CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 06:
Design of
Everyday Things

Tuesday / Thursday
12:00 to 1:20

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

PAUL G. ALLEN SCHOOL
OF COMPUTER SCIENCE & ENGINEERING

DESIGN
USE
BUILD


2-Pack
SOFT GRIP
SCISSORS SET
2 BOX
Chocolate

Project Status

Looking Forward

- 2d: Design Research Review due last night
- 2e: Task Review due Thursday 10/19
- 2f: Design Check-In (3x4) Due Monday 10/23
- 2g: Design Review (1x2) Due Thursday 10/26
- “Getting the Right Design” Report and Presentation

Other Assignments

- All Reading Assignments Now Posted
- Reading 2 Due this Saturday 10/21
- Reading 5 Can Be Done Anytime, Sooner is Better

Denny 303 on Tuesday 10/24

James Away on Tuesday 10/24

Today

Finish with tasks, personas, and scenarios

Review core design terminology

Selecting Tasks

- Real tasks people have faced or requested
  - as supported by your design research
  - collect any necessary materials
- Should provide reasonable coverage
  - compare check list of functions to tasks
- Mixture of simple and complex tasks
  - easy tasks (common or introductory)
  - moderate tasks
  - difficult tasks (infrequent or for power use)

What Should Tasks Look Like?

- Say what person wants to do, but not how
  - allows comparing different design alternatives
- Be specific, stories based in concrete facts
  - say who person is (e.g., using personas or profiles)
    - design can really differ depending on who
    - give ‘names’ (allows referring back with more info later)
    - characteristics of person (e.g., job, expertise)
  - story forces us to fill in description with details
- Sometimes describe a complete “accomplishment”
  - forces us to consider how features work together

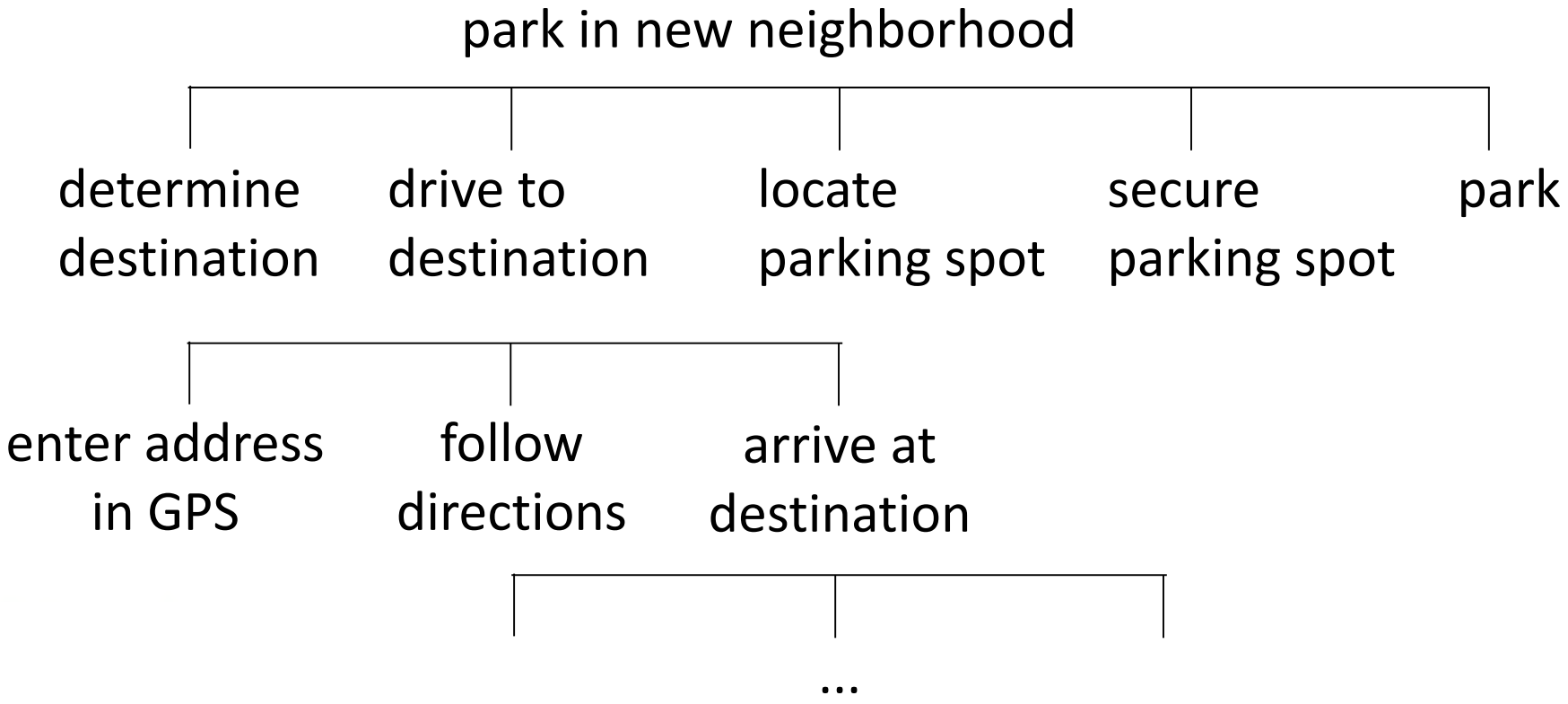
filename task example

Task: Park in a New Neighborhood

Peter is going to brunch on a Sunday with his roommates. He is trying a new place he found on Yelp. He has the address for the place and he is using his phone's GPS for directions. He leaves the apartment with his roommates at 8:30am and he wants to beat the crowd so they won't have to wait in line. He is driving a Toyota Corolla that he has owned for five years. It is a rainy day and he doesn't have an umbrella.

Hierarchical Task Analysis

Steps of the task execution (detailed in a hierarchy)



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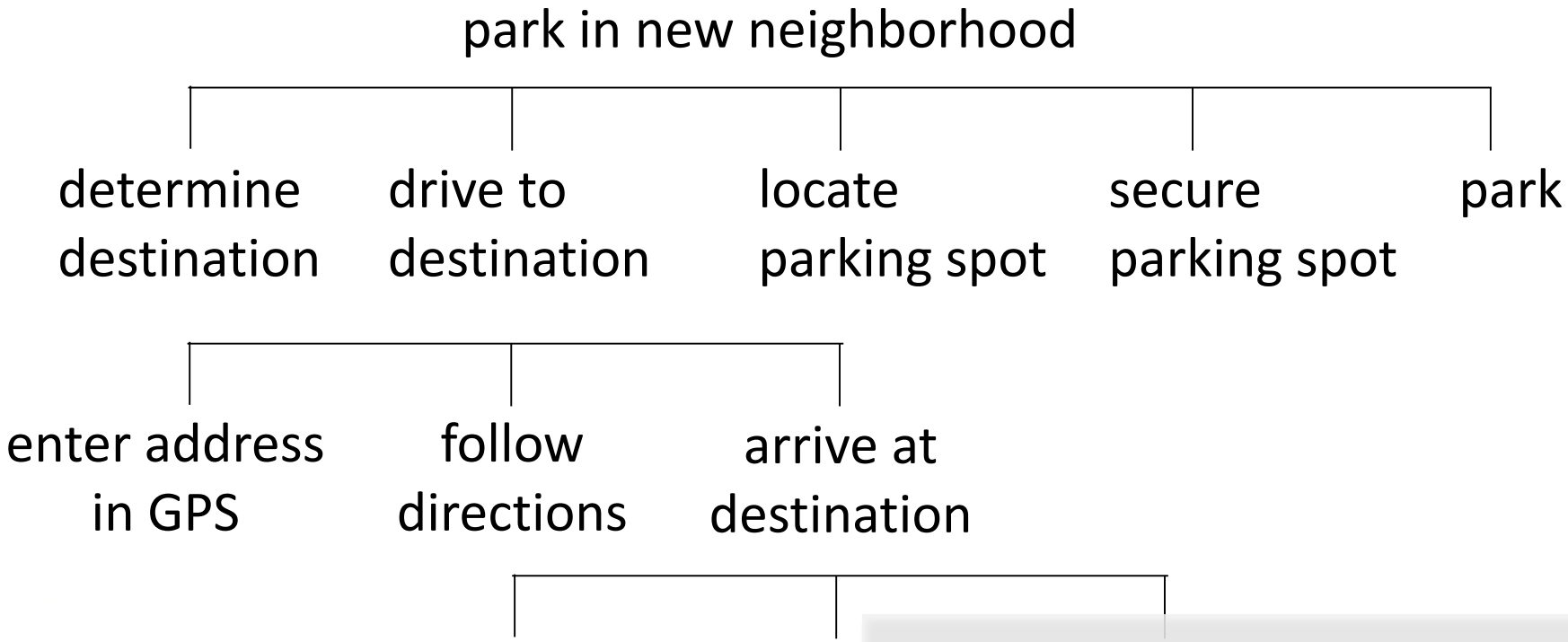


Using Tasks in Design

Write up a description of tasks

formally or informally

run by people and rest of the design team

get more information where needed

Manny is in the city at a restaurant and would like to call his friend Sherry to see when she will be arriving. She called from a friend's house while he was in the bus tunnel, so he missed her call. He would like to check his missed calls and find the number to call her back.

Using Tasks in Design

Rough out an interface design

discard features that do not support your tasks

or add a real task that exercises that feature

major elements and functions, not too detailed

hand sketched

Produce scenarios for each task

what person does and what they see

step-by-step performance of task

illustrate using storyboards

Scenarios

Scenarios are design specific, tasks are not

Scenarios force us to

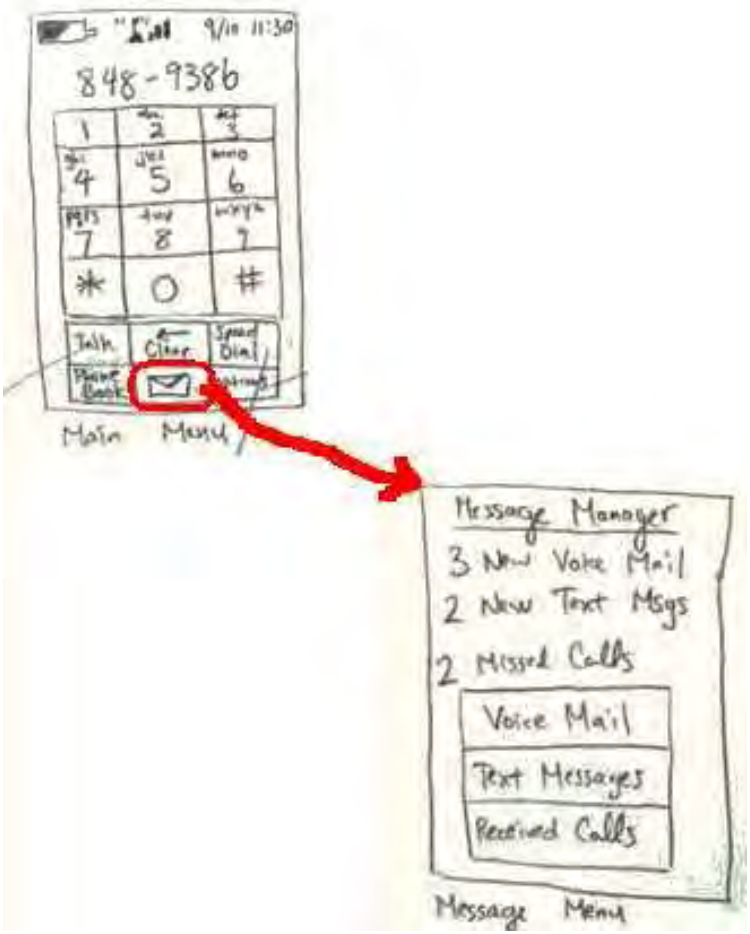
show how things work together

settle arguments with examples

but these are only examples,
and may need to look beyond flaws

Show people storyboards

topic for next Thursday



Tasks, Personas, and Scenarios

Task: a design-agnostic objective

Persona: a fictional person with a backstory

Scenario: narrative that demonstrates a persona completing a task using a particular design

Use Case: in software engineering, describes requirements using one or more scenarios

Tasks in Your Projects

Say what is accomplished, not how

Real tasks that people currently encounter,
or new tasks your design will enable

Reasonable coverage of the interesting aspects
of your problem and your design space

Range of difficulty and complexity

- Park at the zoo
- Park Friday night in Ballard
- Park at the airport

Today

Finish with tasks, personas, and scenarios

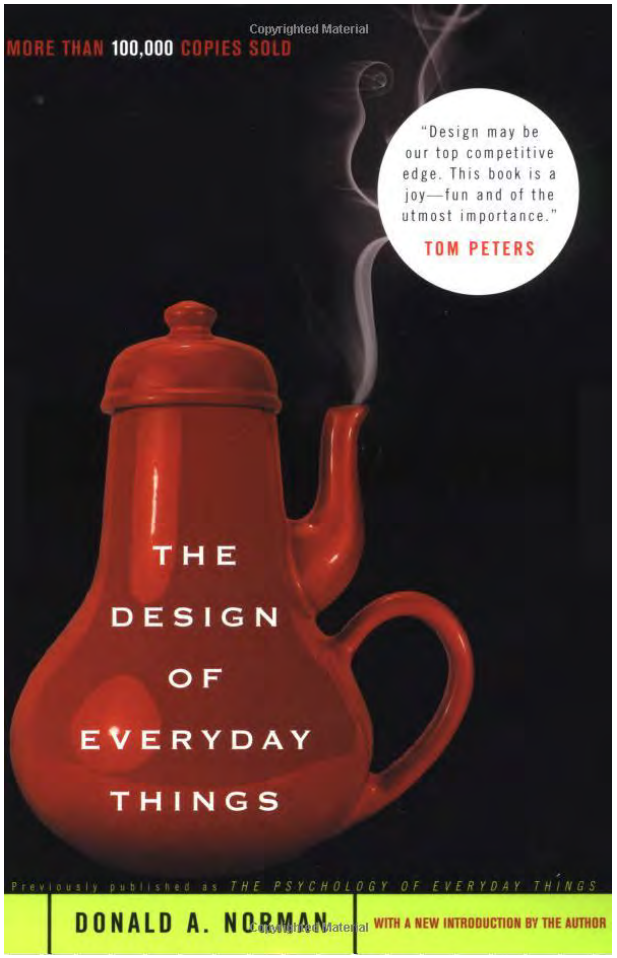
Review core design terminology

Design Terminology

Design of Everyday Things reviews a common and useful vocabulary of design

We will use these in feedback and conversations without even realizing that we are doing it

You should know these terms and recognize them in practice



Objectives

Be able to:

Describe Norman's execution-evaluation cycle, including the Gulfs of Execution and Evaluation.

