

1. Introduction to IxD
- 2. Conceptualizing Design**
3. Persuasion, Emotion & Trust
4. GUI's and NUI's



# Conceptualizing Design

Understanding the underlying problem space

Don't make assumptions and claims

Usability and user experience goals are key

3D TV example

*Wearing glasses, is the user experience enhanced?*



# 3D TV is officially dead: Sony and LG to drop support for 3D movies and TV shows this year

The only two major TV makers still making 3D TVs will drop support in 2017

***3D TV support being pulled globally in favour of 4K/Smart TV's***

***What does this say about the Underlying problem space?***

The Telegraph

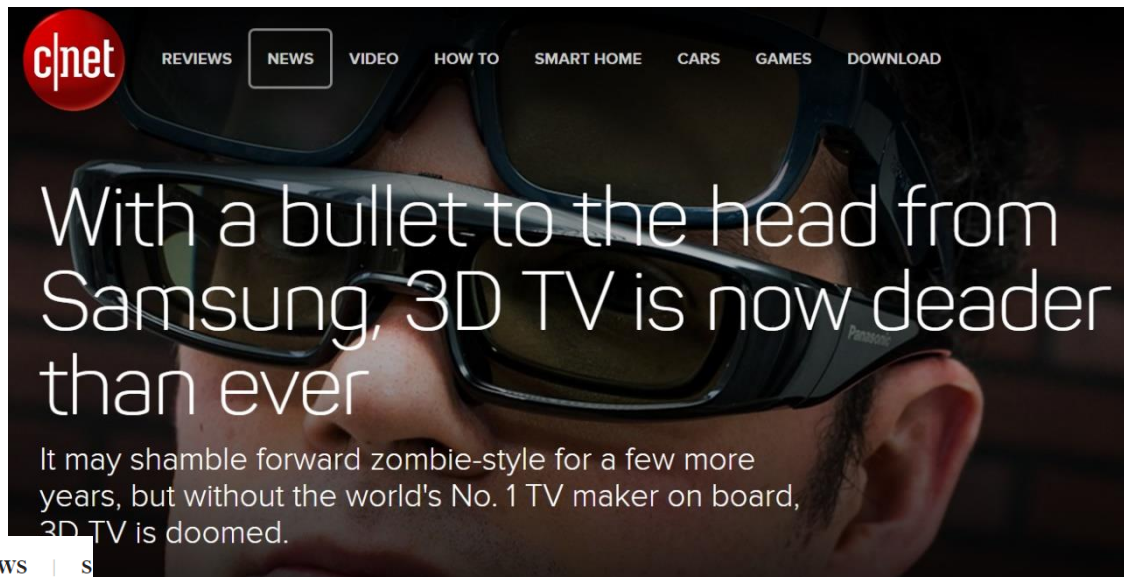
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**3D tech, but zero interest:  
TV manufacturers stop  
making set once hailed as  
future**



# Conceptual models

Understanding the problem space then allows designers to come up with a concept of the design space.

Conceptual models are a way of going further in depth to conceptualize your design.

