

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

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

Today

Ethics in Testing

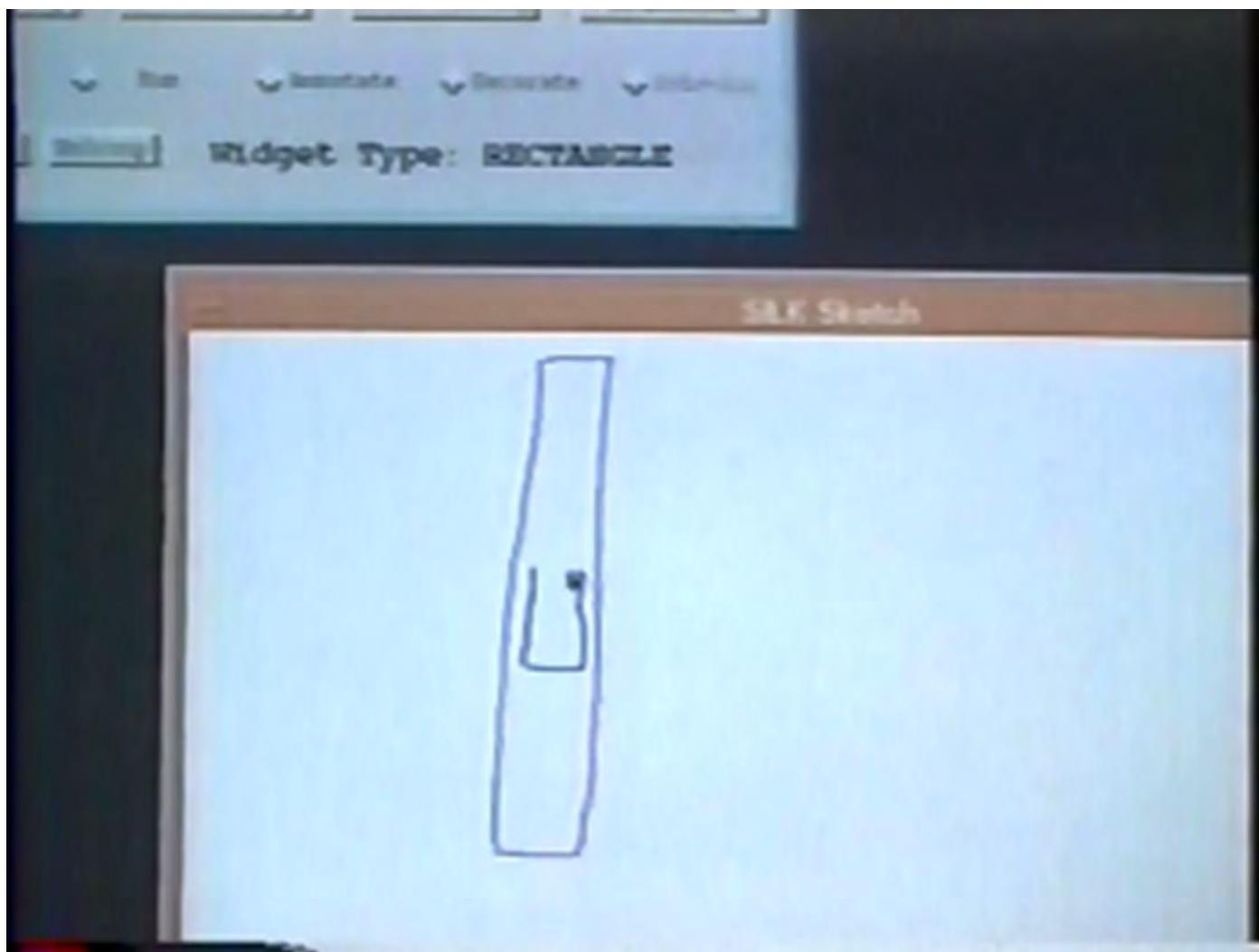
Tasks in Testing

Wizard of Oz Methods in Testing

Remote Usability Testing

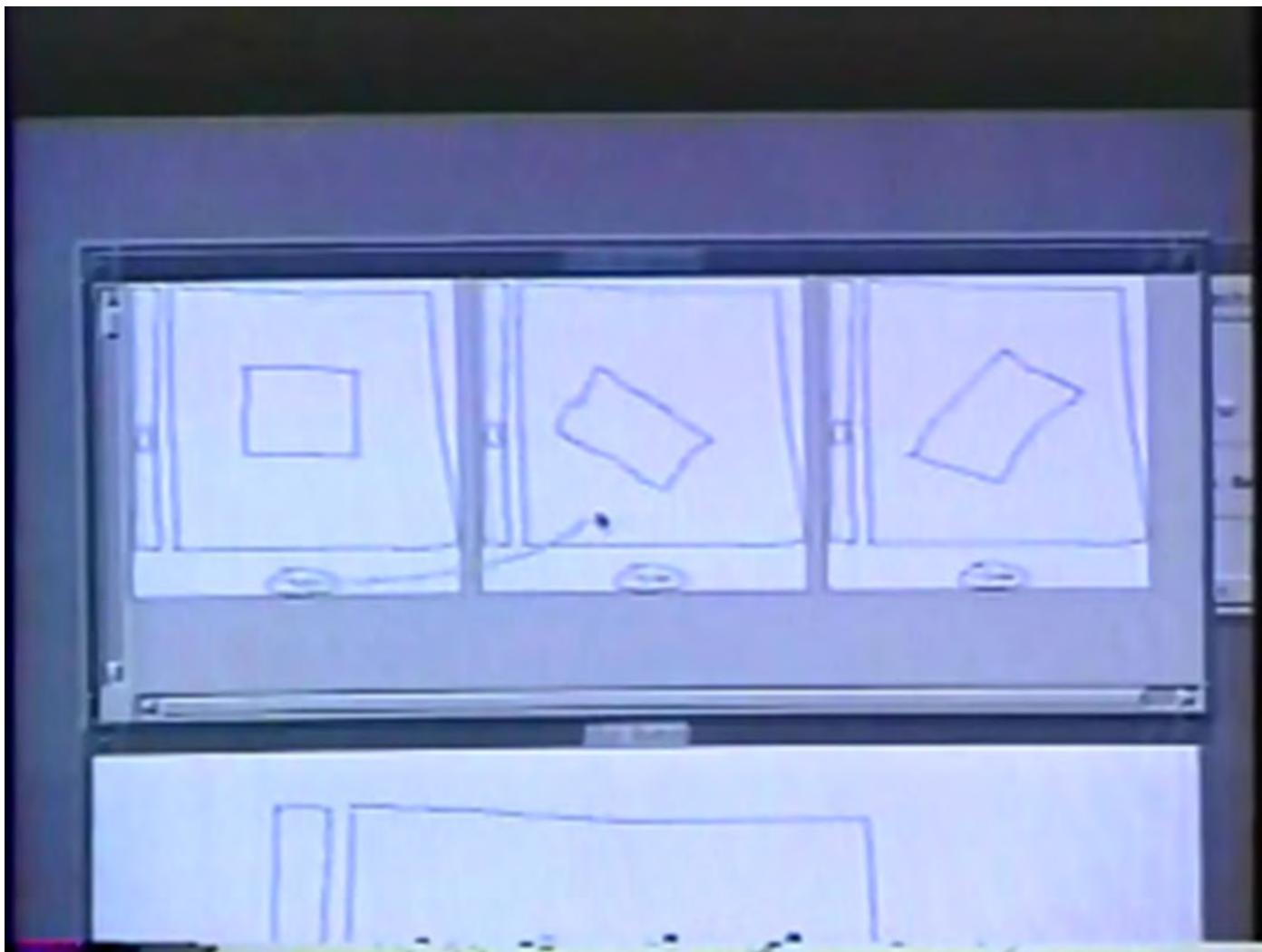
Patterns

SILK (1996)



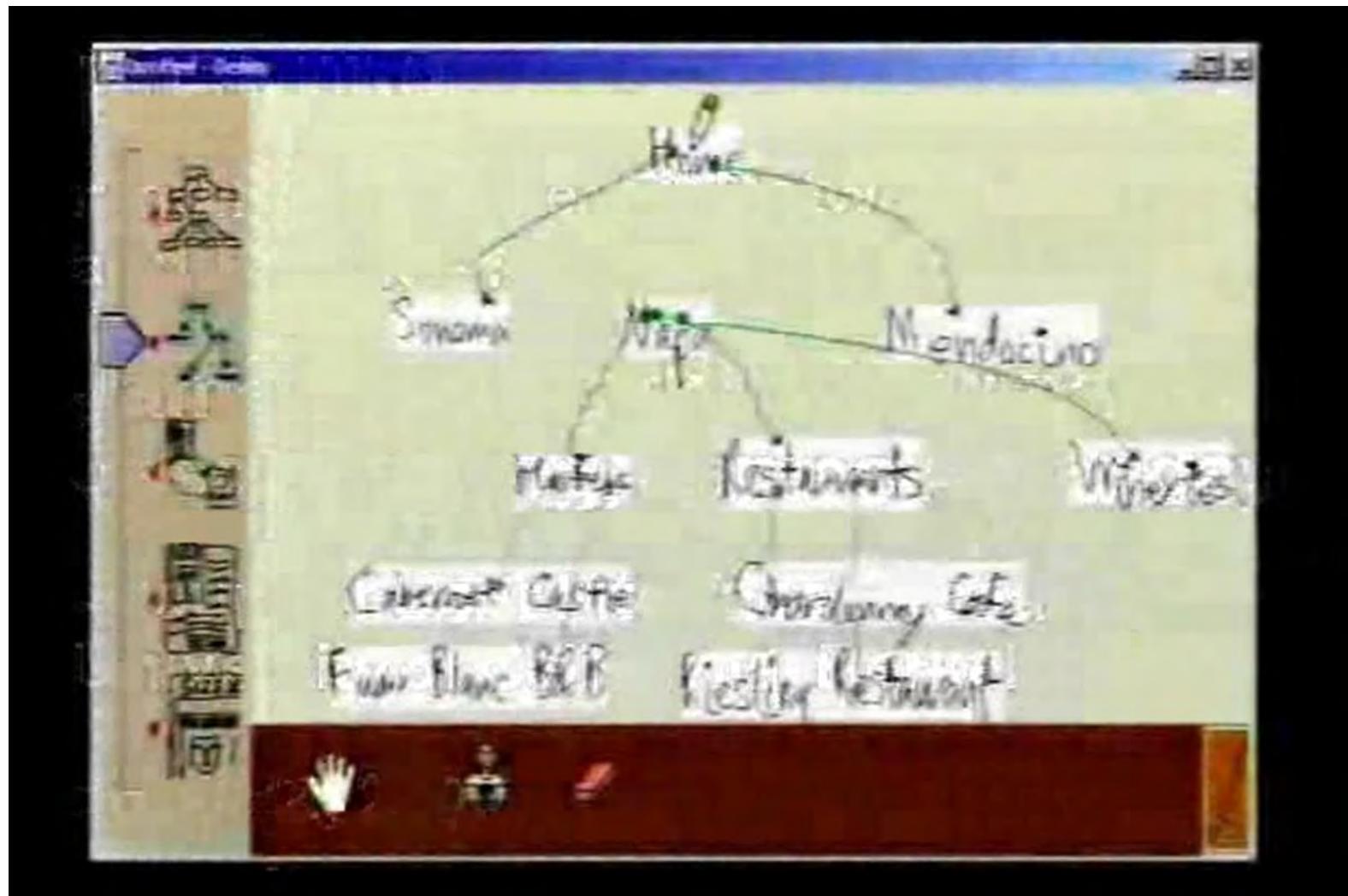
Informal Interaction

SILK (1996)



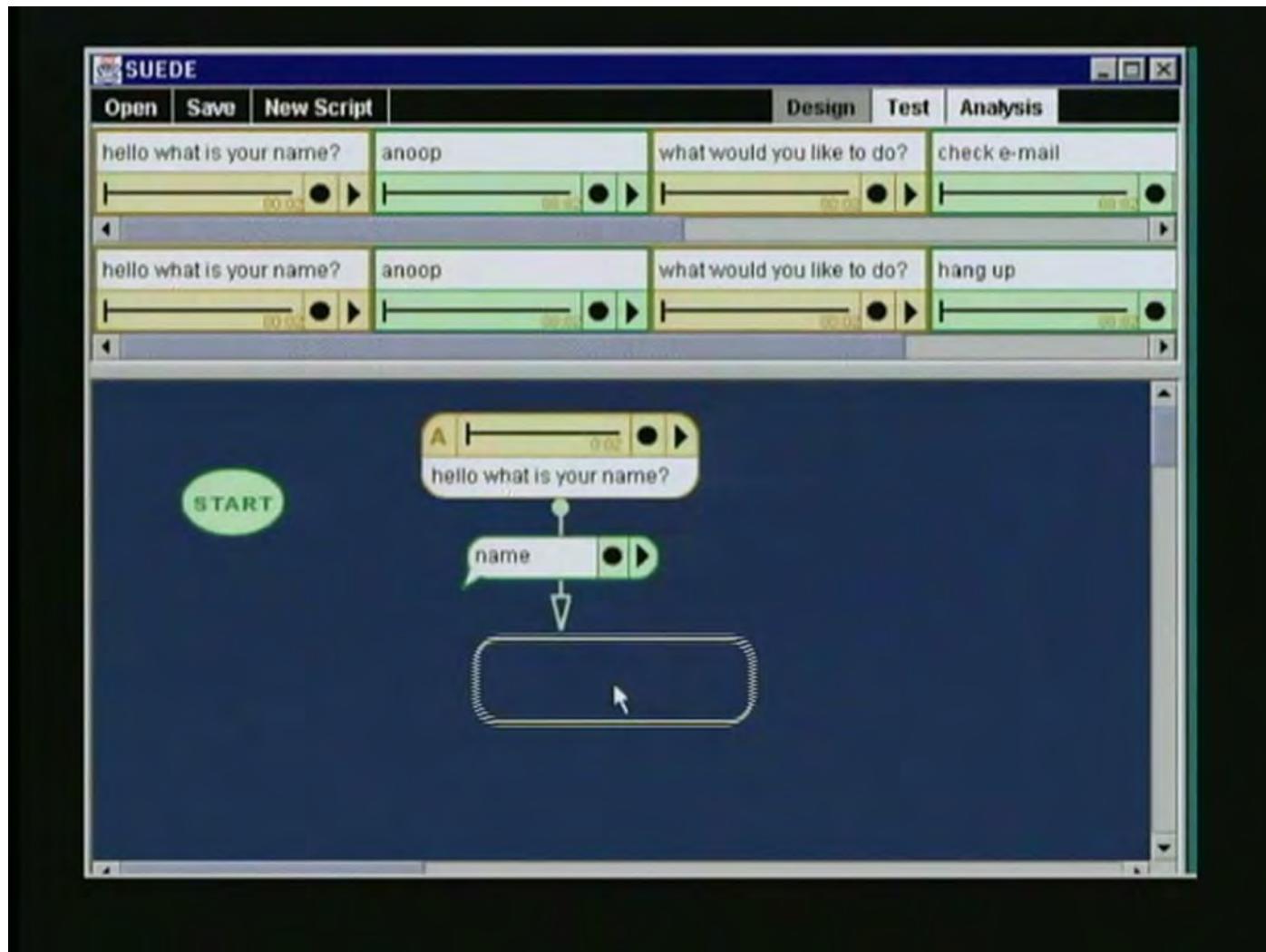
Migrate to Prototype, Storyboard-Based Programming

DENIM (2000)