Define implementation, manifest, and mental models, describe their relationships and how they are created.

Describe and identify examples of affordances, including false and hidden affordances.

Describe and identify examples of metaphors.

Objectives

Be able to:

In terms of mental models, describe and differentiate affordances, metaphors, and idioms.

Describe and identify examples of visibility, constraints, and mappings.

In terms of mental models, describe and identify examples of consistency, including internal and external consistency.

In terms of mental models, describe the effect of modes.

Norman's Execution-Evaluation Cycle

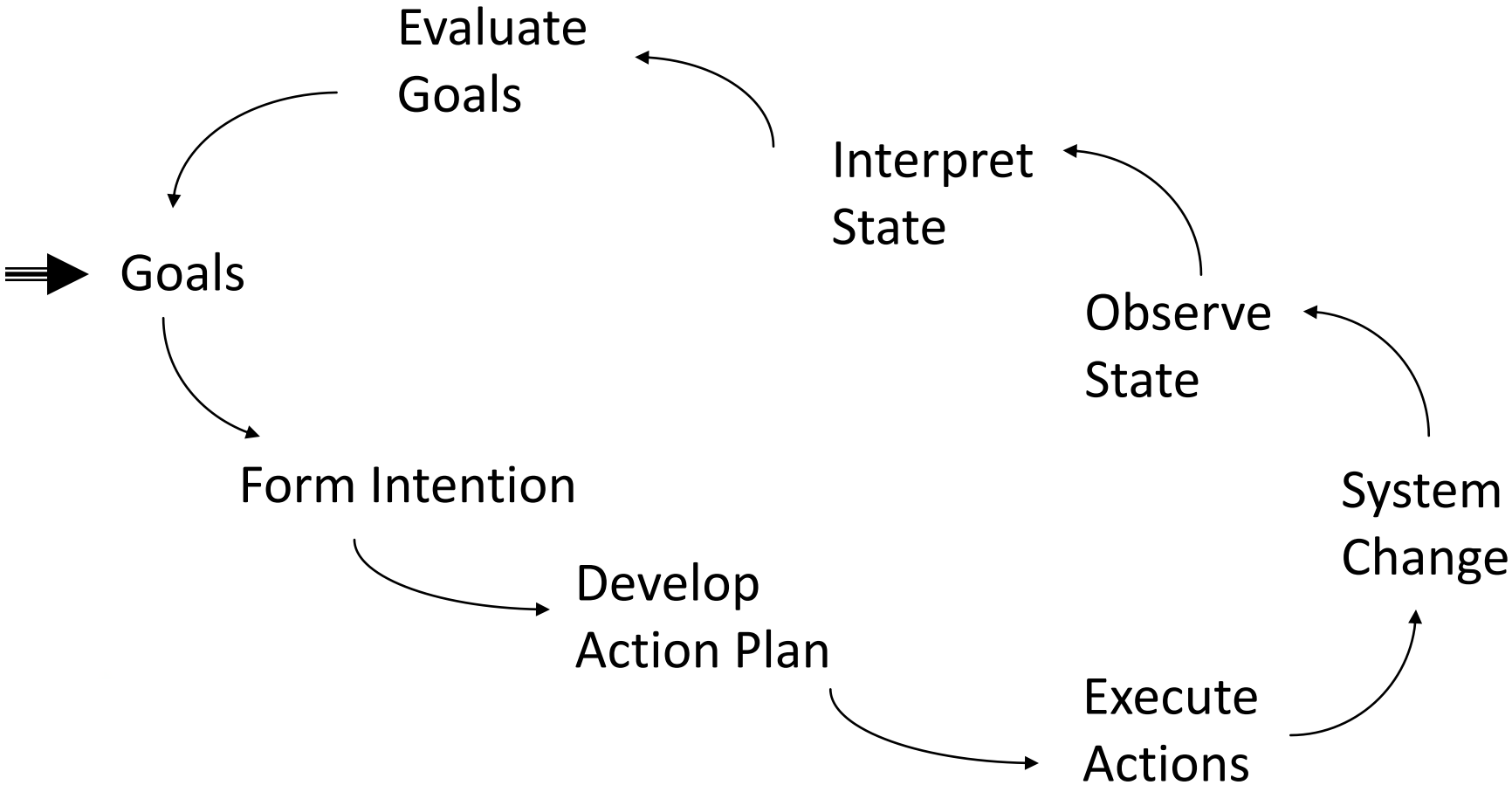
1. Establish the goal.
2. Form the intention.
3. Specify the action sequence.
4. Execute the action sequence.
5. Perceive the system state.
6. Interpret the system state.
7. Evaluate the system state with respect to the goals and intentions.

Revise Goals

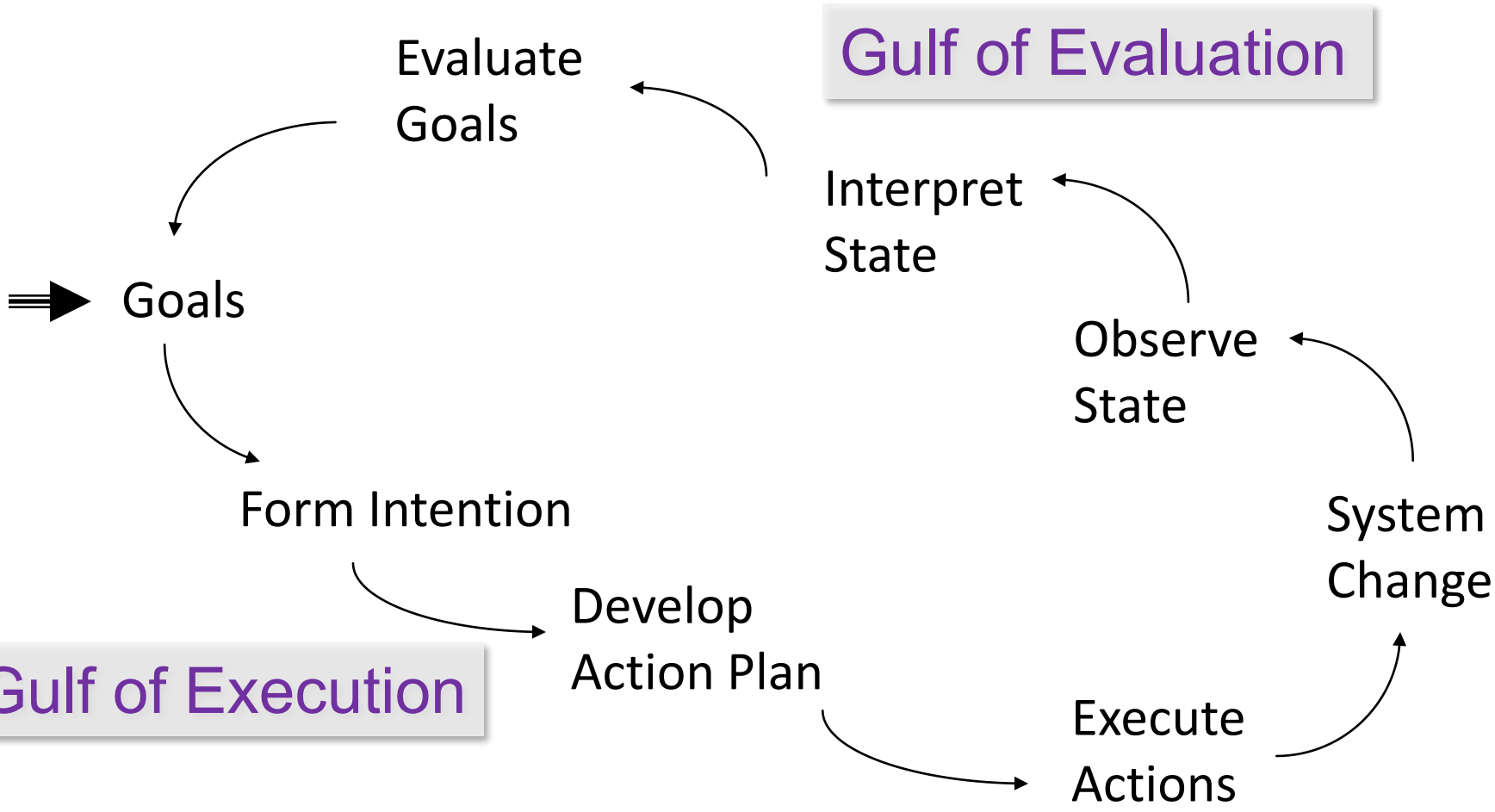
Turning on the Light

1. Establish the goal
   - Increase light in the room
2. Form the intention
   - To turn on the lamp
3. Specify the action sequence
   - Walk to the lamp, reach for the knob, twist the knob
4. Execute the action sequence
   - [walk, reach, twist]
5. Perceive the system state
   - [hear “click” sound, see light from lamp]
6. Interpret the system state
   - The knob rotated. The lamp is emitting light. The lamp seems to work
7. Evaluate the system state with respect to the goals and intentions
   - The lamp did indeed increase the light in the room [goal satisfied]

Norman's Execution-Evaluation Cycle



Norman's Execution-Evaluation Cycle



Bridging the Gulfs

Gulf of Execution: "How do I do it?"

- Commands and mechanisms need to match the goals, thoughts, and expectations of a person

Gulf of Evaluation: "What does it mean?"

- Output needs to present a view of the system that is readily perceived, interpreted, and evaluated

People build mental models to anticipate and interpret system response to their actions

- What can I do?
- How do I do it?
- What result will it have?
- What is it telling me?

Cooper's Mental Model Terminology

Implementation Model

How it works

(Design Model, Designer's Conceptual Model)

Manifest Model

How it presents itself

(System Image)

Mental Model

How a person thinks it works

(User Model, User's Conceptual Model)

Cooper's Mental Model Terminology

Implementation Model

How it works

(Design Model, Designer's Conceptual Model)

Manifest Model

How it presents itself

(System Image)

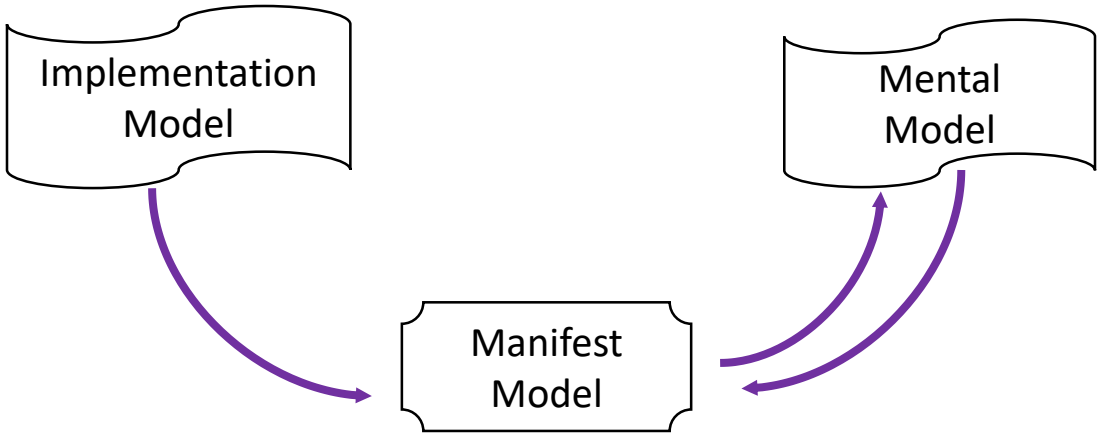
Mental Model

How a person thinks it works

(User Model, User's Conceptual Model)

These terms are sloppy and ambiguous out in the world

Manifest and Mental Models



Designer projects their model into an artifact

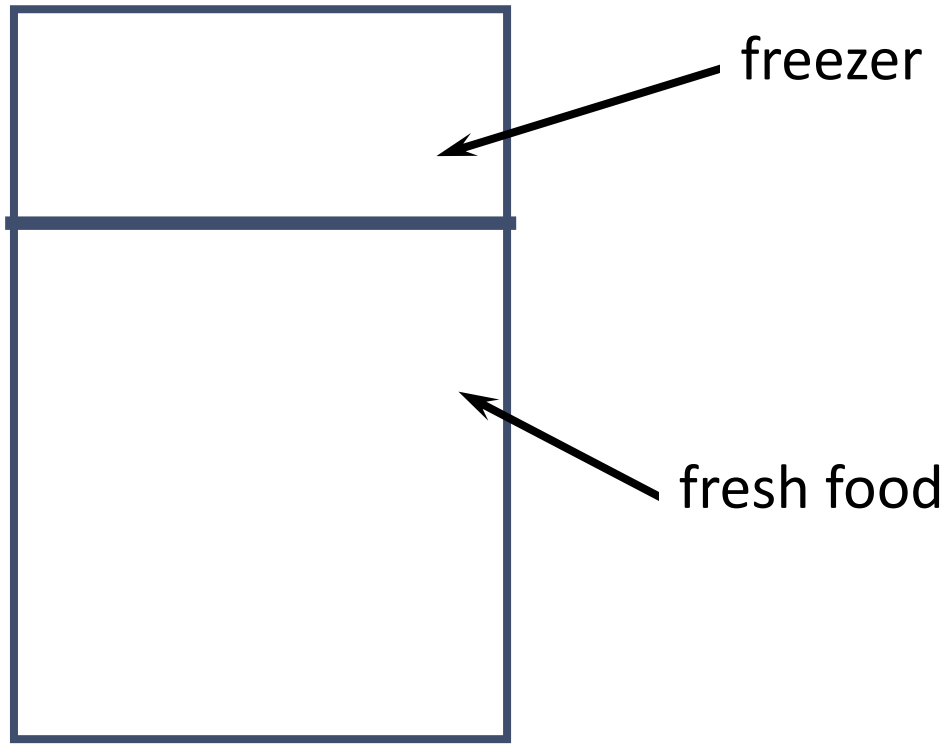
- Person forms their model based on interaction