*What is it exactly?*

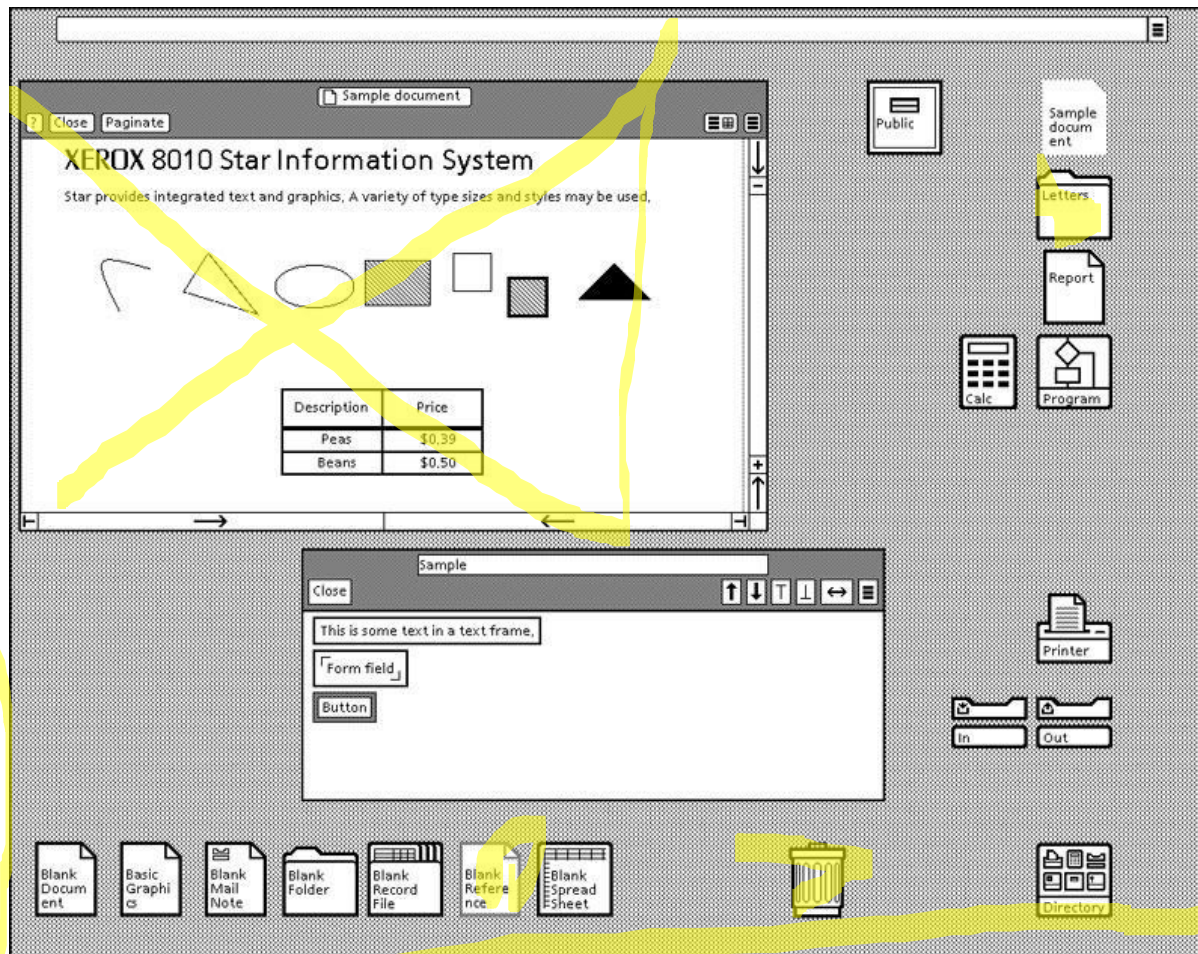
*“A high level description of how a system is organized or operates” (Johnson & Henderson, 2002 p28)*

These help by working off existing relationships between user and product.



# Conceptual model

## Star Interface: Xerox 1981





# Conceptual model Kindle



# Interface Metaphors

Familiar interface items in a conceptual model to aid user interpretation and understanding.

“Compass”

“Taskbar tray”

“Bin icon”

“Add to cart”



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# Persuasion, Emotion & Trust (PET Theory)

How does a service, product or installation make you feel?  
How can we continue to elicit positive responses from technologies we interact with?

Why is this important? It's a core part of the user experience. How you feel towards something will dictate your overall experience using said product or service.





# Persuasion, Emotion & Trust

## Persuasion

- Principles encouraging or discouraging users behaviours.

## Emotion

- Principles that encourage or discourage an emotional response during a process.

## Trust

- Principles that are used to create confidence in a user during a process or action.





# Persuasion, Emotion & Trust

PET is often accomplished through :

- Social Proof
- Scarcity
- Setting Goals
- Credentials/Certification
- Delighters



# Persuasion, Emotion & Trust

## Social Proof

**NEW Tie Waist Jersey Dress - Peacoat/Red**  
WAS \$20.00. FREE DELIVERY ON TARGET ORDERS OVER \$59

Item condition: **New with tags**

Colour: **-Select-**

Size: **-Select-**

Quantity:  More than 10 available / 2 sold

List price: **AU \$20.00**

You save: **AU \$1.00 (5% off)**

Now: **AU \$19.00**

**Buy It Now**

**Add to cart**

8 watching





[Add to watch list](#)

[Add to collection](#)


**Experienced seller** New condition 30-day returns

Postage: **AU \$9.00** Standard Postage | [See details](#)  
Item location: Melbourne, VIC, Australia  
Posts to: Australia

Delivery: Estimated between **Mon. 10 Oct.** and **Mon. 17 Oct.**  
Use [Express Postage](#) to get it by 12 Oct.


