EXAM REVIEW
Today

• Reminders
• Exam structure & topics
• Closing thoughts
• Course evaluation
• Video prototypes
Reminders
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• Reading assignment 3 -- due Wed, 4:00am
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• Friday section: practice poster pitch, get feedback on poster, webpage, video
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• Poster session -- Mon, 10:30-noon
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  – We will print it if submitted by Mar 14, Sat, noon
  – You are responsible to print it otherwise
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• Instructor office hour -- Mon, 1:30-2:30pm
Exam questions

• Matching questions
• True/false questions
• Short/structured answer questions
Exam topics

• Everything covered in class
Design process

Getting the right design

generate

select

Getting the design right
Data gathering/design discovery

**get information from the user**

- ask them
- observe them
- make them observe themselves
Data gathering/design discovery

get information from the user

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Interviews
Questionnaires
Data gathering/design discovery

get information from the user

ask them

observe them

make them observe themselves

Interviews

Questionnaires

Ethnography

Passive observation

Think-aloud
Data gathering/design discovery

get information from the user

- ask them
  - Interviews
  - Questionnaires

- observe them
  - Ethnography
  - Passive observation
  - Think-aloud

- make them observe themselves
  - Experience sampling
  - Diaries/logs
## Data gathering/design discovery

### get information from the user

<table>
<thead>
<tr>
<th>Method</th>
<th>Action</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews, Questionnaires</td>
<td>ask them</td>
<td>Ethnography, Passive observation, Think-aloud</td>
</tr>
<tr>
<td>Questionnaires</td>
<td>observe them</td>
<td>Experience sampling, Diaries/logs</td>
</tr>
<tr>
<td>Contextual inquiry</td>
<td>make them observe themselves</td>
<td></td>
</tr>
</tbody>
</table>
Users & tasks

All humans

Your potential users

typical user

extreme user
Users & tasks

1. Who is going to use the system?
2. What are the currently possible tasks?
3. What are currently unavailable desired tasks?
4. How are tasks learned?
5. Where are the tasks performed?
6. What is the relationship b/w user and data?
7. What other tools does the user have?
8. How do users communicate with each other?
9. How often are the tasks performed?
10. What are time constraints on the tasks?
11. What happens when things go wrong?
Prototyping

Fidelity

Storyboarding

Time
Prototyping

Fidelity

Time

Paper prototypes
Storyboarding
Prototyping

Fidelity

Digital mockups

Paper prototypes

Storyboarding

Time
Prototyping

Fidelity

... Digital mockups
Paper prototypes
Storyboarding

Time
Prototyping

Fidelity

- Video prototypes
- Digital mockups
- Paper prototypes
- Storyboarding

Time
Fundamental concepts/principles

• Conceptual/mental models
• Affordances
• Signifiers
• Mappings
• Feedback
• Constraints
Human abilities

• Humans:
  – Perception
    • Color, shape
    • Patterns (Gestalt principles)
  – Memory
  – Motor
    • Movement speed/precision (Fitt’s law)
Heuristic evaluation

• H1: Visibility of system status
• H2: Match b/w system & real world
• H3: User control & freedom
• H4: Consistency & standards
• H5: Error prevention

• H6: Recognition, not recall
• H7: Flexibility & efficiency
• H8: Aesthetic & minimalist design
• H9: Recognize & recover from errors
• H10: Help & documentation
Evaluation techniques

**get information from the user**

- ask them
  - Interviews
  - Questionnaires

- observe them
  - Ethnography
  - Passive observation
  - Think-aloud
  - Empirical user studies

- make them observe themselves
  - Experience sampling
  - Diaries/logs
Observing interaction

- Passive observation
- Think-aloud protocol
- Comparative study
Assessing interaction

- Behavioral (objective)
- Attitudinal (subjective)

Data Source

- Qualitative (direct)
- Quantitative (indirect)

Data type

1. What people do
2. How many & How much
3. Why & How to fix
4. What people say

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Sample questions

• Matching questions

---affordances
---signifiers
---....

a) Definition: Perceivable properties of an object that help us to determine what are appropriate actions to perform upon it.
b) Example: There are some doors in this building where I always get confused about whether to push or pull.
c) ...
Sample questions

• True/false

___ Subjective evaluation techniques are qualitative, whereas objective evaluation techniques are quantitative.
Sample questions

- Short/structured answer

Comment on the use of four Gestalt principles in the Last.FM interface shown below.
Closing thoughts

Great job!
Course evaluations

https://uw.iasystem.org/survey/141204

we are at 30%
MOVIES