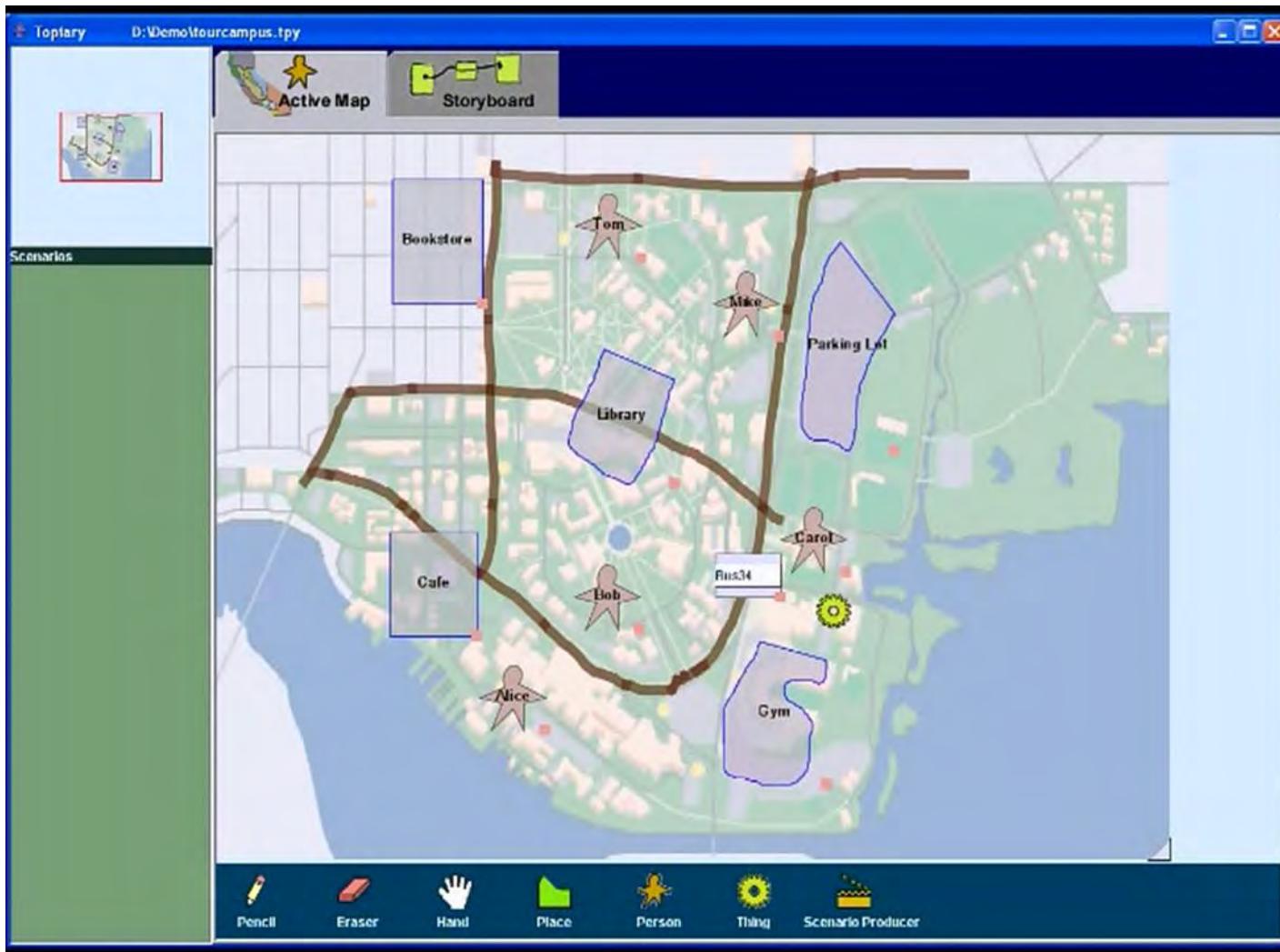
Early Stage, Multiple Levels of Details, Sketching, Pen Interaction

SUEDE (2000)



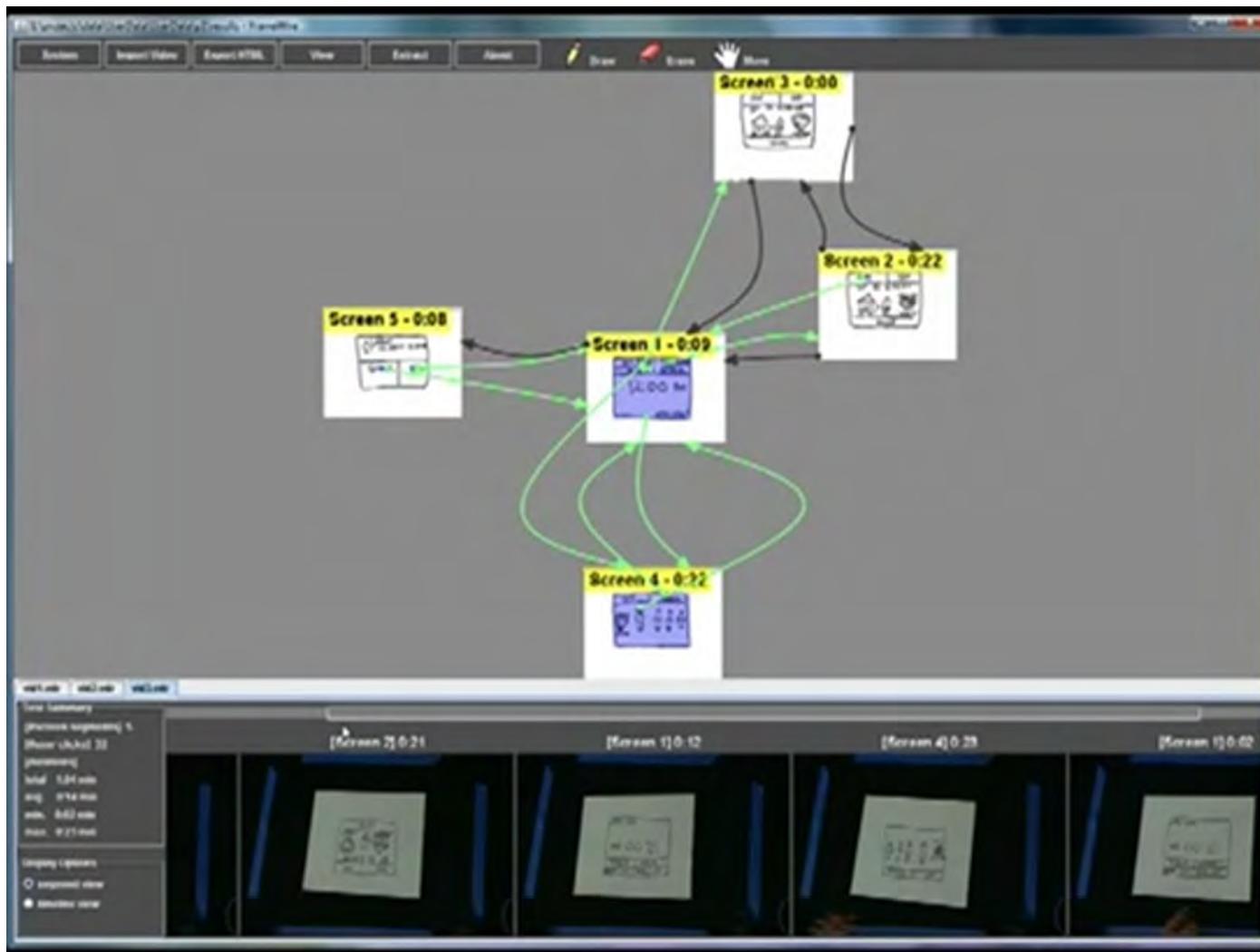
Low-Fidelity Is Not Just About Ink

Topiary (2004)



Location Awareness, Wizard of Oz

FrameWire (2010)



Tangible Interaction

Sketch Wizard (2007)

SketchWizard: Wizard of Oz Prototyping of Pen-based User Interfaces

Richard C. Davis
U.C. Berkeley

T. Scott Saponas
U. of Washington

Michael Shilman
ChatterPop, Inc.

James A Landay
U. of Washington
Intel Research Seattle

More Recognition

Today

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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

UserZoom

TryMyUI

Validately

Userlytics

WhatUsersDo

Usertesting.com

YouEye

Unlikely you need to bake your own

Some include mobile testing

Crowds for automated testing in build processes

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

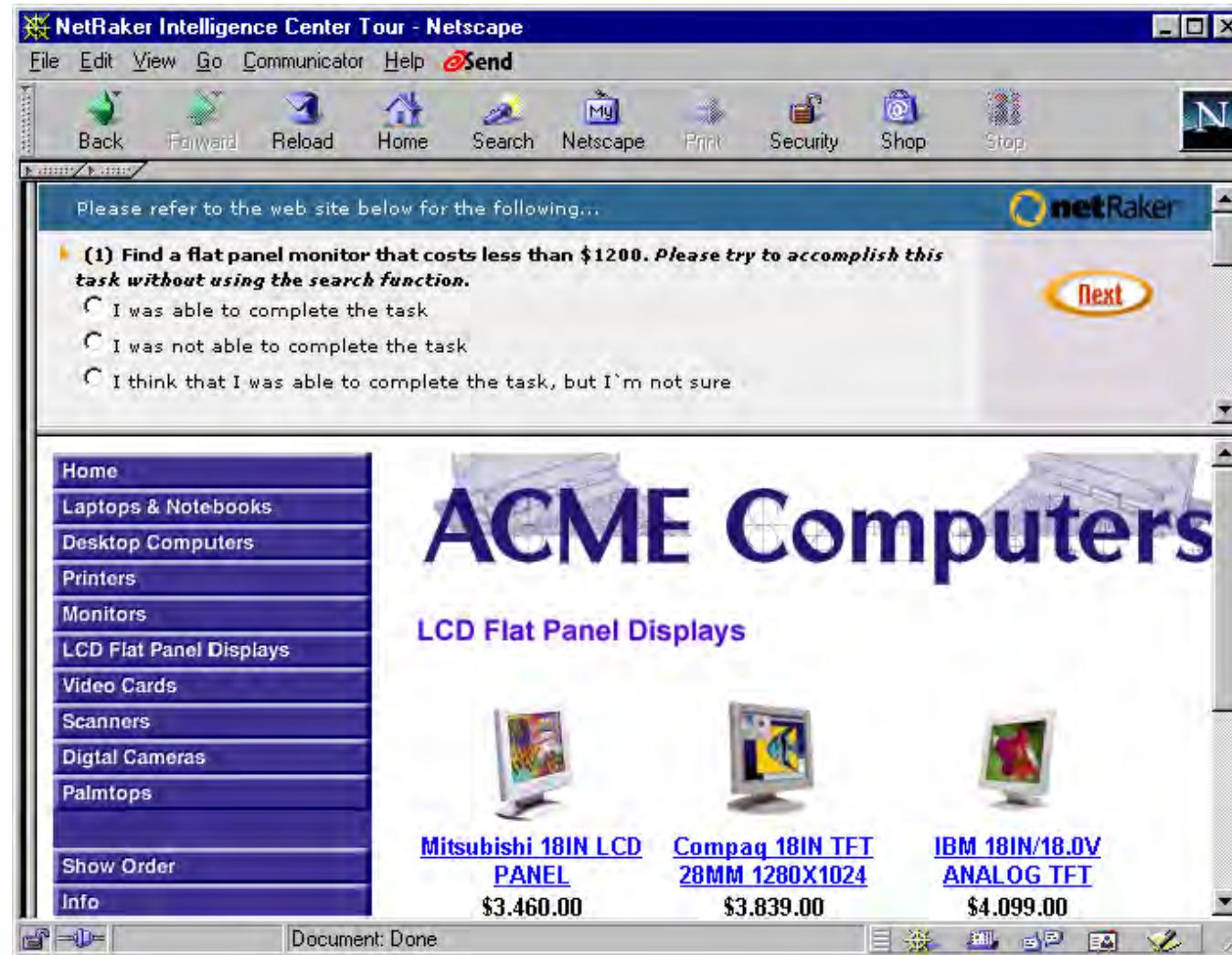
Analyze data individually or in aggregate

playback individual sessions

find general problem areas

if needed, look closely with traditional methods

Semi-Automated Remote Usability



Semi-Automated Remote Usability

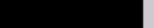
NetRaker Intelligence Center Tour - Netscape

File Edit View Go Communicator Help 

Back Forward Reload Home Search Netscape Print Security Shop Stop 

Percentages Totals Respondents Details Demographics

► 1. Find a flat panel monitor that costs less than \$1200. Please try to accomplish this task without using the search function.

Task	Response(s)
I was able to complete the task	90% 
I was not able to complete the task	10% 
I think that I was able to complete the task, but I`m not sure	0% 

Response Times

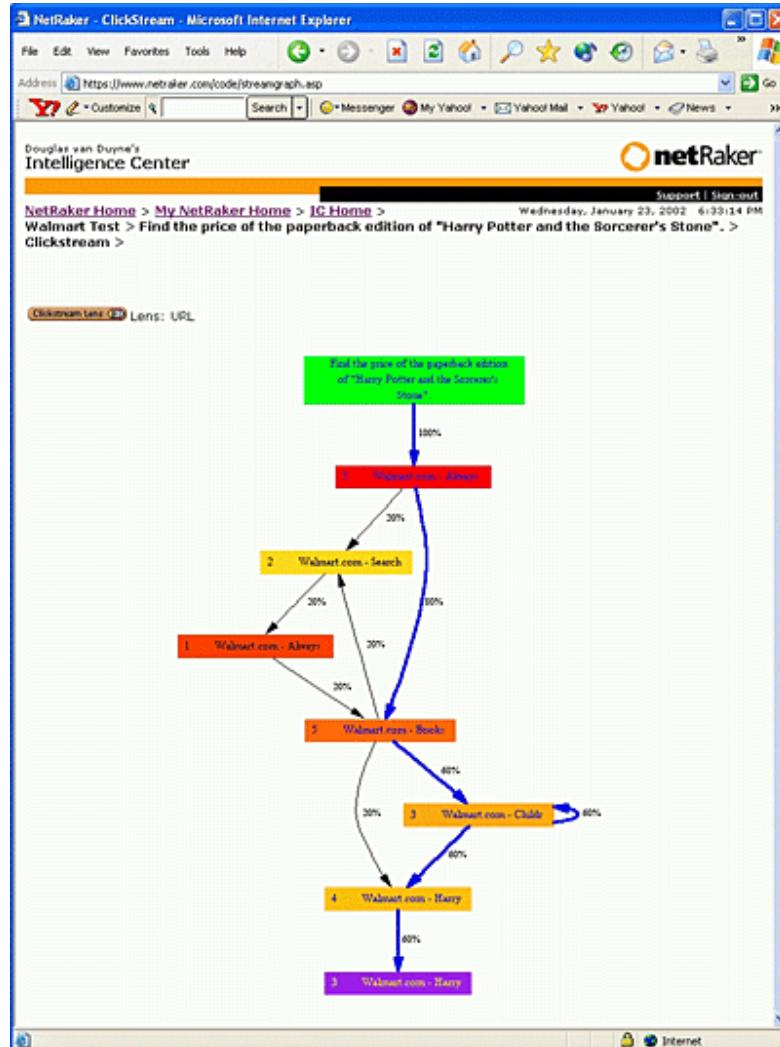
Fastest: 00:00:28
Median: 00:00:41
Average: 00:00:48.4
Slowest: 00:01:14

► 2. What is the price of the monitor you just found?