    | [Add to watch list](#)

**Target**

targetau (74171) 

99.4% Positive feedback

[Follow this seller](#)

Visit store:  [Target Australia](#)

[See other items](#)

AdChoice



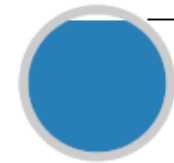
# Persuasion, Emotion & Trust

## Scarcity

The screenshot shows the QUT Outnet website. At the top, it says "THE MOST FASHIONABLE FASHION OUTLET" and "IT'S CHIC-ONOMICS!". Below this is a navigation bar with links: Just In, Designers, Clothing, Bags, Shoes, Accessories, Dress me, Flash sales, and a search bar. The main content area features a "Welcome to FLASH SALES" message with a countdown timer for a flash sale. Below this, there are three large colored circles: a yellow one saying "GOING GOING GONE", a blue one saying "POP-UP SALE", and a purple one saying "GIVEAWAY". Further down, there is a "MISSONI CARDI JACKET GIVEAWAY" section with a description of the jacket and a "GIVEAWAY" button. At the bottom, there is a "Coming up..." section with a list of upcoming flash sales, including a "GOING, GOING, GONE Lanvin Jaisal bag" on 11 Aug 2010 at 10:00 BST, with a "NOTIFY ME" button.

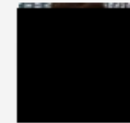
## Setting Goals

### Profile Strength



All-Star

Visit our Career Page to share our job openings with your network



You



QUT

help us hire great talent like you!

[Visit Careers](#)

### Who's Viewed Your Profile



 Your profile has been viewed by 5









# Persuasion, Emotion & Trust

## Credentials/Certifications

 **Secure credit card payment**  
This is a secure 128-bit SSL encrypted payment. 

\* **Credit card number**  
The 16 digits on the front of your credit card.  
    

\* **Expiration date**  
The date your credit card expires. Find this on the front of your credit card.  
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\* **Security code** (or "CVC" or "CVV")  
The last 3 digits displayed on the back of your credit card. 

**What happens now?**  
This is step 1 of 2. On the next page you can review your cart and product information. We will not bill you until you confirm the order on the next page.

[Next step »](#)

## Delighters



# Information Overload

Careful not to overload  
Your users!

Transparency is also key for  
success in this field.  
Don't try and deceive your  
users.

The screenshot displays a travel website interface. On the left, a search sidebar includes filters for 'Work' and 'Leisure', check-in/out dates (Thursday, October 6, 2016 to Friday, October 7, 2016), 1-night stay, 1 room, 2 adults, and 0 children. A 'Search' button is at the bottom. Below the search bar, a 'Filter by' section lists various criteria: 'Set Your Budget Per Night' (ranging from AUD 0 to AUD 360+), 'Popular' (Sydney Central Business District, Hotels, Free cancellation, Apartments, Twin beds), 'Availability' (Include sold-out properties), and 'Star Rating' (No preference, 1 star, 2 stars). The main content area shows 'Sydney: 597 properties found' with three reasons to visit: Darling Harbour, Sydney Harbour, and Circular Quay. A list of properties is displayed, including 'Meriton Serviced Apartments Kent' (Excellent 8.8, Location 9.3, 8,877 reviews, AUD 246), 'Meriton Serviced Apartments World Tower' (Wonderful 9.3, Location 9.7, 3,862 reviews, AUD 646), 'Waldorf Sydney Serviced Apartments' (Very good 8.3, Location 9.4, 397 reviews, AUD 148), and 'Meriton Serviced Apartments Bondi Junction' (Excellent 8.8, 5,375 reviews). A yellow highlight covers the 'World Tower' listing. A pop-up box titled 'Give Us Your Must-Haves' is overlaid on the listings, stating: 'Filters help our customers find the perfect place to stay. Click the things that are most important to you, and we'll show you what we've got.'



# Expression, Anthropomorphism/Zoomorphism

How do these make you feel? What is the context of each one? How have they been designed?

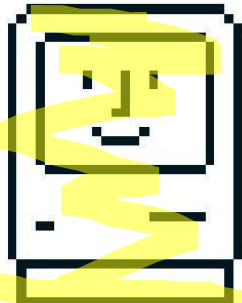


# Expression and Anthropomorphism



Aw, Snap!

Something went wrong while displaying this webpage. To continue, press Reload or go to another page.



Happy Mac



Sad Mac