People struggle until model matches manifest model

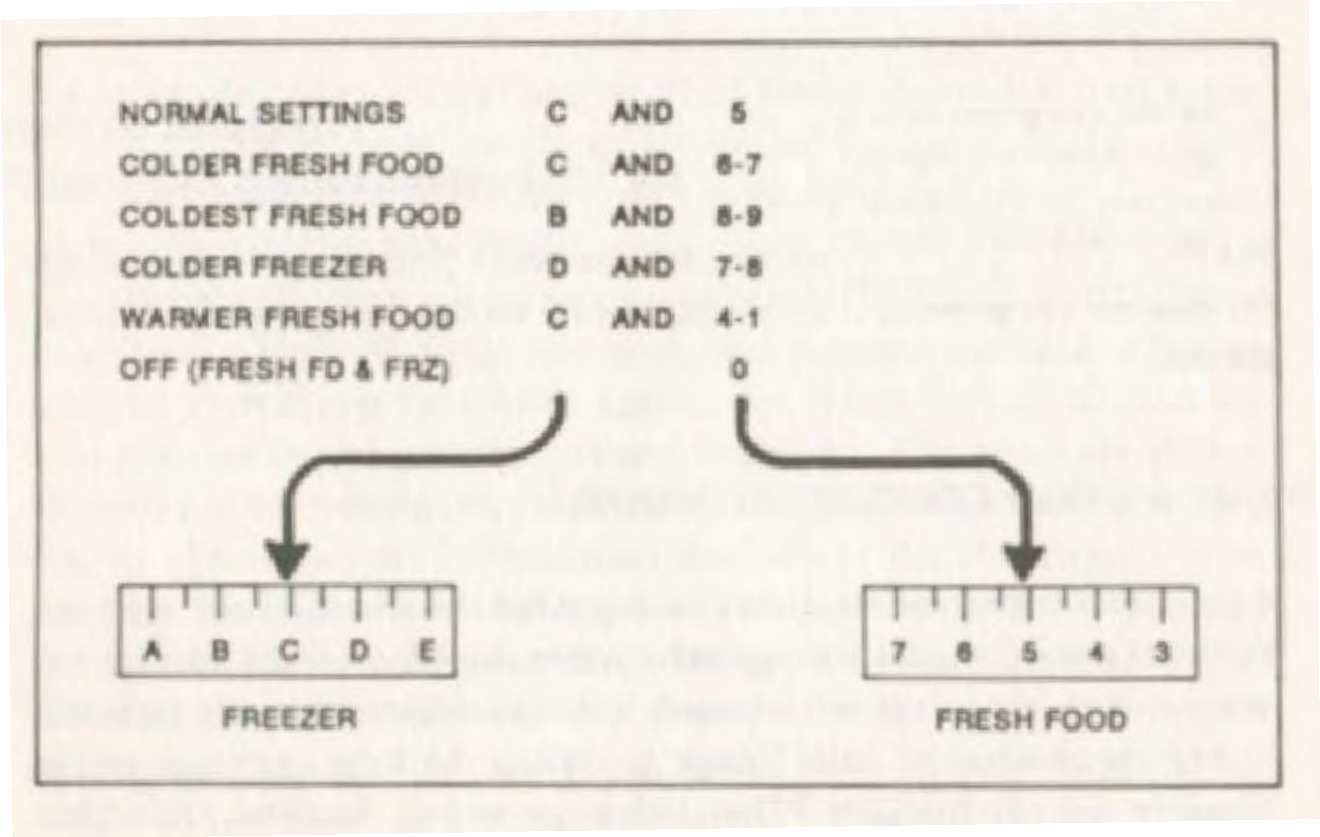
- Update mental model in response to breakdowns
- Matching the implementation model is not necessary

Mental Models

Problem: freezer too cold, fresh food just right

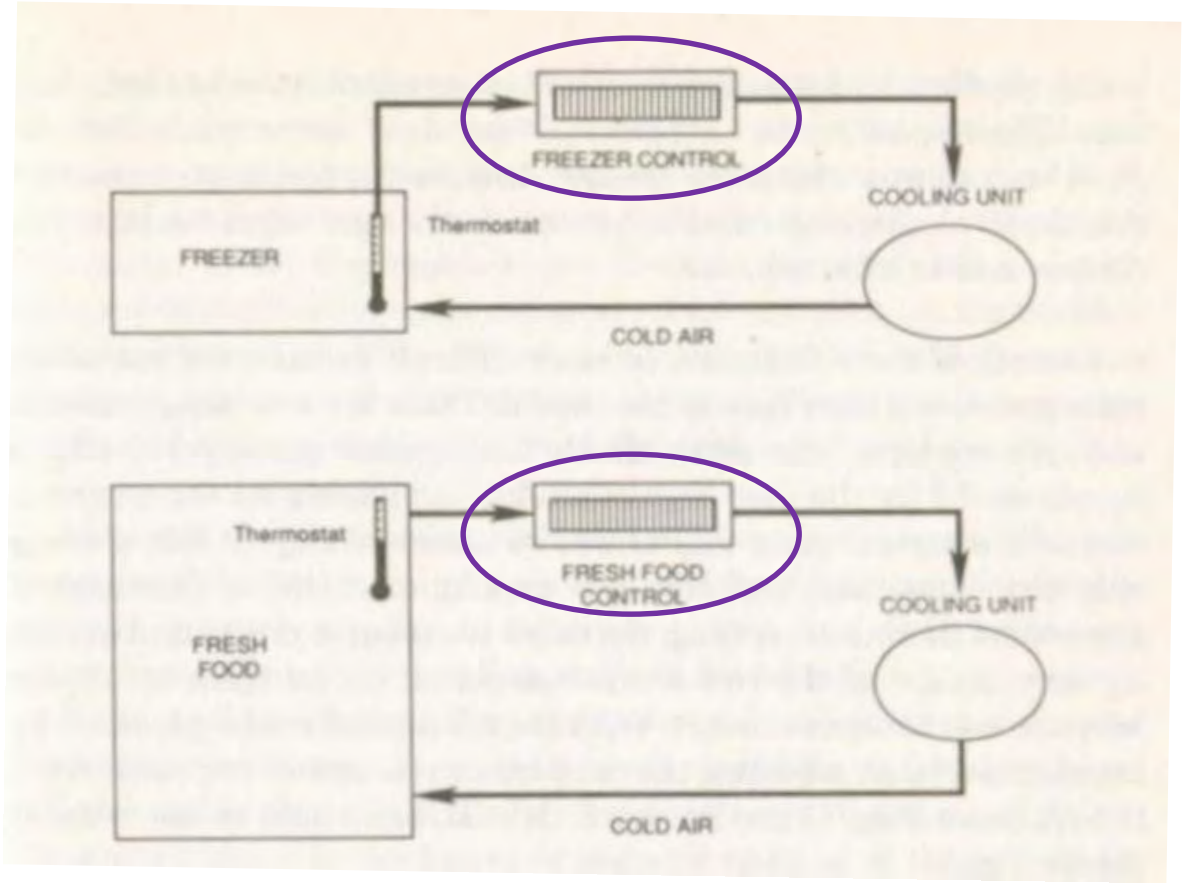


Manifest Model



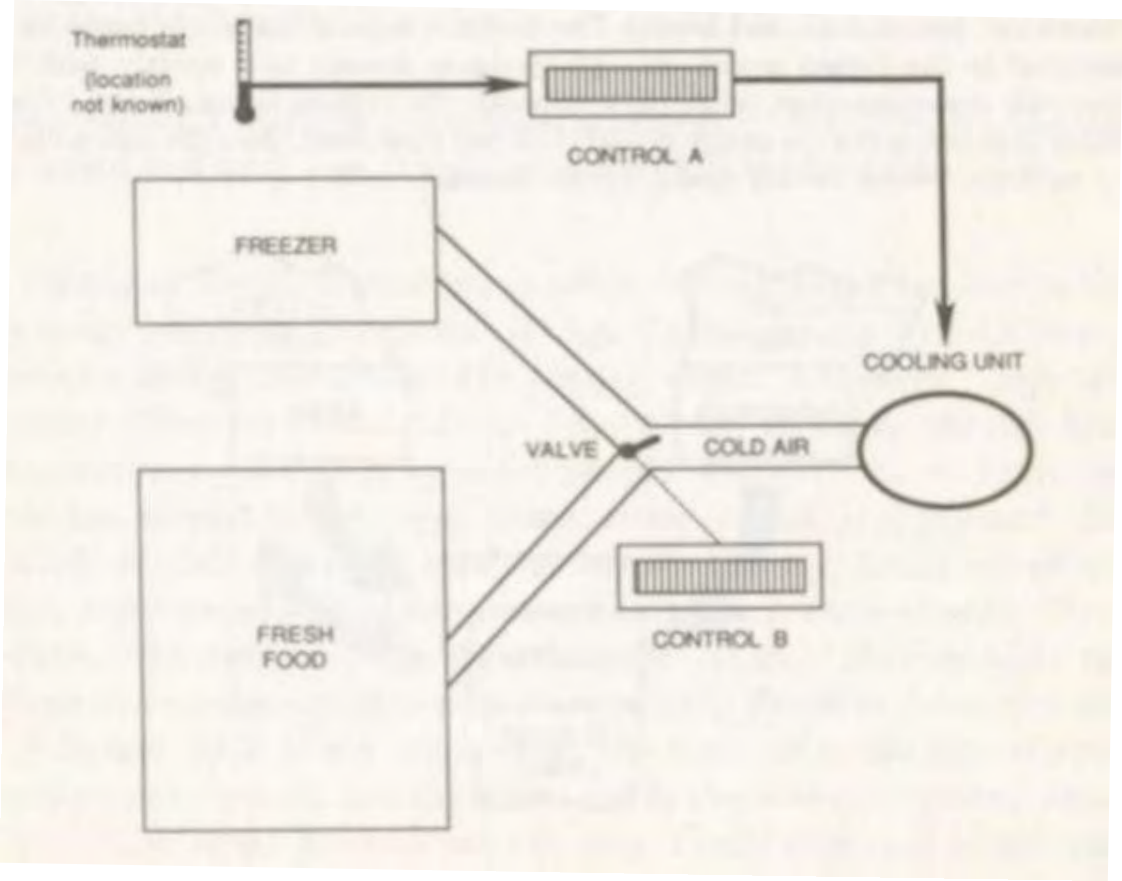
What if I want to make just the freezer warmer?

A Sensible Mental Model

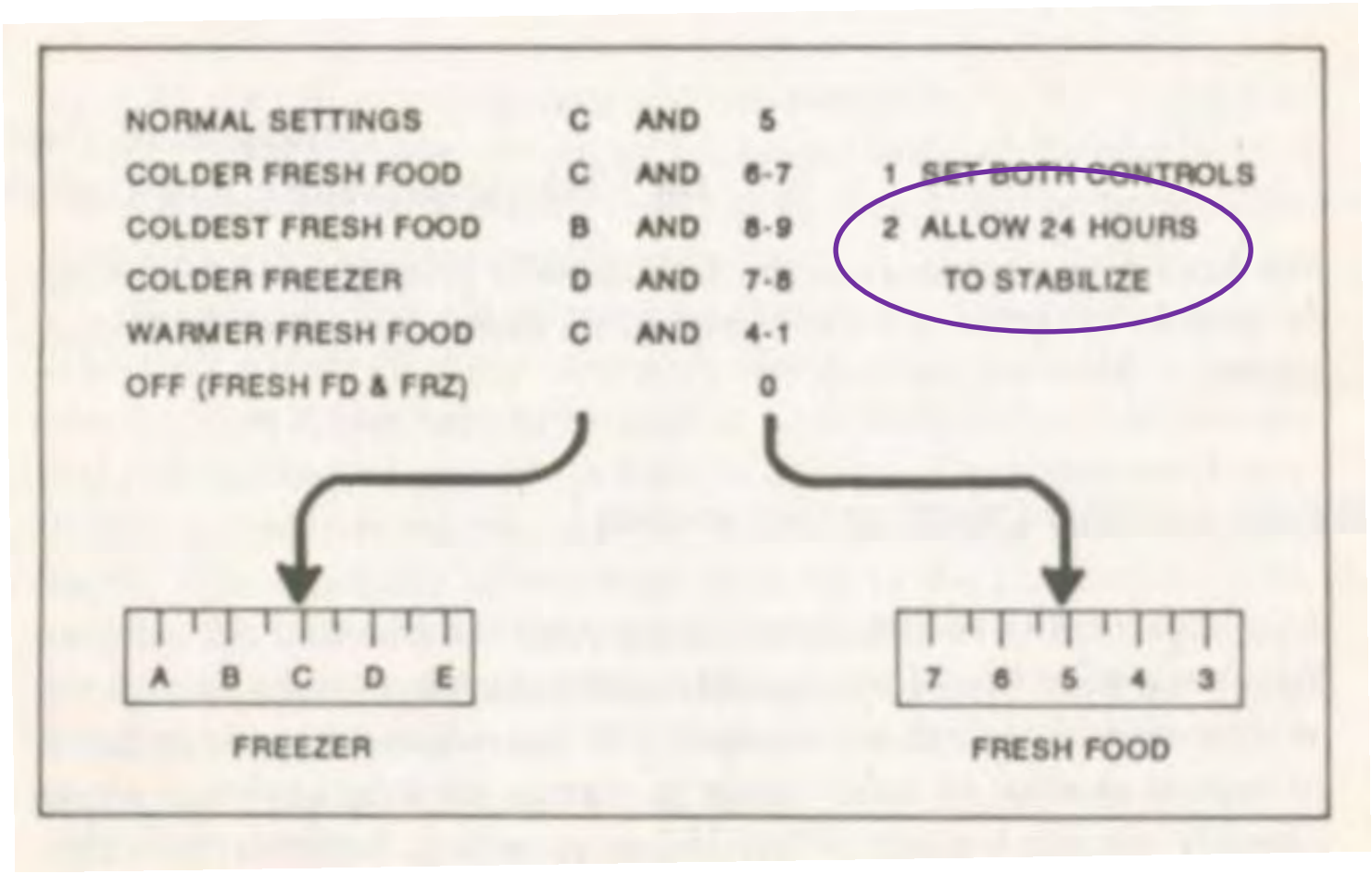


"The Freezer Control controls the freezer temperature and the Fresh Food Control controls the fresh food temperature"

