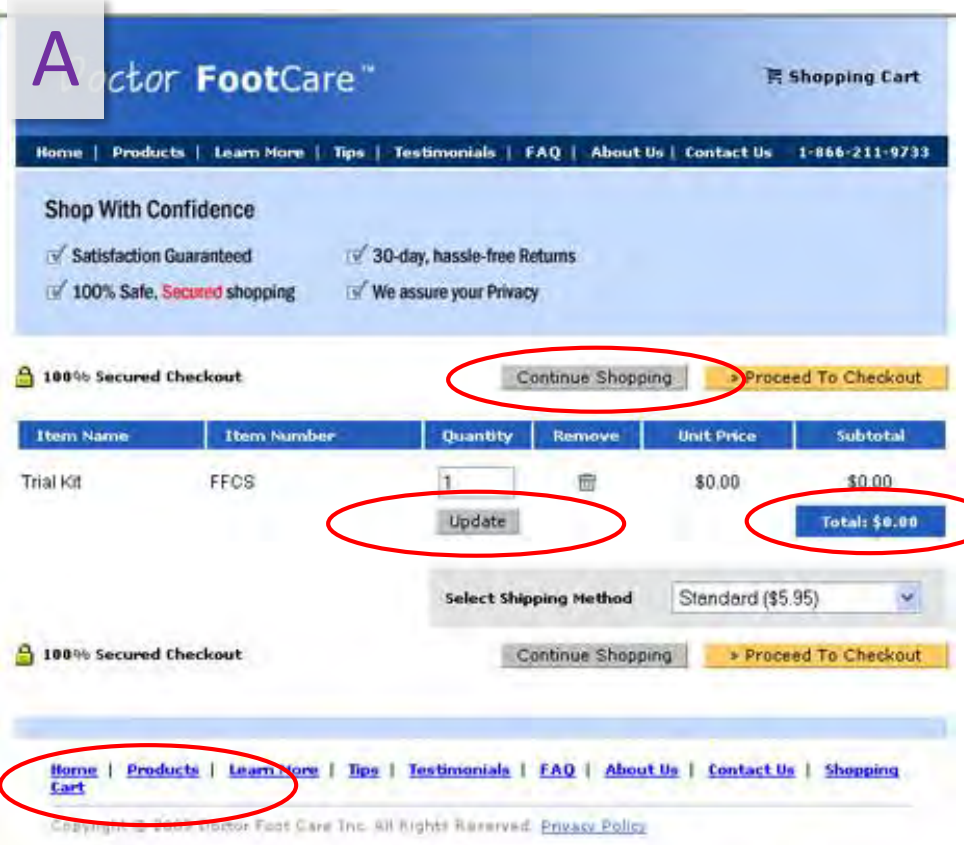
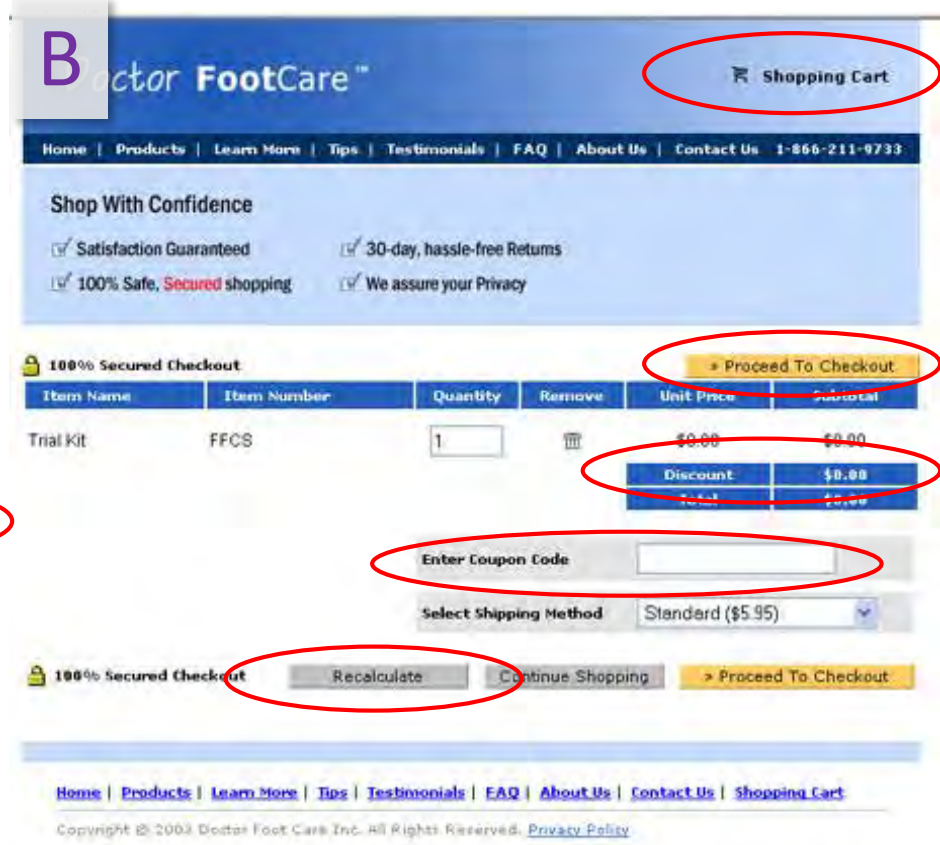
A



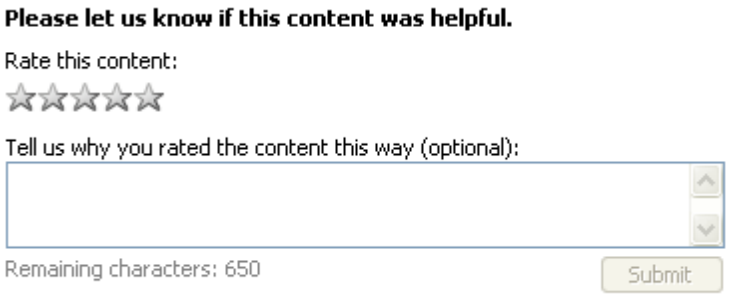
B



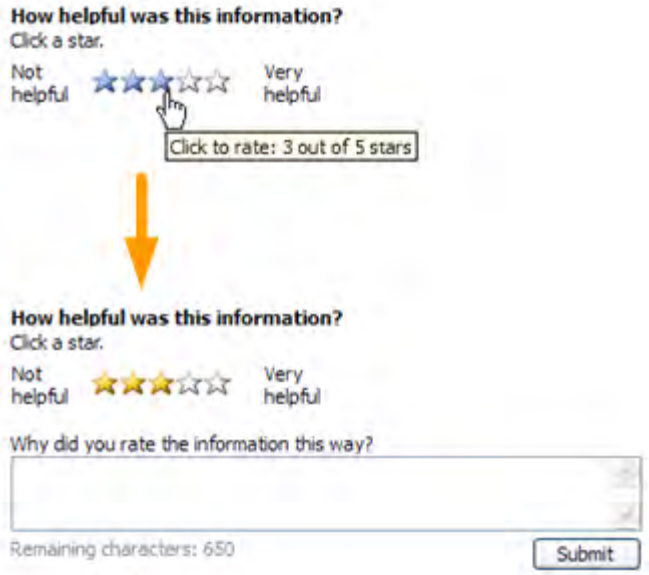
Coupon Code decreases by factor of 10

Office Online Feedback

A



B



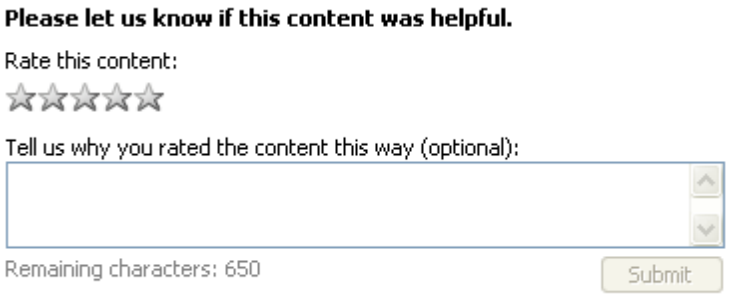
Feedback A puts everything together, whereas feedback B is two-stage: question follows rating.

Feedback A just has 5 stars, whereas B annotates the stars with “Not helpful” to “Very helpful” and makes them brighter.

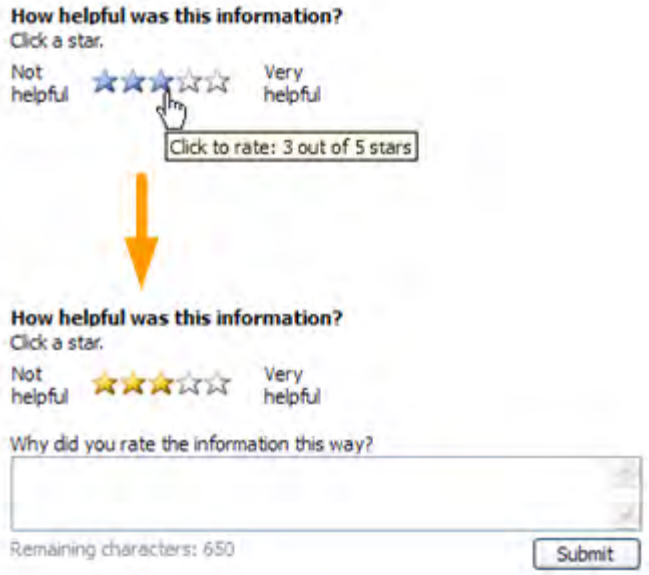
Which one has a higher response rate? By how much?

Office Online Feedback

A



B



Feedback A puts everything together, whereas feedback B is two-stage: question follows rating.

Feedback A just has 5 stars, whereas B annotates the stars with “Not helpful” to “Very helpful” and makes them brighter.

Which one has a higher response rate? By how much?

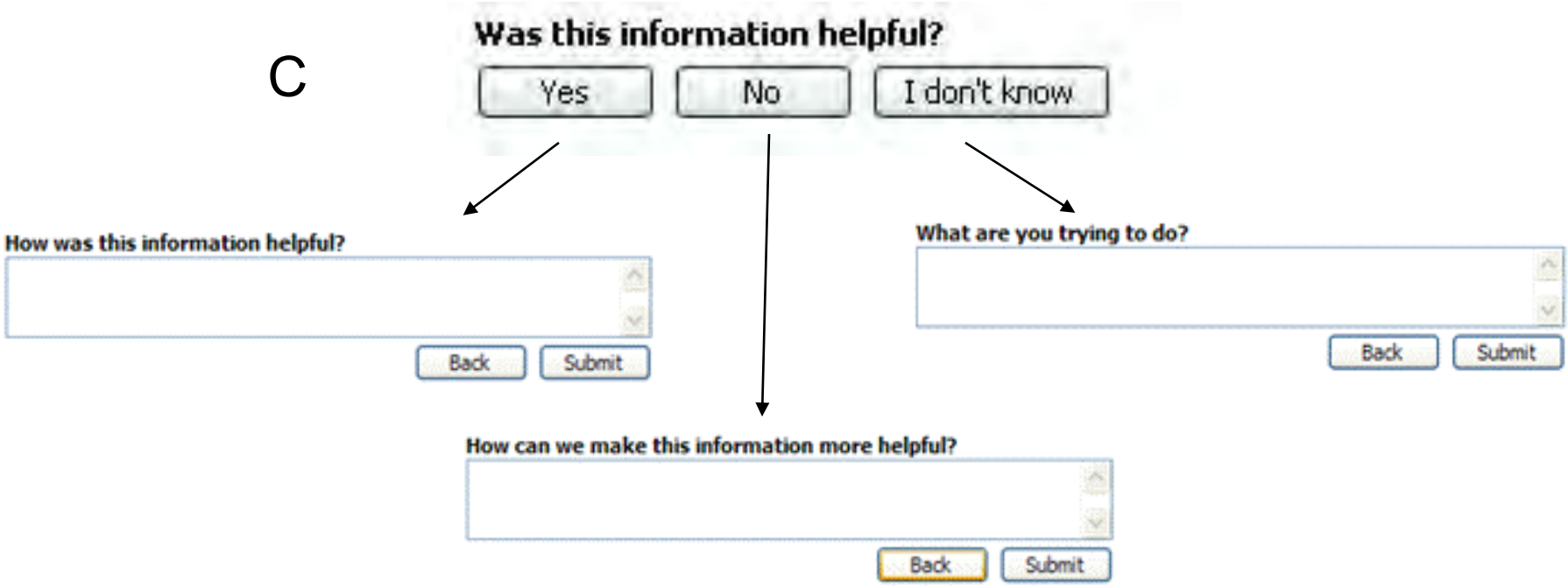
B gets more than double response rate.

Another Feedback Variant

Call this variant C. Like B, also two-stage.

Which one has a higher response rate, B or C?

C

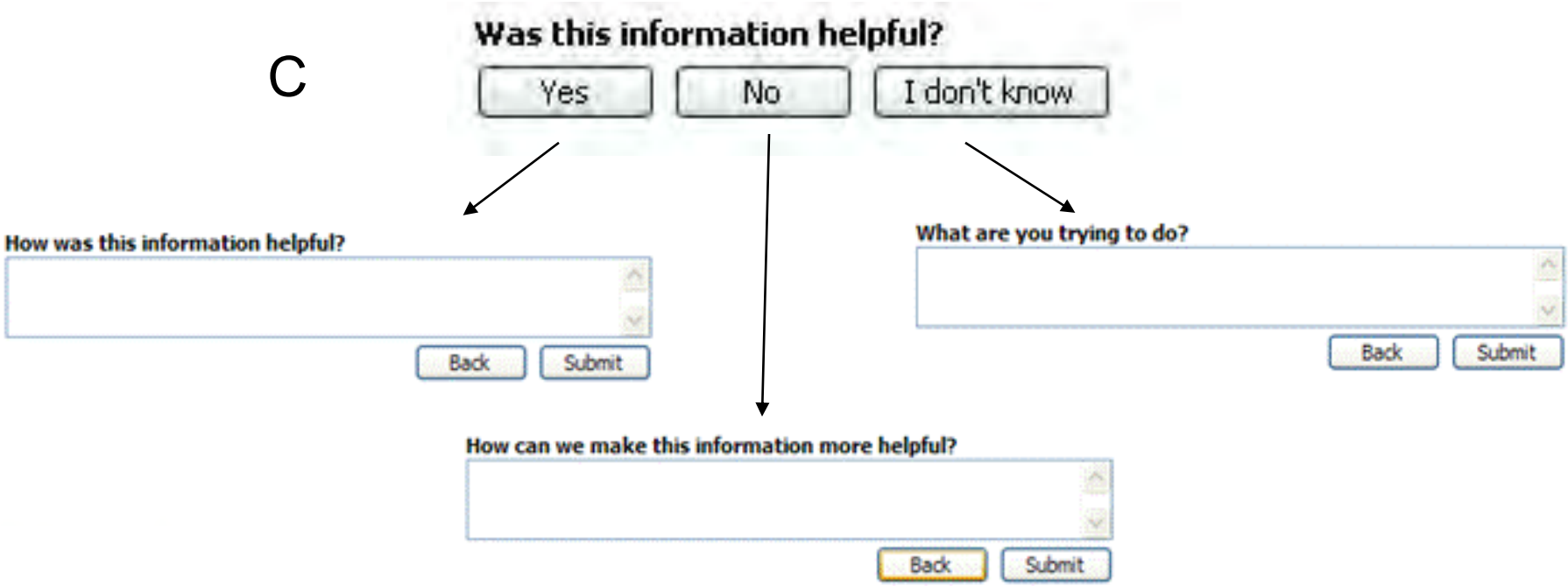


Another Feedback Variant

Call this variant C. Like B, also two-stage.

Which one has a higher response rate, B or C?

C



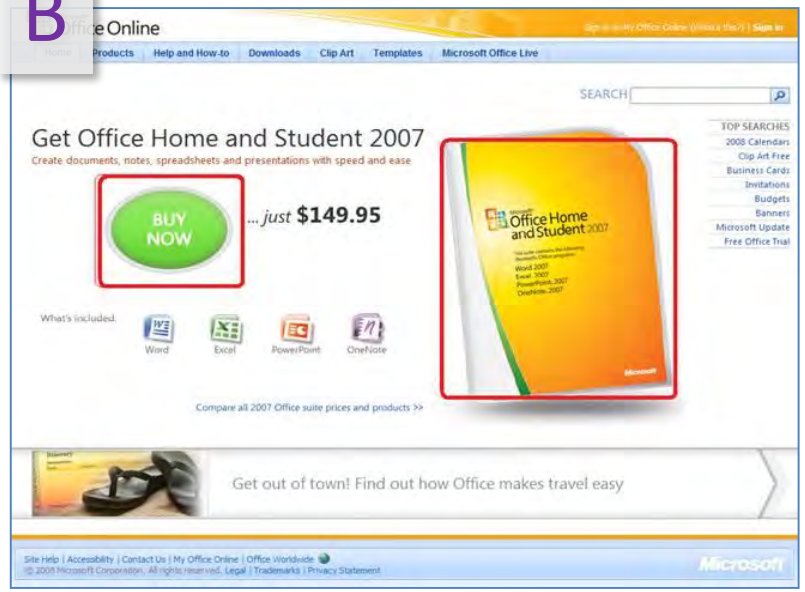
C outperforms B by a factor of 3.5

Office Online

Clicks on revenue generating links (red links)

A

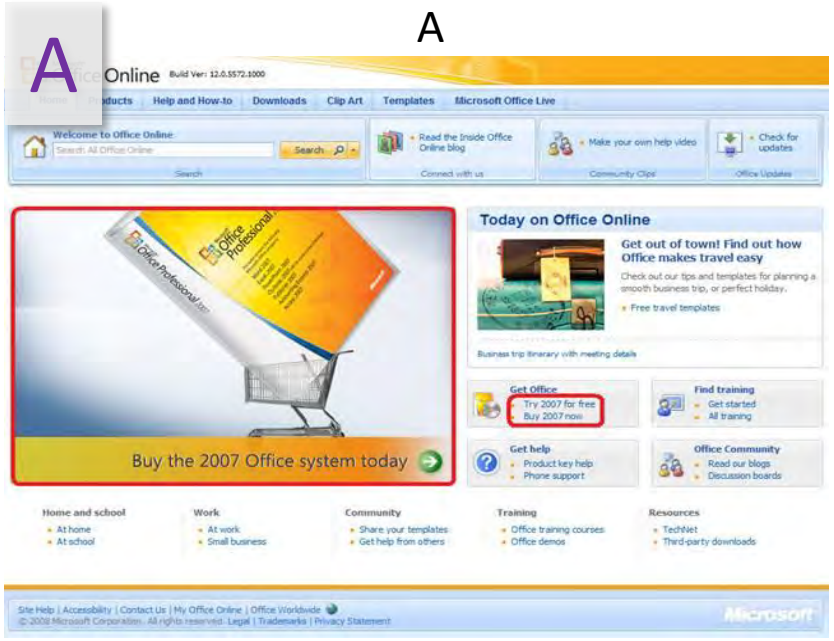
B



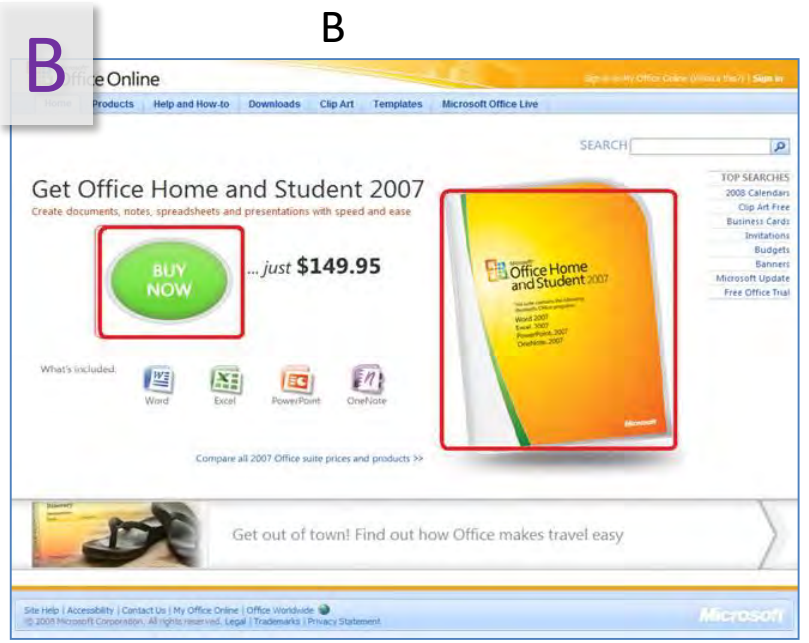
Office Online

Clicks on revenue generating links (red links)

A



B

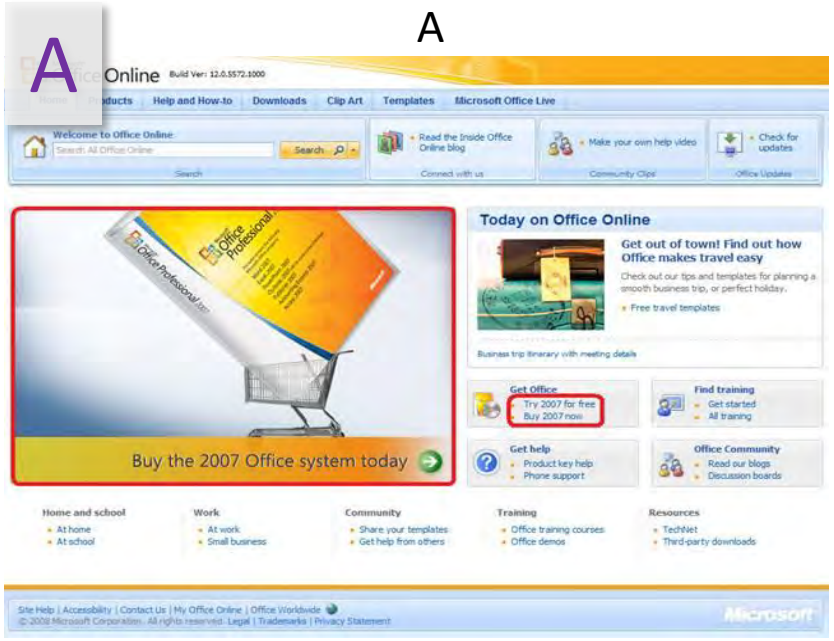


A gets many more clicks

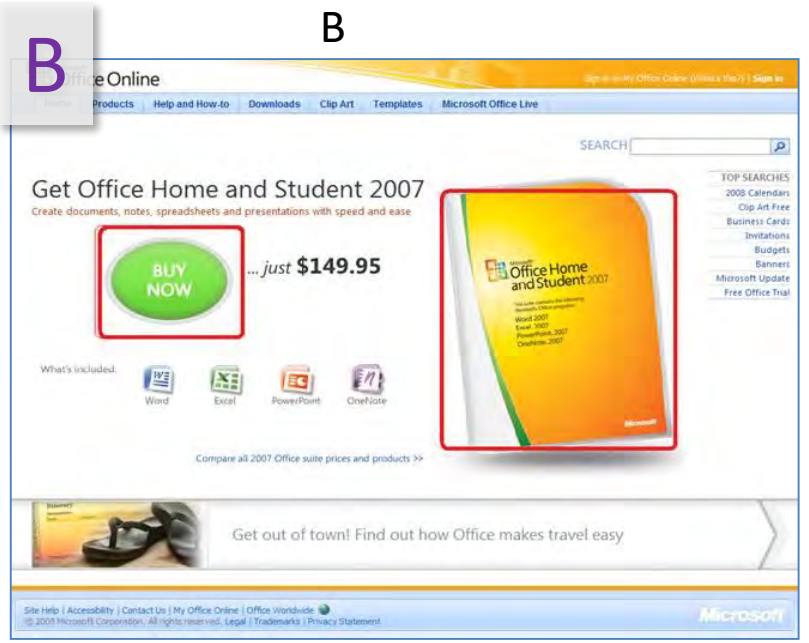
Office Online

Clicks on revenue generating links (red links)

A



B



B gets more revenue

Examples Where Data Is Wrong

If something is “amazing,” find the flaw!

