CSE 440: Introduction to HCI
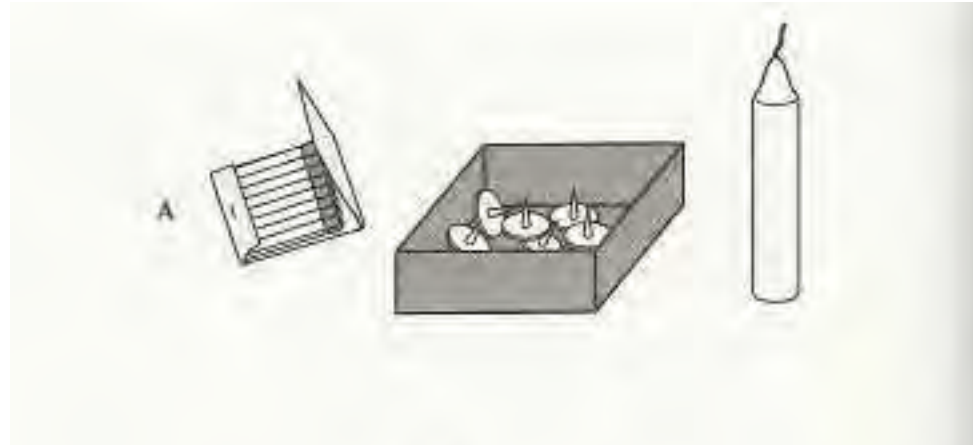
User Interface Design, Prototyping, and Evaluation