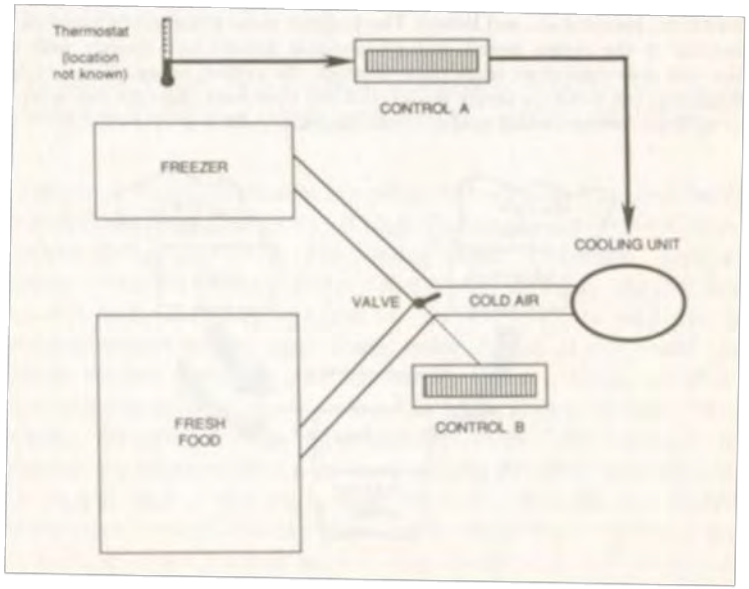
The Implementation Model



A Problem with Feedback



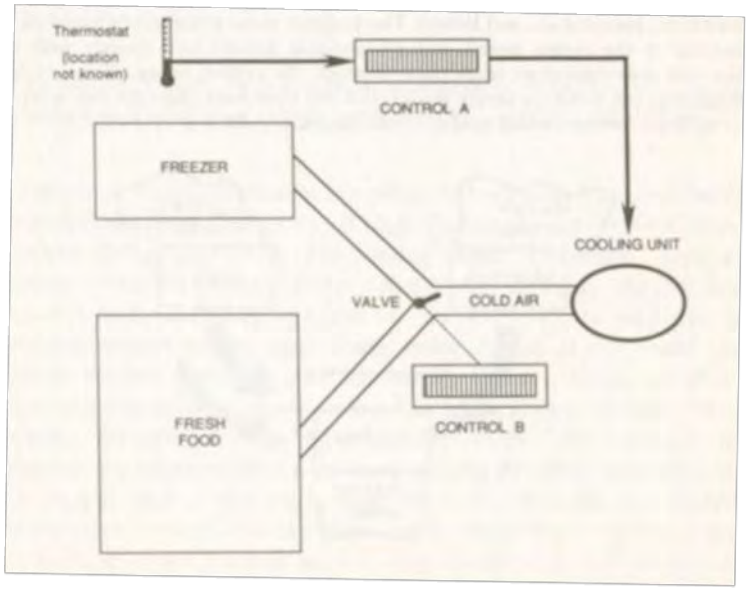
The Implementation Model



Why is there a problem?

Can you fix the problem?

The Implementation Model



"Design depends largely on constraints."
Charles Eames

Why is there a problem?

Cost constraints

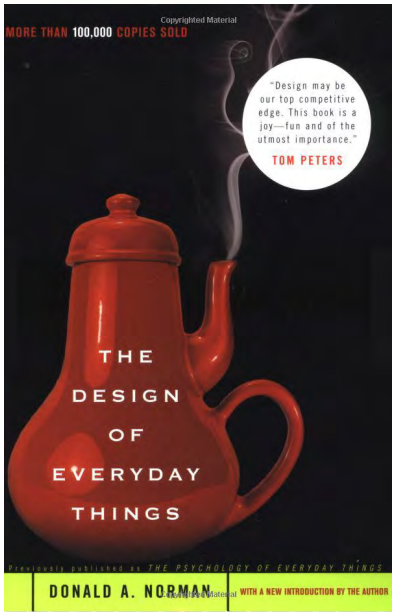
Can you fix the problem?

Make controls correspond to a person's mental model

Make controls correspond to the implementation model

Building the Right Model

Having the right model helps people bridge the Gulf of Execution and the Gulf of Evaluation



How can we help people build the right models:

- Affordances
- Visibility
- Constraints
- Consistency
- Metaphors
- Knowledge in the World
- Mapping
- Modes

Affordances

Visual clue to interaction

knobs afford turning

levers afford moving

buttons afford pushing

Affordances

“The affordances of the environment are what it offers animals, what it provides or furnishes, for good or ill.”

Gibson, ecological approach to psychology

“The term ‘affordance’ refers to the perceived and actual properties of the thing, primarily those fundamental properties that determine just how the thing could possibly be used.”

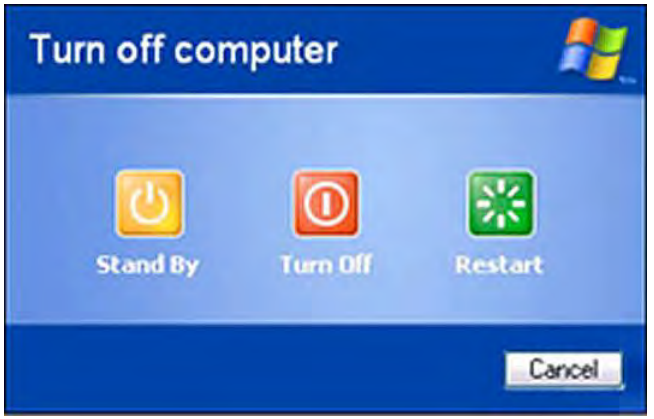
Norman

What's the Affordance?

Affordances

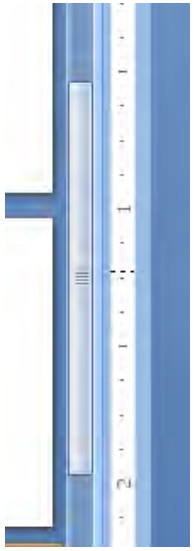
Affordances

Technology affordances are often based in affordances from the physical world



Affordances

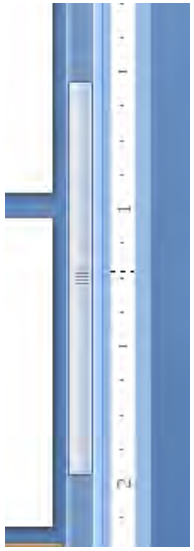
What is the affordance here?



Where does it come from?

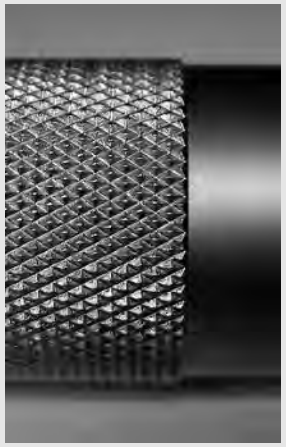
Affordances

What is the affordance here?



Where does it come from?

Knurling



Sequential Affordance

Acting on a perceptible affordance leads to information indicating new affordances

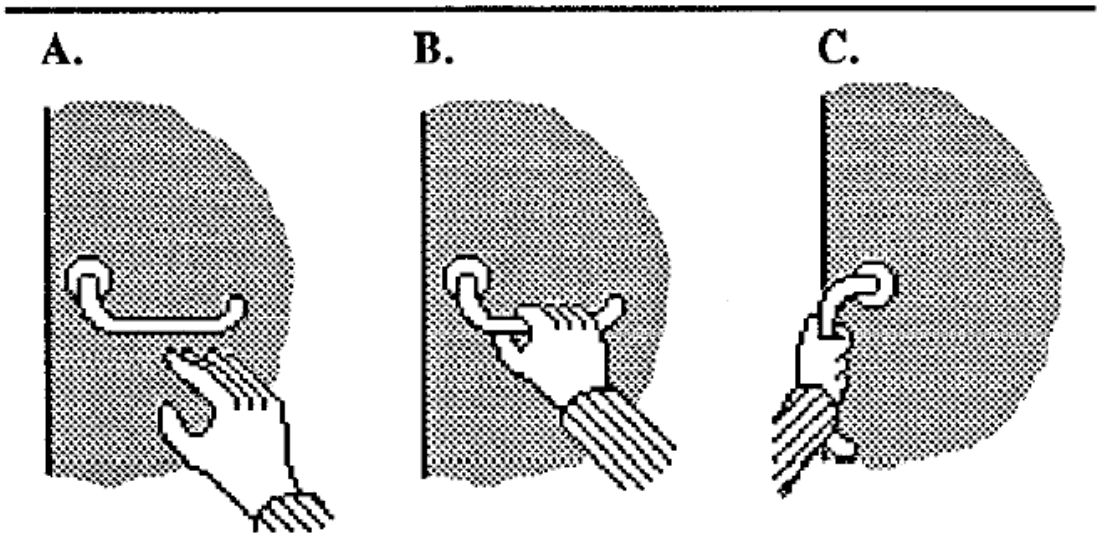


Figure 4. *Sequential affordances: one affordance leads to another. Visual information indicates grasping (A & B); tactile information indicates turning (B & C).*

Sequential Affordance

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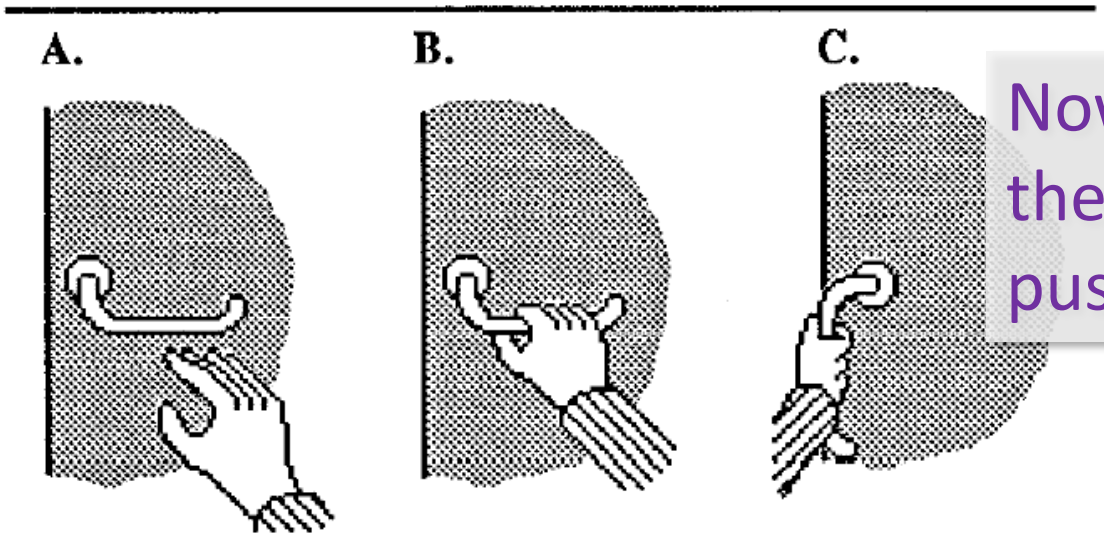


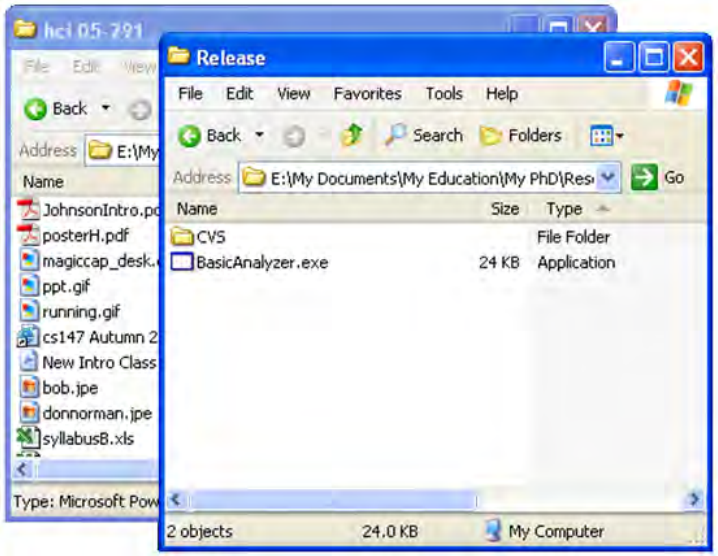
Now does the door push or pull?