If you have a mandatory birth date field,
and people think it’s unnecessary,
you will find lots of 11/11/11 or 01/01/01

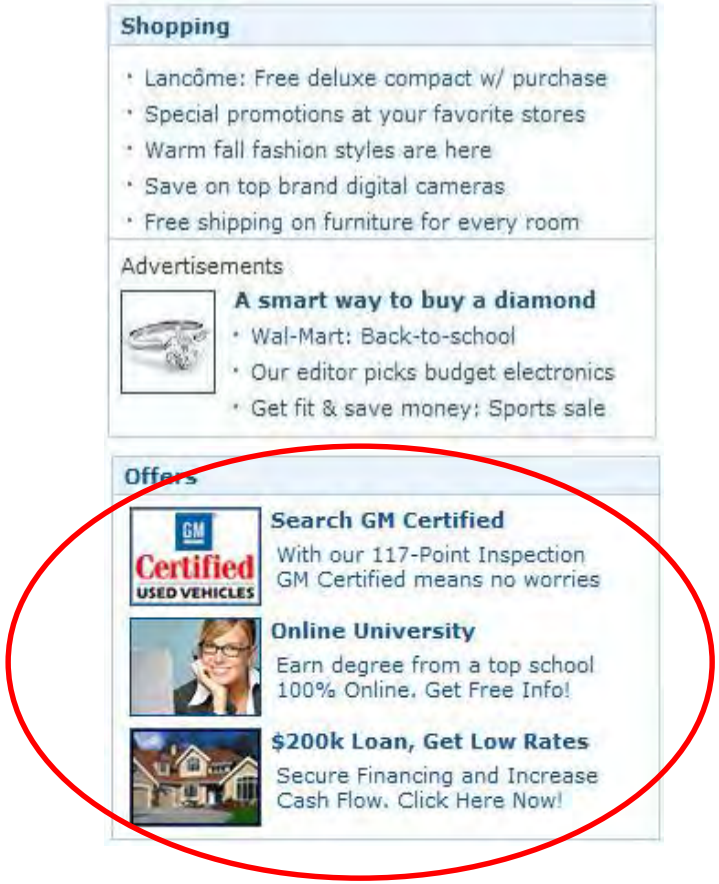
If you have an optional drop down,
do not default to the first alphabetical entry,
or you will have lots of: jobs = Astronaut

Traffic to doubled between 1-2am Nov 6, 2011 for many web sites, relative to same hour week prior

MSN US Home Page

Proposal: New Offers module below Shopping

Control



Treatment

Experiment Results

Ran A/B test for 12 days on 5% of MSN US visitors

Experiment Results

Ran A/B test for 12 days on 5% of MSN US visitors

Clickthrough:

Page views per person-day:

Experiment Results

Ran A/B test for 12 days on 5% of MSN US visitors

Clickthrough: decreased 0.49%

Page views per person-day: decreased 0.35%

Experiment Results

Ran A/B test for 12 days on 5% of MSN US visitors

Clickthrough: decreased 0.49%

Page views per person-day: decreased 0.35%

Value of click from home page: X cents

Net = Expected Revenue –
Value Per Click * Direct lost clicks –
Value Per Click * Lost Due to Decreased Views

Experiment Results

Ran A/B test for 12 days on 5% of MSN US visitors

Clickthrough: decreased 0.49%

Page views per person-day: decreased 0.35%

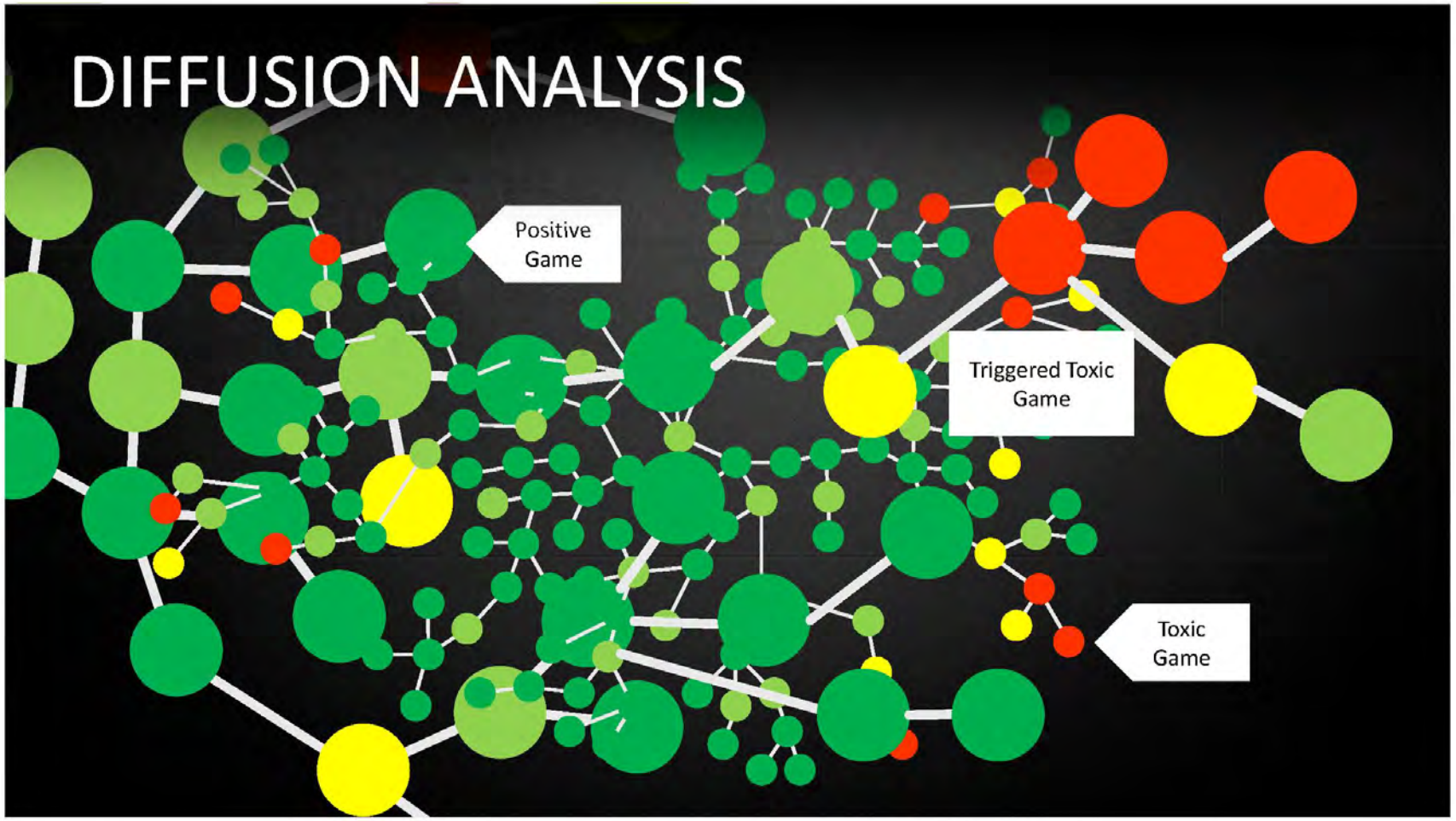
Value of click from home page: X cents

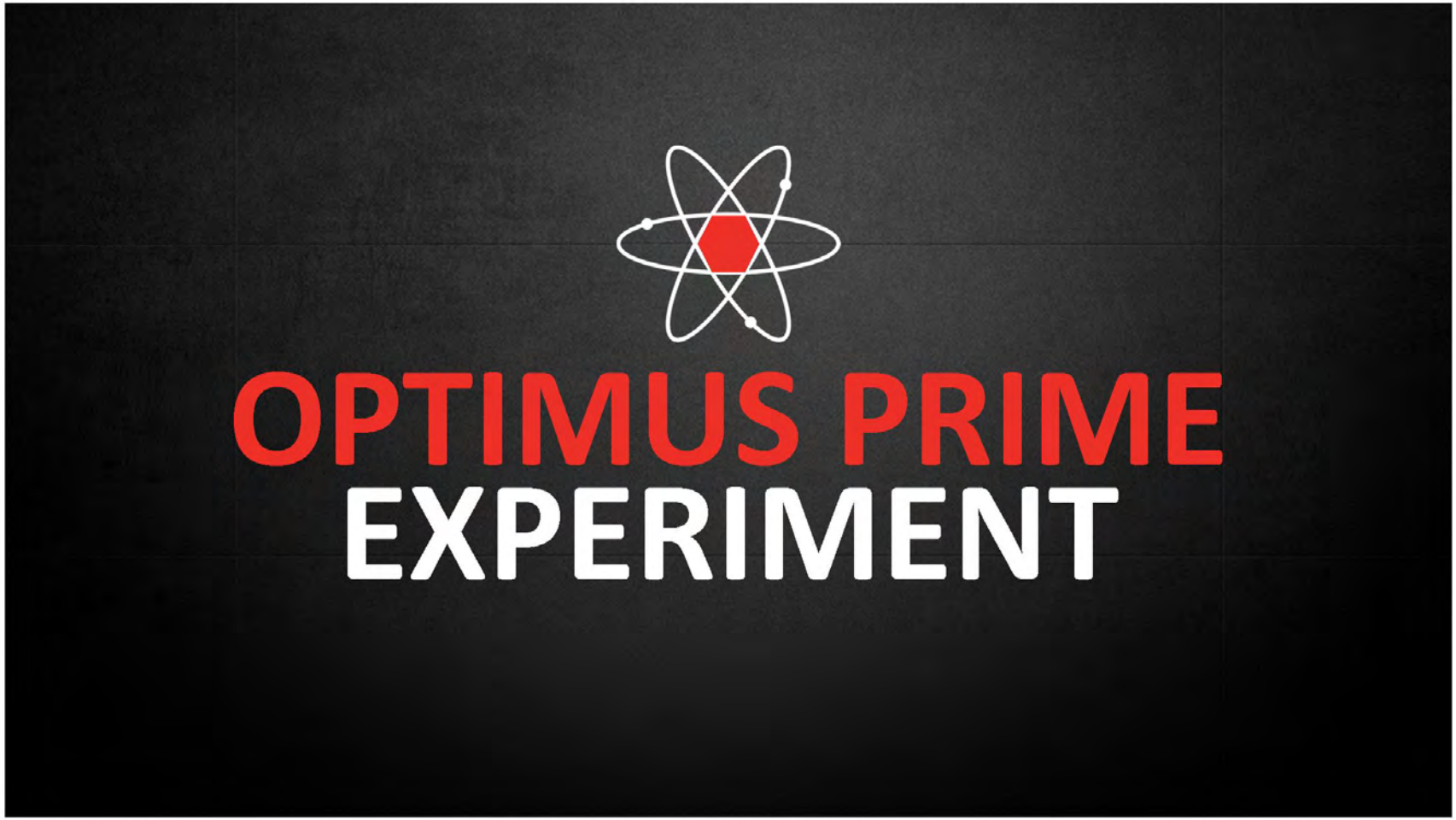
Net = Expected Revenue –
Value Per Click * Direct lost clicks –
Value Per Click * Lost Due to Decreased Views

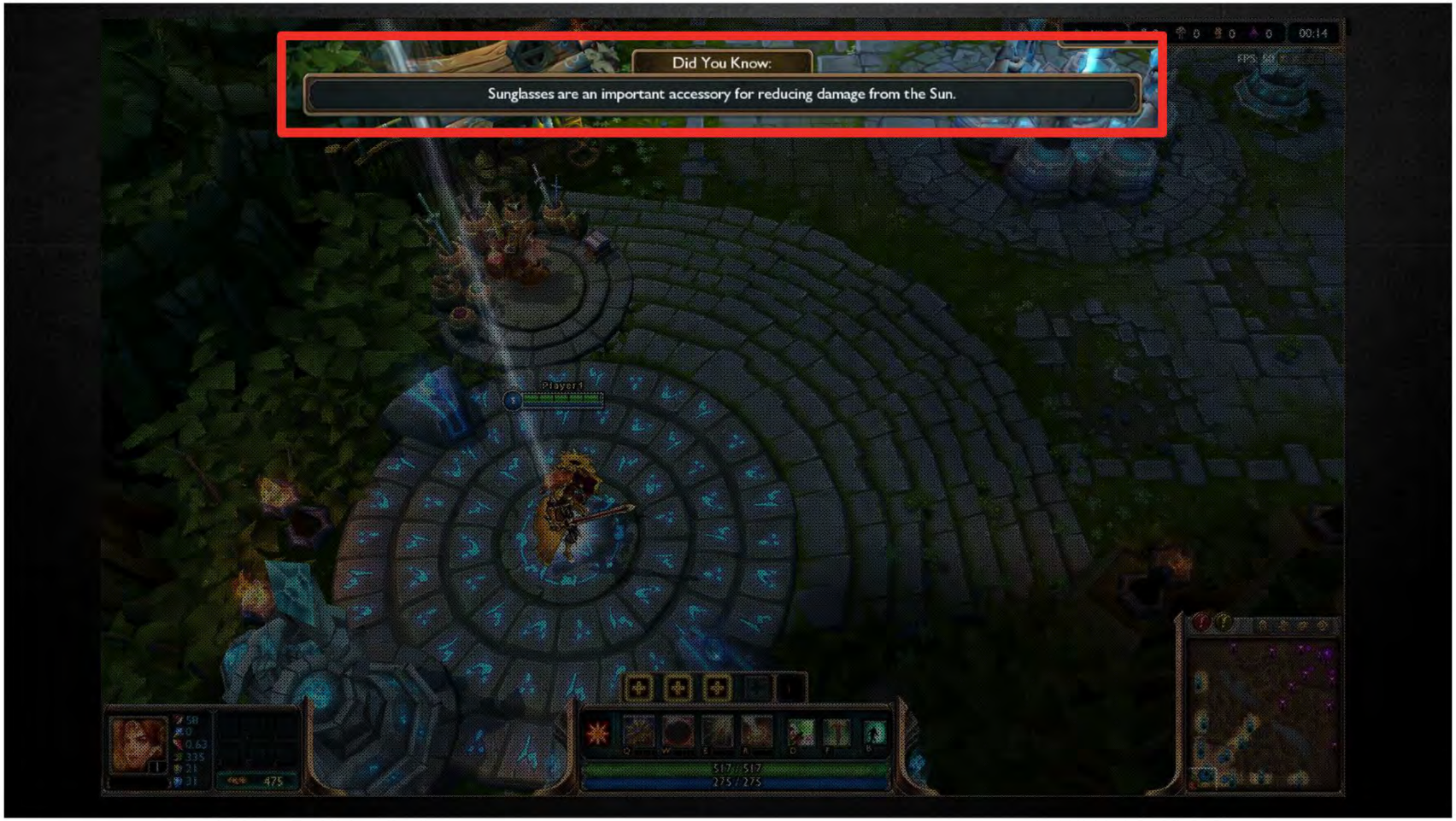
Net was negative (in millions of dollars), offers module did not launch

ONLINE PLATFORMS
AS THE FUTURE OF RESEARCH

JEFFREY “LYTE” LIN
jlin@riotgames.com | @RiotLyte


DIFFUSION ANALYSIS
Positive Game
Triggered Toxic Game
Toxic Game


OPTIMUS PRIME
EXPERIMENT


Did You Know:
Sunglasses are an important accessory for reducing damage from the Sun.
Player1
00:14

OPTIMUS PRIME

EXPERIMENTAL DESIGN

C1

CATEGORY 1:
FUN FACTS

"Nautilus' /joke makes him swim through air. He's weird like that."

OPTIMUS PRIME

EXPERIMENTAL DESIGN

C1 C2

CATEGORY 2:
POSITIVE BEHAVIOR

"Players perform better if you give them constructive feedback after a mistake."

OPTIMUS PRIME

EXPERIMENTAL DESIGN

C1 C2 C3

CATEGORY 3:
NEGATIVE BEHAVIOR

"Players who verbally abuse their teammates lose 16% more games."

OPTIMUS PRIME

EXPERIMENTAL DESIGN

CATEGORY 4:
SELF-REFLECTION

"Who will be the most sportsmanlike player in this game?"

OPTIMUS PRIME

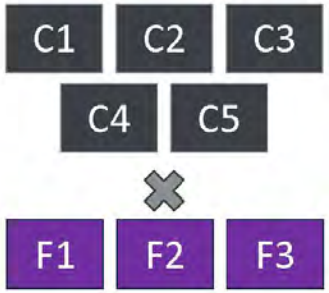
EXPERIMENTAL DESIGN

CATEGORY 5:
GAMEPLAY TIPS

"Hold down the ALT key while casting an ability to cast it on yourself."