Short Freeform

\$1129

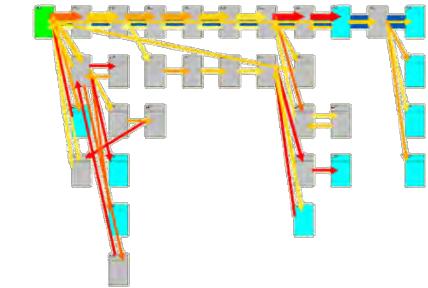
Semi-Automated Remote Usability



WebQuilt: Visual Analysis

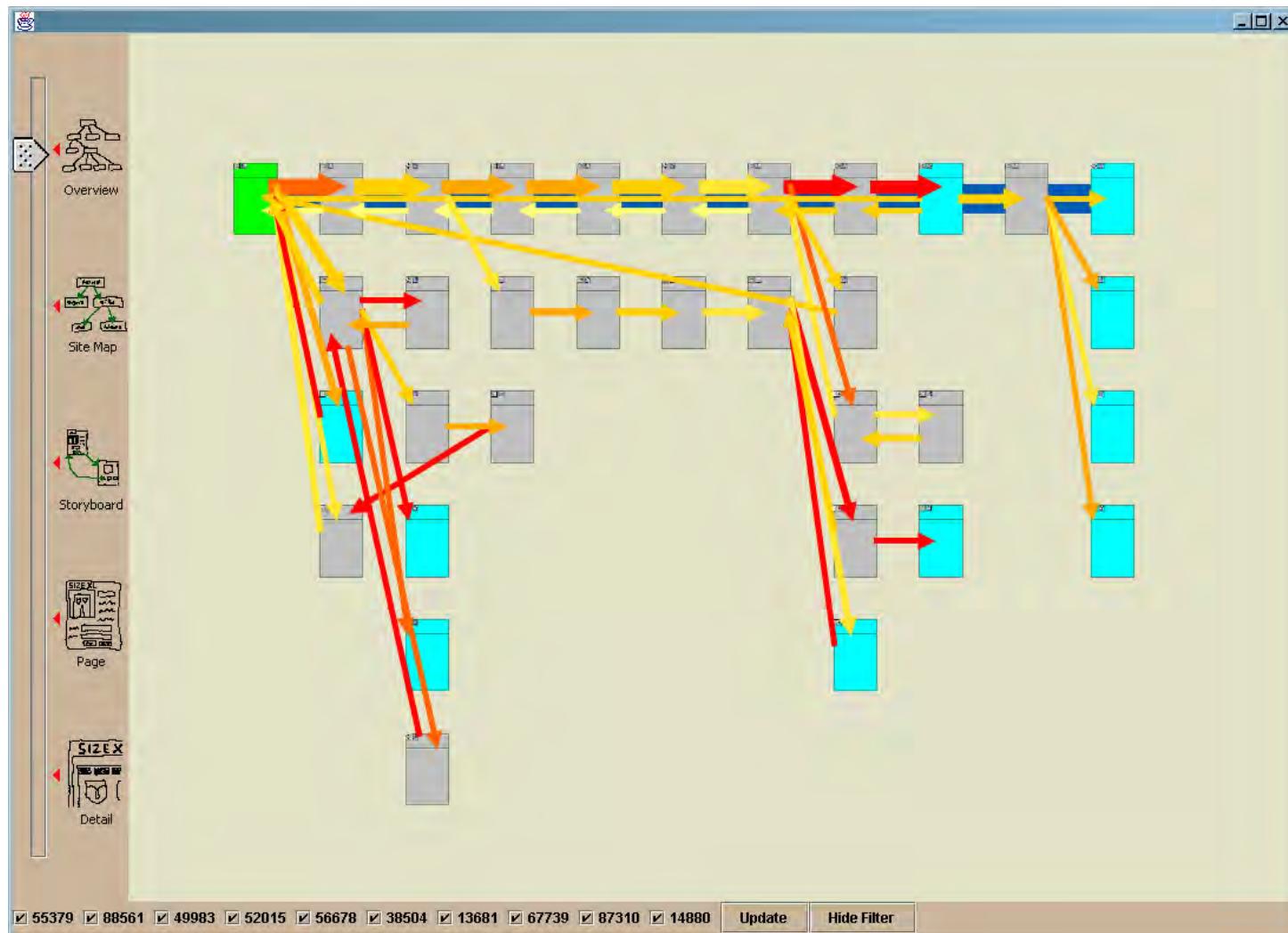
Goals

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

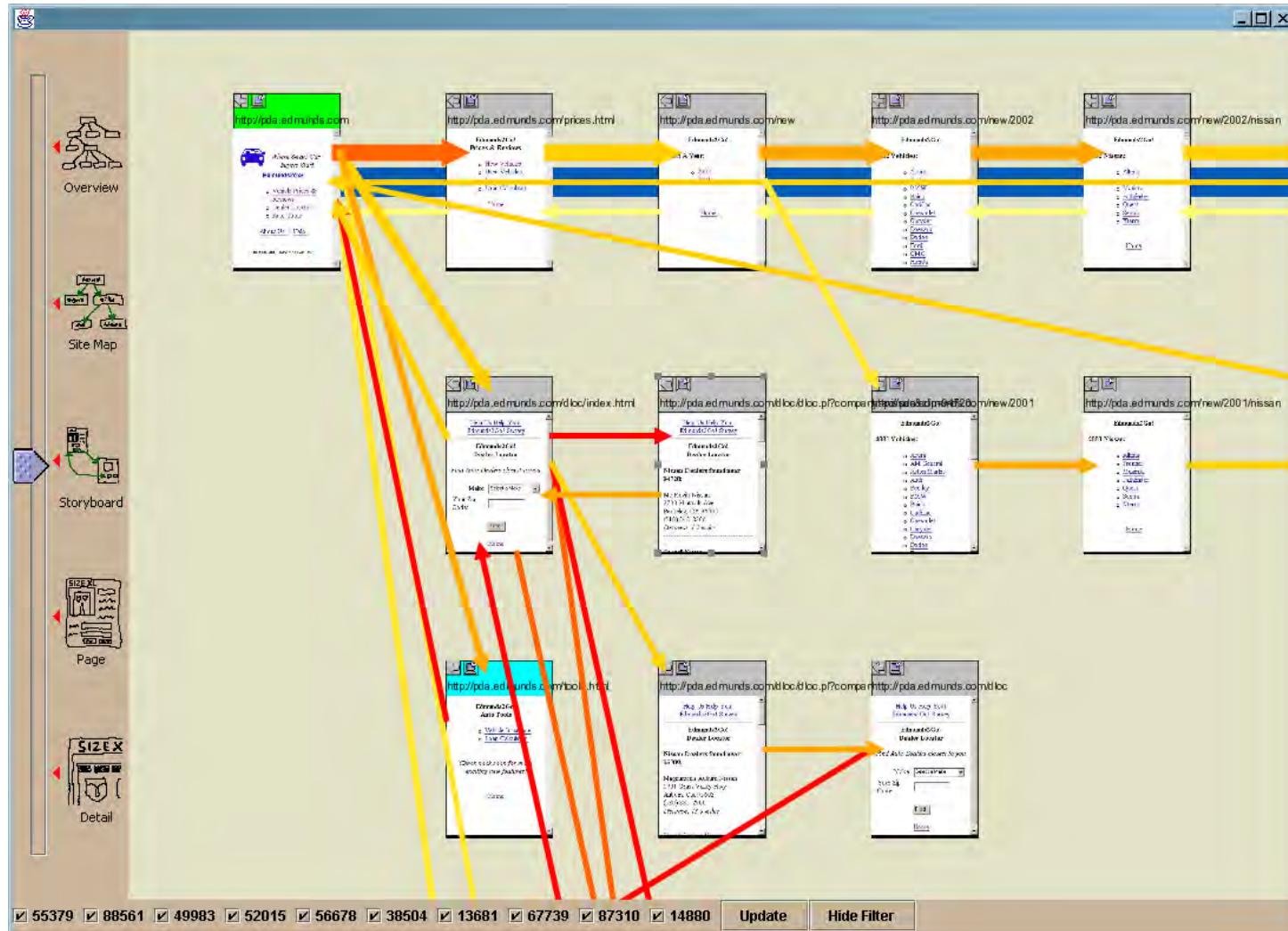


Interactive graph based on web content
designers can indicate expected paths
color code common usability interests
filtering to show only target participants
use zooming for analyzing at varying granularity

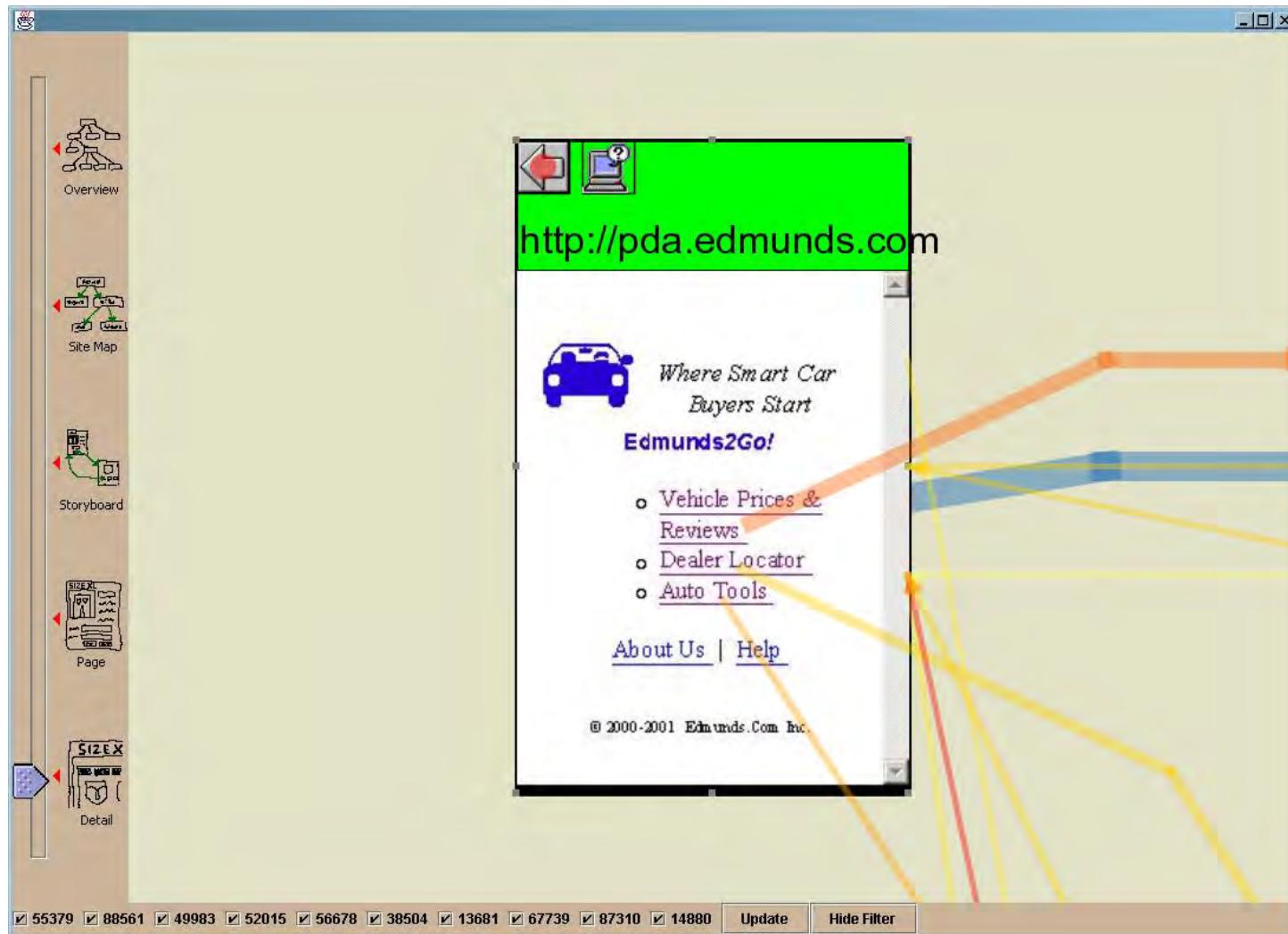
WebQuilt: Visual Analysis



WebQuilt: Visual Analysis



WebQuilt: Visual Analysis



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Controlled A/B Experiments

Many names for it

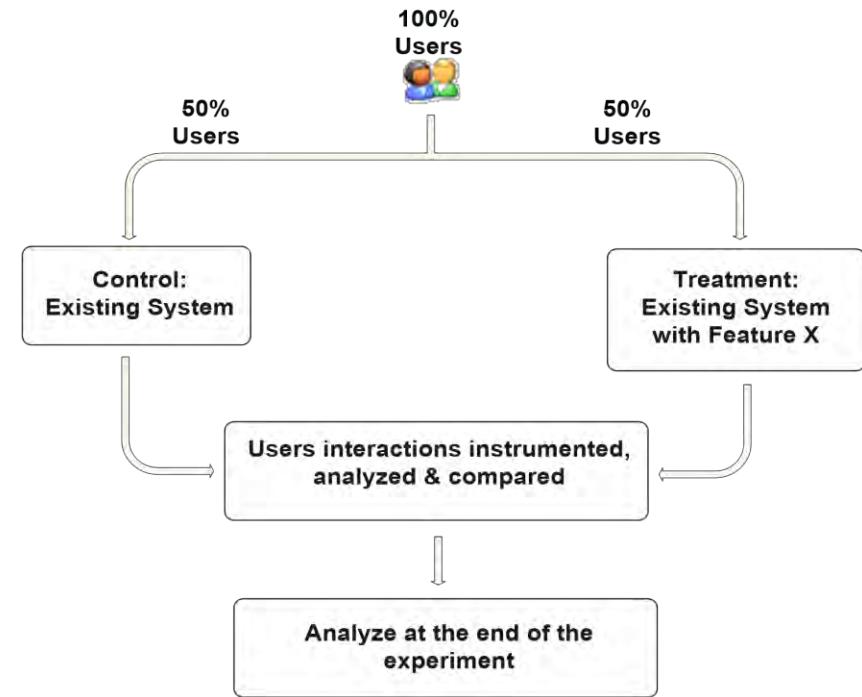
A/B tests or
Control/Treatment

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

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

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

Which image has the higher clickthrough? By how much?

The screenshot shows the Windows Marketplace interface. The top navigation bar includes links for Downloads, All Software, Hardware, Top Sellers, Experience Vista, Game Downloads, Security Downloads, and IE Add-Ons. A search bar is present, along with a 'Find. Try. Buy.' button and a shopping cart icon. The main content area displays 'Card & Casino Game Downloads'. A red circle highlights the listing for 'Solitaire Master 2' by Egames, which contains 300 games including Klondike, Free Cell, Deuces Queens, Cats Cradle, Four Leaf Clover, Spider Web, and many more. The price is listed as \$12.99. To the right of this listing is a 'Spotlight on' section for 'Championship Gin Pro Card Game for Windows XP'.

A: Solitaire game

A is 61% better

The screenshot shows the Windows Marketplace interface, identical to the first one but with a different game highlighted. A red circle highlights the listing for 'Tight Shark Hold'em Advisor' by Andrei Jurko, which features five card draw poker. The price is listed as \$25.00. To the right of this listing is a 'Spotlight on' section for 'Championship Gin Pro Card Game for Windows XP'.

B: Poker game

Never Underestimate Solitaire

SIX CHIX

BY RINA PICCOLO



Never Underestimate Solitaire

Candy Crush maker bought by Activision

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

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TECH ACTIVISION

Activision Acquires Candy Crush Maker King Digital For \$5.9 Billion 12:34 AM EST

Voters In This State Could Make Marijuana History Today 11:18 AM EST

Cisco's Chambers Issues a Warning 8:04 AM EST

Look at what is being sold to kids in school 8:00 AM EST

While cable TV "unbundles," streaming services bulk up 6:00 AM EST

Fast-Flying Drone Avoids Obstacles: Here's How 5:57 AM EST

Obama Slams Republicans Over CNBC Debate Drama 4:51 AM EST

Amazon Is Opening An Actual, Real-Life Bookstore 7:38 AM EST

Alphabet's Ambitions 2:36 AM EST

How Uber's Top Lawyer Wins Equal Pay For Women 7:35 AM EST

Xiaomi's expansion to Africa comes with concessions 7:22 AM EST

Why Activision Spent \$5.9 Billion on "Candy Crush" Creator King Digital 6:30 AM EST

Standard Chartered is the latest big bank to slash and burn 6:29 AM EST

Activision's candy crush and Tesla 3Q ~ 5 things to know today 6:14 AM EST

Here's why the company behind Keystone just asked for a delay 6:06 AM EST

Protestors occupy Airbnb HQ on eve of San Francisco vote 6:29 AM EST

How Google Co-founder Larry Page Decides On His Next Big Bet 2:40 AM EST

California Gov. Jerry Brown: Time is Running Out For Cleaner Energy 1:45 AM EST

Use Your AmEx Points to Book on Airbnb — Just Like With Hilton NOVEMBER 2, 2015

Theranos' Elizabeth Holmes Says The Company Will "absolutely" Get FDA Approval NOVEMBER 2, 2015

Activision Acquires Candy Crush Maker King Digital For \$5.9 Billion

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

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Use Your AmEx Points to Book on Airbnb — Just Like With Hilton NOVEMBER 2, 2015

Theranos' Elizabeth Holmes Says The Company Will "absolutely" Get FDA Approval NOVEMBER 2, 2015

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

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

Is Candy Crush over? Photo: Andrew Harrer — Bloomberg/Getty Images

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

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Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1	<input type="button" value="Remove"/>	\$0.00	\$0.00

Total: \$0.00

Select Shipping Method: Standard (\$5.95)

B

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Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1	<input type="button" value="Remove"/>	\$0.00	\$0.00

Total: \$0.00

Enter Coupon Code:

Select Shipping Method: Standard (\$5.95)

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Which version has a higher conversion rate?