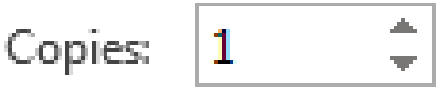
Figure 4. *Sequential affordances: one affordance leads to another. Visual information indicates grasping (A & B); tactile information indicates turning (B & C).*

Nested Affordances

Affordances due to spatial relationships revealing what actions can be done

Proximate to, contained in, part of





In Other Words

An affordance is what a thing communicates about how it can be used, often by its appearance

“In general, when the apparent affordances of an artifact matches its intended use, the artifact is easy to operate. When apparent affordances suggest different actions than those for which the object is designed, errors are common.”

Gaver

Challenges arise if there is a mismatch between implied use versus intended use

False Affordances

When there is perceptual information suggesting an implied use that does not exist

(Just an image of a button, not one that responds)

False Affordances

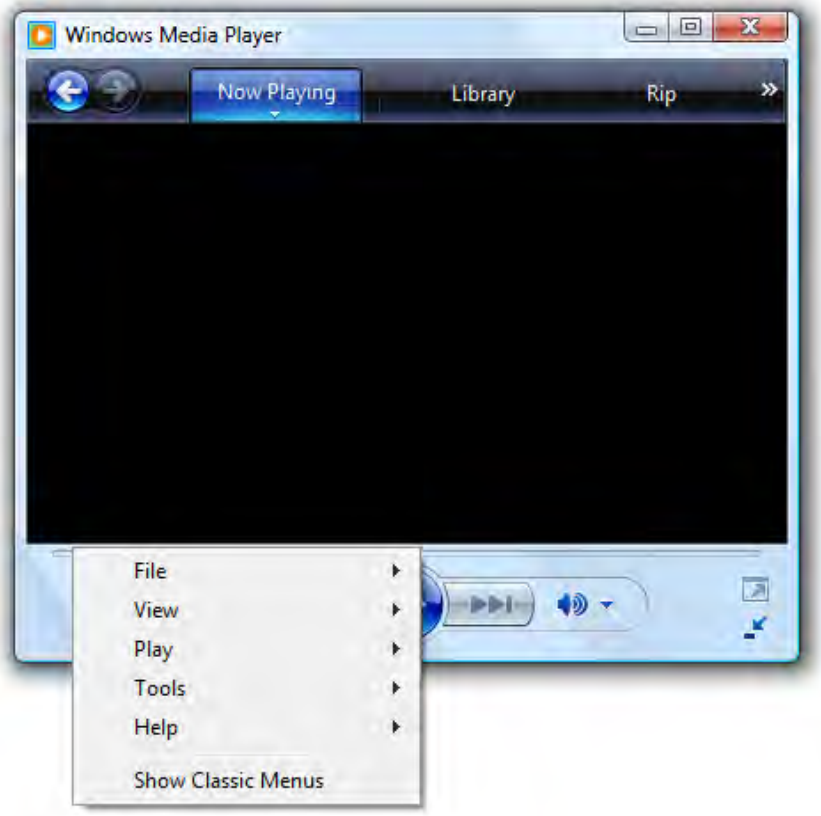
False Affordances

False Affordances

False Affordances

Hidden Affordances

When there is no perceptual information suggesting an actual intended use



Hidden Affordances

Hidden Affordances

Logos linking to home is a convention, but not afforded by the page

Confusion of the Term

“Note also that affordances are not intrinsic, but depend on the background and culture of users. Most computer-literate user will click on an icon. This is not because they go around pushing pictures in art galleries, but because they have learned that this is an affordance of such objects in a computer domain…”

Dix

I disagree. Icons do not afford “pushability” or “clickability” by their attributes. They do not give an indication of their intended use, except by convention.

Clarification on Convention

"Designers sometimes will say that when they put an icon, cursor, or other target on the screen, they have added an 'affordance' to the system. This is a misuse of the concept. … It is wrong to claim that the design of a graphical object on the screen 'affords clicking.' … Yes, the object provides a target and it helps the user know where to click and maybe even what to expect in return, but those aren't affordances, those are conventions, and feedback, and the like. … Don't confuse affordances with conventions."

Norman

Metaphors

Suggest an existing mental model

- “horseless carriages”, “iron horses”, “wireless”

Desktop metaphor

- Not an attempt to simulate a real desktop
- Leverages knowledge of files, folders, trash
- Explains why some windows seem hidden

Metaphors

Suggest an existing mental model

- “horseless carriages”, “iron horses”, “wireless”

Desktop metaphor

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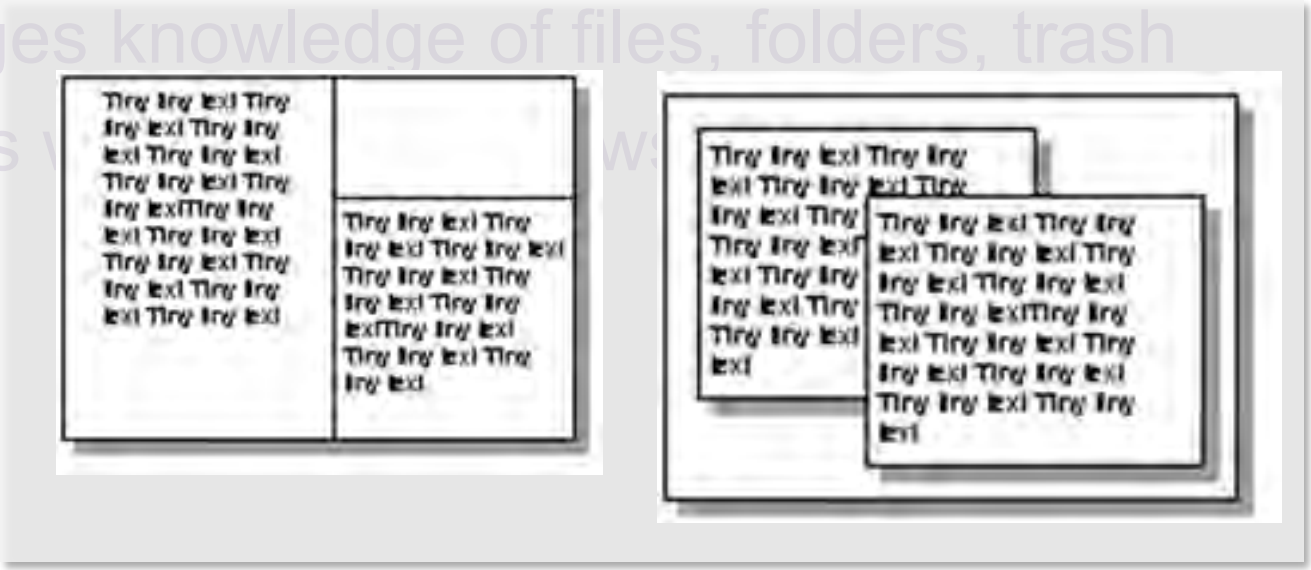
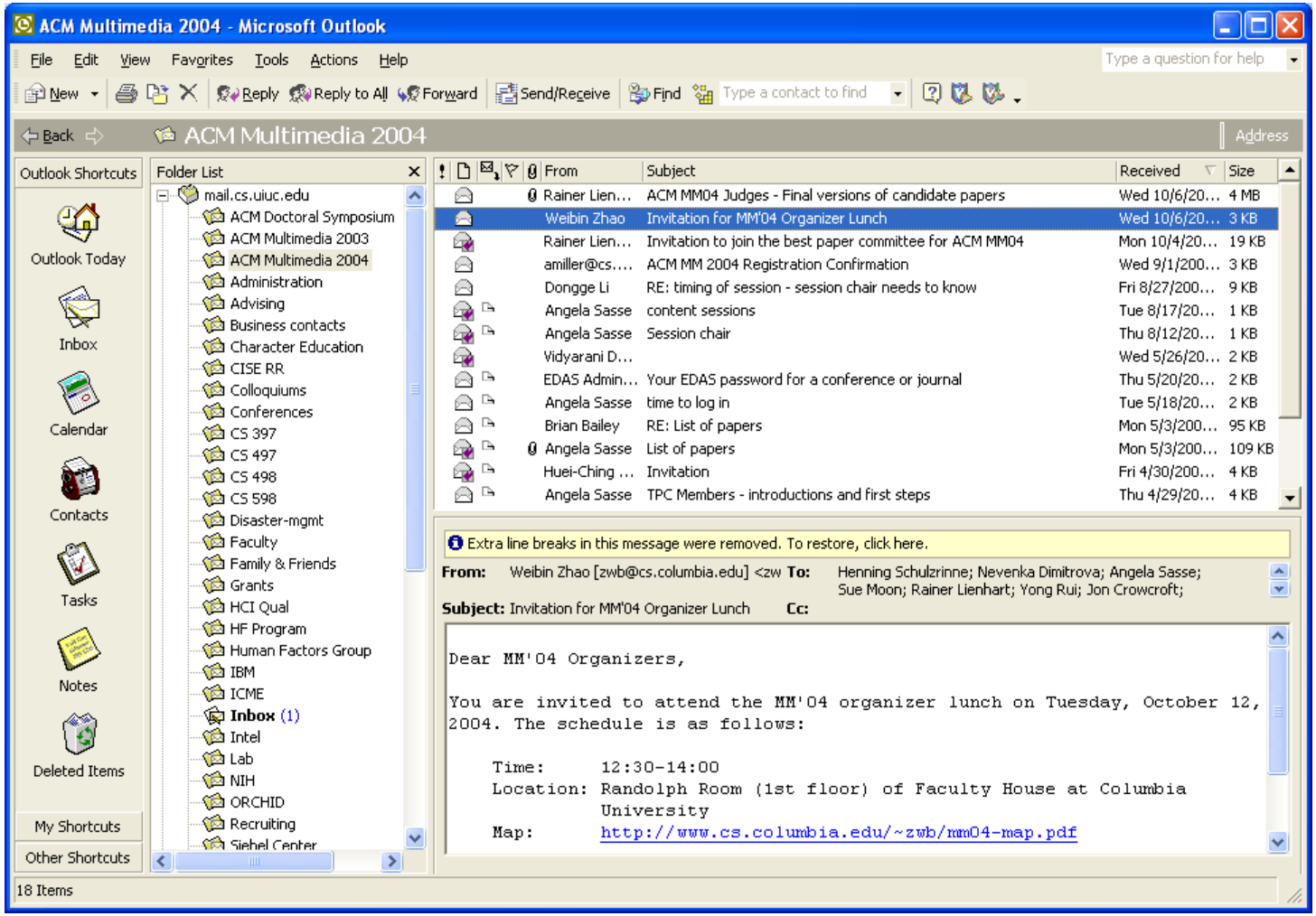
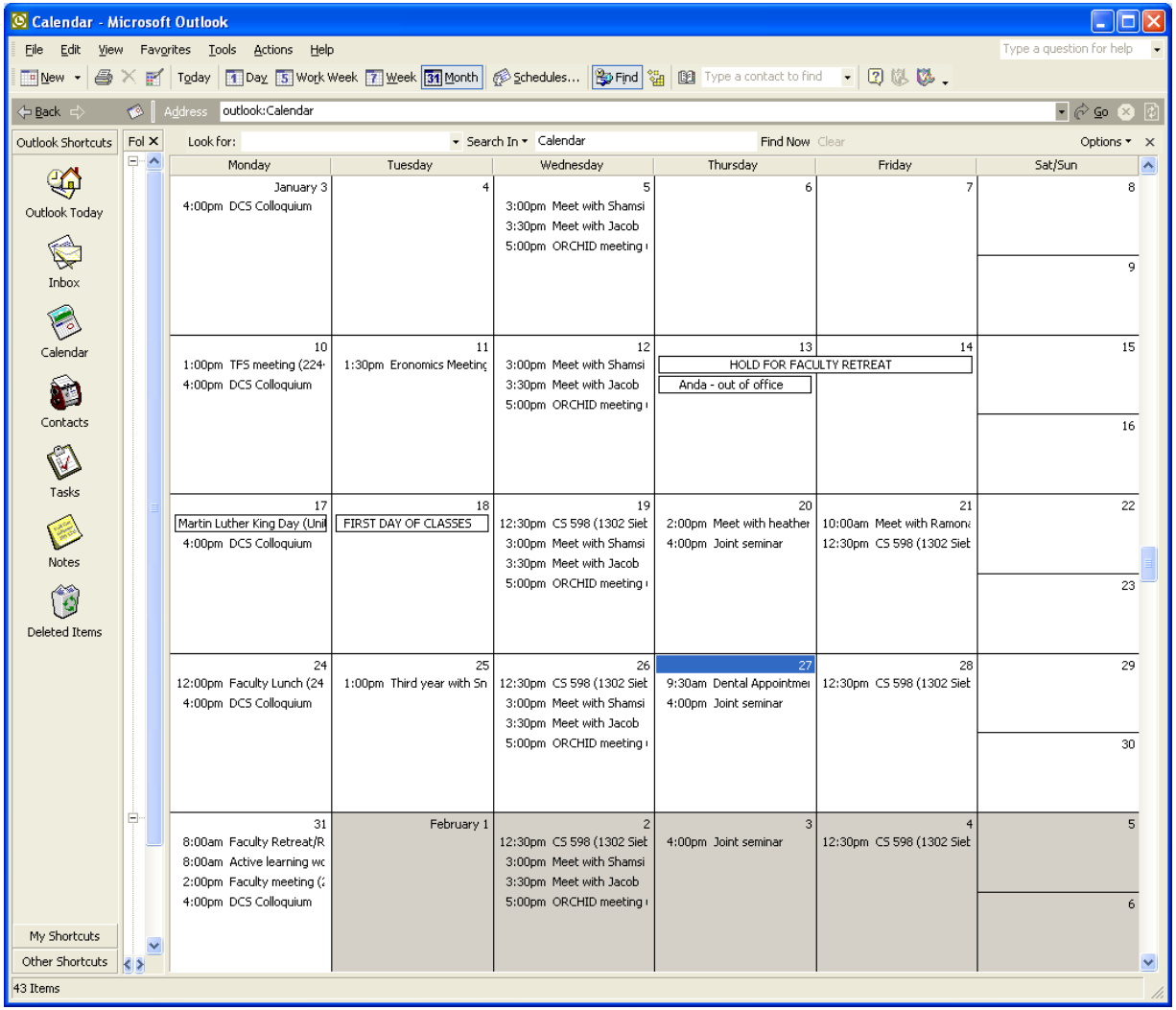
- Explains