Lecture 04:
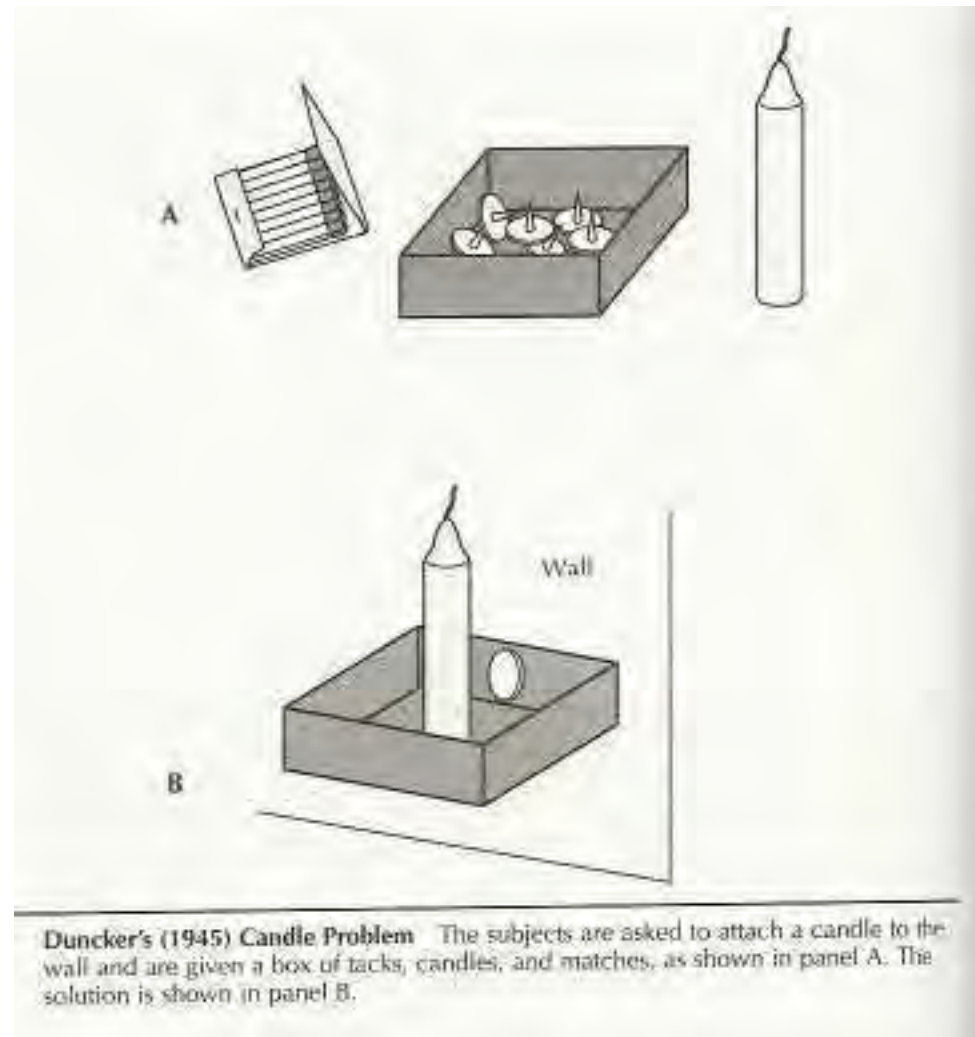Critique

James Fogarty

Kailey Chan

Dhruv Jain

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Chris Seeds

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Tuesday / Thursday
12:00 to 1:20

PAUL G. ALLEN SCHOOL
OF COMPUTER SCIENCE & ENGINEERING

DUB
DESIGN
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Functional Fixedness

Functional Fixedness

Duncker's (1945) Candle Problem   The subjects are asked to attach a candle to the wall and are given a box of tacks, candles, and matches, as shown in panel A. The solution is shown in panel B.

$5 Challenge

Teams of students "funded" with $5

    Allowed several days to plan

    After they open the envelope, allowed two hours

    Make as much money as possible

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Lottery tickets, car washes

https://www.psychologytoday.com/blog/creativityrulz/200908/the-5-challenge

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Lottery tickets, car washes

Line waiting service, bicycle tire pressure check

    Evolved with experience (e.g., pagers, donations)

$5 Challenge

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 Make as much money as possible

Lottery tickets, car washes

Line waiting service, bicycle tire pressure check

 Evolved with experience (e.g., pagers, donations)

Winner made $650…

https://www.psychologytoday.com/blog/creativityrulz/200908/the-5-challenge

Why Critique?

Critique helps evaluate early, often, and cheaply

Applicable to artifacts of many types

Compare to other expert inspection methods

You are not your own worst critic

We collectively know more than any one of us

It is hard to see past your own decisions

Design requires getting past our own infatuation

A design can feel like our love, our baby...

Learning to Give and Receive Critique

You will learn to both give and receive critique

Each is important

Each is a skill developed through practice

Many activities will consist of group critiques

Each group will present an artifact

Other class members and staff will offer critique

Starting today with critique of
Assignment 2b: Design Research Plan

Why Critique?

Critique is not just for design

It applies to many artifacts and domains

Examples?

Why Critique?

Critique is not just for design

It applies to many artifacts and domains

Examples?

visual art, writing, design, code (i.e., code review)

Over time, you should gather people who can give you high-quality critique in everything you do

You may meet some of those people in this class

We do not insist on deploying flawed code…

Critique is About Improvement

THE DESIGN PROCESS

IDEAL	REALISTIC	SOLUTION
OBJECTIVES	OBJECTIVES	OBJECTIVES
		FEEDBACK
BLANK PAGE	BLANK PAGE	BLANK PAGE

http://alistapart.com/article/design-criticism-creative-process

What is Critique?

Critique is a method for feedback
  It is not just a list of complaints

1. Presenters sit down with critics
2. Quickly explain their artifacts (e.g., less than 2 minutes)
3. Critics give feedback, ask questions
4. Presenters respond, take notes on what is discussed

Critique is Neither Criticism nor Design

Seriously, not just a list of complaints

Critics offer honest feedback

Both positive and negative

Presenters should be able to learn
what works well and
what is problematic about their artifact

It is then presenter's responsibility to sort through feedback, decide what is important, how to act

You must take notes for later review

Tips for Presenters

Critique can be hard, especially at first

Try to avoid being defensive

You are not your work, separate yourself

Remember the expertise you bring

Even if "the room" knows more about design, you know more about your problem / artifact and your rationale for the current design

Tips for Presenters

Taking advice is not giving up authorship

> You still make the final decisions

> A half-baked suggestion does not
> contain all the details of a finished solution

Design your critique

> What you show invites different forms of feedback

> Verbally indicate what kind of feedback you want,
> but also provide an artifact of appropriate form

> This course will guide you in a variety of forms

Tips for Presenters

Design your critique:

1) establish clear roles

Presenter: presenting, not convincing

Audience: understand problem and context,
ask lots of questions

Facilitator: watch schedule, stay on agenda,
take notes to help presenter,
ask key steps for moving forward