Example from Bryan Eisenberg's article on clickz.com

Checkout Page

Conversion rate is percentage of visits that include purchase

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Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1		\$0.00	\$0.00

Update

Total: \$0.00

Select Shipping Method Standard (\$5.95)

Continue Shopping > Proceed To Checkout

100% Secured Checkout

Recalculate Continue Shopping > Proceed To Checkout

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Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1		\$0.00	\$0.00

Discount Total: \$0.00

Enter Coupon Code

Select Shipping Method Standard (\$5.95)

Continue Shopping > Proceed To Checkout

100% Secured Checkout

Recalculate Continue Shopping > Proceed To Checkout

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Which version has a higher conversion rate?

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Checkout Page

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100% Secured Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1	<input type="button" value="Remove"/>	\$0.00	\$0.00

Select Shipping Method Standard (\$5.95)

Continue Shopping

100% Secured Checkout

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B

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100% Secured Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1	<input type="button" value="Remove"/>	\$0.00	\$0.00

Enter Coupon Code

Select Shipping Method Standard (\$5.95)

100% Secured Checkout

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Coupon Code decreases by factor of 10

Office Online Feedback

A

Please let us know if this content was helpful.

Rate this content:



Tell us why you rated the content this way (optional):

Remaining characters: 650

B

How helpful was this information?

Click a star.

Not
helpful



Very
helpful

How helpful was this information?

Click a star.

Not
helpful



Very
helpful

Why did you rate the information this way?

Remaining characters: 650

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

Please let us know if this content was helpful.

Rate this content:



Tell us why you rated the content this way (optional):

Remaining characters: 650
Submit

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.

B

How helpful was this information?

Click a star.

Not
helpful



Very
helpful

Click to rate: 3 out of 5 stars

How helpful was this information?

Click a star.

Not
helpful



Very
helpful

Why did you rate the information this way?

Remaining characters: 650
Submit

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

Was this information helpful?

Yes No I don't know

How was this information helpful?

What are you trying to do?

How can we make this information more helpful?

Back Submit

Back Submit

Back Submit

Another Feedback Variant

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

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

C

Was this information helpful?

Yes No I don't know

How was this information helpful?

What are you trying to do?

How can we make this information more helpful?

Back Submit

Back Submit

Back Submit

C outperforms B by a factor of 3.5

Office Online

Clicks on revenue generating links (red links)

A

Online Build Ver: 12.0.5572.1000

Products Help and How-to Downloads Clip Art Templates Microsoft Office Live

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Read the Inside Office Online blog Make your own help video Check for updates

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Site Help Accessibility Contact Us My Office Online Office Worldwide © 2008 Microsoft Corporation. All rights reserved. Legal Trademarks Privacy Statement

MICROSOFT

Office Online

Clicks on revenue generating links (red links)

A

Online Build Ver: 12.0.5572.1000

Products Help and How-to Downloads Clip Art Templates Microsoft Office Live

Welcome to Office Online Search

Read the Inside Office Online blog Make your own help video Check for updates

Community Clips Office Updates

Today on Office Online

Get out of town! Find out how Office makes travel easy

Check out our tips and templates for planning a smooth business trip, or perfect holiday.

Free travel templates

Business trip itinerary with meeting details

Get Office Try 2007 for free Buy 2007 now

Find training Get started All training

Get help Product key help Phone support

Office Community Read our blogs Discussion boards

Buy the 2007 Office system today

Home and school At home At work At school

Work At work Small business

Community Share your templates Get help from others

Training Office training courses Office demos

Resources TechNet Third-party downloads

Site Help Accessibility Contact Us My Office Online Office Worldwide © 2008 Microsoft Corporation. All rights reserved. Legal Trademarks Privacy Statement Microsoft

B

Office Online Products Help and How-to Downloads Clip Art Templates Microsoft Office Live

SEARCH

Get Office Home and Student 2007 Create documents, notes, spreadsheets and presentations with speed and ease

... just \$149.95

BUY NOW

What's included:

Word Excel PowerPoint OneNote

Compare all 2007 Office suite prices and products >

Get out of town! Find out how Office makes travel easy

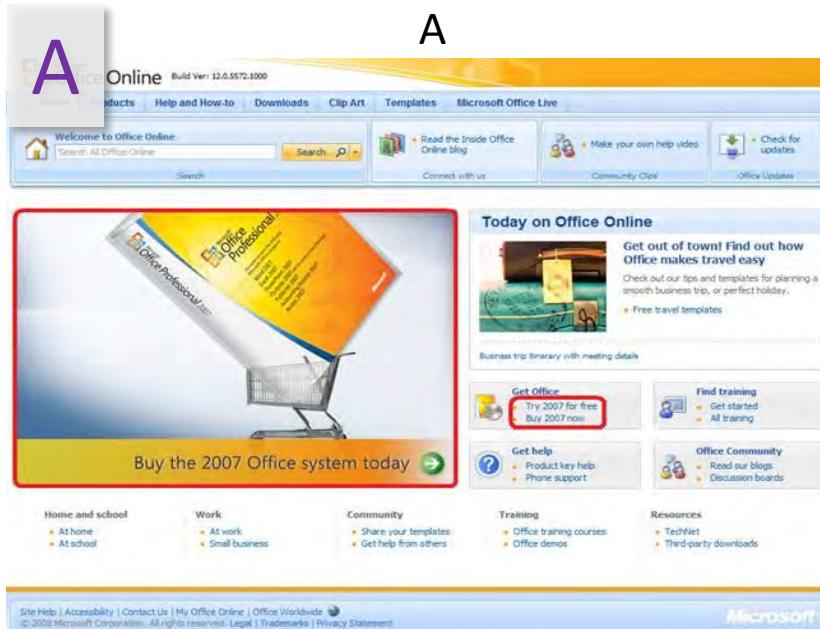
Microsoft

A gets many more clicks

Office Online

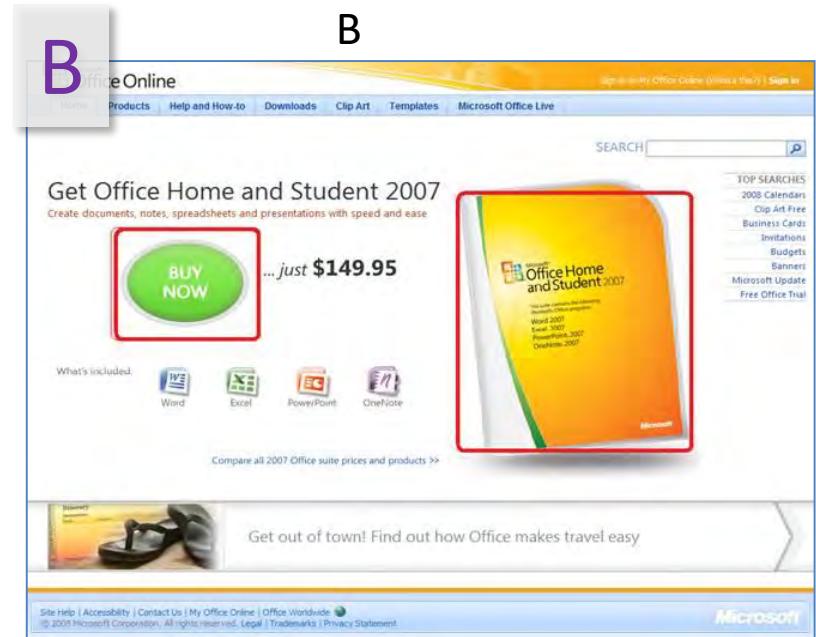
Clicks on revenue generating links (red links)

A



The screenshot shows the Microsoft Office Online homepage. At the top, there's a navigation bar with links for 'Products', 'Help and How-to', 'Downloads', 'Clip Art', 'Templates', and 'Microsoft Office Live'. Below the navigation bar, there's a search bar and several quick links: 'Read the Inside Office Online blog', 'Community Clips', 'Check for Updates', and 'Welcome to Office Online'. A large banner in the center says 'Buy the 2007 Office system today' with a green button. Below the banner, there's a section titled 'Today on Office Online' featuring a travel-related tip and links for 'Get Office', 'Find training', 'Get help', and 'Office Community'. At the bottom, there are sections for 'Home and school', 'Work', 'Community', 'Training', and 'Resources'. A red box highlights the 'Buy 2007 now' link under the 'Get Office' section.

B



The screenshot shows the Microsoft Office Online homepage. It features a similar navigation bar and search function as page A. The main content area is titled 'Get Office Home and Student 2007' with a price of '\$149.95'. A large green 'BUY NOW' button is prominently displayed. To the right, there's a large image of the 'Office Home and Student 2007' software box. Below the main offer, there's a section titled 'What's included.' showing icons for Word, Excel, PowerPoint, and OneNote. Further down, there's a travel-related tip with a picture of flip-flops. The right sidebar contains a 'TOP SEARCHES' section with links like '2008 Calendars', 'Clip Art Free', 'Business Cards', 'Invitations', 'Budgets', 'Banners', and 'Microsoft Update Free Office Trial'. A red box highlights the 'Buy 2007 now' link under the 'Get Office' section, which is identical to the one on page A.

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

Shopping

- Lancôme: Free deluxe compact w/ purchase
- Special promotions at your favorite stores
- Warm fall fashion styles are here
- Save on top brand digital cameras
- Free shipping on furniture for every room

Advertisements



A smart way to buy a diamond

- Wal-Mart: Back-to-school
- Our editor picks budget electronics
- Get fit & save money: Sports sale

Control

Shopping

- Lancôme: Free deluxe compact w/ purchase
- Special promotions at your favorite stores
- Warm fall fashion styles are here
- Save on top brand digital cameras
- Free shipping on furniture for every room

Advertisements



A smart way to buy a diamond

- Wal-Mart: Back-to-school
- Our editor picks budget electronics
- Get fit & save money: Sports sale

Offers



Search GM Certified
With our 117-Point Inspection
GM Certified means no worries



Online University
Earn degree from a top school
100% Online. Get Free Info!



\$200k Loan, Get Low Rates
Secure Financing and Increase
Cash Flow. Click Here Now!