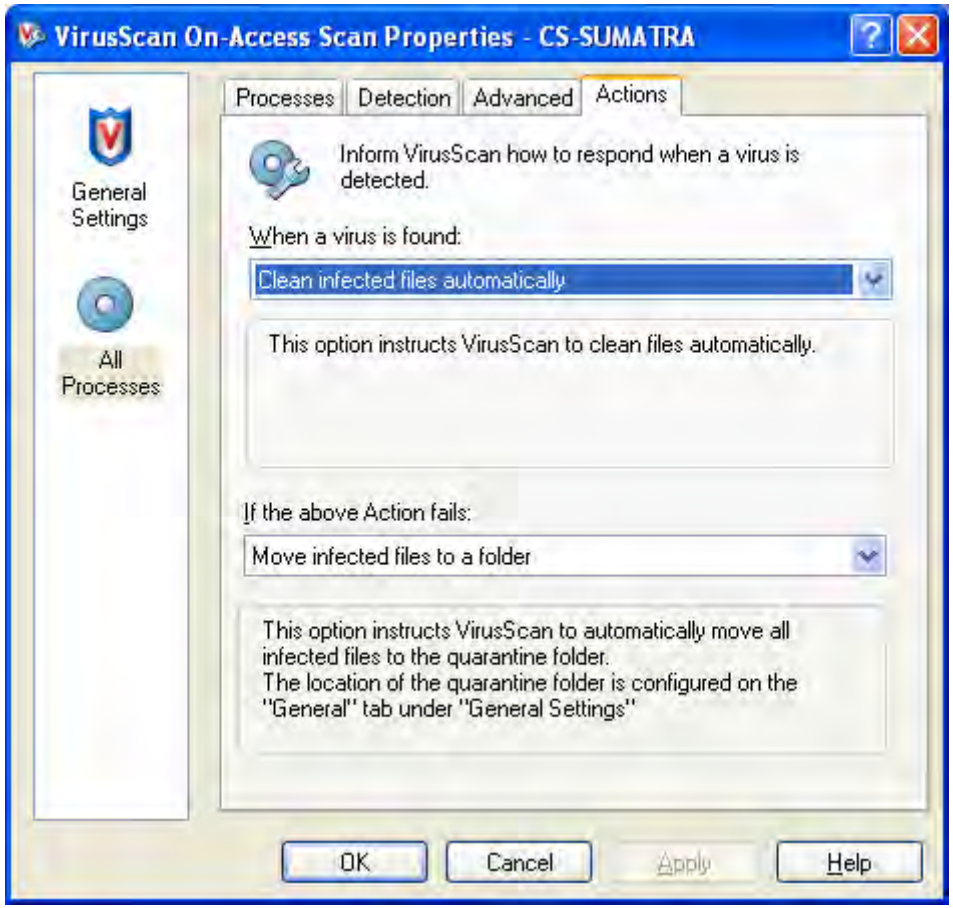
Mail Metaphor



Calendar Metaphor

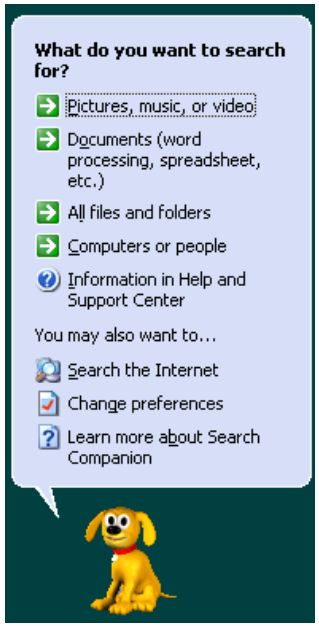


Health Metaphor



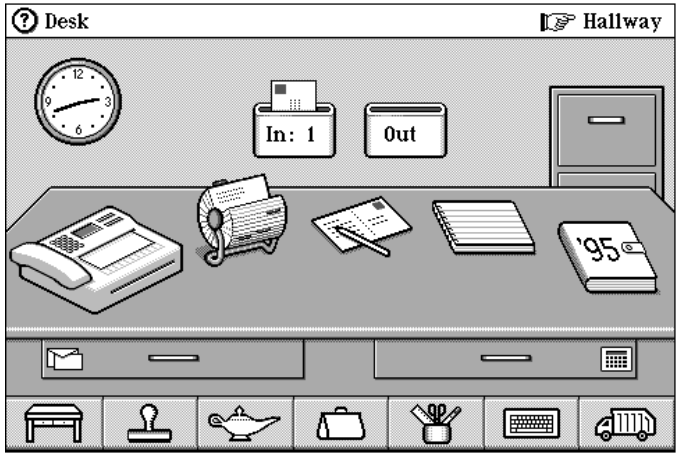
Shallow or Inappropriate Metaphors

Informs a small range of possibilities, or none at all



It is just a menu and a dialog box?

What does the living room add?



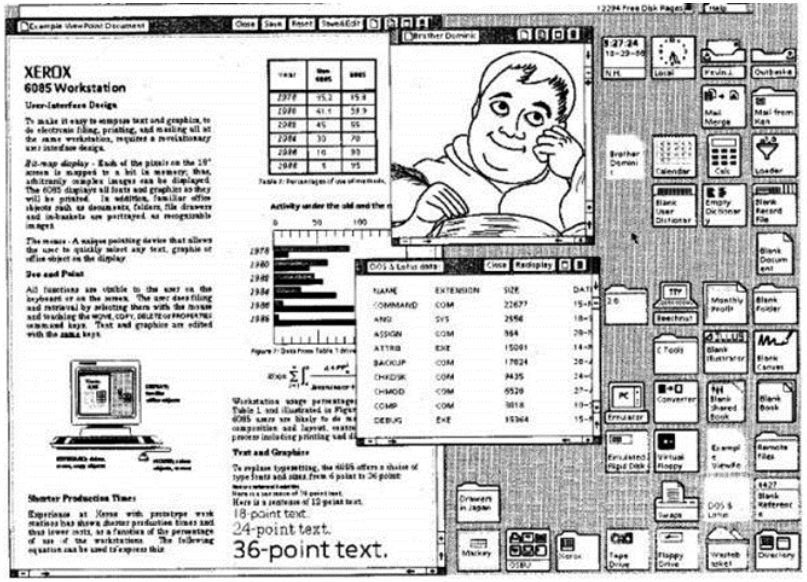
Magic Cap

Microsoft Bob

Mixed Metaphors

Two or more different metaphors coexist with some supposed relation

- The desktop metaphor
- Windows into content



Good? Bad?

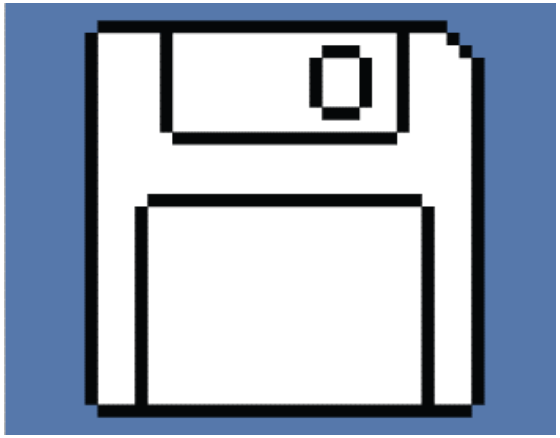
Neither? Both?

Windows are views into larger content regions

No desktop has windows

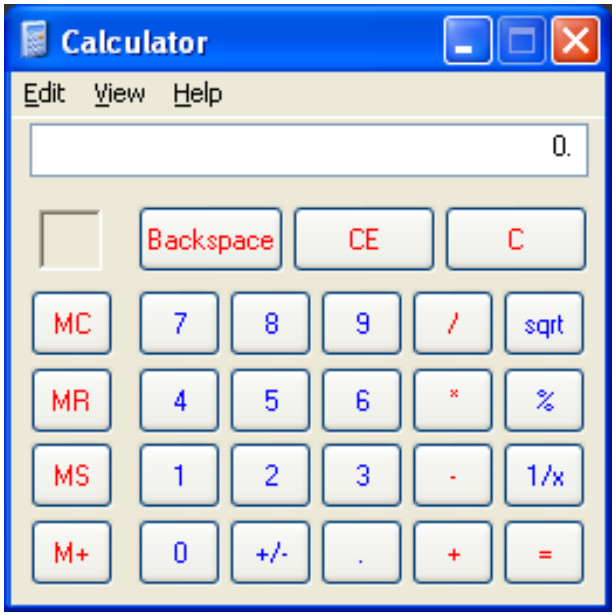
Broken Metaphors

Are not consistent, do not operate in every circumstance, or do not uphold things consistent with what the metaphor would suggest



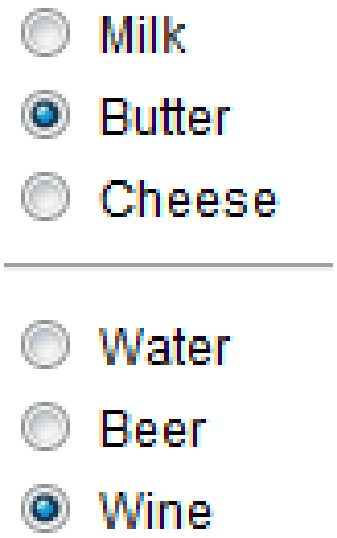
Mechanical-Age Metaphors

Operate as their mechanical-age counterparts did, not taking advantage of the digital domain to escape the limitations of the original



Dead Metaphors

Lost the original imagery of their meaning



Metaphors versus Idioms

Idioms

- rely on shared experience or custom
- are learned, often early in life
- are supported or revealed by context
- become conventions
- do not rely on metaphors

Idiomatic widgets (e.g., screen splitter, dragable title bar)

Single click to select, double click to open

Hyperlinks

Idioms

Star Trek IV: Scotty Uses a Mouse

Idioms

Star Trek IV: Scotty Uses a Mouse

Metaphors and Affordances

Affordances “jump start” a model for interaction

Metaphors “jump start” a model of a system

But if designed poorly, both can be damaging

- Lead to an incorrect model, undermine interaction
- Can limit designer creativity
- Can reduce the advantages of software
- Can be “cute” at the expense of functional

Signifiers

“There are trails. There are behaviors. We know how to behave by watching the behavior of others, or if others are not there, by the trails they have left behind.”

“I call any physically perceivable cue a signifier, whether it is incidental or deliberate. A social signifier is one that is either created or interpreted by people or society, signifying social activity or appropriate social behavior.”

“Social signifiers replace affordances, for they are broader and richer, allowing for accidental signifiers as well as deliberate ones, and even for items that signify by their absence, as the lack of crowds on a train platform. The perceivable part of an affordance is a signifier, and if deliberately placed by a designer, it is a social signifier.”

Norman

Visibility

Phones

How do you

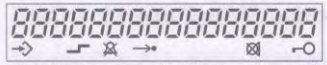
put somebody on hold

change volume

Visibility

Location of Controls

Display



(This display shows all of the possible configurations.)

0:15-30	During a conversation, the call duration is displayed. (Example: 15 minutes, 30 seconds)
→	The unit is in the programming mode (p. 9, 16, 20).
→•	The AUTO button was pressed while dialing or storing phone numbers for the Speed Dialer (p. 16, 19).
⌐	The LOWER button was pressed (p. 21, 23).
🔕	The ringer is set to OFF (p. 10).
⊠	The MUTE button was pressed during a conversation (p. 24).
⊸	The dial lock mode is set. To cancel the mode, see page 27.
F	The FLASH button was pressed while storing phone numbers.
P	The PAUSE button was pressed while dialing or storing phone numbers.
ϟ	You pressed ✱ while dialing or storing phone numbers in the TONE mode.
=	You pressed # while dialing or storing phone numbers in the TONE mode.
▫	While storing a phone number in an UPPER memory location for the One-Touch Dialer, "▫" will appear when you press a one-touch auto dial button (p. 20).
▫	While storing a phone number in a LOWER memory location for the One-Touch Dialer, "▫" will appear when you press a one-touch auto dial button (p. 21).
[-]	The MUTE button was pressed as a secret button while storing phone numbers (p. 18, 22).
_	While programming function items, such as the dialing mode, "_" will flash as a cursor.

Preparation

Visibility

Changing Ringer Volume

- Press “Program”
- Press “6”
- Set Volume
  - Low - Press “1”
  - Medium - Press “2”
  - High - Press “3”
- Press “Program”

Visibility

Controls available on watch with 3 buttons?