OPTIMUS PRIME

EXPERIMENTAL DESIGN

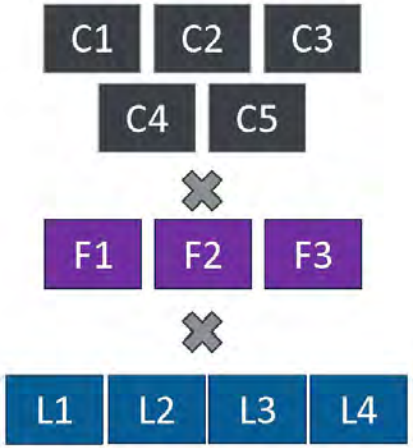


FONT COLORS

Font Color 1 | Red
Font Color 2 | Blue
Font Color 3 | White (Control)

OPTIMUS PRIME

EXPERIMENTAL DESIGN



LOCATIONS

LOCATION 1: Loading Screen

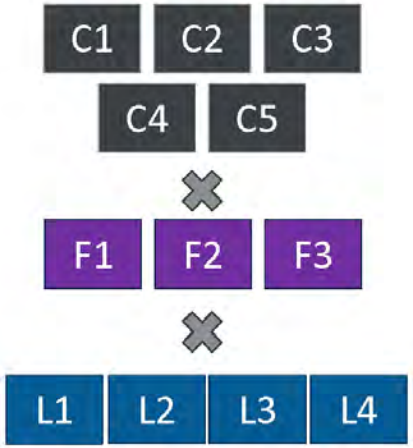
LOCATION 2: In-Game

LOCATION 3: Both

LOCATION 4: None (Control)

OPTIMUS PRIME

EXPERIMENTAL DESIGN



COMPLETE EXPERIMENTAL DESIGN:

24 TIPS ACROSS 5 CATEGORIES

✖

3 FONT COLORS

✖

3 LOCATIONS + 1 OVERALL CONTROL

=

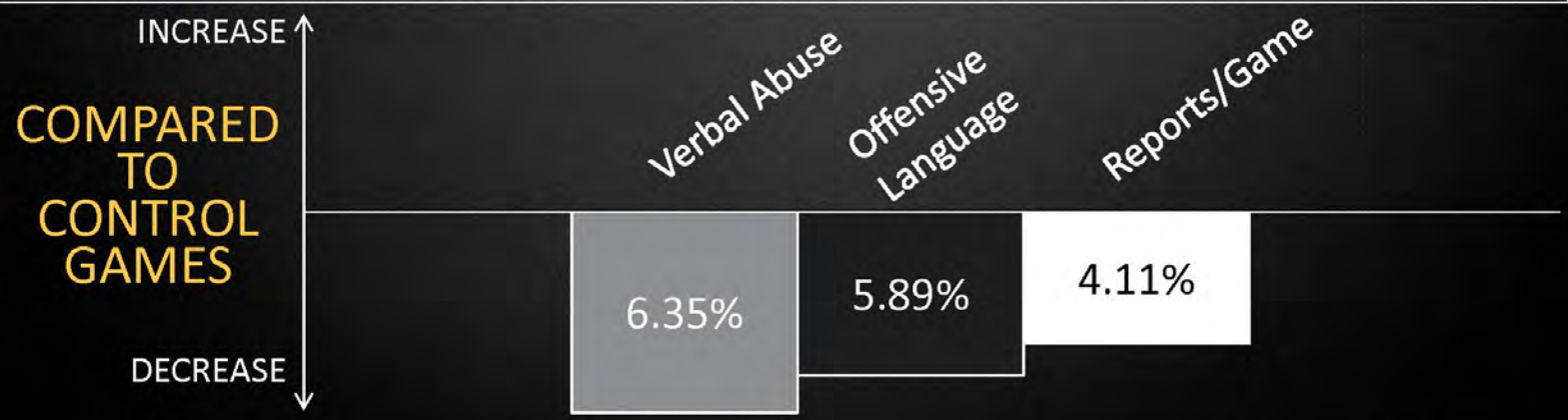
217 UNIQUE CONDITIONS

EVERY GAME OF *LEAGUE OF LEGENDS* GOT A RANDOM TIP, LOCATION & FONT COLOR

(10% OF GAMES GOT NOTHING TO ACT AS CONTROLS)

OPTIMUS PRIME RESULTS

TIP: "X% of players punished by the Tribunal improve their behavior and are never punished again"
FONT: White
LOCATION: Loading Screen

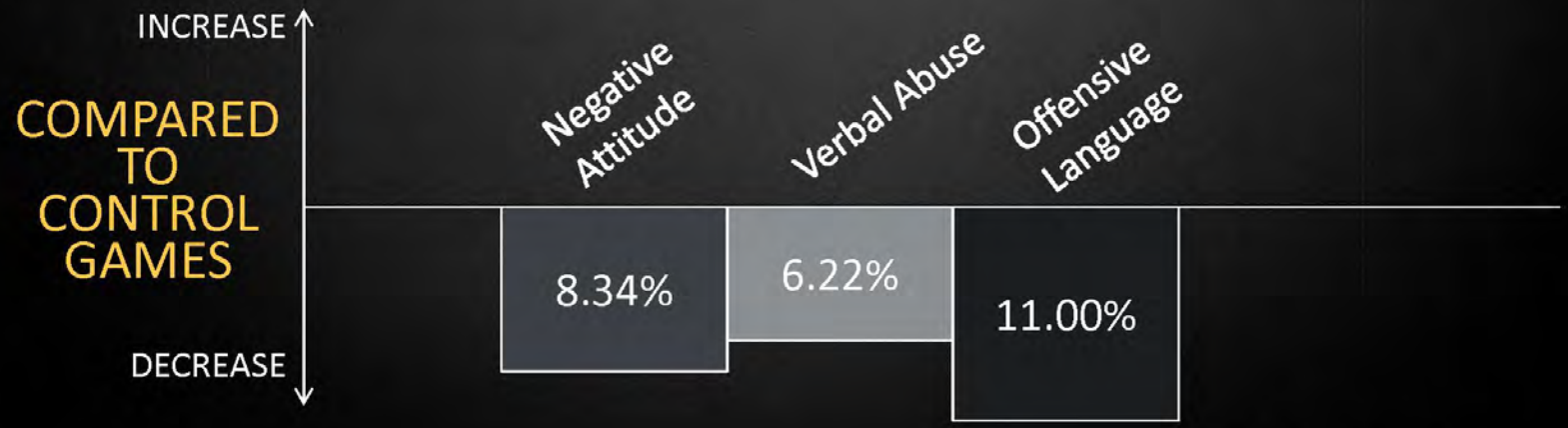


*Optimus data from 11/2012

HOW DO FONT COLORS INTERACT WITH TIP CATEGORIES?

OPTIMUS PRIME RESULTS

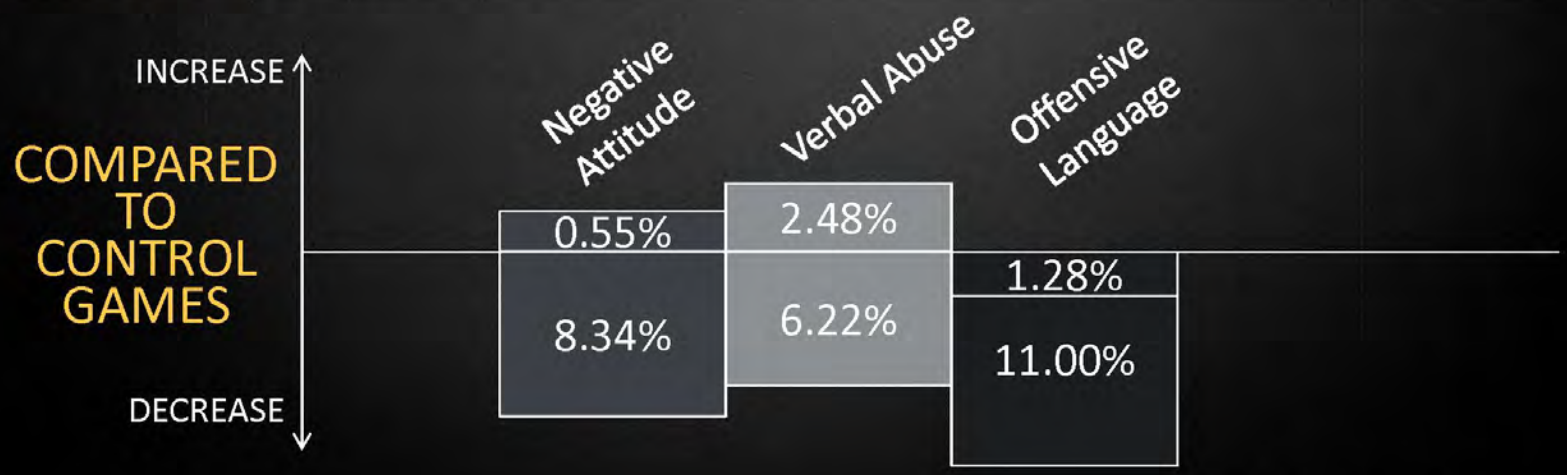
TIP: "Teammates perform worse if you harass them after a mistake."
FONT: Red
LOCATION: Loading Screen



*Optimus data from 11/2012

OPTIMUS PRIME RESULTS

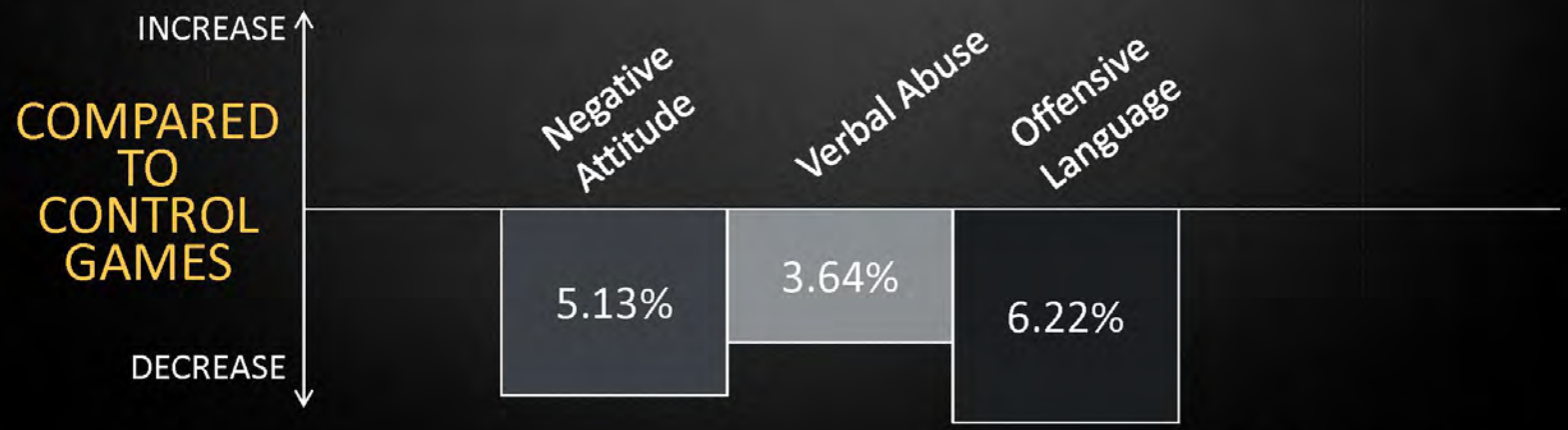
TIP: "Teammates perform worse if you harass them after a mistake."
FONT: White
LOCATION: Loading Screen



*Optimus data from 11/2012

OPTIMUS PRIME RESULTS

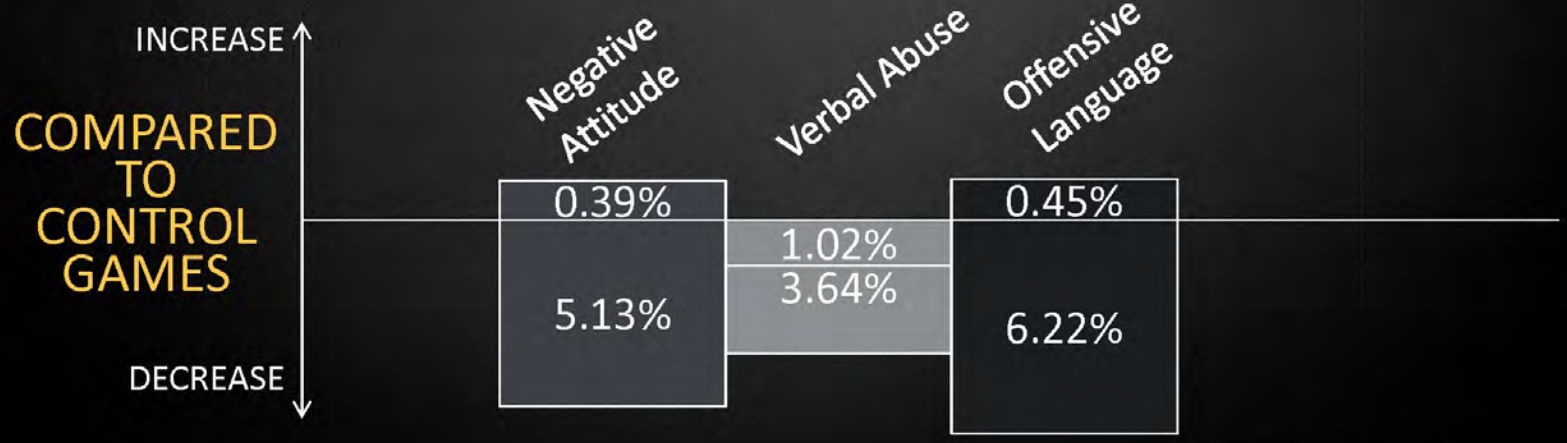
TIP: “Players who cooperate with their teammates win X% more games.”
FONT: Blue
LOCATION: Loading Screen



*Optimus data from 11/2012

OPTIMUS PRIME RESULTS

TIP: "Players who cooperate with their teammates win X% more games."
FONT: Red
LOCATION: Loading Screen



*Optimus data from 11/2012

ONLINE PLATFORMS
AS THE FUTURE OF RESEARCH

JEFFREY “LYTE” LIN
jlin@riotgames.com | @RiotLyte

Data Driven Methods Not Just Online

PREVIOUS NEXT Back to story

1999

Made from cardboard, the first Netflix mailer weighs more than an ounce. But with only 100,000 customers, reducing material and shipping costs is not yet a priority for the company.

PREVIOUS NEXT Back to story

2000

Thick paper replaces cardboard. DVDs are inserted and removed from the top rather than the side.

PREVIOUS NEXT Back to story

2000

Full-color printing is introduced. Top-loading is abandoned in favor of side-loading, which is judged more convenient.

NEXT»

Data Driven Methods Not Just Online

PREVIOUS NEXT Back to story

2000

Customers are asked to peel off a sticker to reveal Netflix's return address. The design is eventually deemed too complex.

PREVIOUS NEXT Back to story

2000

Made from plastic instead of paper, this mailer is cheaper, but it sometimes inflates when transported on airplanes.

PREVIOUS NEXT Back to story

2001

An airhole (the black dot on the left side of the mailer) is added to prevent the package from inflating.

NUCCI STUDIO

PREVIOUS NEXT Back to story

2001

Netflix returns to paper because it's easier to recycle. Foam padding is added to reduce breakage.

NEXT»

Data Driven Methods Not Just Online

PREVIOUS NEXT Back to story

2001

Foam padding is dropped because the benefits don't justify the cost. The company gives top-loading another try.

PREVIOUS NEXT Back to story

2001

Marking a return to side-loading, this mailer is a direct ancestor of the one the company uses today.

PREVIOUS NEXT Back to story

2003

Instead of sealing the entire top and bottom, Netflix introduces a circular sticker, affixed only on the top.

NUCCI STUDIO

PREVIOUS NEXT Back to story

2004

A window shows the disc bar code. Speculation is that this enables storing discs in mailers prior to shipping.

NEXT»

Limitations of Data Driven Testing

Drives hill-climbing, but not overall design

- A design may be better, but is it good?

Impossible for new designs to compete

Can be difficult to scale to many features

- Now we step through a larger example

half.com by eBay

1

NEW: Counting Crows: *Hard Candy* $11.88 Save 37%!

my account | cart | help | eBay home | sign in

Home | Books | Music | DVDs/ Movies | Video Games | Computers & Software | Electronics | Everything Else...

Gift Certificates | Wish List | Pre-Orders | Sell Your Stuff | New Users

Search: All Categories go

The Smartest Place to Buy and Sell *Books, Music, Computers, Electronics, DVDs & more...*

Welcome

Learn about Buying
Learn about Selling
Register Now!

Announcement Board
Updated Jun 13, 2002

DESKTOP LIQUIDATION CENTER as low as $249!

Categories

Books
Textbooks, Fiction, Biography, Cooking, Business, & more...

Music
Rock, Hip Hop/Rap, Country, Pop, eBay items, & more...

Movies/DVDs
Action, Comedy, Children's, Romance, Animation, & more...

Games
PS2, Xbox, GameCube, Dreamcast, N64, & more...

New CD Releases!

More Hot New Releases!

Music

Red Hot Price for the Chili Peppers' New CD: $11.88!
Evolving after the popularity of *Californication*, the Chili Peppers release a new album featuring the hit song "By the Way".

In-Stock Now!	Our Price	List Price
Weezer, Weezer	$6.99	$18.97
[illegible] Goo Dolls	$9.00	$18.98
The Slim Shady LP, Eminem	$2.98	$18.97
Echoes, Pink Floyd	$11.54	$24.97
18, Moby	$10.99	$18.98

Movies

Just Released: *The Royal Tenenbaums* for $18.45
Wes Anderson (*Rushmore*) directs a motley crew of talented actors in this hysterical comedy about the rise and fall of an eccentric family.

In-Stock Now!	Our Price	List Price
Monster's Ball (DVD)	$11.25	$24.99

Advance Orders

The Simpsons: Complete 2nd Season (DVD) **$34.97** Save 30%!

The Sopranos: Complete 3rd Season (DVD) **$67.99** Save 32%!

Tom Clancy: Red Rabbit (Hardcover) **$19.40** Save 33%!

In Computers

Gateway Desktop Under $400!
$399.00
Includes an 800MHz Intel Celeron processor, 256MB RAM, 20GB hard drive, DVD-ROM drive, and more!

Save Over $100 on Dell Latitude CPx!
$639.00
Get the best quality at the best price with the Dell Latitude CPx featuring an Intel Pentium III® 500 MHz processor, 256 MB RAM and 12 GB hard drive.

Gateway Desktop Under $500
$499.00
Includes a 1GHz Intel Pentium III processor, 256MB RAM, 20GB hard drive, CD-RW drive, 250MB ZIP Drive, and more!

More great deals...

Actual items for sale may vary from this image.

Product Highlights

CD
May 2001

List Price: **$18.97**
28 minutes
UPC 606949-30452-2
Geffen Records
Catalog 493 045

Standard shipping (USPS Media Mail) for this item is $2.30.

About this album:
» Song List
» Album Credits
» Album Notes
» Editorial
» Customer Reviews

About the Artist
» Other Works

Spread the Word:
» Write a Review
» Email a Friend

Weezer (2001)

Weezer

Our best price: $6.99

List Price: $18.97 (Save: **$11.98**)

Compare our Prices!

Half.com	**$6.99**
CDNOW	-- --
AlphaCraze	$ 15.66
CDUniverse	$ 15.69

Find out more...
Full product info, Product Reviews

Not ready to buy?
Add to your Wish List, Preorder this item, May we also suggest...

Like New

Sorted by **Price** — 74 items in stock

Price		Total Price	Seller (Rating)	Seller Comments	
$7.75	Buy!	$10.20 Media Mail	custodian46 (149)	best buy	More info...
$8.00	Buy!	$10.45 Media Mail	stargaze13 (3)	Disk, case, and liner all in excellent c more...	More info...
$8.25	Buy!	$10.70 Media Mail	dazzyliz (1205)	SEALED NEW BMG	More info...
$8.3	Buy!	10.75 edia Mail	naojia@hotmail.com (35)	Perfect condition	More info...

» View all **Like New** Items

Very Good

Sorted by **Price** — 17 items in stock

Price		Total Price	Seller (Rating)	Seller Comments	
$8.00	Buy!	$10.45 Media Mail	lucidsky (14)	perfect	More info...
$8.84	Buy!	$11.29 Media Mail	steveeq1 (82)		More info...
$9.00	Buy!	$11.45 Media Mail	saint.timothy (18)	Great shape...first class ship	More info...

People with similar tastes also enjoyed...

Weezer (1994)
(CD, 1994)
Weezer
$5.00
(Save $6.97)

Pinkerton
(CD, 1996)
Weezer
$6.00
(Save $10.95)

All Killer No Filler [ECD]
(CD, 2001)
Sum 41, Sum 41
$4.29
(Save $8.68)

Redeeming a Gift Certificate or Coupon?

Proceed to Checkout
Speedy Checkout

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)
CD, Release Year: 2001
Seller: naojia@hotmail.com (35)
Condition: Like New • Notes: Perfect condition

Move to WishList • Remove from Cart • Find another one

Item: $8.30
Media Mail: $2.45
(Change Shipping Method)

TOTAL: $10.75

Gift Certificates and Coupons

Redeeming your Half.com Gift Certificate or Coupon is easy. Just enter your Claim Code in the box to the right and click "**Redeem**".

Redeem

Proceed to Checkout
Speedy Checkout

4

my account | cart | help | ebay home | sign out

Home | Books | Music | DVDs/ Movies | Video Games | Computers & Software | Electronics | Everything Else...

Gift Certificates | Wish List | Pre-Orders | Sell Your Stuff | New Users

Search: All Categories | go

Checkout

Enter your User ID and Password.

Are you a half.com user having trouble signing in? **Get help now.**

eBay User ID

You can also use your registered email.

eBay Password

Forgot your password?

Learn how to protect your account

Secure Sign In or Register Now

Keep me signed in on this computer unless I sign out. Learn more .

Having problems signing in? **Get help now.**

For more information about sign in, visit sign in help .

Or sign in to eBay using:

PASSPORT Sign In

5

Checkout

1 Shipping 2 3

Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Use This Address

OR

Enter a new shipping address:

Name
Street address
City

If U.S. Military, enter APO/FPO for City.

State: Select State

If U.S. Military, select AE, AP or AA from bottom of list for State.

ZIP code
Country: USA

Save Changes

Checkout

1 Shipping — 2 Review — 3 Place Order

Secure Shopping

Place my order!