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

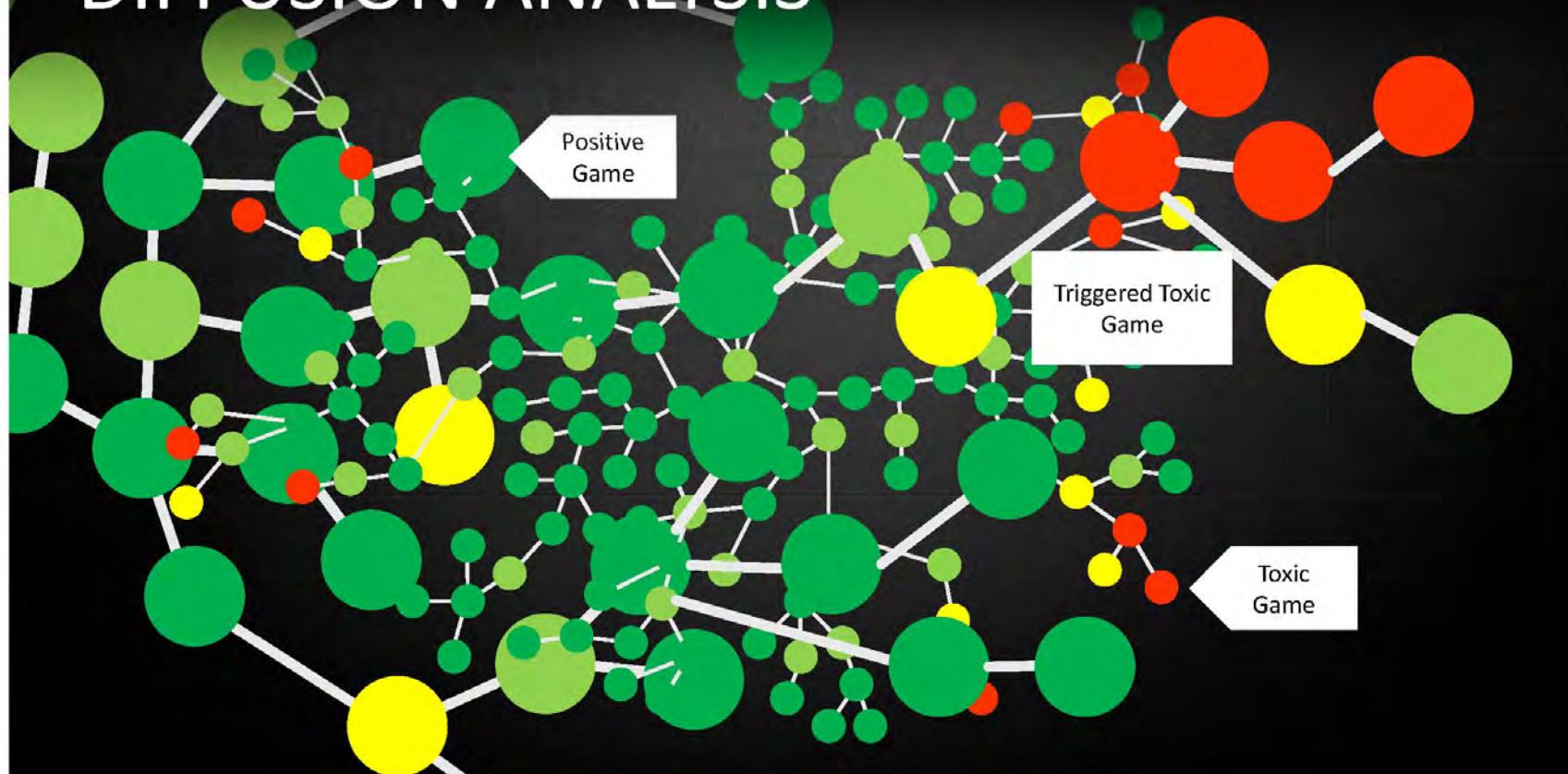
ONLINE PLATFORMS

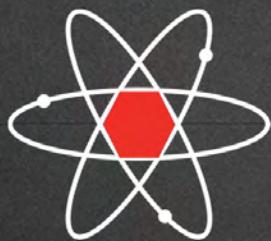
AS THE FUTURE OF RESEARCH



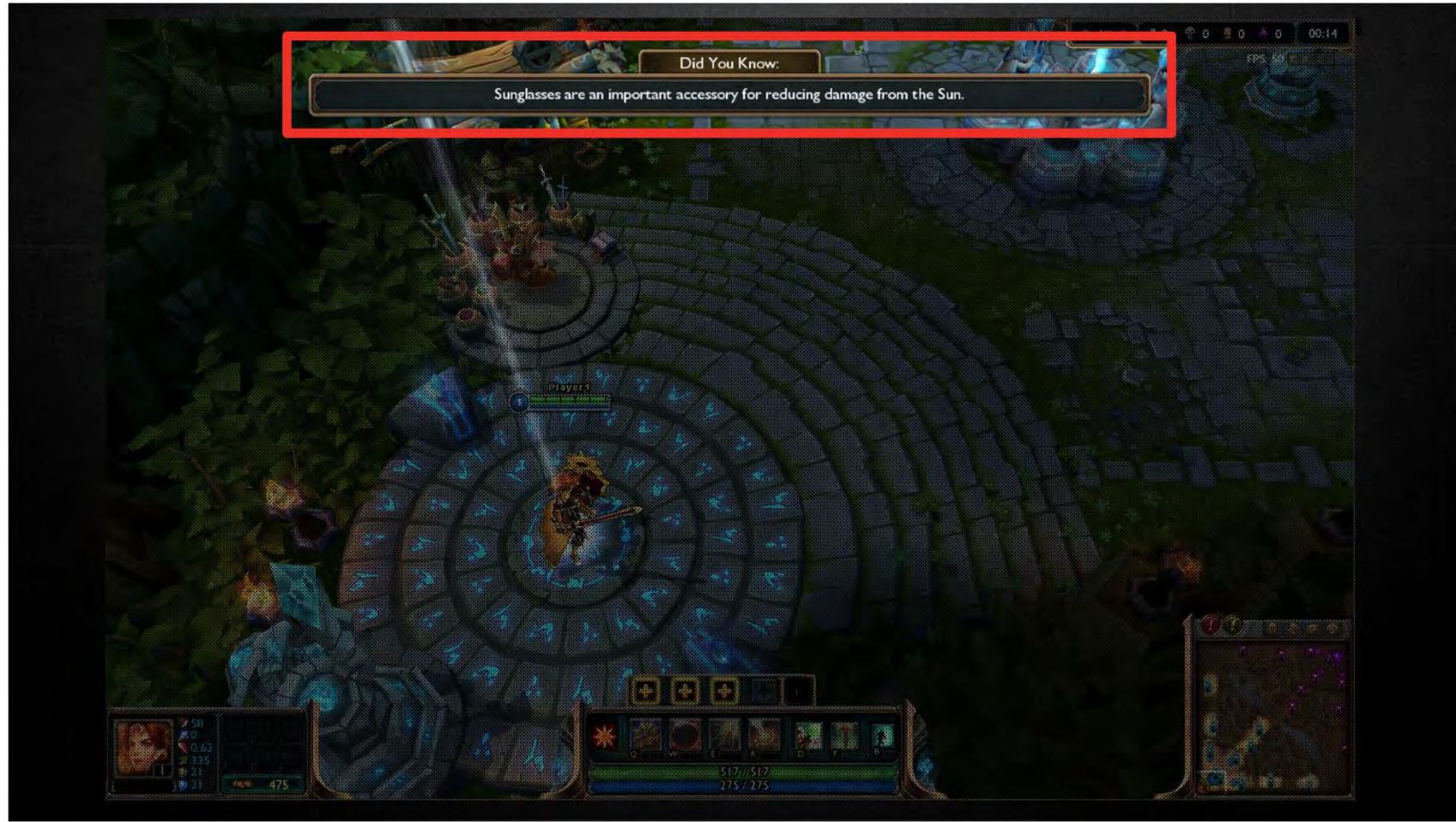
JEFFREY “LYTE” LIN
jlin@riotgames.com | @RiotLyte

DIFFUSION ANALYSIS





OPTIMUS PRIME EXPERIMENT



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

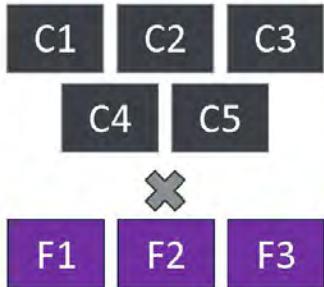


CATEGORY 5: GAMEPLAY TIPS

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

OPTIMUS PRIME

EXPERIMENTAL DESIGN



FONT COLORS

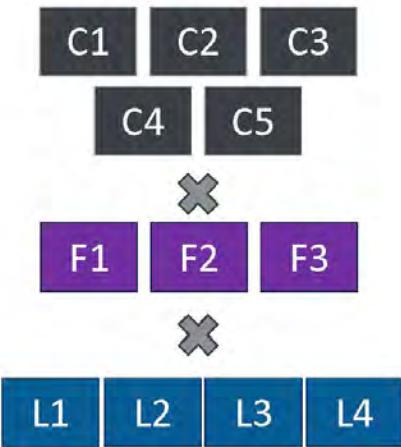
Font Color 1 | Red

Font Color 2 | Blue

Font Color 3 | White (Control)

OPTIMUS PRIME

EXPERIMENTAL DESIGN

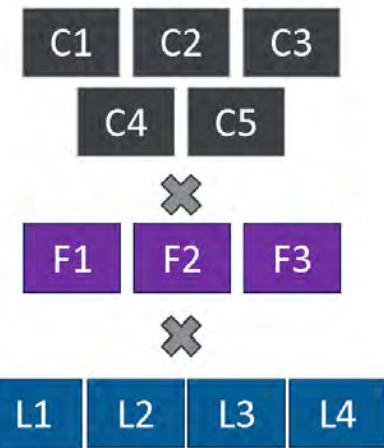


LOCATIONS

- 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

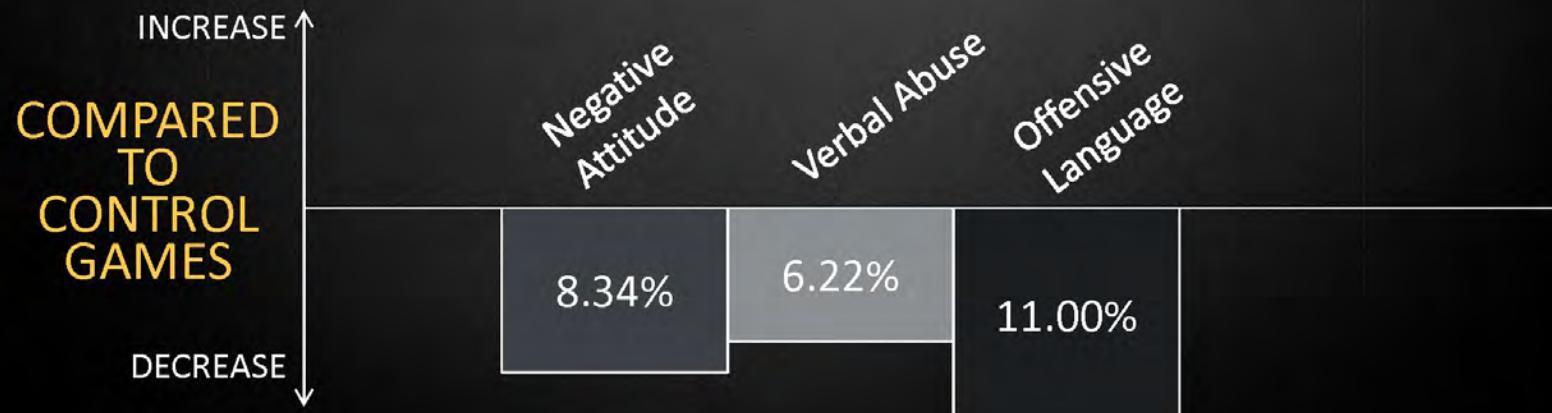
HOW DO **FONT COLORS** INTERACT
WITH TIP CATEGORIES?

OPTIMUS PRIME RESULTS

TIP: “Teammates perform worse if you harass them after a mistake.”

FONT: Red

LOCATION: Loading Screen



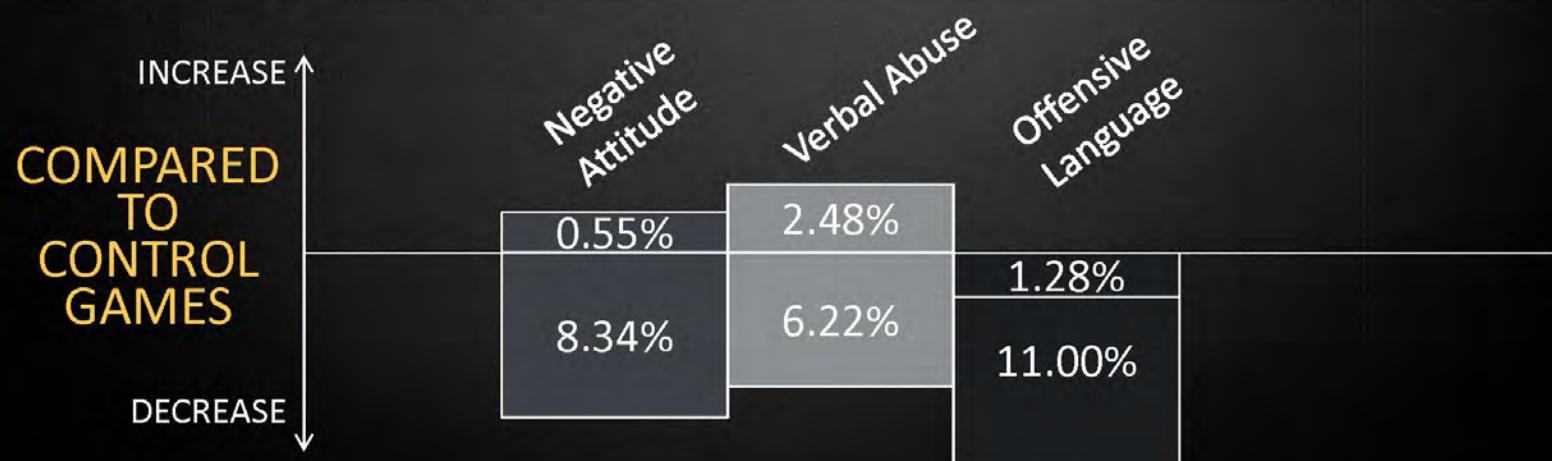
*Optimus data from 11/2012

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



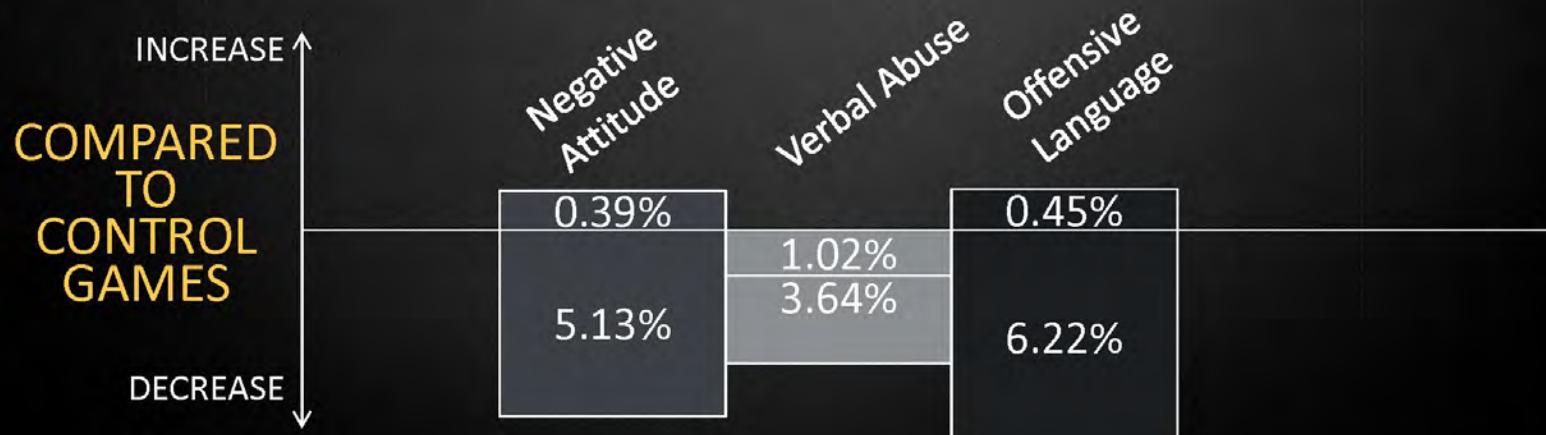
*Optimus data from 11/2012

OPTIMUS PRIME RESULTS

TIP: “Players who cooperate with their teammates win X% more games.”

FONT: Red

LOCATION: Loading Screen



*Optimus data from 11/2012

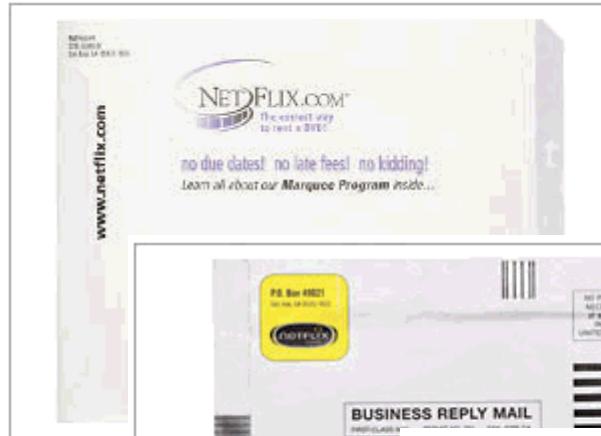
ONLINE PLATFORMS

AS THE FUTURE OF RESEARCH

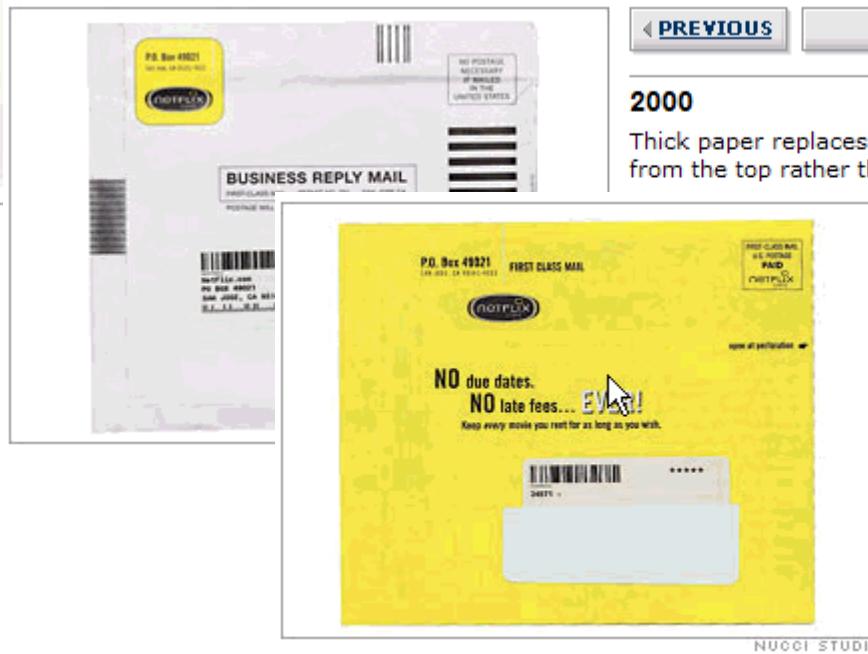


JEFFREY “LYTE” LIN
jlin@riotgames.com | @RiotLyte

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.



[PREVIOUS](#)

[NEXT](#)

[Back to story](#)

2001

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

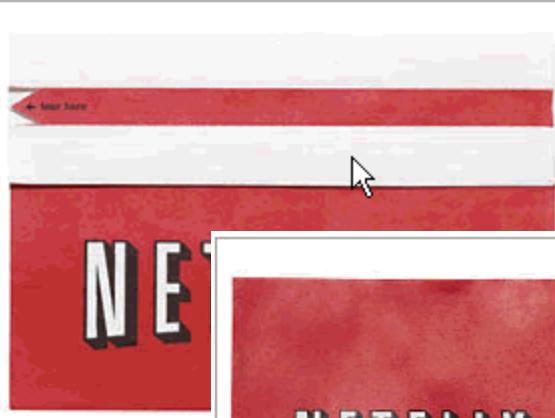
[NEXT»](#)

NUCCI STUDIO

Data Driven Methods Not Just Online

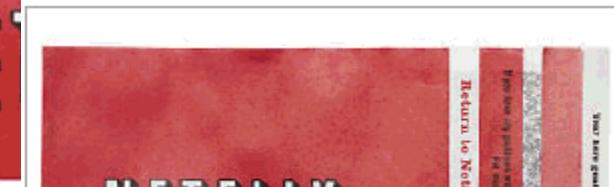
[PREVIOUS](#) [NEXT](#) [Back to story](#)

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.