- Too many and they are not visible

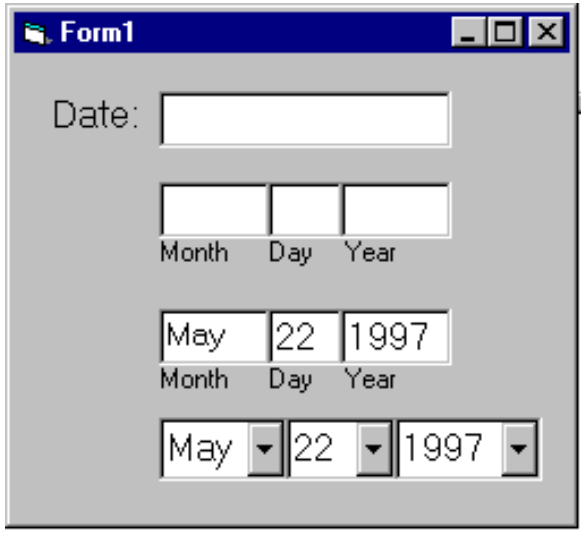
Compare to controls on simple car radio

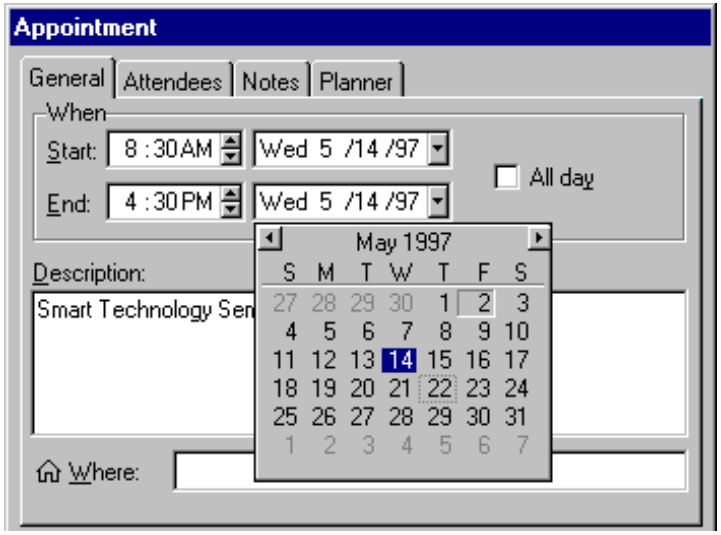
- Number of controls ≈ Number of functions
- Controls are labeled and grouped together

Knowledge in the World

Constraints

Prevent some actions while allowing others





Prevent errors before they can happen

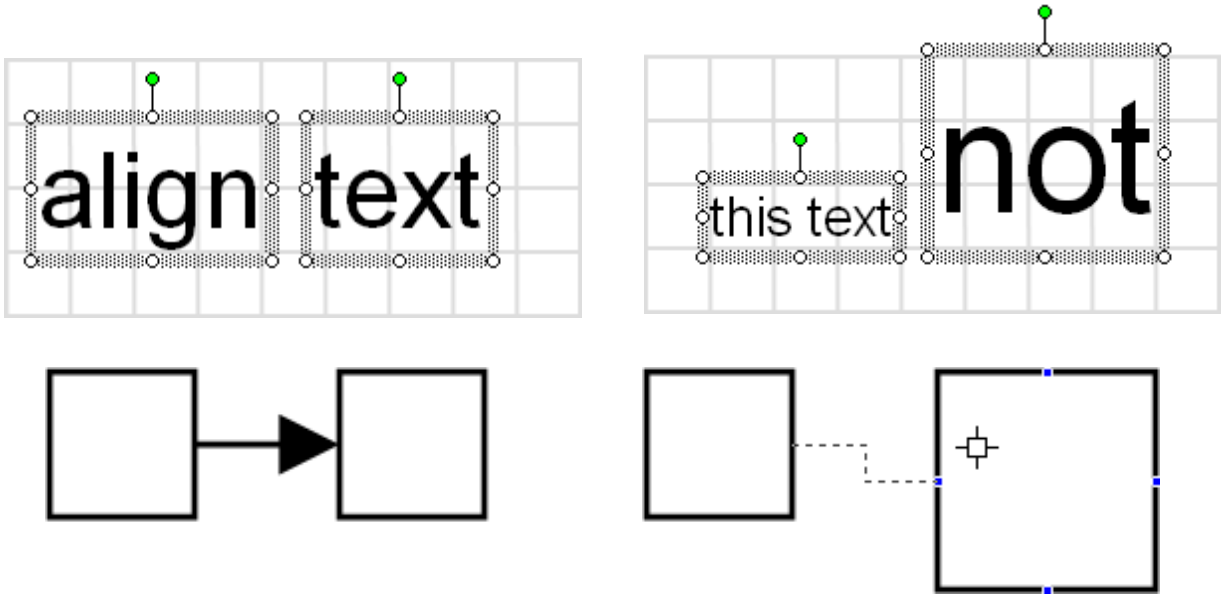
Disruptive error messages are a last resort

Constraints

Constraints

Constraints

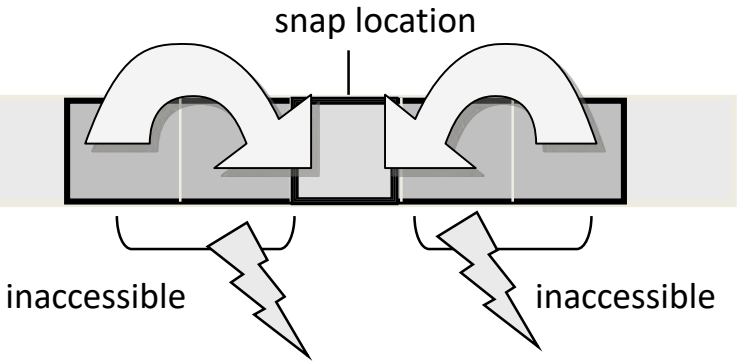
Constraints



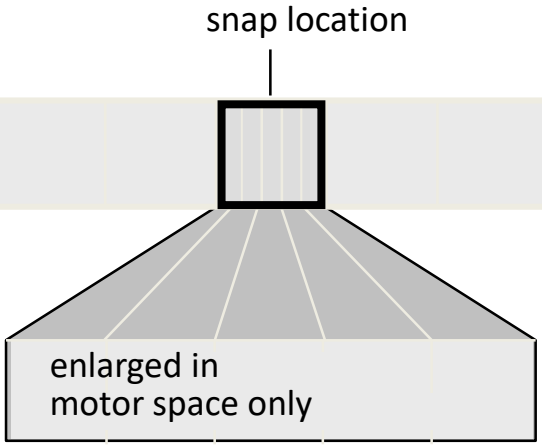
Baudisch et al., Snap-And-Go

Constraints

Traditional



Snap-And-Go



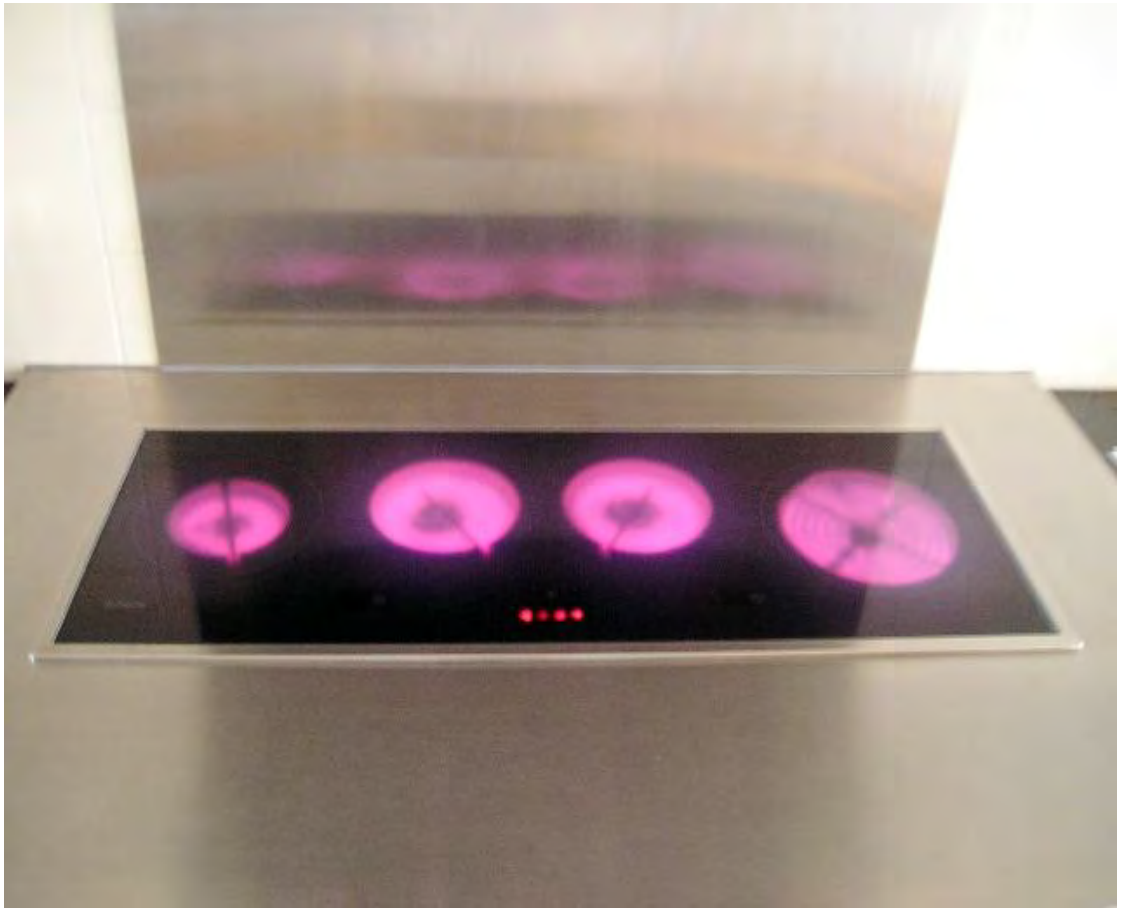
Baudisch et al., Snap-And-Go

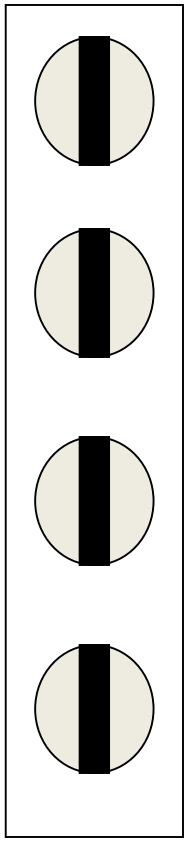
Mapping

Correspondence between an interface and the corresponding action in ‘the world’

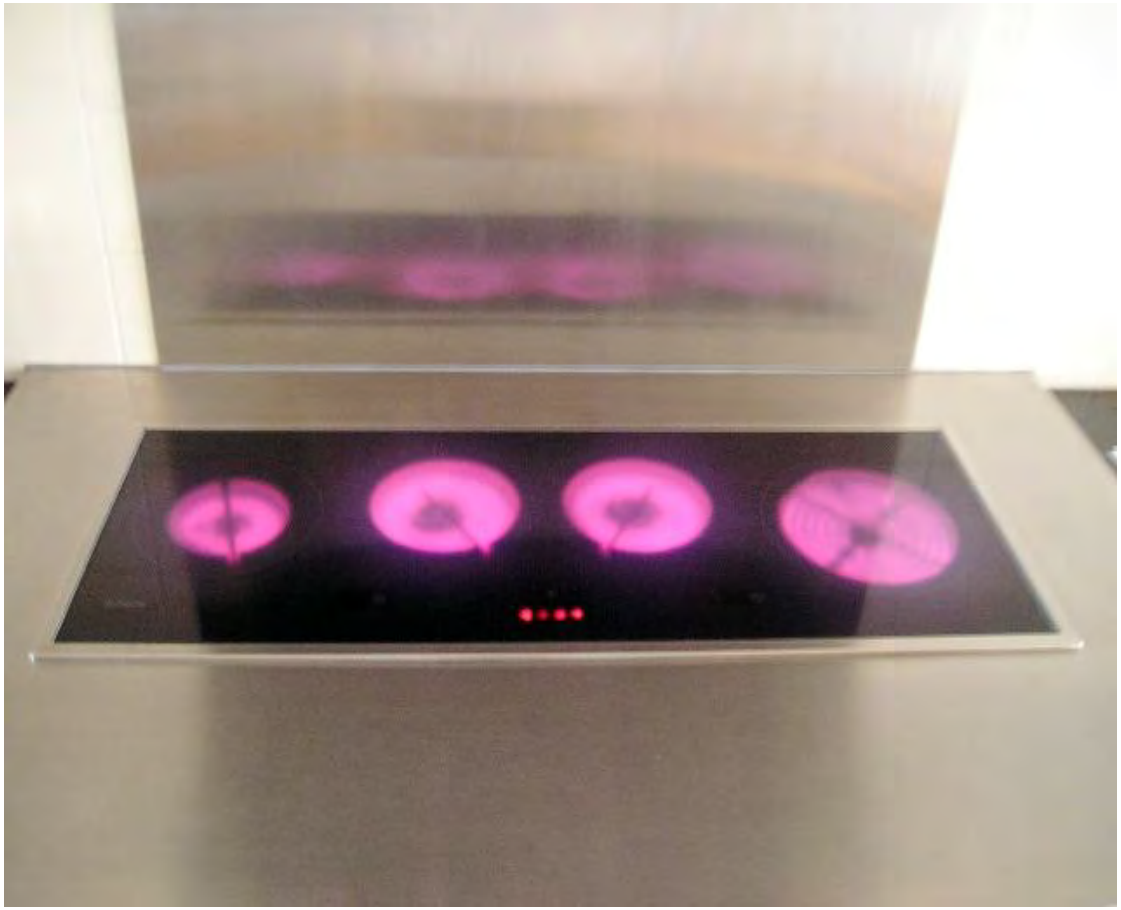
Minimize cognitive steps to transform action into effect, or perception into comprehension (i.e., execution and evaluation)