Order Summary

Weezer (2001) Weezer, Weezer (Music)
Seller: naojia@hotmail.com (35)
Condition: Like New • Notes: Perfect condition

Item: $8.30
Media Mail: $2.45
Subtotal: $10.75

Total Merchandise: $8.30
Total Shipping: $2.45
TOTAL: $10.75

Ship to

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Edit / Change Shipping Address

Bill to

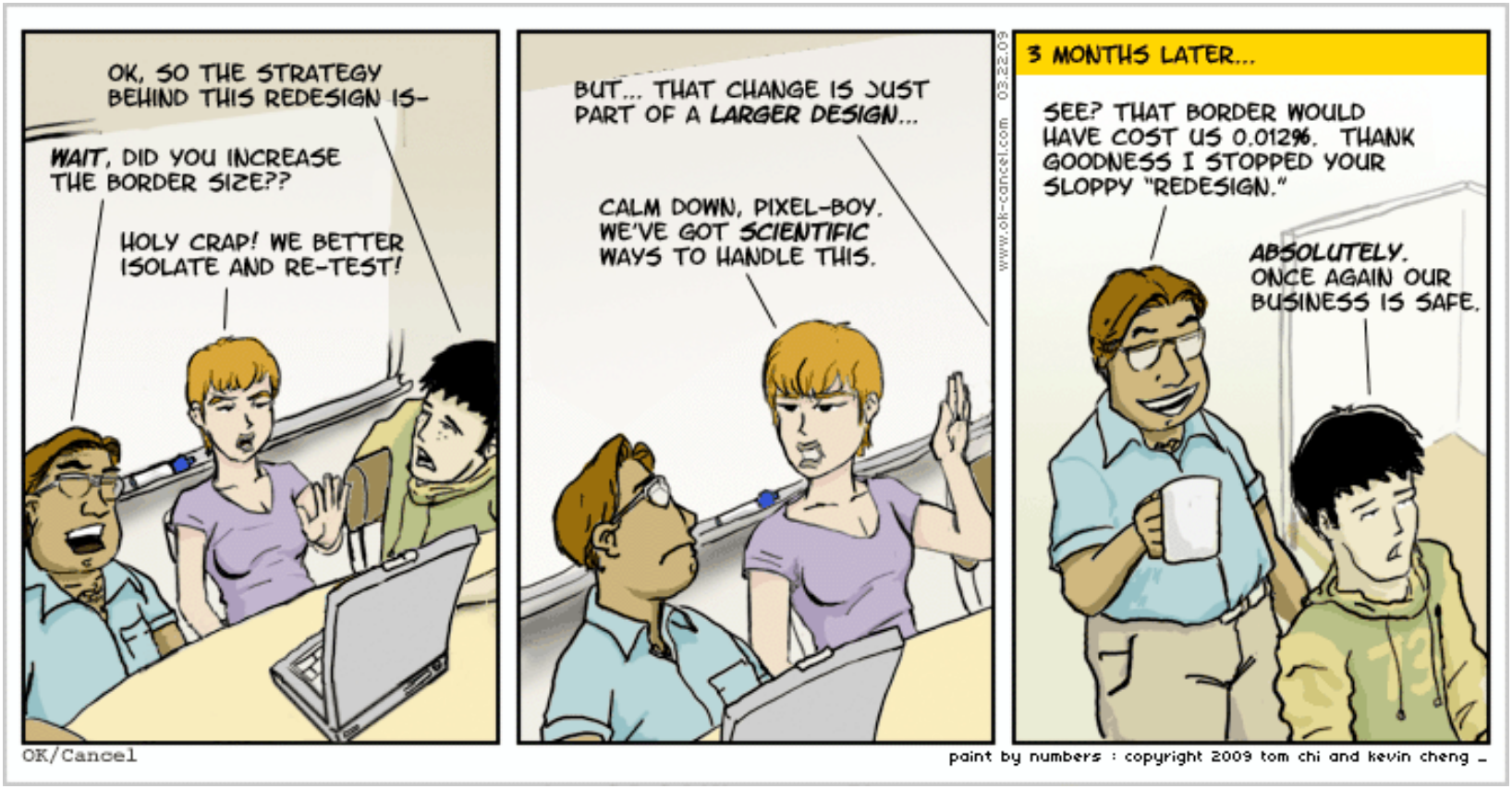
MasterCard ending with 0155
Expires 11/2003
Zipcode: 94709

Edit / Change Billing

☐ Use this shipping and billing information as my Speedy Checkout settings.

Place my order!

Testing in a Larger Design



Goodbye, Google | Stop
James
stopdesign.com/archive/2009/03/20/goodbye-google.html
stopdesign creative outlet of Douglas Bowman
home posts & links
about background info
also relevant bits
Goodbye, Google
20 March 2009 design google
Part 1 of 2 (here's Part 2)
Today is my last day at Google.
I started working in-house at Google almost three years ago. I built a team from scratch. I was fortunate to hire a team of a very talented designers. We introduced Visual Design as a discipline to Google. And we produced amazing work together. I'm very proud of my team, and I wish them well. They have a lot of challenging work ahead. But for me, it's time to move on.
Do I have something else lined up? Yes. That will be covered in Part 2. So I'm not leaving just to leave. But I'm not going to sugarcoat the reasons for my departure either. The scale at which Google operates was an early attractor for me. Potential to impact millions of people? Where do I sign? Unfortunately for me, there was one small problem I didn't see back then.
When I joined Google as its first visual designer, the company was already seven years old. Seven years is a long time to run a company without a classically trained designer. Google had plenty of designers on staff then, but most of them had backgrounds in CS or HCI. And none of them were in high-up, respected leadership positions. Without a person at (or near) the helm who thoroughly understands the principles and elements of Design, a company eventually runs out of reasons for design decisions. With every new design decision, critics cry foul. Without conviction, doubt creeps in. Instincts fail. "Is this the right move?" When a company is filled with engineers, it turns to engineering to solve problems. Reduce each decision to a simple logic problem. Remove all subjectivity and just look at the data. Data in your favor? Ok, launch it. Data shows negative effects? Back to the drawing board. And that data eventually becomes a crutch for every decision, paralyzing the company and preventing it from making any daring design decisions.
Yes, it's true that a team at Google couldn't decide between two blues, so they're testing 41 shades between each blue to see which one performs better. I had a recent debate over whether a border should be 3, 4 or 5 pixels wide, and was asked to prove my case. I can't operate in an environment like that. I've grown tired of debating such minuscule design decisions. There are more exciting design problems in this world to tackle.
I can't fault Google for this reliance on data. And I can't exactly point to financial failure or a shrinking number of users to prove it has done anything

Today

Ethics in Testing

Tasks in Testing

Wizard of Oz Methods in Testing

Remote Usability Testing

Patterns

Design Equals Solutions

Design is about finding solutions

Designers often reinvent

- Hard to know how things were done before
- Why things were done a certain way
- How to reuse solutions

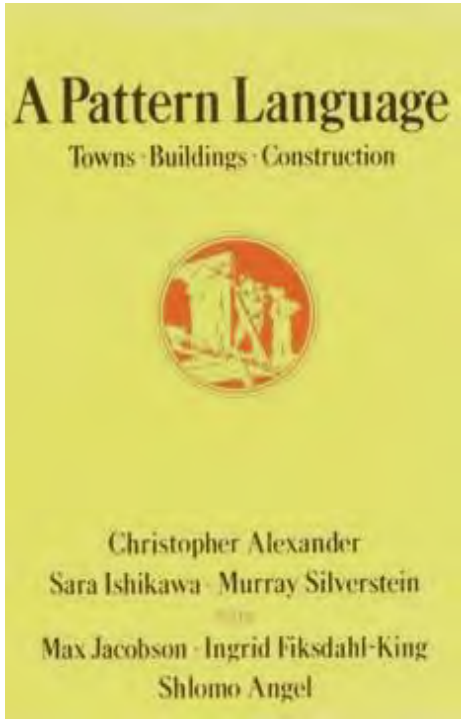
One option is patterns

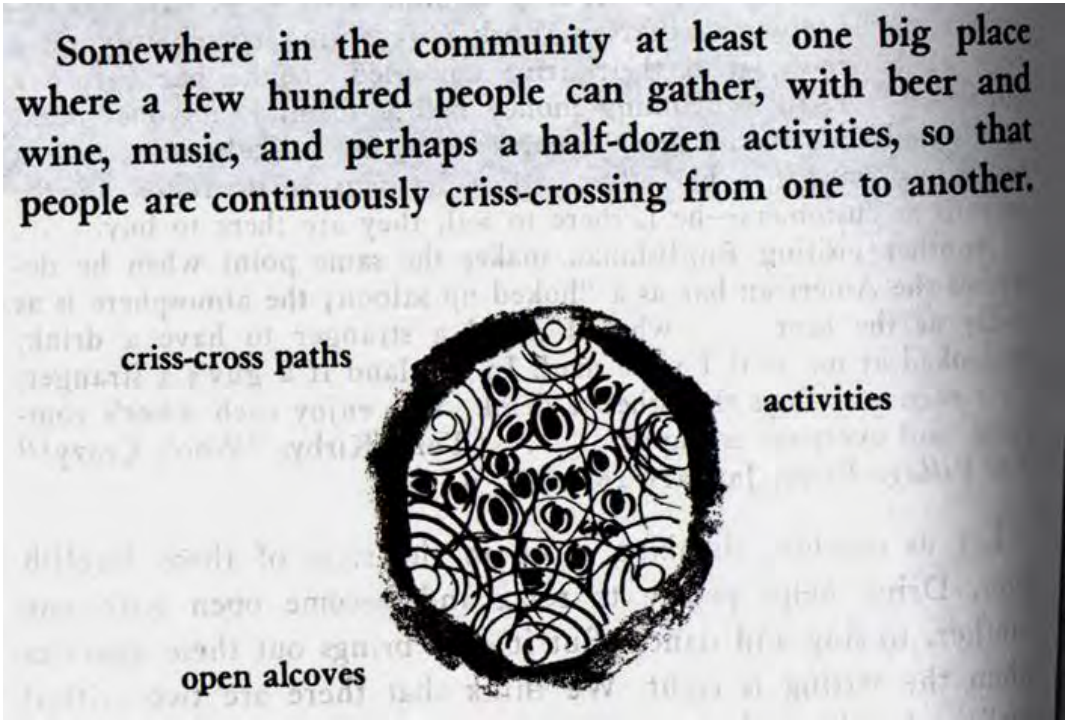
- But this is also why we point you at research

Design Patterns

Design patterns communicate common design problems and solutions

- First used in architecture [Alexander]
- How to create a beer hall where people socialize?





Design Patterns

Somewhere in the community at least one big place where a few hundred people can gather, with beer and wine, music, and perhaps a half-dozen activities, so that people are continuously criss-crossing from one to another.

Using Design Patterns

Not too general and not too specific

use a solution “a million times over, without ever doing it the same way twice”

Design patterns are a shared language

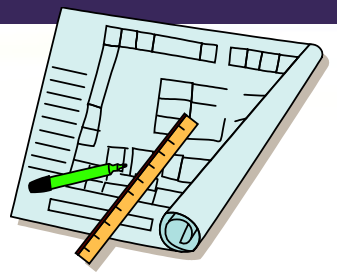
for “building and planning towns, neighborhoods, houses, gardens, and rooms”

Beer hall is part of a center for public life

Beer hall needs spaces for groups to be alone

ALCOVES

A Web of Design Patterns



(8) Mosaic of Subcultures

(31) Promenade

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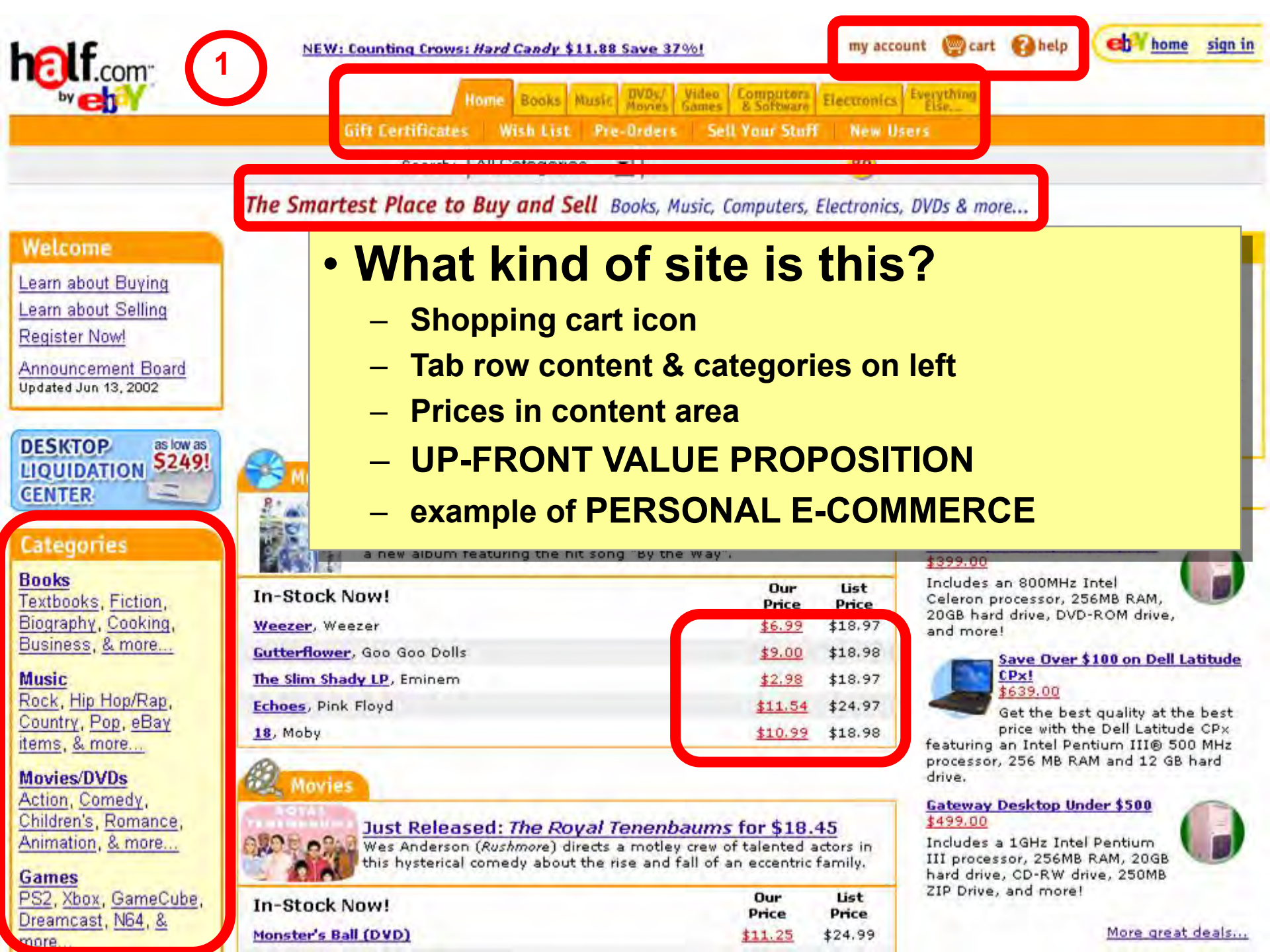

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4. Island In The Sun
5. Crab
6. Knock-Down Drag-Out
7. Smile
8. Simple Pages
9. Glorious Days
10. O Girlfriend

Album Credits

Ken Allerdyce, Engineer
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Weezer: Rivers Cuomo (vocals, guitar); Brian Bell (guitar); Matt Sharp (bass); Patrick Wilson (drums). Recorded at Cello Studios, Los Angeles, California in December 2000.In 1994 Weezer burst onto the music scene, reaching platinum status with their debut, and in the process proving that there was still room in an airbrushed MTV world for unrepentant power pop played by decidedly non-airbrushed guys. Following a brief sojourn into semi-deconstructionism, 1997's PINKERTON, the four men who make up Weezer serve up a third offering, WEEZER 2001, returning to the sound and producer of their successful debut. Nowhere does producer Ric Ocasek define his trademark refined power pop style more than with Weezer. Unlike the immediate, obvious pop hooks of the string of singles on the first album, though, the songs on WEEZER 2001 may take a few listens to settle in. However, once the subtle-yet-undeniable refrains of such tracks as "Crab," "Don't Let Go," and first single "Hash Pipe" make their way into your skull, they're there to stay, as furious, fuzzy, layered guitars compliment Rivers Cuomo's raw, vulnerable vocals. While this disc clocks in at less than a half-hour long, it packs more hooky wallop than many double live albums.

Product Reviews

Editorial Reviews

Spin (01/01/2002)

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Rivers Cuomo's shrink another hot tub...C
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$6.00
(Save $10.95)

All Killer No Filler [ECD]
(CD, 2001)
Sum 41, Sum 41
$4.29
(Save $8.68)

Redeeming a Gift Certificate or Coupon?

Proceed to Checkout
Speedy Checkout

Shopping Cart

Weezer (2001) Weezer, Weezer (Music)
CD, Release Year: 2001
Seller: naojia@hotmail.com (35)
Condition: Like New • Notes: Perfect condition

Move to WishList • Remove from Cart • Find another one

Item: $8.30
Media Mail: $2.45
(Change Shipping Method)

TOTAL: $10.75

Gift Certificates and Coupons

Redeeming your Half.com Gift Certificate or Coupon is easy. Just enter your Claim Code in the box to the right and click "**Redeem**".

Redeem

Proceed to Checkout
Speedy Checkout

People with similar tastes also enjoyed...

Weezer (1994)
(CD, 1994)
Weezer
$5.00
(Save $6.97)

Pinkerton
(CD, 1996)
Weezer
$6.00
(Save $10.95)

All Killer No Filler [ECD]
(CD, 2001)
Sum 41, Sum 41
$4.29
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Condition: Like New • Notes: Perfect condition

Move to WishList • Remove from Cart • Find another one

Item: $8.30
Media Mail: $2.45
(Change Shipping Method)