[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

*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!only **\$11.88**

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![Weezer](#), Weezer[Guttermouth](#), Guttermouth[The Slim Shady LP](#), Eminem[Echoes](#), Pink Floyd[18](#), Moby

Our Price	List Price
\$6.99	\$18.97
\$9.00	\$18.98
\$2.98	\$18.97
\$11.54	\$24.97
\$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![Monster's Ball \(DVD\)](#)

Our Price	List Price
\$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!

99

More great deals...

[Home](#) > [Music](#)[Sell yours now!](#)

Weezer (2001)

[Weezer](#)**Our best price: \$6.99**

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

[Find out more...](#)[Full product info](#), [Product Reviews](#)[Not ready to buy?](#)[Add to your Wish List](#), [Preorder this item](#), [May we also suggest...](#)

Actual items for sale may vary from this image.

[Compare our Prices!](#)

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

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.**Like New** Sorted by **Price**

74 items in stock

Price	Total Price	Seller (Rating)	Seller Comments	
\$7.75	\$10.20	custodian46 (149)	best buy	More info...
\$8.00	\$10.45	stargaze13 (3)	Disk, case, and liner all in excellent c more...	More info...
\$8.25	\$10.70	dazzyliz (1205)	SEALED NEW BMG	More info...
\$8.30	\$10.75	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	\$10.45	lucidsky (14)	perfect	More info...
\$8.84	\$11.29	steveeq1 (82)		More info...
\$9.00	\$11.45	saint.timothy (18)	Great shape...first class ship	More info...

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](#)

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:

go

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

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)**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".

Proceed to Checkout [Speedy Checkout](#)

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](#)

or [Register Now](#)

Keep me signed in on this computer unless I
sign out. [Learn more](#).

② Having problems signing in? [Get help now.](#)

For more information about sign in, visit [sign in help](#).

Or sign in to eBay
using:





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

6

Checkout

1 Shipping

2

3 Place Order

Secure
Shipping**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

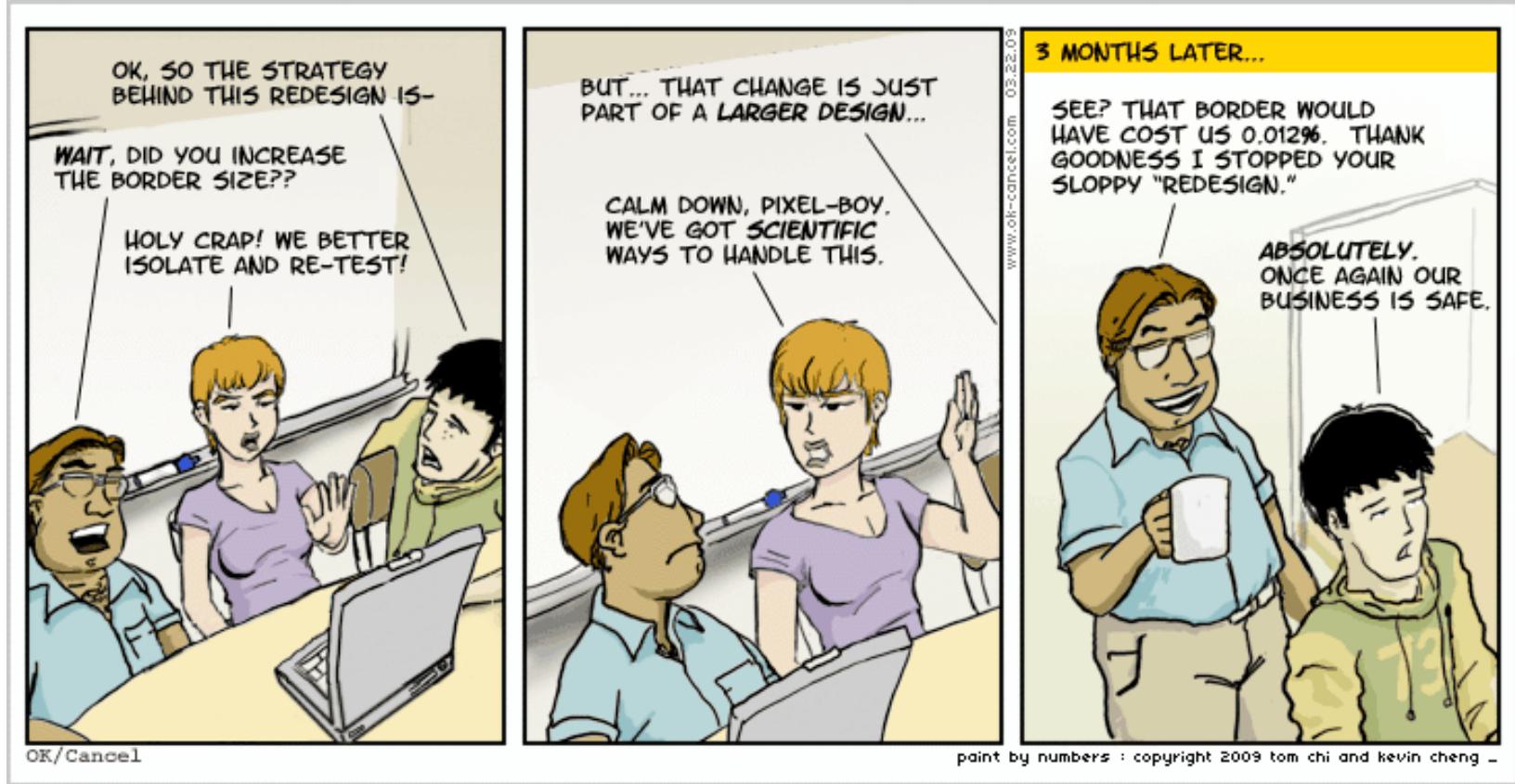
TOTAL: \$10.75**Ship to****Jason Hong**387 Soda Hall Computer Science UC Berkeley
Berkeley, CA 94720[Edit / Change Shipping Address](#)**Bill to****MasterCard** ending with 0155

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



S Goodbye, Google | Stopdesign.com

stopdesign creative outlet of Douglas Bowman

home about also
posts & links background info 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

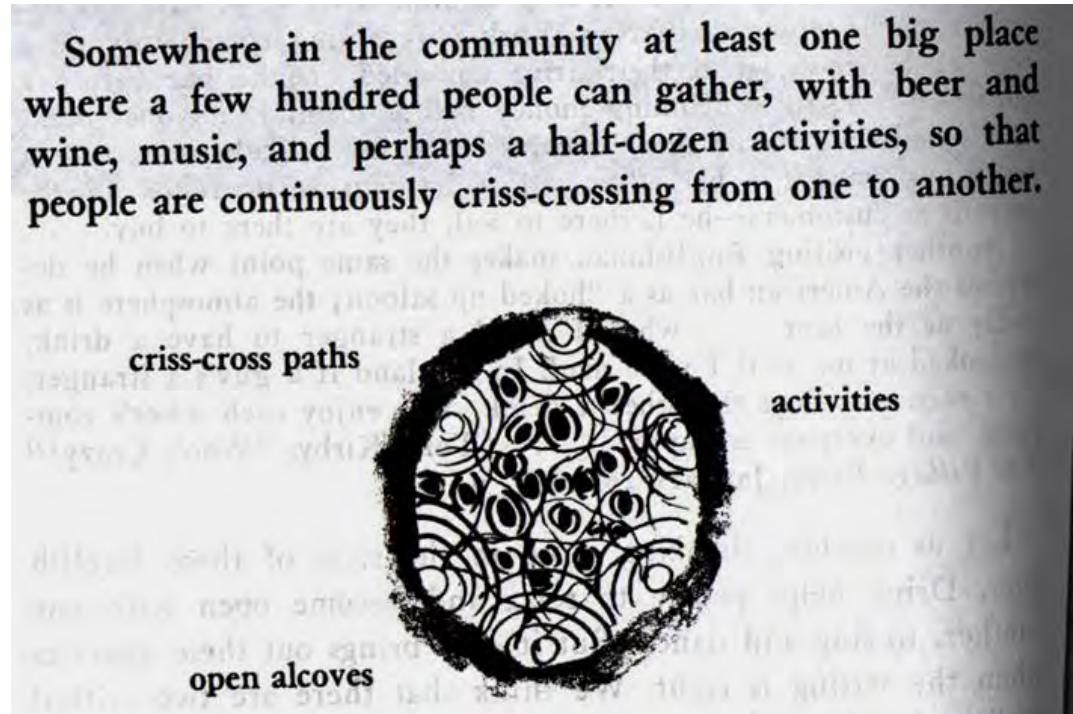
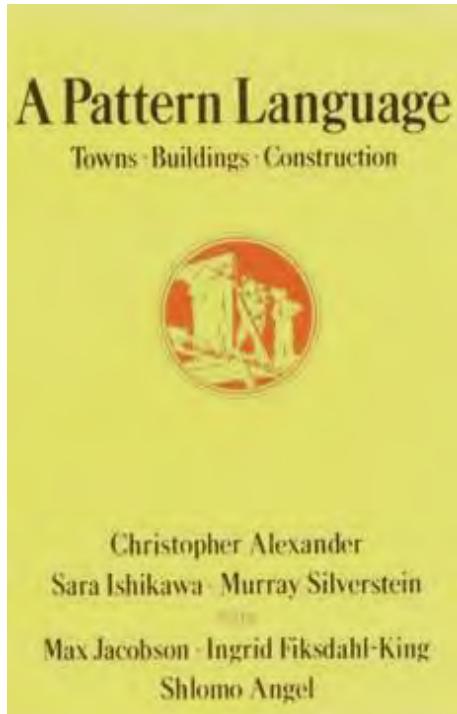
But this is also why we point you at research

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.

criss-cross paths



activities

open alcoves

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

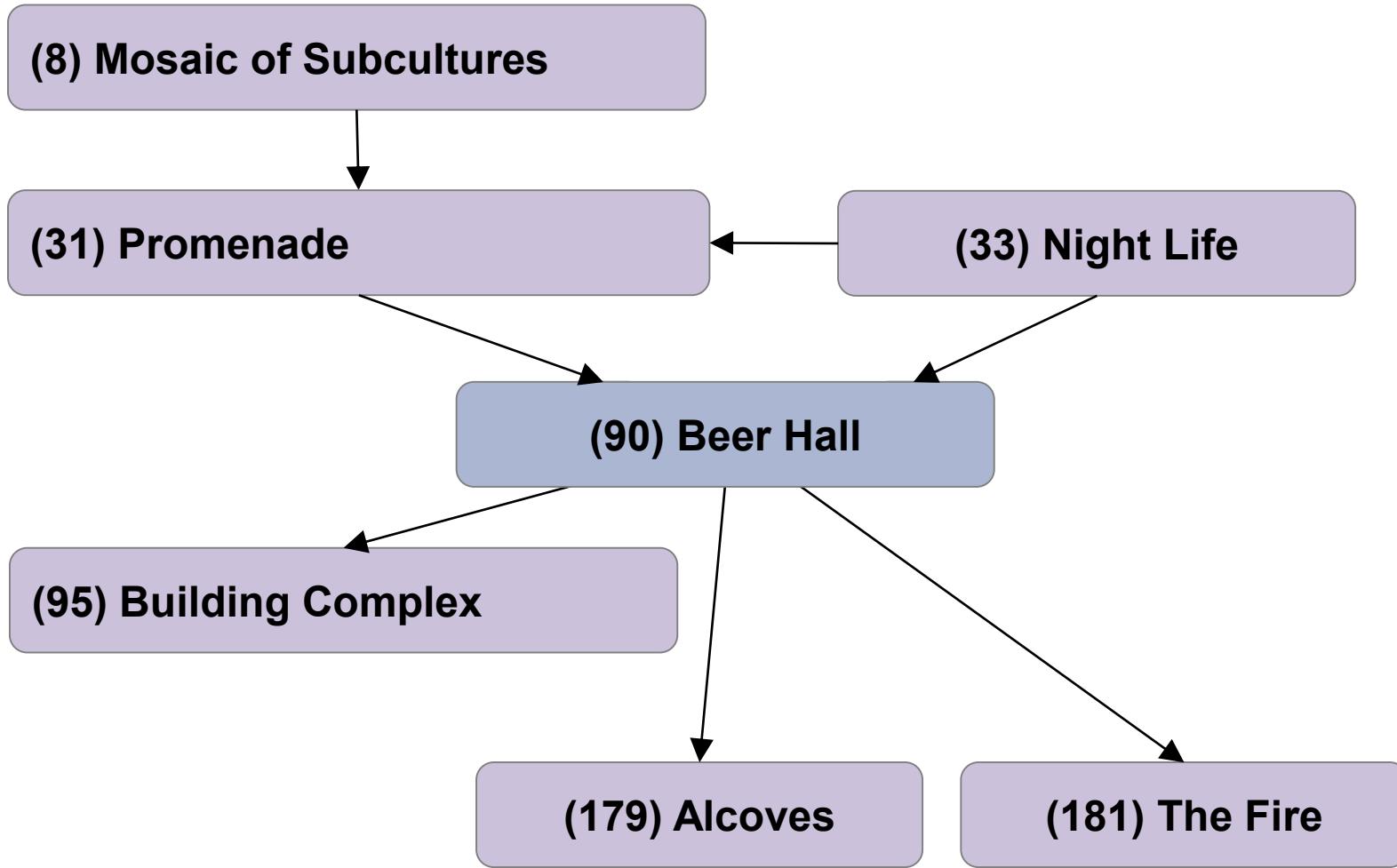
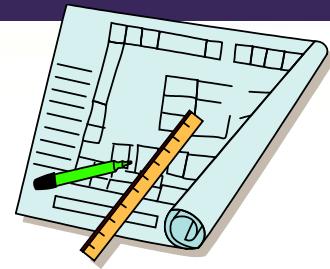
for “building and planning towns,
neighborhoods, houses, gardens, and rooms”

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



Cities
& Towns

Local
Gatherings

Interiors

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

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[Learn about Selling](#)
[Register Now!](#)

Announcement Board
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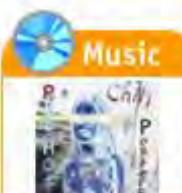
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Album Credits

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Product Reviews**Editorial Reviews****Spin (01/01/2002)**

Ranked #9 in Spin's Albums of the Year 2001
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(Save \$6.97)

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(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

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)**TOTAL: \$10.75**

• What site am I at?

- Logo in upper-left
- Colors, layout, font
- examples of SITE BRANDING

Gift CertiRedeeming
Claim Code**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
(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

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

TOTAL: \$10.75

[Redeem](#)

• 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**

[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

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[All Killer No Filler \[ECD\]](#)

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[Redeeming a Gift Certificate or Coupon?](#)[Proceed to Checkout](#)[=Speedy Checkout](#)

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Weezer (2001) Weezer, Weezer (Music)

CD, Release Year: 2001

Seller: naojia@hotmail.com (35)

Condition: Like New • Notes: Perfect condition

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)**TOTAL: \$10.75**

• Cross-selling

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

Gift Certi

Redeeming
Claim Code**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
 (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

Item: \$8.30

Media Mail: \$2.45

[\(Change Shipping Method\)](#)[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

TOTAL: \$10.75

[Redeem](#)

• 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

[Proceed to Checkout](#) [Speedy Checkout](#)

3

[NEW: Counting Crows: Hard Candy \\$11.88 Save 37%!](#)[my account](#)  [Home](#) [Books](#) [Music](#) [DVDs/Movies](#) [Video Games](#) [Computers & Software](#) [Electronics](#) [Everything Else...](#)[Gift Certificates](#) [Wish List](#) [Pre-Orders](#) [Sell Your Stuff](#) [New Users](#)Search: 

People with similar tastes also enjoyed...



[Weezer \(1994\)](#)
(CD, 1994)
Weezer
\$5.00
(Save \$6.97)



[Pinkerton](#)
(CD, 1996)
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[Redeeming a Gift Certificate or Coupon?](#)

Shopping Cart

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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

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




[Home](#) [Books](#) [Music](#) [DVDs/Movies](#) [Video Games](#) [Computers & Software](#) [Electronics](#) [Everything Else...](#)[Gift Certificates](#) | [Wish List](#) | [Pre-Orders](#) | [Sell Your Stuff](#) | [New Users](#)Search:

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](#).