Tips for Presenters

Design your critique:

2) ensure agreement on the problem

State the problem and context for feedback

I am showing [early/mid/late] work

Around [the problem]

Because [why it's a problem]

And am looking for feedback around [specific focus for feedback]

State what is not the current focus

Ensure understanding and check for clarity

Tips for Presenters

Design your critique:

3) focus on feedback, not criticism

Criticism	Critique
passes judgement	poses questions
finds fault	uncovers opportunity
is personal	is objective
is vague	is concrete
tears down	builds up
is ego-centric	is altruistic
is adversarial	is cooperative
belittles the designer	improves the design

Tips for Presenters

Design your critique:

4) keep laptops and phones put away

Exception for the presenter,

but prefer paper whenever possible

Exception for the facilitator / note taker

Tips for Presenters

Keep an eye out for design rationale

You probably made some decisions without thinking through good reasons at the time

Critique can help give a rationalization for past decisions as you explain the artifact to others

Exploit failure

A "failed" artifact should teach you about the design space, what won't work, and why

The goal is to improve, this requires failure

Tips for Critics

There are many strategies for giving critique

> Hamburger method

> I like, I wish, what if

> Socratic method

These provide ways to give critique that can help the conversation go smoothly

> Can give you a question to ask when you do not have one, provide a way to ask that is productive and less likely to create defensive reaction

Tips for Critics: Hamburger Method

"Bun, meat, bun"

Bun:

Something fluffy and nice

Meat:

How to improve

Bun:

Something fluffy and nice

Not a "shit sandwich"

Positives need to be genuine, enable learning from both positive and negative aspects of the artifact

Tips for Critics: I Like, I Wish, What If

I Like:

  Lead with something nice

I Wish:

  Often leading from what you like

What If:

  An idea to spark further conversation, better than: "I think you should have…" or "Why didn't you …"

  Gives the presenter benefit of the doubt if they did already think of your idea, can present rationale

Tips for Critics: Socratic Method

Identify an aspect of the design and ask "Why?"

Can be good if unsure what else to say

Forces presenter to give, or develop,
explanations for design decisions,
which can help build up the design rationale

Not fundamentally negative, hard to get defensive

Tips for Critics

Limit your use of personal pronouns (e.g., "you")

   Critique is about the artifact, not the designer

A designer deserves honest feedback

   Both positive and negative

   Including clarity and rationale

Help with actionable suggestions

   But it is not your design

   Perhaps several possible ways of thinking

Summary

Fall out of love with the things you build

Let others help you see past the infatuation

Get feedback early, often, and cheaply

Focus on improvement

In brainstorming, we were not *criticizing*

In critique, we are not *defending*

You will learn to both give and receive critique

If you are having difficulty, please come talk to us

Design Research Plan Critique

With your group, find another group

    Decide which group will present first

    Swap half the audience group to another table

Present your Design Research Plan

    Decide who is taking notes

    Remind project context

    Present proposed methods

    Present details via design research artifact

Design Research Plan Critique

Some things to look for:

Are questions open enough,
avoiding the presumption of a particular design?

Are questions specific enough,
offering a potential to gain new insights?

Are there other participants to consider?

Are there other methods to consider?

Is the proposal feasible for 1 to 2 weeks?

Considering an Effective Critique

Is there a set agenda for work being shown?

Are there clearly defined roles in each session?

Has the facilitator kept conversation focused?

Have presenters accurately shared the scope of their problem?

Did everyone in the room understand the problem framework, enough where each person felt equipped to ask questions?

Was feedback provided in the form of questions or criticism?

Did the critique feel like a cooperated effort to improve a design, problem outline, or individual process?

Resources

On Critique

Four Things Working at Facebook Has Taught Me About Design Critique

https://medium.com/facebook-design/critique-is-an-important-part-of-any-design-process-whether-you-work-as-part-of-a-team-or-solo-ef3dcb299ce3

How to Survive a Critique: A Guide to Giving and Receiving Feedback

http://www.aiga.org/how-to-survive-a-critique

On Interviewing

User Interview Techniques: Guidelines for Obtaining Better Results

https://canvas.uw.edu/files/44191347/download?download_frd=1

Resources

Guidelines for design research interviews

Structured in a format to use for critique of the interview process itself

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