TOTAL: $10.75

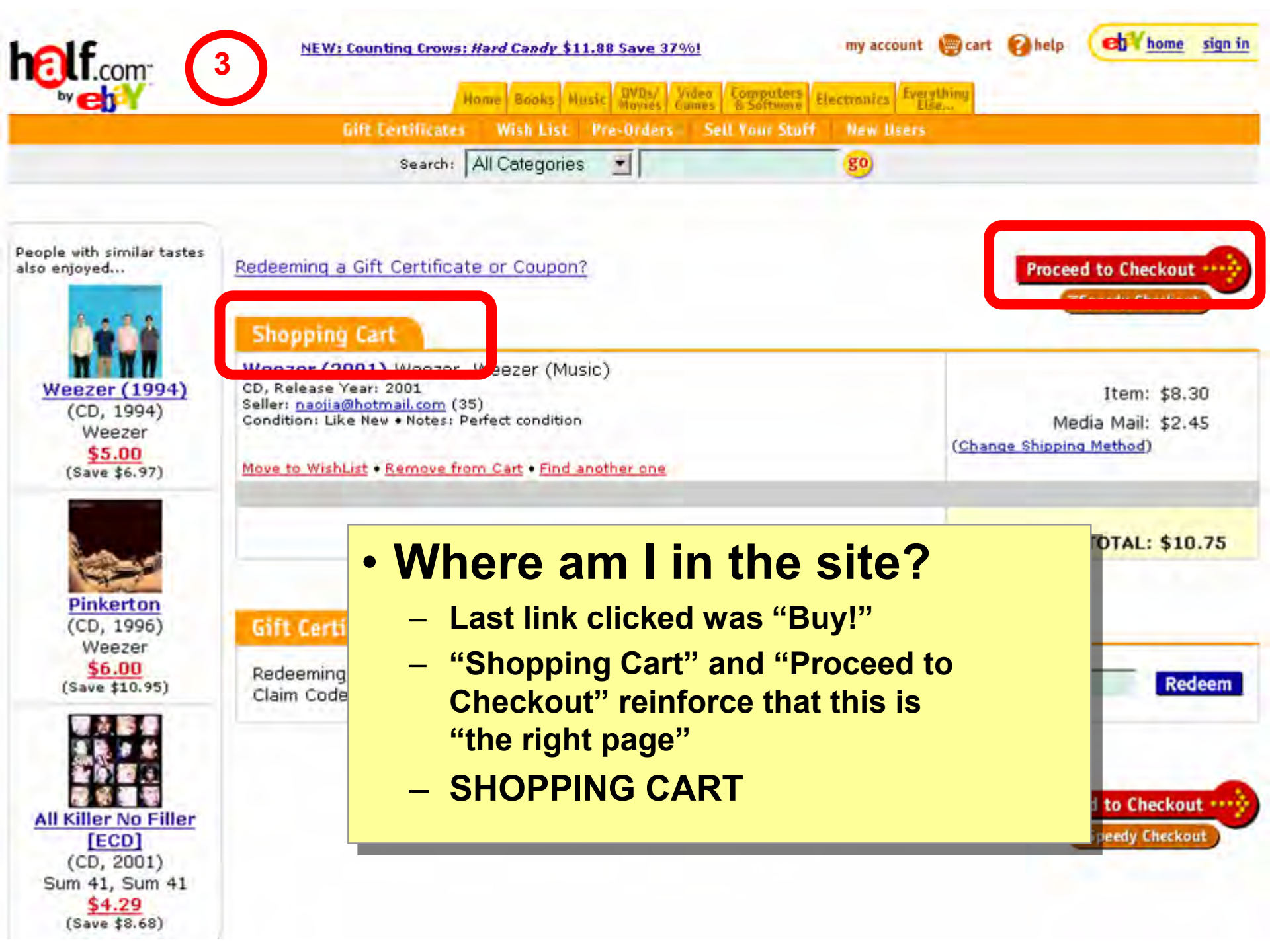
Gift Certi

Redeeming
Claim Code

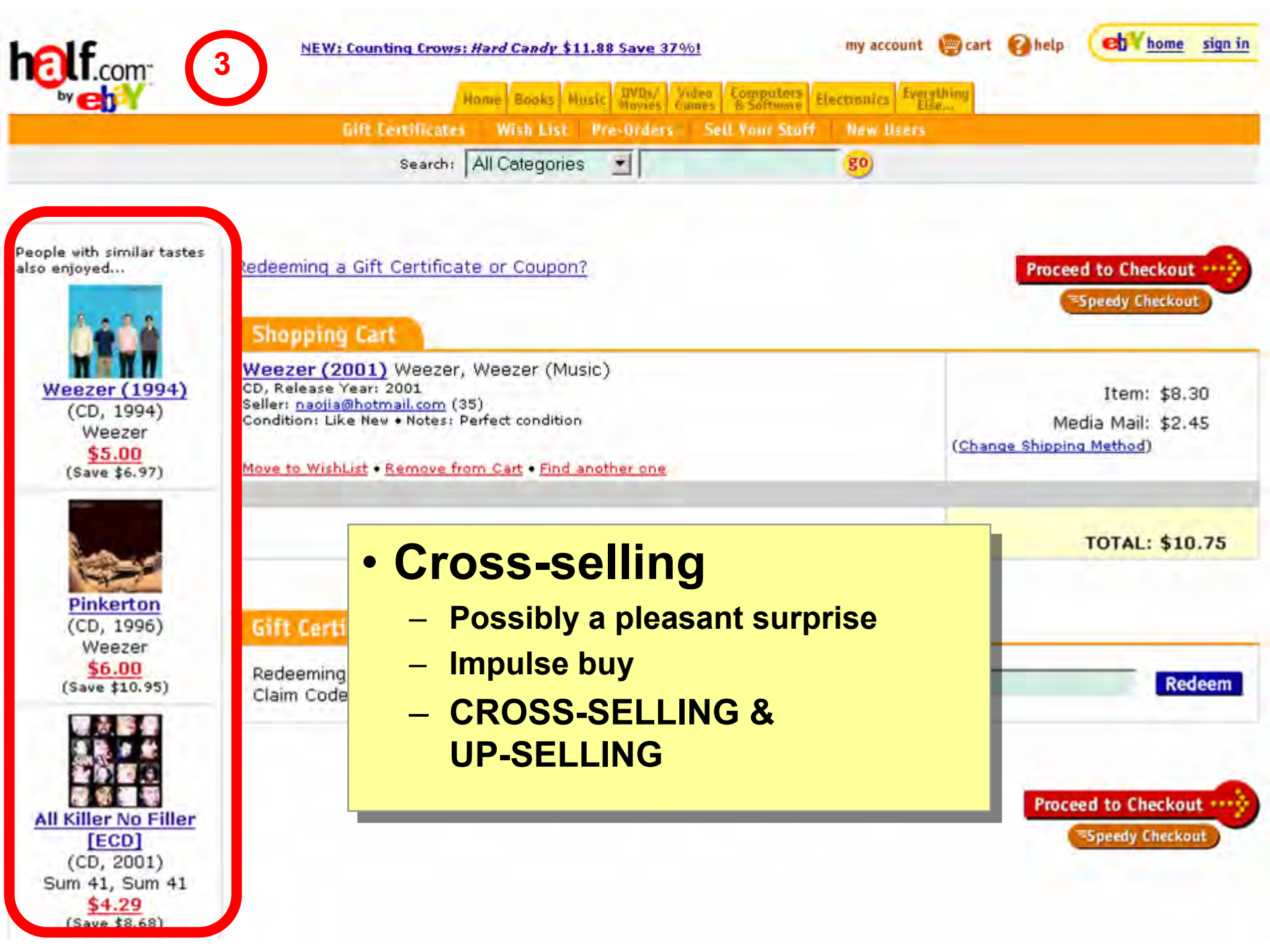
Redeem

- **What site am I at?**
  - **Logo in upper-left**
  - **Colors, layout, font**
  - **examples of SITE BRANDING**

Proceed to Checkout
Speedy Checkout



- **Where am I in the site?**
  - **Last link clicked was "Buy!"**
  - **"Shopping Cart" and "Proceed to Checkout" reinforce that this is "the right page"**
  - **SHOPPING CART**



- **Cross-selling**
  - **Possibly a pleasant surprise**
  - **Impulse buy**
  - **CROSS-SELLING & UP-SELLING**

half.com by ebay

3

NEW: Counting Crows: *Hard Candy* $11.88 Save 37%!

my account | cart | help | ebay home | sign in

Home | Books | Music | DVDs/ Movies | Video Games | Computers & Software | Electronics | Everything Else...

Gift Certificates | Wish List | Pre-Orders | Sell Your Stuff | New Users

Search: All Categories go

People with similar tastes also enjoyed...

Weezer (1994)
(CD, 1994)
Weezer
$5.00
(Save $6.97)

Pinkerton
(CD, 1996)
Weezer
$6.00
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Condition: Like New • Notes: Perfect condition

Move to WishList • Remove from Cart • Find another one

Item: $8.30
Media Mail: $2.45
(Change Shipping Method)

TOTAL: $10.75

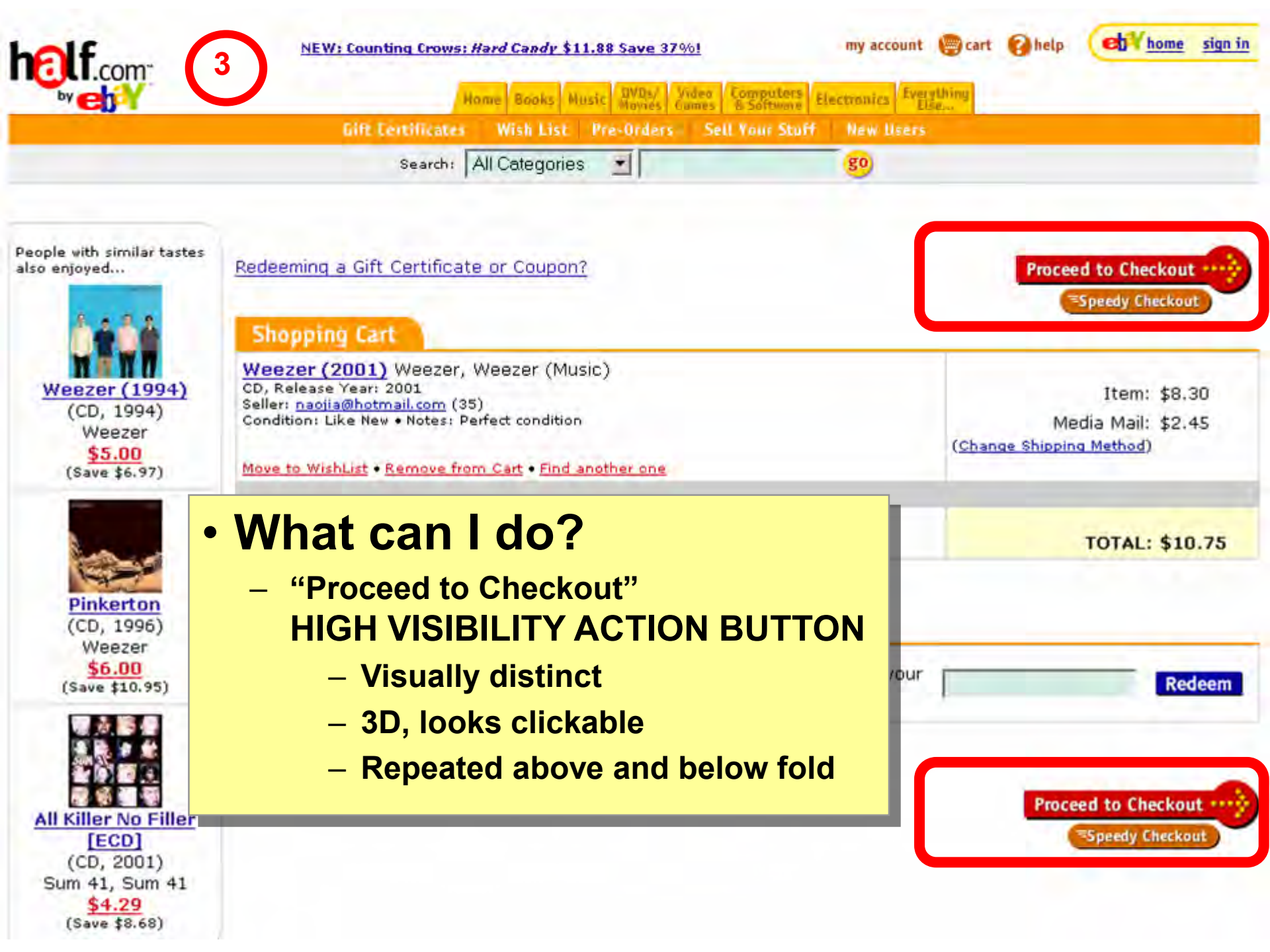
Gift Certi

Redeeming
Claim Code

Redeem

Proceed to Checkout
Speedy Checkout

- **What am I going to buy?**
  - **Easy to remove**
  - **Easy to move to wishlist**
- **How much will it cost?**
  - **Shipping costs there, no nasty surprises**
- **SHOPPING CART**



- **What can I do?**
  - **"Proceed to Checkout" HIGH VISIBILITY ACTION BUTTON**
    - **Visually distinct**
    - **3D, looks clickable**
    - **Repeated above and below fold**

4

my account cart help ebay home sign out

Home | Books | Music | DVDs/ Movies | Video Games | Computers & Software | Electronics | Everything Else...

Gift Certificates | Wish List | Pre-Orders | Sell Your Stuff | New Users

Search: All Categories go

Checkout

Enter your User ID and Password.

Are you a half.com user having trouble signing in? **Get help now.**

eBay User ID

You can also use your registered email.

eBay Password

Forgot your password?

Learn how to protect your account

Secure Sign In or **Register Now**

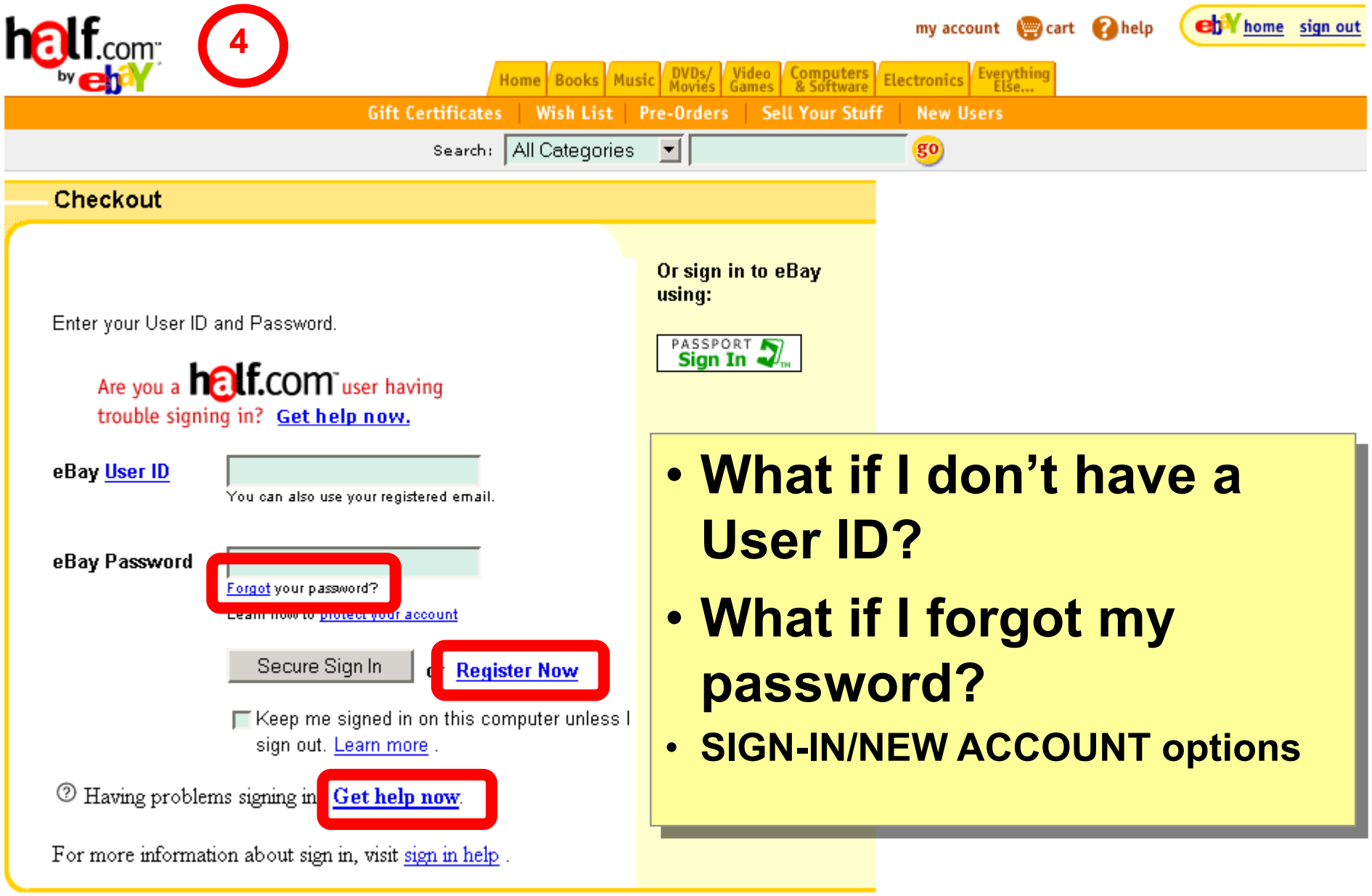
Keep me signed in on this computer unless I sign out. Learn more .

Having problems signing in? **Get help now.**

For more information about sign in, visit sign in help .

Or sign in to eBay using:

PASSPORT Sign In


half.com by ebay
4
my account
cart
help
ebay home
sign out
Home
Books
Music
DVDs/ Movies
Video Games
Computers & Software
Electronics
Everything Else...
Gift Certificates
Wish List
Pre-Orders
Sell Your Stuff
New Users
Search:
All Categories
go
Checkout
Enter your User ID and Password.
Are you a half.com user having trouble signing in? Get help now.
eBay User ID
You can also use your registered email.
eBay Password
Forgot your password?
Learn how to protect your account
Secure Sign In
or
Register Now
Keep me signed in on this computer unless I sign out. Learn more .
Having problems signing in Get help now.
For more information about sign in, visit sign in help .
Or sign in to eBay using:
PASSPORT Sign In
• What if I don't have a User ID?
• What if I forgot my password?
• SIGN-IN/NEW ACCOUNT options

5

Checkout

1 Shipping 2 3

Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Use This Address

OR

Enter a new shipping address:

Name

Street address

City

If U.S. Military, enter APO/FPO for City.

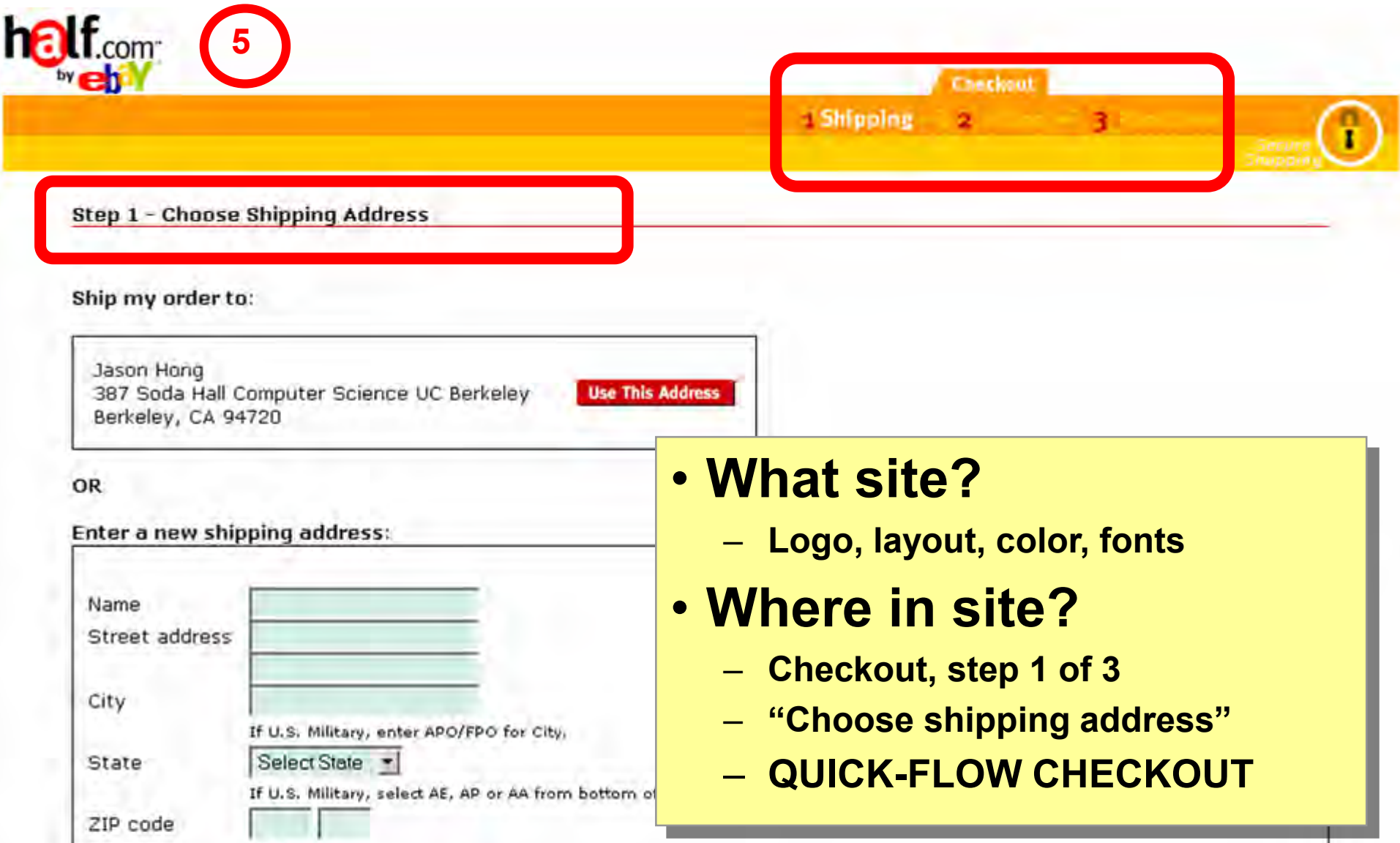
State Select State

If U.S. Military, select AE, AP or AA from bottom of list for State.

ZIP code

Country USA

Save Changes


half.com by ebay
5
Checkout
1 Shipping 2 3
Step 1 - Choose Shipping Address
Ship my order to:
Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720
Use This Address
OR
Enter a new shipping address:
Name
Street address
City
If U.S. Military, enter APO/FPO for City,
State
Select State
If U.S. Military, select AE, AP or AA from bottom of
ZIP code
Country
USA
Save Changes
• What site?
– Logo, layout, color, fonts
• Where in site?
– Checkout, step 1 of 3
– "Choose shipping address"
– QUICK-FLOW CHECKOUT

Checkout

1 Shipping 2 3

Step 1 - Choose Shipping Address

Ship my order to:

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Use This Address

OR

Enter a new shipping address:

Name
Street address
City
If U.S. Military, enter APO/FPO for City.
State — Select State
If U.S. Military, select AE, AP or AA from bottom
ZIP code
Country — USA

Save Changes

- **Note what's different**
  - No tab rows
  - No impulse buys
  - Only navigation on page takes you to next step
- **This is a PROCESS FUNNEL**
  - Extraneous info and links removed to focus customers

Checkout

1 Shipping — 2 Review — 3 Place Order

Secure Shopping

Place my order!