② Having problems signing in? [Get help now.](#)

For more information about sign in, visit [sign in help](#).

Or sign in to eBay
using:



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](#).

② Having problems signing in? [Get help now.](#)

For more information about sign in, visit [sign in help](#).

Or sign in to eBay using:



- **What if I don't have a User ID?**
- **What if I forgot my password?**
- **SIGN-IN/NEW ACCOUNT options**



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](#)

1 Shipping

Checkout

2

3

Secure
Shipping**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

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

ZIP code

Country

Save Changes**• What site?**

- Logo, layout, color, fonts

• Where in site?

- Checkout, step 1 of 3
- “Choose shipping address”
- **QUICK-FLOW CHECKOUT**



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

State

ZIP code

Country

USA

APO/FPO

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

 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!

6

Checkout
1 Shipping 2 3 Place Order



Place my order!

Order Summary

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

Ship to

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

[Edit / Change Shipping Address](#)

- **Last step of process**

- Step 3, “Place Order”
- “Place my order” button

- **Two HIGH-VISIBILITY ACTION BUTTONS for fold**

[Edit / Change Billing](#)

Use this shipping and billing information for my future Check out settings.

Place my order!



- **No nasty surprises**

- Can see order
- Total price is same as shopping cart
- **ORDER SUMMARY**

order!

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!



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

order!

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: 94700

[Edit / Change Billing](#)

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

**Place my order!**

Web Design Patterns

Communicate design
problems & solutions

how to create navigation bars
for finding relevant content

how to create a shopping cart
that supports 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

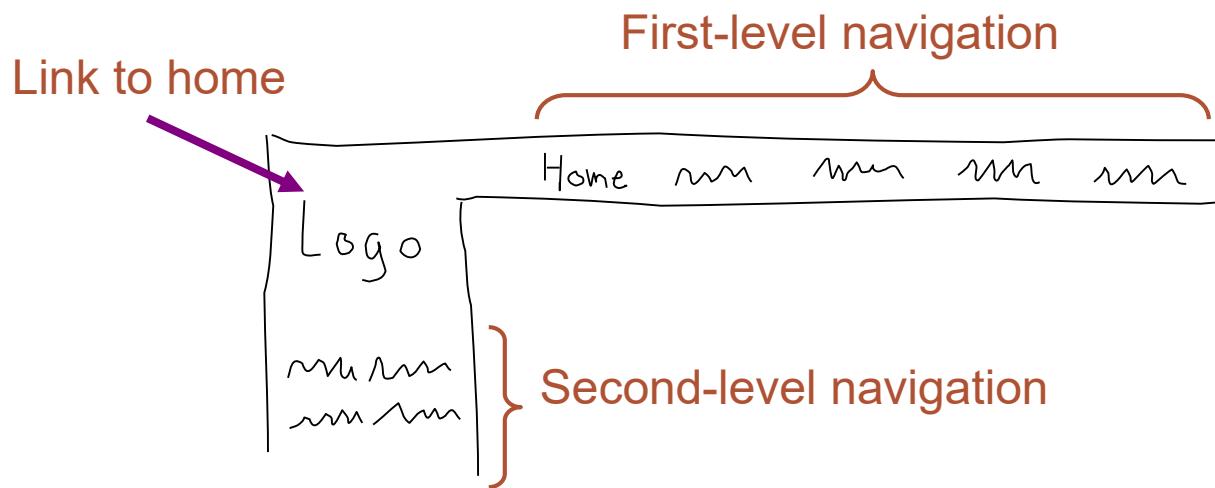
The image displays three examples of navigation bars from different websites, each enclosed in a red rectangular border:

- Group for User Interface Research:** A dark brown header bar with a stylized profile icon on the left. The text "Group for User Interface Research" is displayed. To the right are five menu items: "Home", "Projects", "People", "Publications", and "Links".
- DENIM and SILK:** A light gray header bar with the text "DENIM and SILK" in a large, bold, sans-serif font. To the right is a small graphic of a notepad with "SILK" written on it.
- IBM:** A blue header bar with the IBM logo and the text "United States". Below the header is a navigation menu with options like "Home", "Products & services", "Support & downloads", and "My account". A search bar is located at the top right. On the left, there's a dropdown menu for "Select a country" with "Industries" selected. Below the menu, there are links for "Home / home office", "Small business", "Medium business", "Government", and "Education".

NAVIGATION BAR (K2)

Solution diagram

Captures essence on how to solve problem



Pattern Groups

Patterns organized by group

- | | | | |
|---|------------------------|---|-----------------------|
| A | Site genres | G | Advanced ecommerce |
| B | Navigational framework | H | Completing tasks |
| C | Home page | I | Page layouts |
| D | Content management | J | Search |
| E | Trust and credibility | K | Page-level navigation |
| F | Basic ecommerce | L | Speed |
| | | M | 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)

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

my account  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:

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)

[Redeeming a Gift Certificate or Coupon?](#)

[Proceed to Checkout](#) 
[Speedy Checkout](#)

Shopping Cart

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

Item: \$8.30
Media Mail: \$2.45
([Change Shipping Method](#))

[Move to WishList](#) • [Remove from Cart](#) • [Find another one](#)

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](#)

PROCESSES

- What's different?

- No tab rows
- No impulse buys
- Only navigation on page takes you to next step

The screenshot shows a web browser window for the half.com website. At the top, there is a header with the half.com logo and a "Checkout" button. Below the header, a progress bar indicates "Step 1 Shipping" and "Step 2". To the right of the progress bar is a "Secure Shopping" link with a lock icon.

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: [Text input field]

Street address: [Text input field]

City: [Text input field]

State: [Select State dropdown menu]
If U.S. Military, enter APO/FPO for City.

ZIP code: [Text input field]

Country: [Text input field]
If U.S. Military, select AE, AP or AA from dropdown menu.
USA

Save Changes

- What's the same?

- Logo, layout, color, fonts

PROCESS FUNNEL (H1)

Problem:

What if users need extra help?

PROCESS FUNNEL (H1)

Dell.com | About Dell | Contact | Search | Support | Order Status | My Cart | HOME & HOME OFFICE

DELL | Computers | Software & Accessories | Service & Support | Learning Center | Main | Desktops | Notebooks | Handhelds | Hot Deals!

FEATURED SYSTEM

Featured Dimension 4100



The Dimension 4100 desktop offers you amazing power and flexibility at a price that won't break your budget.

- Intel® Pentium® III processor at 933Mhz
- 40GB⁵ Hard Drive
- 128MB SDRAM
- 32MB Nvidia GeForce2 MX 4X AGP Graphics Card

Free Ground (3-5 day) Shipping with purchase of any new Dell Home System. Offer ends 4/23/01.
[Click Here for Details.](#)

Dimension 4100 [View - Add One Item in This System](#) [Price](#)

Intel® Pentium® III processor at 933Mhz

\$1,199

As low as \$36⁴ /46 pmts
No payment for 90 days
(Click or scroll for details)⁴

Check any item(s) you wish to add to this system, then click Customize It.

3 Year On-Site Service [Add](#)
With on-site service, you don't have to leave your home or ship your computer to us should you have a problem.

[More Details](#)

E-Value Code 8W71-4100po1

Customize It

Processor [?](#) Intel® Pentium® III processor at 933MHz

Keyboard [?](#) QuietKey® Keyboard

Hard Drive [?](#) 40GB⁵ Ultra ATA/100 Hard Drive (7200 RPM)

Epson Stylus Color 880 Ink Jet Printer [Add](#) \$149
A creative and versatile printer that features super fast print speeds.

[More Details](#)

Epson 640U Scanner [Add](#)

CONTEXT-SENSITIVE HELP (H8)

Dell.com About Dell | Contact | Search | Support Order Status | My Cart

DELL HOME & HOME OFFICE

Buy Online or Call
1-800-915-3355

Purchase Assistance

- Payment Solutions
- Tax & Shipping Info
- Secure Shopping Guarantee
- Privacy Policy

Recommended Systems

Click here for more Dimension 4100 recommended systems.

FEATURED

Featured Dimension 4100

Free Ground (3-5 day) Ship
Click Here for Details.

Dimension 4100

Intel® Pentium® III processor
933Mhz

\$1,199

As low as \$36⁴/mo.⁴ pmts
No payment for 90 days
(Click or scroll for details)⁴

Customize It

E-Value Code
8V771-450p01

Processor Keyboard Hard Drive

Intel® Pentium® III processor at 933MHz

QuietKey® Keyboard

40GB⁵ Ultra ATA-100 Hard Drive (7200 RPM)

DELL Keyboards - Netscape

LEARN MORE

Close

Keyboards
Great Keyboard Choices to Suit Your Needs:

- Choose from standard-size and "space-saver" designs
- Ergonomic design for added comfort
- Hot Keys provide quick, one-touch access to frequently used programs and Web sites
- USB ports allow for quick and easy access to USB peripherals, such as digital cameras, scanners and joysticks

Dell™ Enhanced Performance Keyboard

DELL GLOSSARY

Need a definition?
Click on a term.

Keyboard Type	Dell™ QuietKey	Microsoft® Internet Keyboard, Dell Edition	Dell™ Enhanced QuietKey	Dell™ Enhanced Performance
ZOOM!	For a closer look.			
Benefits	<ul style="list-style-type: none">Quiet key responseSoft "rubberdome" touch	<ul style="list-style-type: none">10 Hot Keys for easy access to your internet and e-mailE-mail Hotkey	<ul style="list-style-type: none">3 programmable keysSoft "rubberdome"	<ul style="list-style-type: none">7 programmable keysBuilt-in 2 port USB HUB

More Details

Epson 640U Scanner

Add

A red arrow points from the question mark icon in the "Customize It" button on the left side of the page to the question mark icon in the "Keyboard" section of the context-sensitive help window on the right.

FLOATING WINDOWS (H6)

The screenshot shows the Netflix interface with a floating window overlay. The main header bar includes the Netflix logo, user information (Arthine van Duyne), and navigation links (Browse, Recommendations, Friends, Queue, Buy DVDs). Below this, there are links for 'Get Recommendations (636)', 'Rate Movies', and 'Movies You've Rated (210)'. The main content area is titled 'Recommendations' with the subtitle 'Movie suggestions based on your ratings'. A section for 'NEW RECOMMENDATIONS' lists two movies: 'Gladiator: Extended Edition' and 'Samurai Champloo'. The 'Gladiator: Extended Edition' entry is highlighted with a red border and a yellow star icon. It features a thumbnail image of Russell Crowe, a five-star rating, and a 'Not Interested' button. A detailed description follows: 'Fans of Gladiator's original theatrical release will appreciate this extended version of the epic Ridley Scott film, packed with 17 extra minutes of action footage and gripping dialogue. Featuring a strong supporting cast and an Oscar-winning performance from actor Russell Crowe as the dauntless Roman general Maximus, this big-budget Best Picture winner became an instant classic -- and helped elevate its leading man to icon status.' Below this is a summary of the movie's credits: 'Starring: Russell Crowe, Joaquin Phoenix. Director: Ridley Scott. Genre: Action & Adventure. MPAA: R'. At the bottom of the浮窗 is a note: '★ Recommended based on 1 rating'. The 'Samurai Champloo' entry is partially visible below it.

NETFLIX

Arthine van Duyne | Your Account

Browse Recommendations Friends Queue Buy DVDs

Get Recommendations (636) Rate Movies Movies You've Rated (210)

Recommendations

Movie suggestions based on your ratings

NEW RECOMMENDATIONS

Gladiator: Extended Edition
(2000)

Fans of Gladiator's original theatrical release will appreciate this extended version of the epic Ridley Scott film, packed with 17 extra minutes of action footage and gripping dialogue. Featuring a strong supporting cast and an Oscar-winning performance from actor Russell Crowe as the dauntless Roman general Maximus, this big-budget Best Picture winner became an instant classic -- and helped elevate its leading man to icon status.

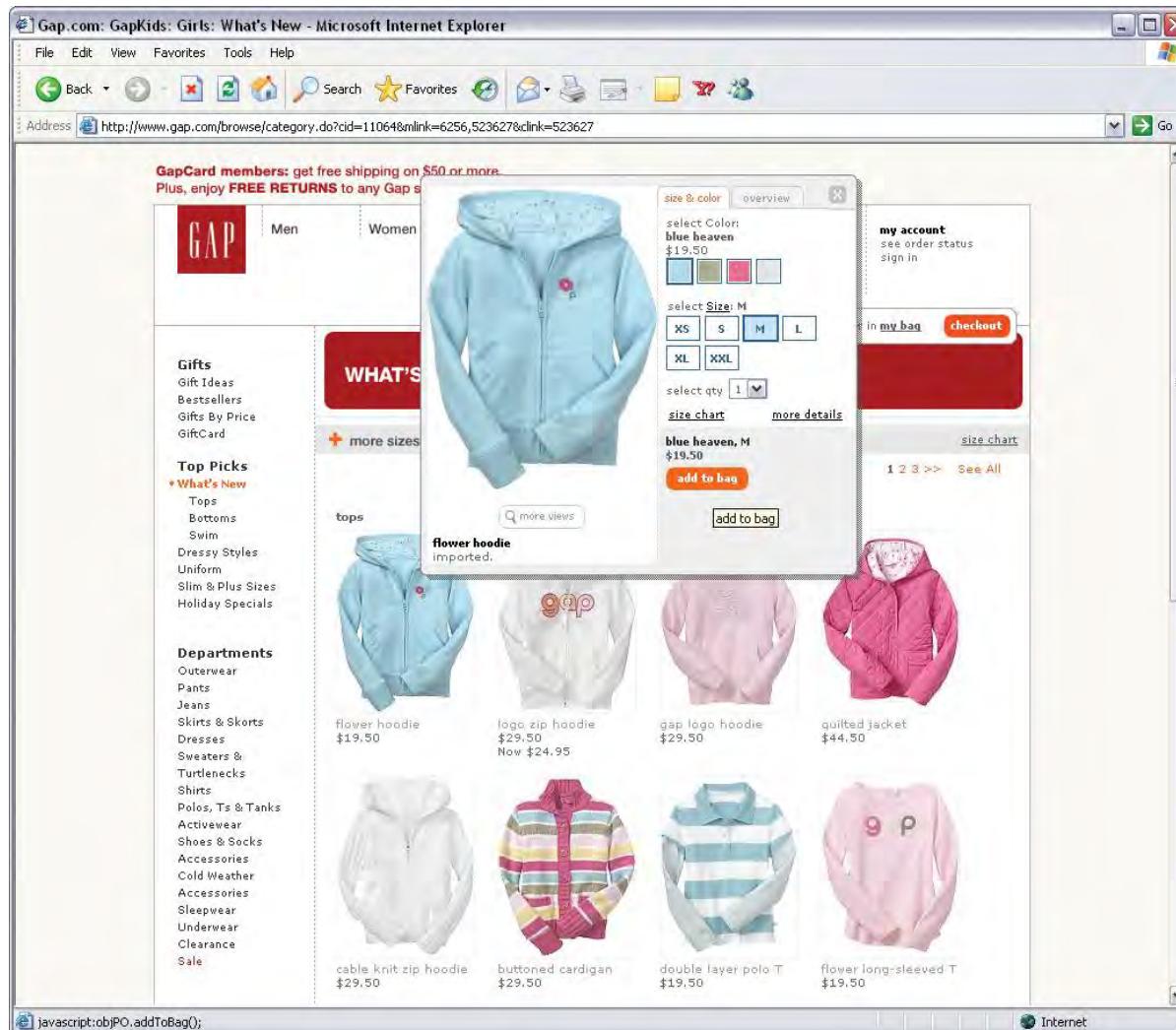
Starring: Russell Crowe, Joaquin Phoenix
Director: Ridley Scott
Genre: Action & Adventure
MPAA: R

★ Recommended based on 1 rating

Samurai Champloo (7-10)

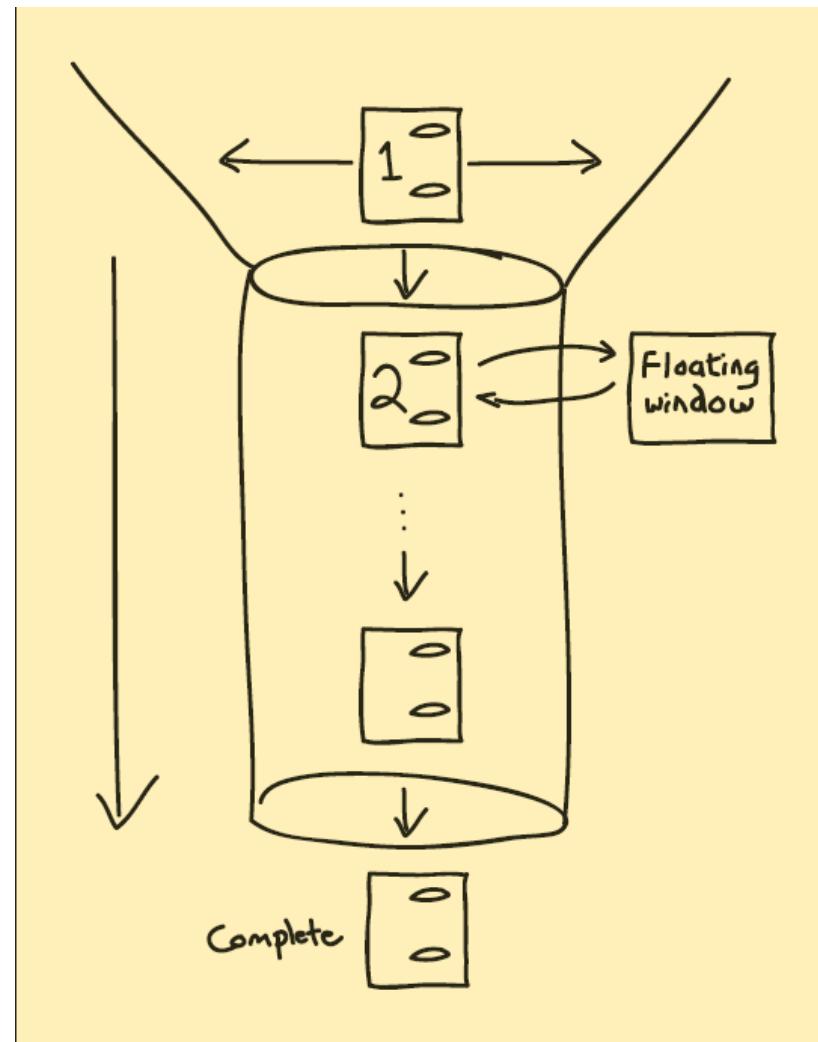
Director Shinichiro Watanabe mixes a maturity rarely found in anime with a historical Japanese setting and a funky hip-hop soundtrack. Fuu is a spacey waitress at a teahouse where a sword fight breaks out between Mugen, a wild warrior, and Jin, a ... [Read More](#)

FLOATING WINDOWS (H6)

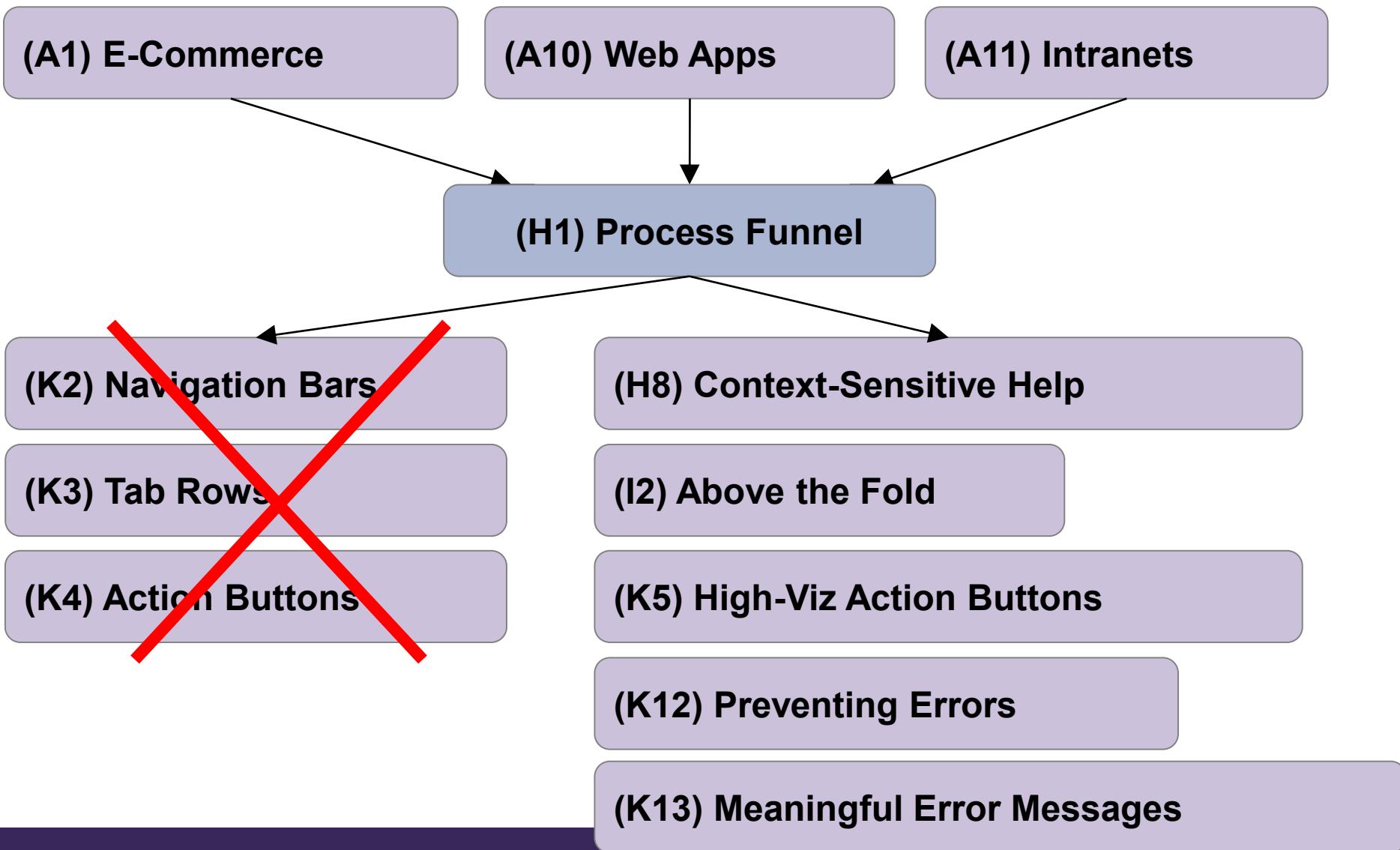


PROCESS FUNNEL (H1)

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

H1 PROCESS FUNNEL

The screenshot shows a Dell website page titled "SELECT BASE SYSTEM". It features a central image of a desktop computer and text describing the SmartStep 1500 configuration tool. To the left is a sidebar with links like "Purchase Options", "Tax & Shipping", "Reuse", "Order Security", and "Privacy Policy". Below the main content are sections for "Intel® Processor Options", "United Warranty, Service and Support", and "Order Status". A red arrow points from the "Background" section below to the "Learn More" button on the Dell page.

★ BACKGROUND

All Web applications that lead visitors through stepped tasks—PERSONAL E-COMMERCE (A1), SELF-SERVICE GOVERNMENT (A4), WEB APPS THAT WORK (A10), and ENABLING INTRANETS (A11)—need ways to help people succeed at completing the tasks.

★ PROBLEM

Customers often need to complete highly specific tasks on Web sites, but pages with tangential links and many questions can prevent them from carrying out these tasks successfully.

People enjoy completing the tasks they start. Yet all kinds of distractions—including links that lead off the critical path, extra steps, and extra

Pattern Name and Number

PROCESS FUNNEL H1

Figure H1.1

Dell uses a process funnel consisting of several logical steps that guide customers to quickly configure and purchase a personal computer. Information in a pop-up window shows additional details but keeps customers in the funnel so that they can continue to completion.

The screenshot shows a Dell website page titled "LEARN MORE INTEL PROCESSORS". It features a central image of a computer processor and text describing its benefits. To the left is a sidebar with links like "Processor Options", "United Warranty, Service and Support", and "Order Status". A red arrow points from the "Problem Statement" section below to the "Learn More" button on the Dell page.

where they are in the process funnel and how much farther they have to go.

Exemplar

Required to Complete a Task • Customers need to complete a task that requires many steps. A process funnel should have two or three steps. Anything less than two steps is not a process, and a process of more than eight steps is unmanageable. If there are more than eight steps, try to split the process into two or more separate process funnels, or try combining multiple steps into one page. However, this is not always a viable solution because one choice may precede another, and not every page can hold all the information that customers might need at certain points.

Provide a Progress Bar to Let Customers Know Where They Are in the Funnel • Showing a progress bar at each step lets customers know how much farther they have to go to complete the task. It is often not worth your time to make a progress bar clickable because doing so is not a benefit for customers.

Remove Unnecessary Links and Content While Reinforcing the Brand • Removing links and content unrelated to the task at hand will reduce the number of choices available to customers, making it more likely that your customers will choose the right links to complete their tasks. Remove all NAVIGATION BARS (K2), TAB AD CRUMBS (K6), and EMBEDDED LINKS (K7), leaving only ACTION BUTTONS (K4) that help visitors reach their goal. Take out any content that is superfluous to the task.

Reinforce the Web site brand to minimize any disorientation customers might feel from sudden changes in navigation options. Use the same logo, font, and color scheme throughout the Web site so that no customer knows they're still on the same site.

Forces & Solution

Background

Problem Statement

(www.half.com, October 24, 2001)

Patterns: Helping Customers Complete Tasks 463

462 Patterns: Helping Customers Complete Tasks

Web Design Patterns

H1 PROCESS FUNNEL

Use Pop-Up Windows to Provide Extra Information, without Leading Visitors Out of the Process Funnel • Sometimes customers need additional information that you have not provided on a page, such as extra help or product details. Provide a link to a pop-up window (H6) containing CLEAN PRODUCT DETAILS (F2) (see Figure H1.1), CONTEXT-SENSITIVE HELP (H8), or information from the FREQUENTLY ASKED QUESTIONS (H7) page, to make the extra information less intrusive. Your challenge is to implement this extra content without detracting from the main purpose.

Make Sure the Back Button Always Works • Customers often use the **Back** button on browsers to modify answers they have typed in on previous pages. However, if the Web site is not implemented correctly, the information they have already entered may be lost when they hit the **Back** button, forcing them to type everything again. In the worst case, people get a cryptic error message saying that the posted information was lost. You can address this annoying problem by temporarily storing the information they type in on each page, redisplaying this information if customers hit the **Back** button, and then overriding the temporarily stored information on the page if it is changed.

Always Make It Clear How to Proceed to the Next Step • Some Web pages are longer than can be displayed on a customer's Web browser. The problem is that people sometimes get lost if the critical ACTION BUTTON (K4), the one that takes them to the next step, is hidden below the fold. Place HIGH-VISIBILITY ACTION BUTTONS (K5) both high *and* low on the page, ensuring that at least one of the critical action buttons is visible without scrolling.

Prevent Errors Where Possible, and Provide Meaningful Error Messages If They Do Occur • People will always make mistakes. You can provide good customer support by providing clear error signs. You can provide good customer support by providing clear error messages and sample input to help prevent errors. You can also provide MEANINGFUL ERROR MESSAGES (K13) to help customers correct their mistakes.

SOLUTION

Minimize the number of steps required to complete a task, keeping them between two and eight. Remove unnecessary and potentially confusing links and content from each page, while reinforcing the brand to maintain a sense of place. Use pop-up windows to provide extra information, without leading people out of the process funnel. Make sure the Back button always works so that customers can correct errors. Make it clear how to proceed to the next step.

H1 PROCESS FUNNEL

Bus Stops

Figure H1.3
A process funnel lets people complete their goals by breaking down complicated tasks into a small number of steps, using pop-up windows for detailed information, and reducing the number of links to only the critical ones, so that people are never distracted.

Solution Diagram

Related Patterns

*** CONSIDER THESE OTHER PATTERNS**

A1 A4
A10 A11
F1
H2
G4
K1 K2 K3
K4 K5 K6 K7
E1 E2 E3
H8 H9 H10 H11 H12 H13
K12 K13
H5
H6 H7 H8 H9 H10 H11 H12 H13
I2 I3
K12 K13

- Remove NAVIGATION BARS (K2), TAB ROWS (K3), irrelevant ACTION BUTTONS (K4), LOCATION BREAD CRUMBS (K6), and EMBEDDED LINKS (K7) to ensure that customers stay on their paths. However, keep strong SITE BRANDING (E1) so that customers still know where they are.
- Design process funnels to PREVENT ERRORS (K12), and provide MEANINGFUL ERROR MESSAGES (K13) when errors do occur.
- Track your customers through PERSISTENT CUSTOMER SESSIONS (H5) to avoid problems with the **Back** button, and to save customer-entered information.
- Move extra content, such as CONTEXT-SENSITIVE HELP (H8) and FREQUENTLY ASKED QUESTIONS (H7), to POP-UP WINDOWS (H6) to keep the main task page on the screen. Make the next action visible by keeping it ABOVE THE FOLD (I2) and by using HIGH-VISIBILITY ACTION BUTTONS (K5).

Pre-Patterns

Patterns require broad adoption and examples

Many versions 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



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.

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.

UbiComp Pre-Patterns

B6 • FIND A FRIEND

NOKIA

Find Friends

- 1 Find Friends
- 2 Be visible / Invisible
- 3 Meet friend
- 4 Find nearest
- 5 Add/edit friends
- 6 Tell a friend
- 7 Help

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-called "Little Brothers," including teachers,

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

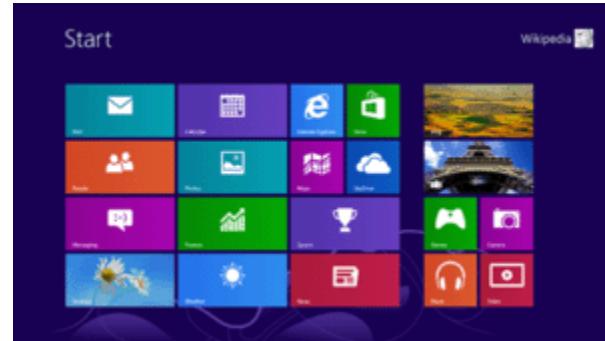
Be aware of misapplying patterns

And be aware of anti-patterns

Touch and Microsoft Windows



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

The screenshot shows a web browser window with the URL https://www.fastcodesign.com/3051906/fast-feed/after-lawsuit-settlement-linkedin-dishonest-design-is-now-a-13-million-problem?utm_source=facebook. The page is from the website EVID3NCE, which is described as "WHAT THE SCIENCE HAS TO SAY ABOUT DESIGN, CREATIVITY, INNOVATION, AND VISUAL CULTURE".

The main headline reads: "After Lawsuit Settlement, LinkedIn's Dishonest Design Is Now A \$13 Million Problem". Below the headline, a sub-headline says: "HOPEFULLY, THIS WILL BE A LESSON TO OTHER COMPANIES WHO USE DARK UX PATTERNS TO TRICK THEIR USERS." There are social sharing icons for 10 NOTES, 5 PIN, 108 PLUS, 853 SHARE, 1.2K TWEET, and 1.5K LIKE.

The text of the article discusses how LinkedIn used dark UX patterns to trick users into signing up for follow-up emails, leading to a class-action lawsuit and a \$13 million settlement. It includes a photo of a smartphone displaying the LinkedIn login screen.

Below the article, there is a sidebar with a "TRENDING" section containing five links:

- 1 Google Goes Analog With Its New Note-Taking Tools
- 2 Will Flat Design Ever Die?
- 3 This Note-Taking System Turns You Into An Efficiency Expert
- 4 3 Radical Ideas To Totally Disrupt Air Travel
- 5 UI, UX: Who Does What? A Designer's Guide To The Tech Industry

At the bottom of the article, there is a note about the *Perkins v. LinkedIn* case, mentioning that it was presented in San Jose's U.S. District Court and involved spamming users without permission.

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