Order Summary

Weezer (2001) Weezer, Weezer (Music)
Seller: naojia@hotmail.com (35)
Condition: Like New • Notes: Perfect condition

Item: $8.30
Media Mail: $2.45
Subtotal: $10.75

Total Merchandise: $8.30
Total Shipping: $2.45
TOTAL: $10.75

Ship to

Jason Hong
387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720

Edit / Change Shipping Address

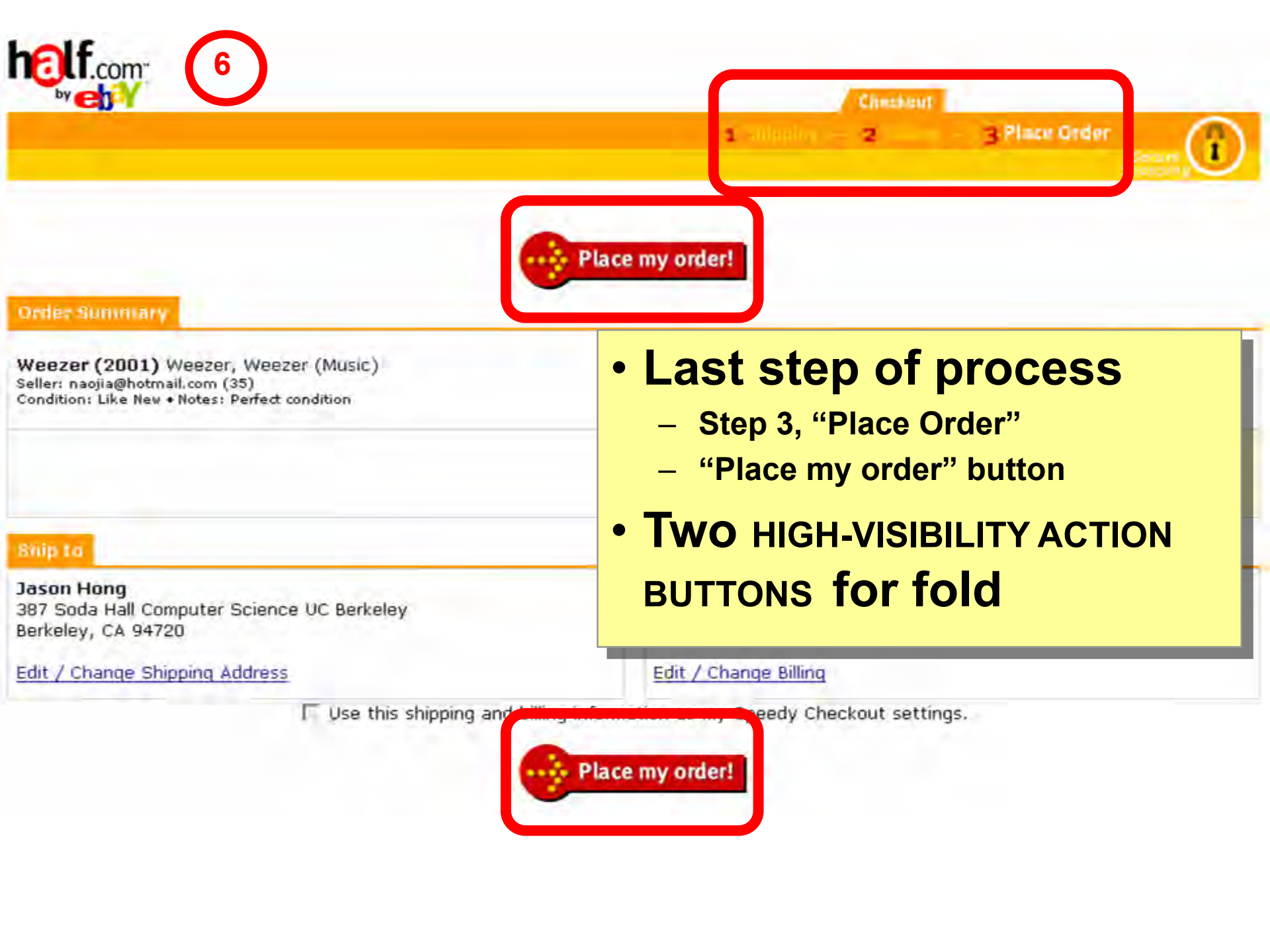
Bill to

MasterCard ending with 0155
Expires 11/2003
Zipcode: 94709

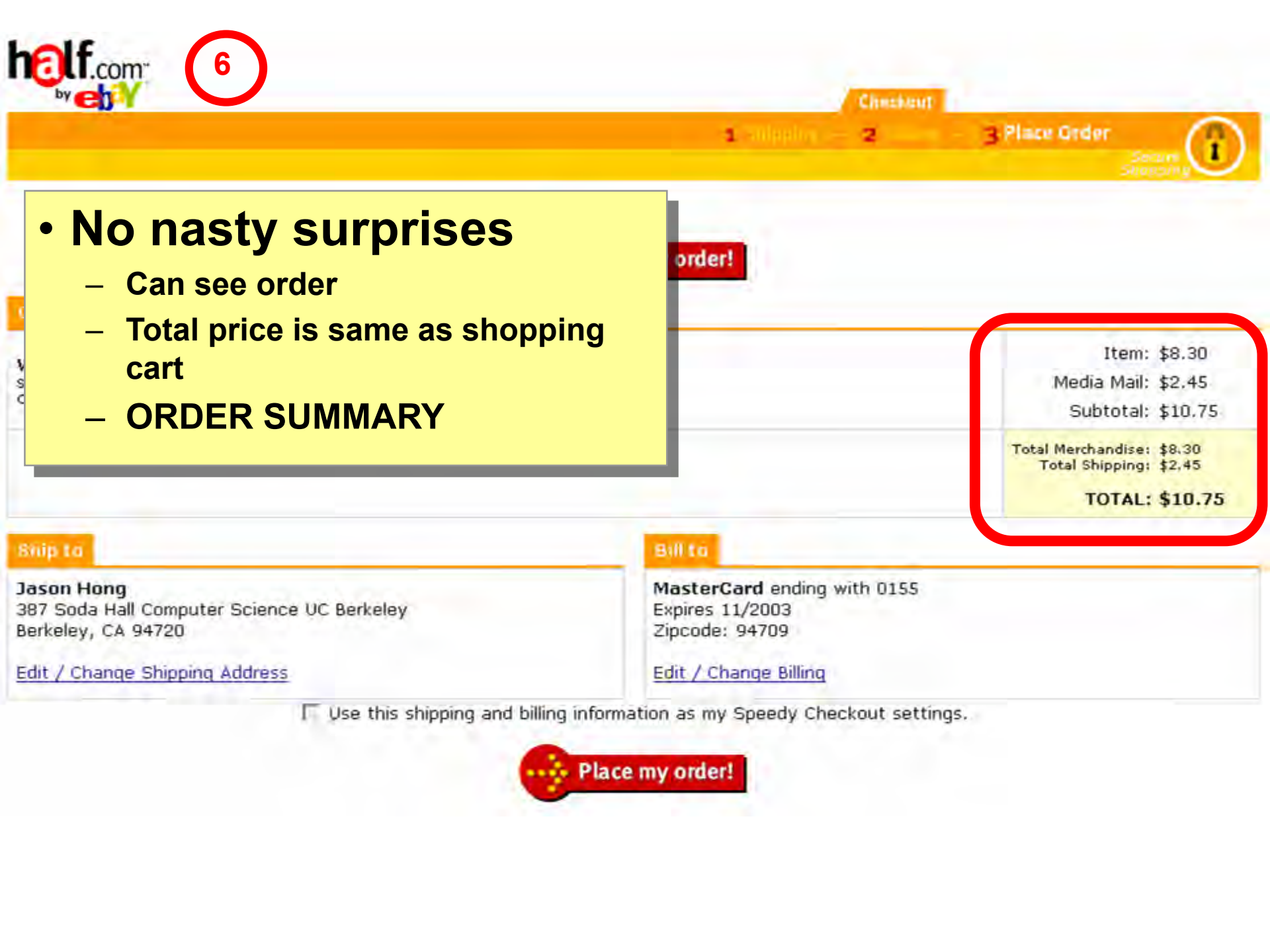
Edit / Change Billing

☐ Use this shipping and billing information as my Speedy Checkout settings.

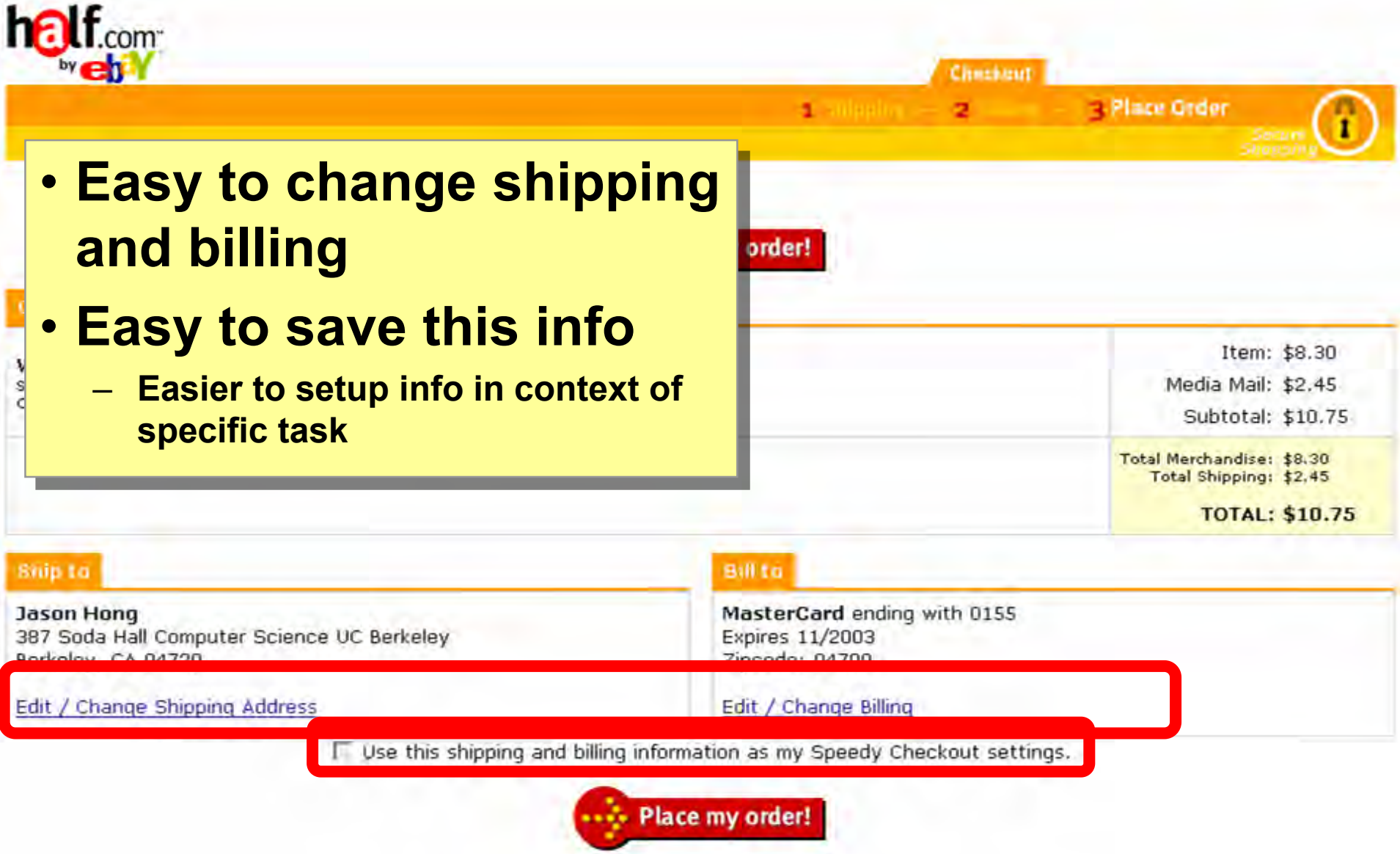
Place my order!



- **Last step of process**
  - **Step 3, "Place Order"**
  - **"Place my order" button**
- **TWO HIGH-VISIBILITY ACTION BUTTONS for fold**



- **No nasty surprises**
  - **Can see order**
  - **Total price is same as shopping cart**
  - **ORDER SUMMARY**



- **Easy to change shipping and billing**
- **Easy to save this info**
  - **Easier to setup info in context of specific task**

Web Design Patterns

Communicate design problems & solutions

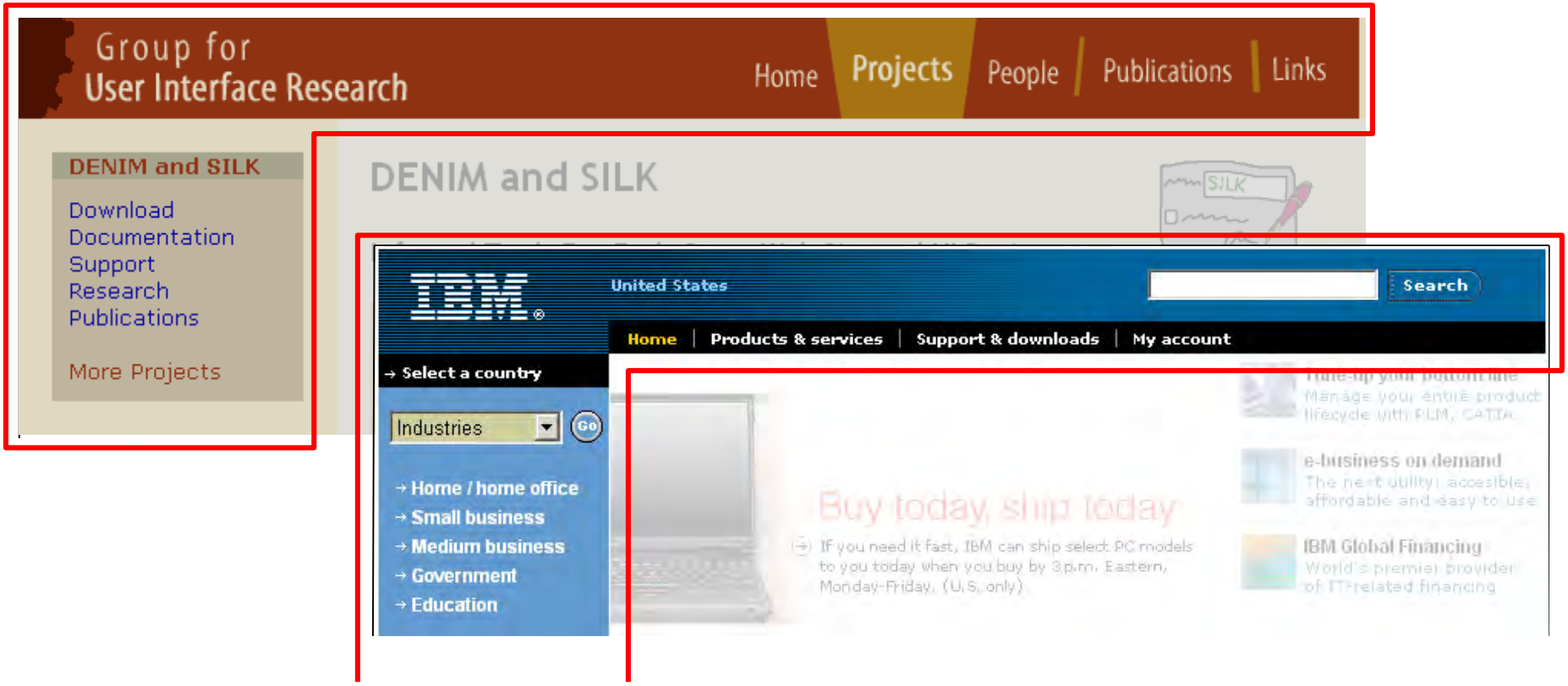
how to create navigation bars for finding relevant content

how to create a shopping cart that suports check out

how to make e-commerce sites where people return & buy

NAVIGATION BAR (K2)

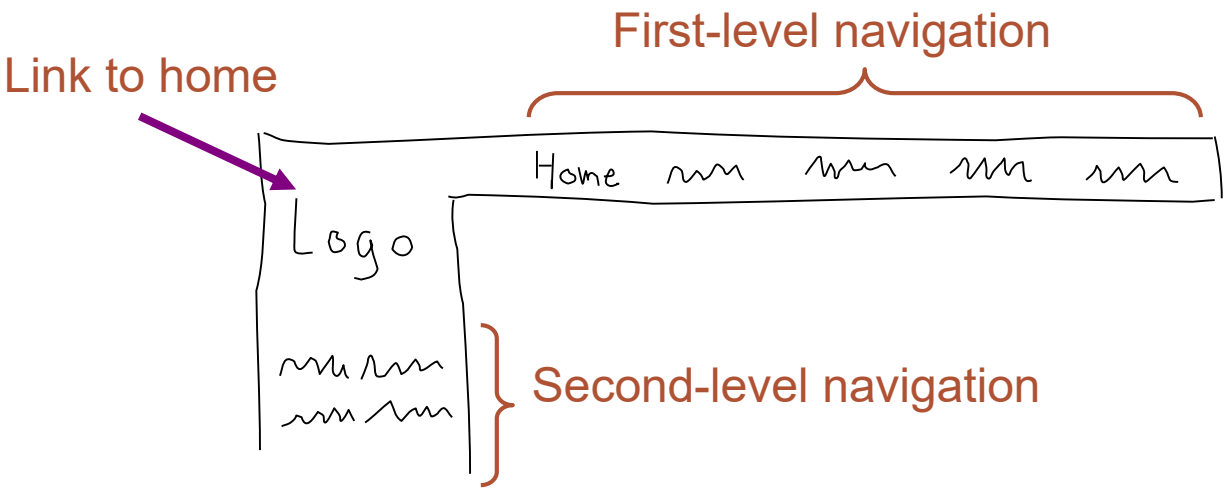
Problem: Customers need a structured, organized way of finding the most important parts of your Web site



NAVIGATION BAR (K2)

Solution diagram

Captures essence on how to solve problem



Pattern Groups

Patterns organized by group

Site genres

Navigational framework

Home page

Content management

Trust and credibility

Basic ecommerce

Advanced ecommerce

Completing tasks

Page layouts

Search

Page-level navigation

Speed

The mobile web

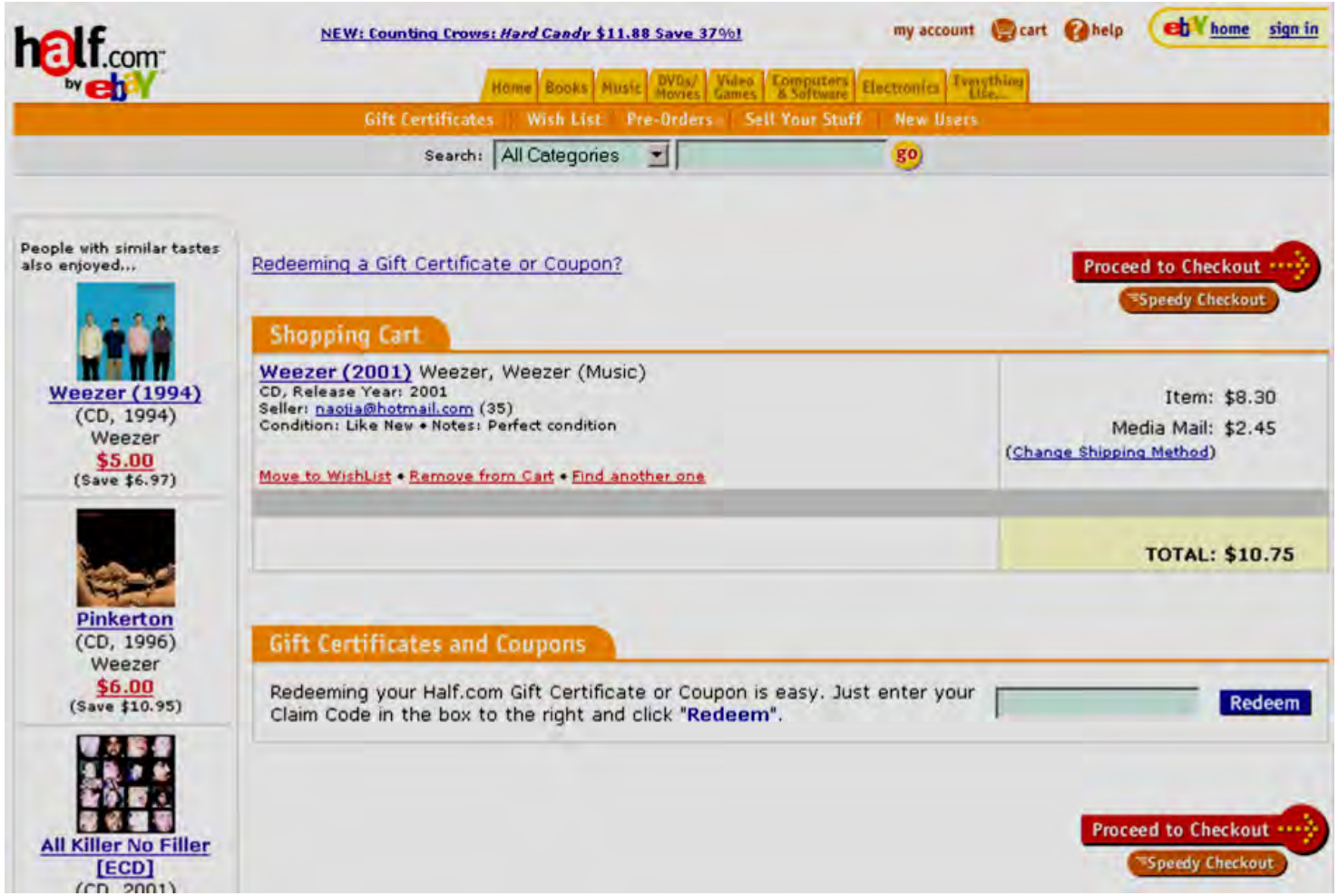
PROCESS FUNNEL (H1)

Problem:

Need a way to help people complete highly specific stepwise tasks

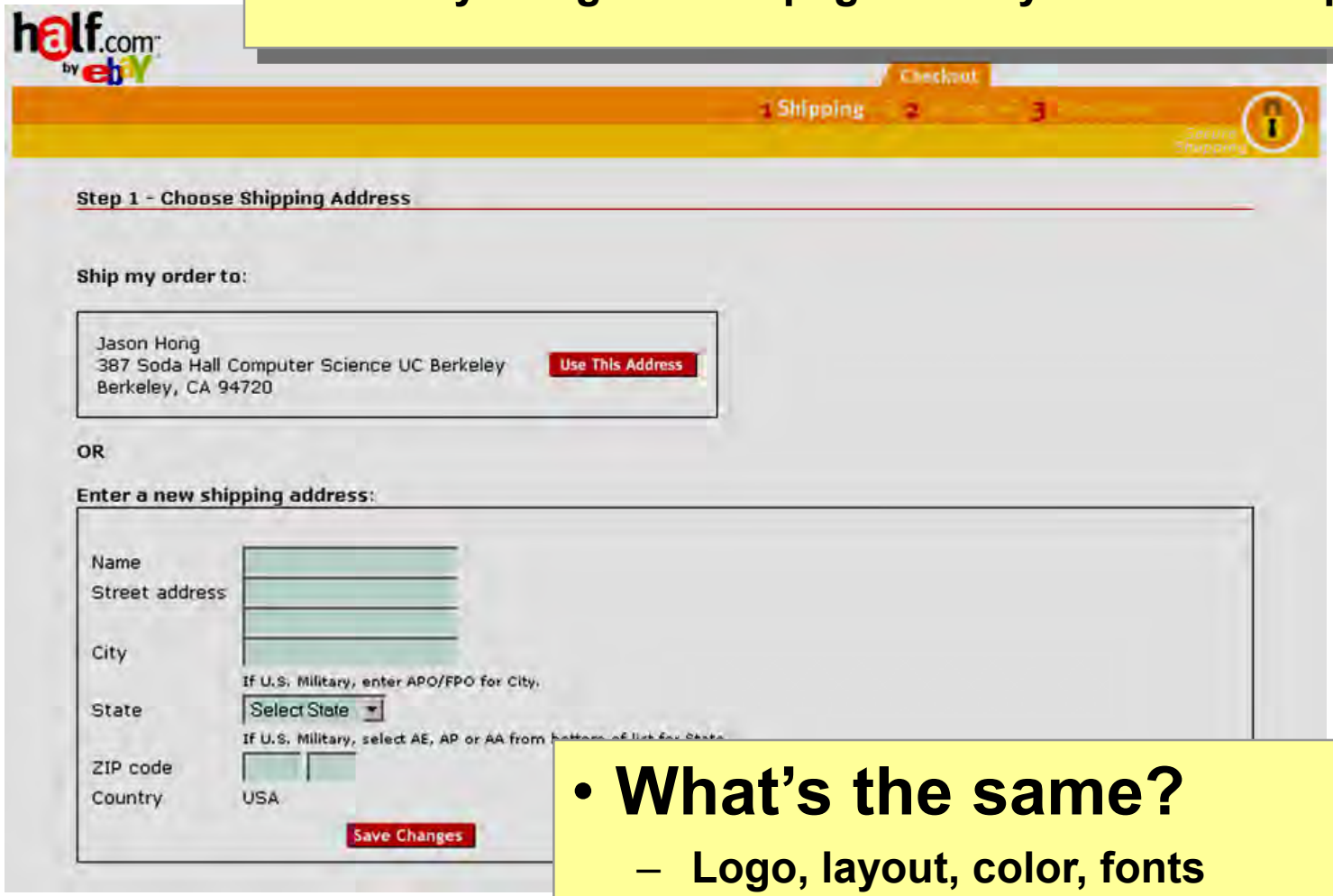
- Ex. Create a new account
- Ex. Fill out survey forms
- Ex. Check out

PROCESS FUNNEL (H1)



PROCES

- **What's different?**
  - **No tab rows**
  - **No impulse buys**
  - **Only navigation on page takes you to next step**



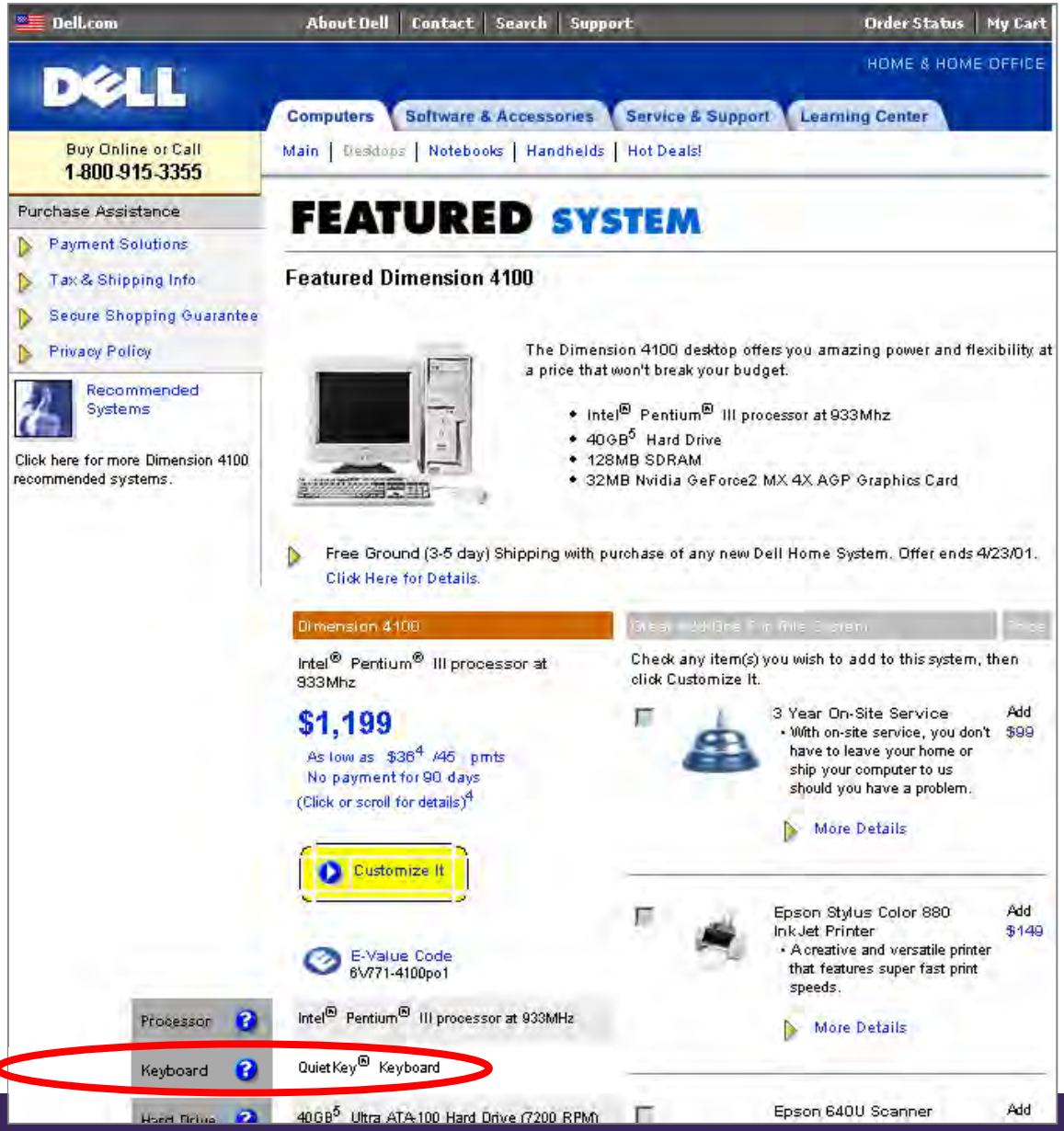
- **What's the same?**
  - **Logo, layout, color, fonts**

PROCESS FUNNEL (H1)

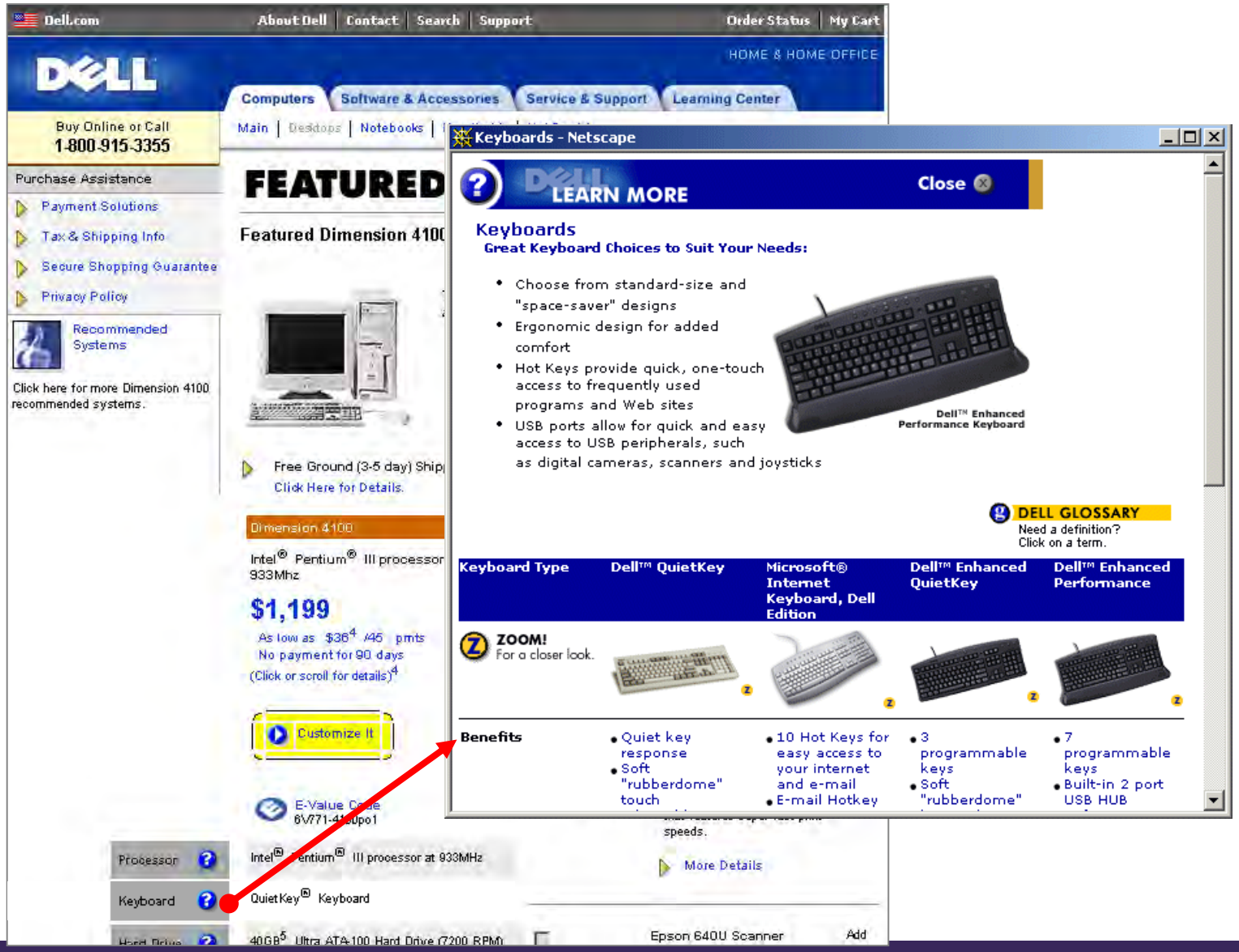
Problem:

What if users need extra help?

PROCESS FUNNEL (H1)

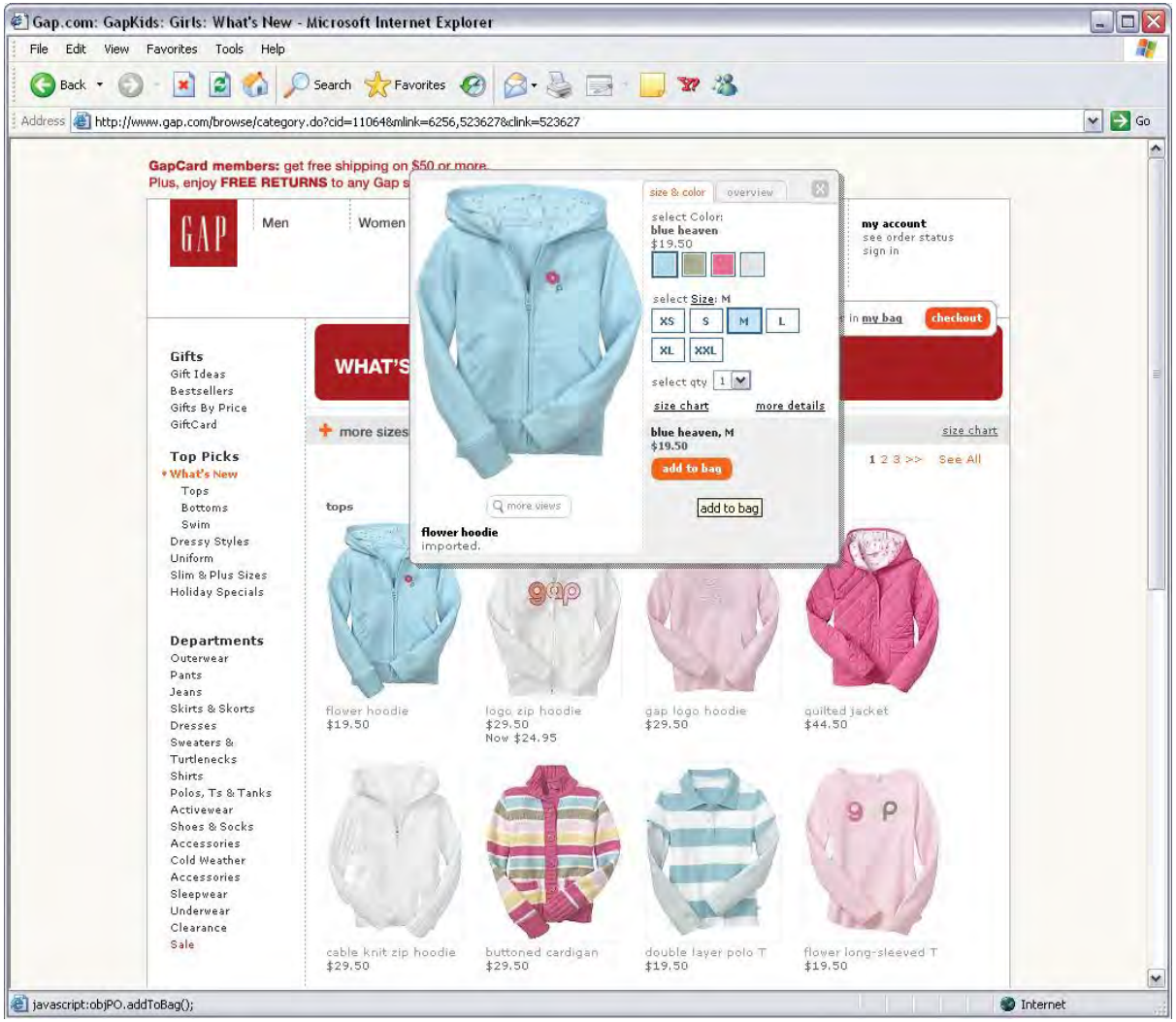


CONTEXT-SENSITIVE HELP (H8)



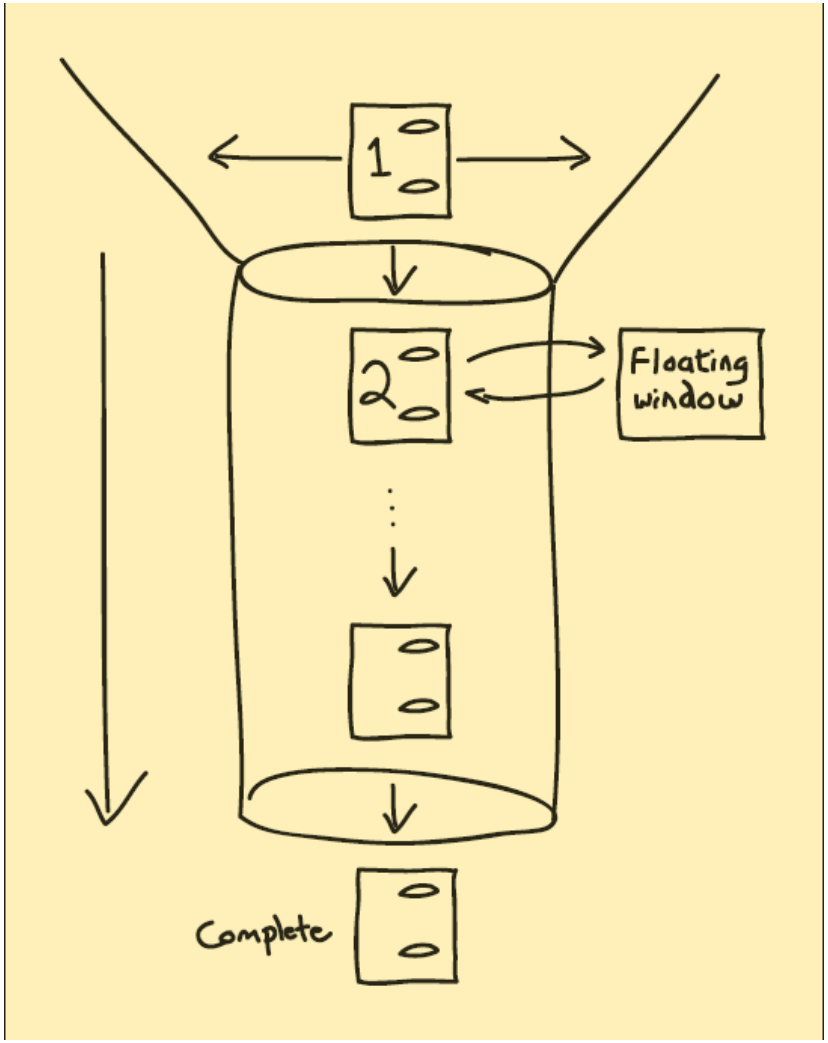
FLOATING WINDOWS (H6)

FLOATING WINDOWS (H6)

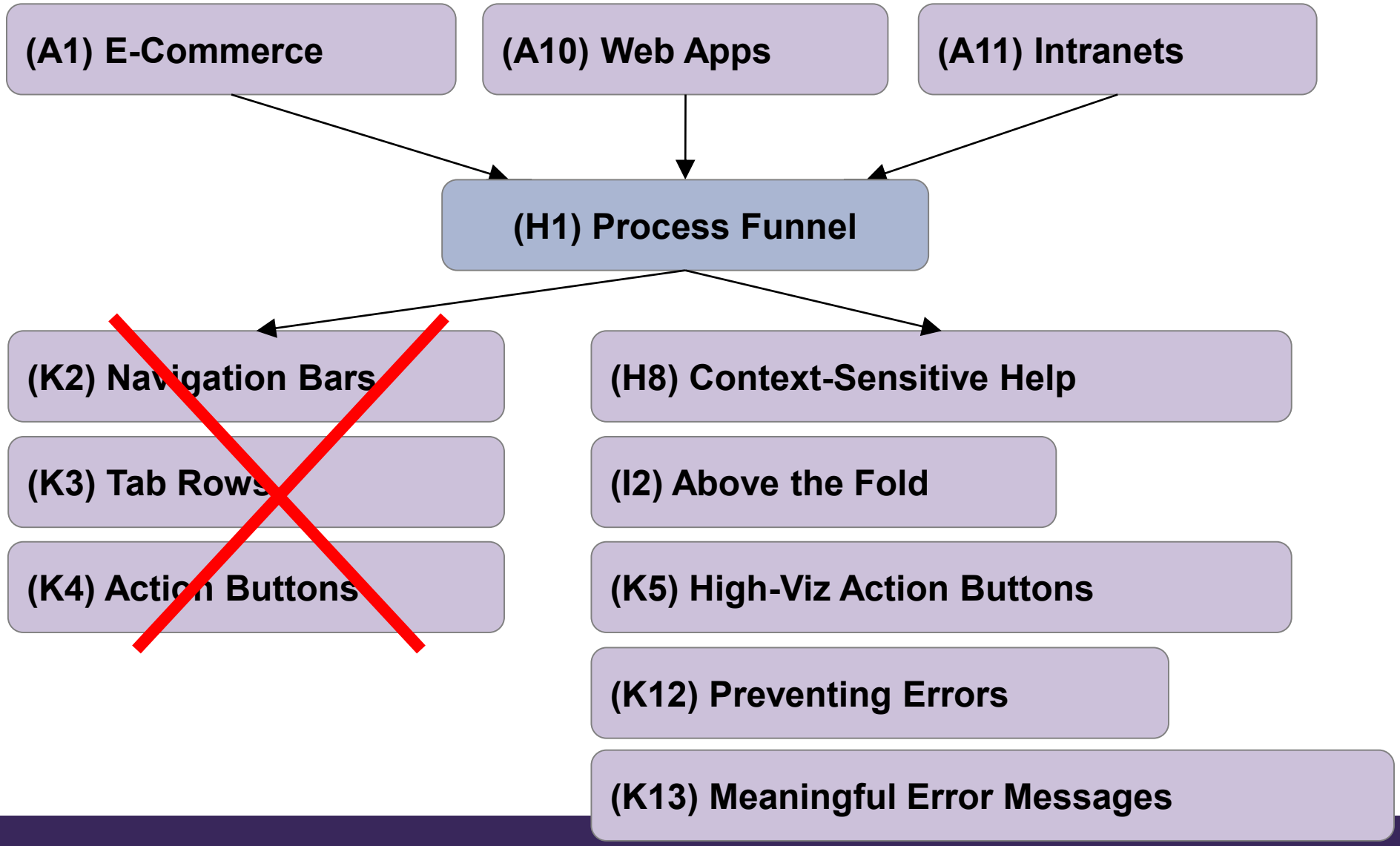


PROCESS FUNNEL (H1)

Solution Diagram



Related Patterns



Patterns Support Creativity

Patterns come from successful examples

- sites that are so successful that lots of people are familiar with their paradigms
- interaction techniques/metaphors that work well across many sites (e.g., shopping carts)

Not too general and not too specific

- you need to specialize to your needs

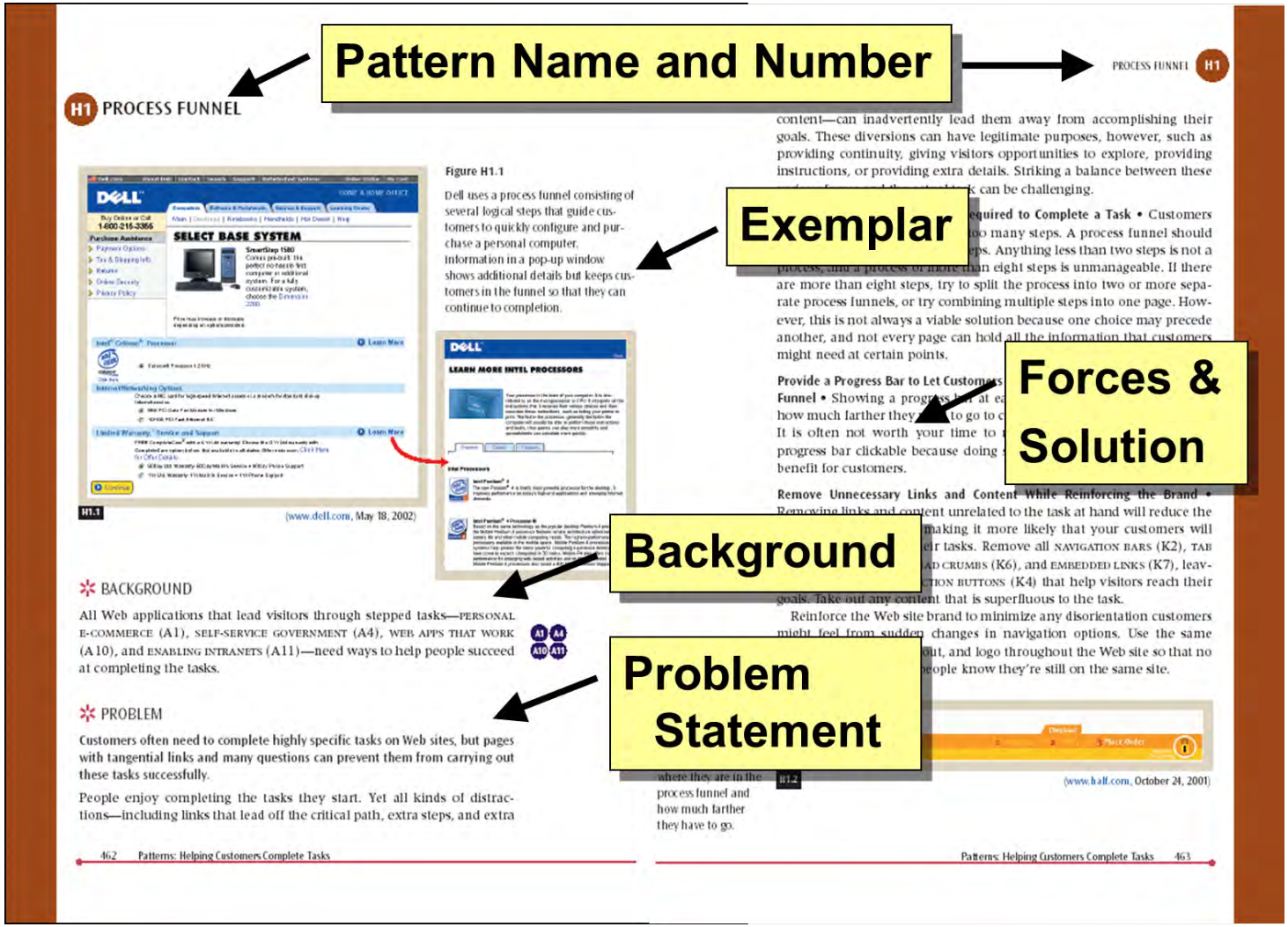
Patterns let you focus on the hard, unique problems of your design situation

Principles, Guidelines, Templates

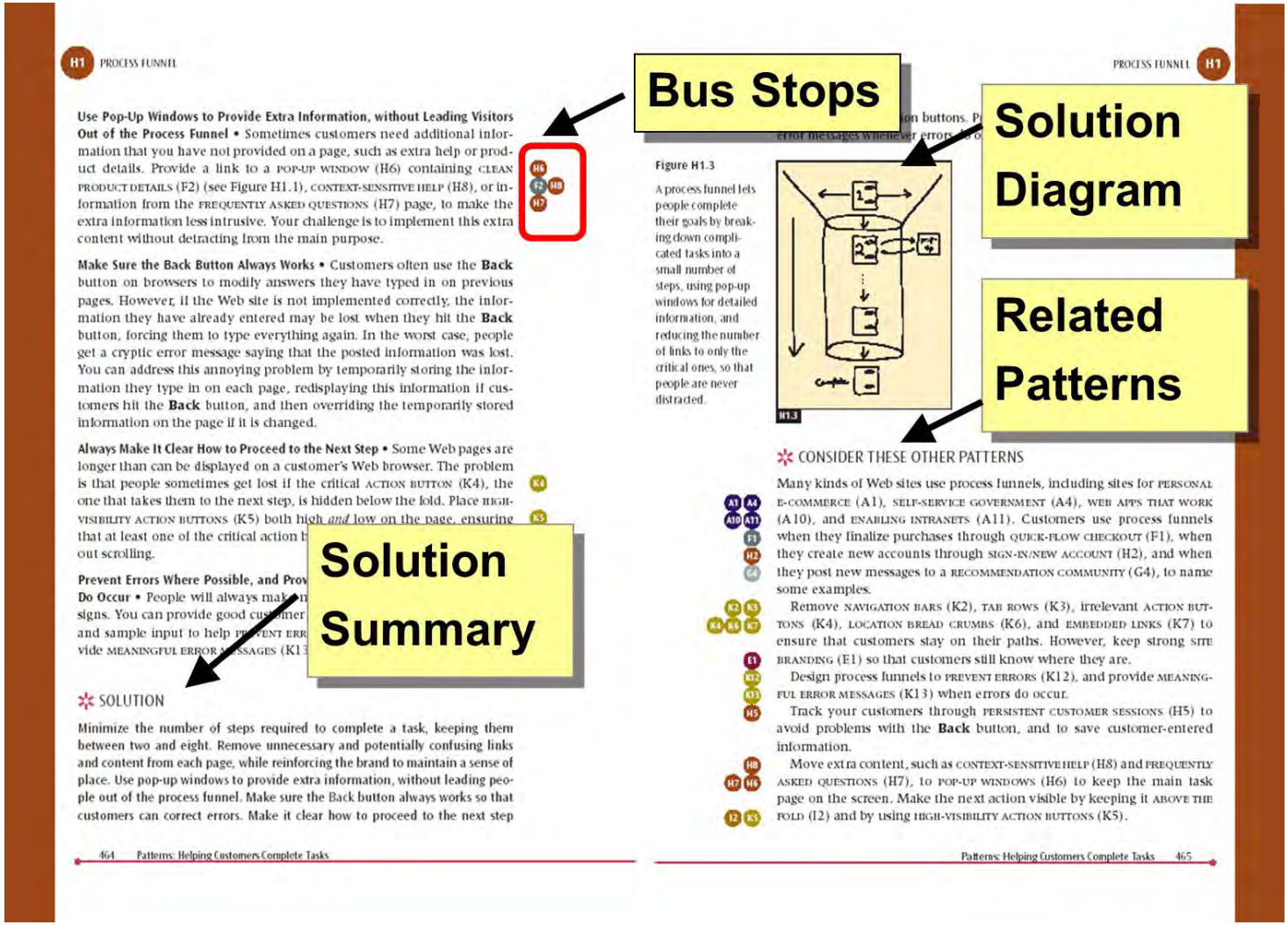
Patterns help design without over-constraining

- unlike principles, patterns are not too general
- unlike guidelines, patterns discuss tradeoffs, show good examples, and tie to other patterns
- unlike style guides, patterns not too specific, can be specialized to a design
- unlike templates, patterns illustrate flows and relationships among different pages

Web Design Patterns



Web Design Patterns



Pre-Patterns

Patterns require broad adoption and examples

- Many version of the same basic idea
- Shown successful in many contexts
- That is what makes them patterns

This is challenging in novel domains

Pre-patterns are based in weaker evidence

- Can help speed diffusion of techniques and results
- Can help see relationships among ideas

UbiComp Pre-Patterns

Literature review

Button-up card sorting of lessons from literature

Cut down based on critique by other researchers

E13 - Notification on Access of Personal Data

Figure 1. AT&T Wireless Find Friends service notifies your friend if you ask for his or her location.

Synopsis
Systems can provide feedback about what is being monitored and recorded

Background
This pattern is one part of providing Appropriate Privacy Feedback to individuals.

Problem
How can systems provide feedback about what is being monitored, as well as the current state of the system?

Solution
There at least two different times that notification can be used, during an access and afterwards.

Forces
A key design decision here is whether the person is simply notified or has choice over whether information is disclosed. There are plausible cases for each. For example, "always let my family know where I am", but "let me choose whether to reveal my current location if a co-worker asks". This is primarily an issue of trust and boundaries with other individuals.

Privacy Mirrors also act as a form of notification. Notification can also be combined with unobtrusive displays to provide constant feedback.

UbiComp Pre-Patterns

B6 • FIND A FRIEND

Figure 1. AT&T Wireless' mMode service allows customers to add friends to a friend list, find out who is nearby, and call or send messages to them. Users can make themselves invisible whenever they want.

• BACKGROUND

This pattern discusses services that allow people to find where their friends are while allowing those friends some level of privacy. This pattern is useful for GUIDES FOR EXPLORATION AND NAVIGATION (A5).

• PROBLEM

People would like to know where their friends are, for impromptu communication and gatherings. At the same time, those people may not always want to be tracked.

Displaying people's location • There are several different ways of displaying a person's location. A straightforward approach is to simply show the location in text, for example "near corner of Euclid Ave and Hearst Ave" or "in Soda Hall". Another approach is to show the data on a map, or possibly even an ACTIVE MAP (B1) that is constantly updated.

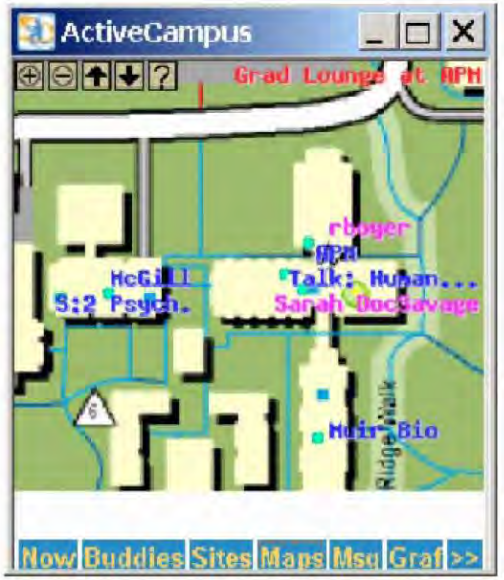


Figure 2. UC San Diego's ActiveCampus project shows your friends' location in real time. While useful, this visualization raises many privacy concerns.

Managing privacy concerns • There are many privacy concerns about find-a-friend applications due to the potential for abuse. This is not just the fear of "Big Brother," but also so-

UbiComp Pre-Patterns

A – Ubiquitous Computing Genres	B – Physical-Virtual Spaces	C – Developing Successful Privacy	D – Designing Fluid Interactions
Describes broad classes of emerging applications, providing many examples and ideas	Associating physical objects and spaces with information and meaning; location-based services; helping users navigate such spaces	Policy, systems, and interaction issues in designing privacy-sensitive systems	How to design for interactions involving dozens or even hundreds of sensors and devices while making users feel like they are in control
Upfront Value Proposition (A1) Personal Ubiquitous Computing (A2) Ubiquitous Computing for Groups (A3) Ubiquitous Computing for Places (A4) Guides for Exploration and Navigation (A5) Enhanced Emergency Response (A6) Personal Memory Aids (A7) Smart Homes (A8) Enhanced Educational Experiences (A9) Augmented Reality Games (A10) Streamlining Business Operations (A11) Enabling Mobile Commerce (A12)	Active Map (B1) Topical Information (B2) Successful Experience Capture (B3) User-Created Content (B4) Find a Place (B5) Find a Friend (B6) Notifier (B7)	Fair Information Practices (C1) Respecting Social Organizations (C2) Building Trust and Credibility (C3) Reasonable Level of Control (C4) Appropriate Privacy Feedback (C5) Privacy-Sensitive Architectures (C6) Partial Identification (C7) Physical Privacy Zones (C8) Blurred Personal Data (C9) Limited Access to Personal Data (C10) Invisible Mode (C11) Limited Data Retention (C12) Notification on Access of Personal Data (C13) Privacy Mirrors (C14) Keeping Personal Data on Personal Devices (C15)	Scale of Interaction (D1) Sensemaking of Services and Devices (D2) Streamlining Repetitive Tasks (D3) Keeping Users in Control (D4) Serendipity in Exploration (D5) Context-Sensitive I/O (D6) Active Teaching (D7) Resolving Ambiguity (D8) Ambient Displays (D9) Follow-me Displays (D10) Pick and Drop (D11)

Patterns

When you see advice, consider its depth

- Result of an individual study / rant
- Pre-pattern based on some meta-analysis
- Established pattern

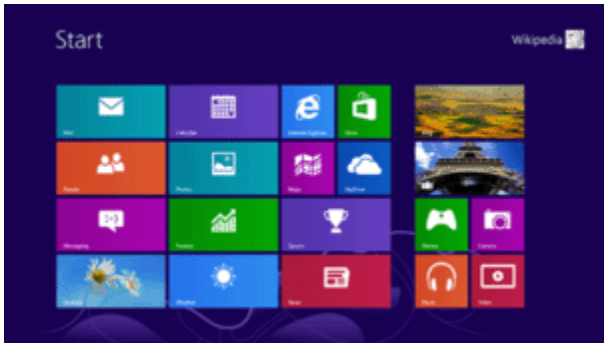
Be aware of misapplying patterns

- And be aware of anti-patterns

Touch and Microsoft Windows

Microsoft Windows xp Tablet PC Edition

2004



2012

Consistency vs. Specialization

Beware of simply copying a design language

- Consistency is your friend
  until is it not your friend

Not limited to platform-level decisions

- One “look” for your app
- Or targeted at each device

Dark Patterns

A Dark Pattern is an interface that has been carefully crafted to trick people into doing things, such as buying insurance with their purchase or signing up for recurring bills.

Disguised Ads

> Ads that are disguised as other kinds of content or navigation, in order to get users to click on them

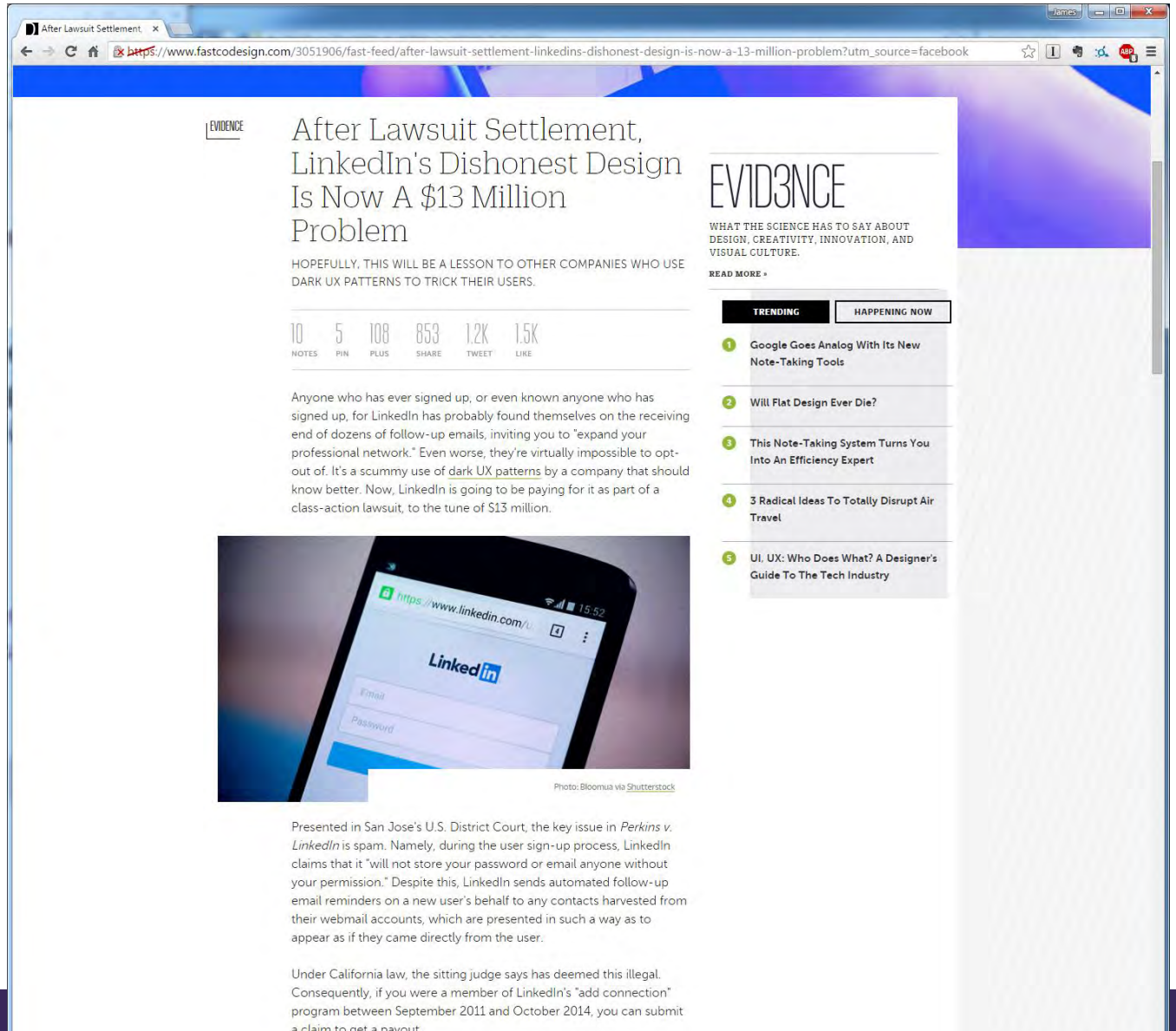
Dark Patterns

A Dark Pattern is an interface that has been carefully crafted to trick people into doing things, such as buying insurance with their purchase or signing up for recurring bills.

Friend Spam

A site or game asks for your credentials, then goes on to publish content or send out bulk messages

Dark Patterns



CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 08:
Presentations,
Paper Prototyping,
Tasks in Testing

Tuesday / Thursday

12:00 to 1:20

James Fogarty
Kailey Chan
Dhruv Jain
Nigini Oliveira
Chris Seeds
Jihoon Suh

PAUL G. ALLEN SCHOOL
OF COMPUTER SCIENCE & ENGINEERING

DESIGN
USE
BUILD