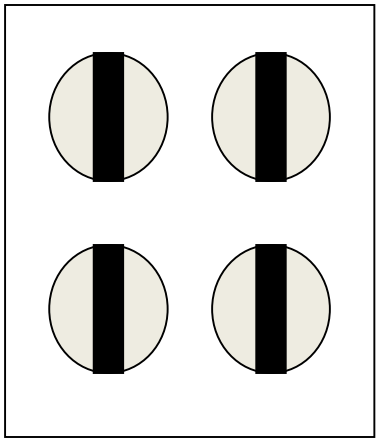
Very Bad Mapping





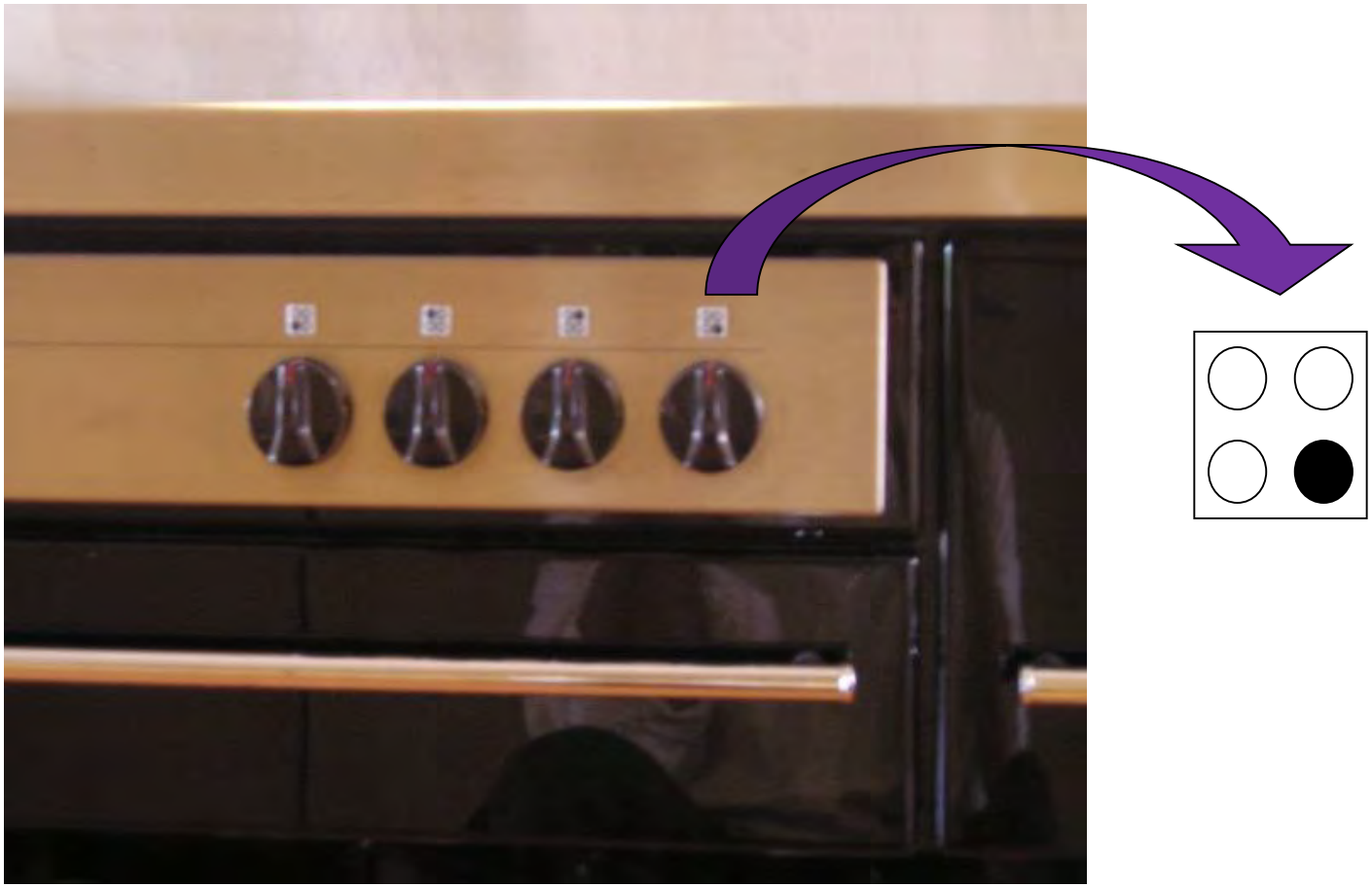
Slightly Better Mapping



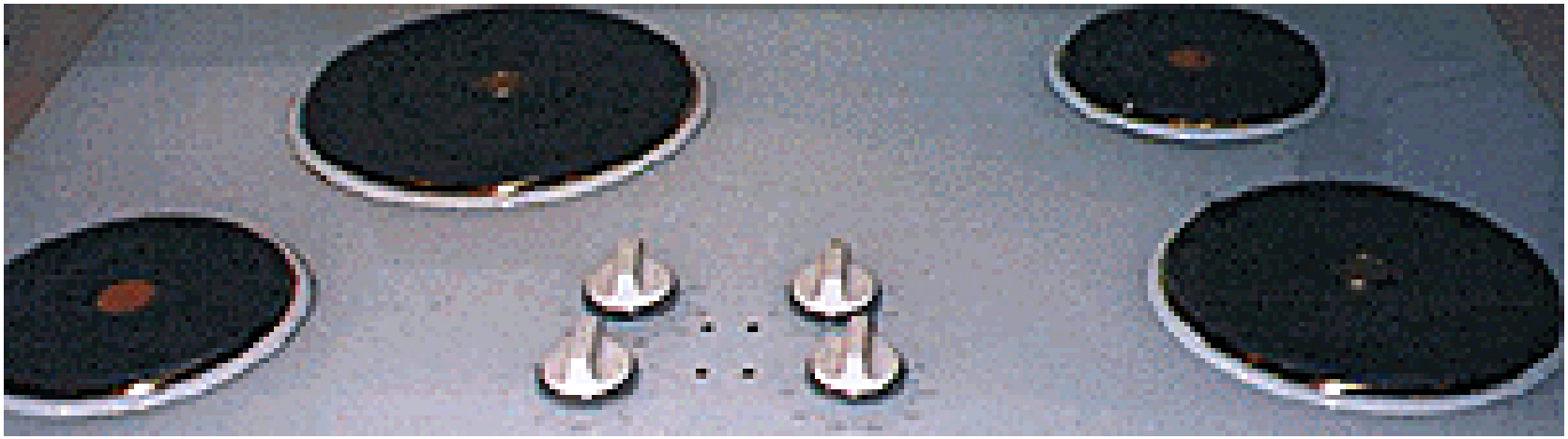


Good Mapping

Not this Stove



Great Mapping



Mapping

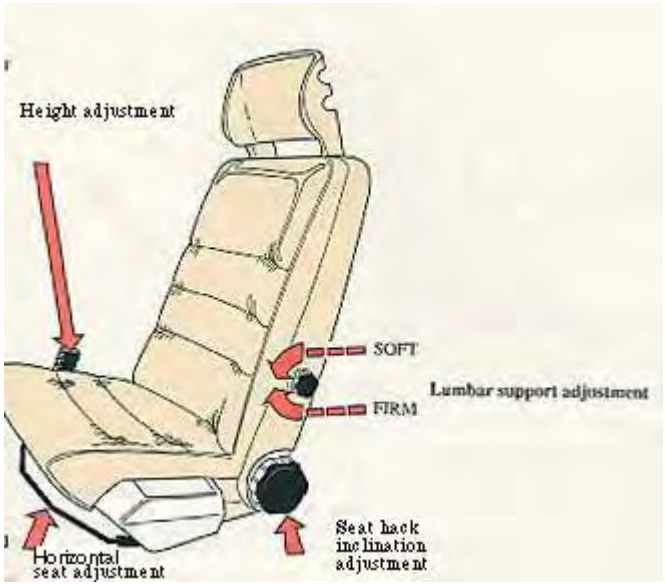
Removing the cover plate, then removing and swapping the switches.

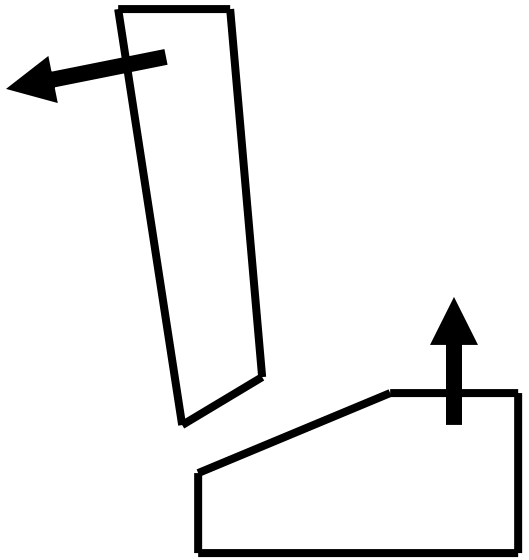
From http:/ /fivesketches.com/2009/11/natural-mapping-of-switches/

Mapping


500
500 EURO
200
200 EURO
200
200
500
500
100
100 EURO
10
10 EURO
100
100
10
10 EURO
50
EURO CENT
20
EURO CENT
10
EURO CENT

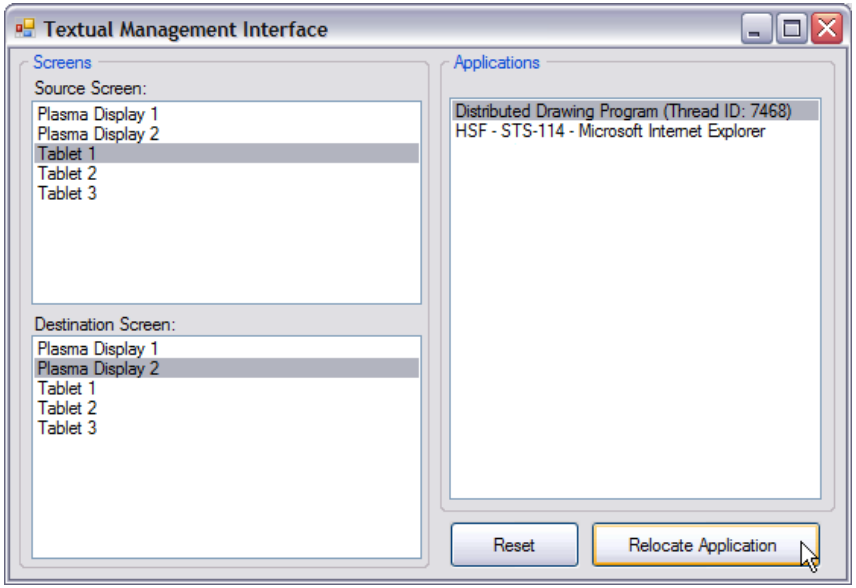
Mapping


Height adjustment
SOFT
Lumbar support adjustment
FIRM
Seat back
inclination
adjustment
Horizontal
seat adjustment

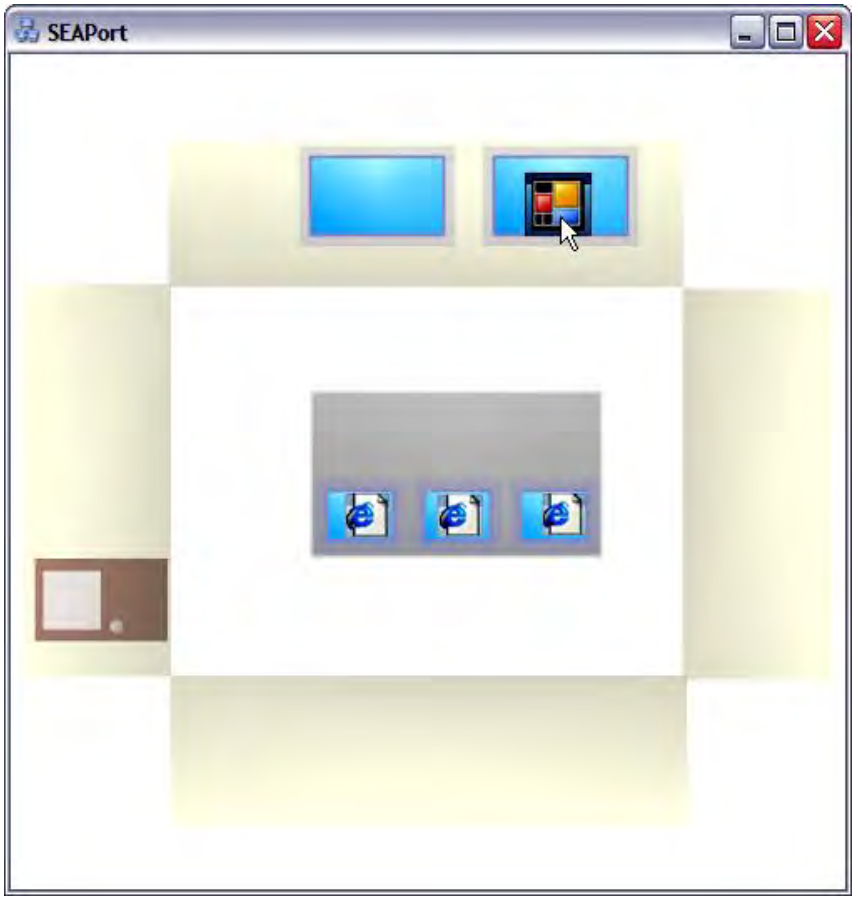


Mapping


ORCHID


Textual Management Interface
Screens
Source Screen:
Plasma Display 1
Plasma Display 2
Tablet 1
Tablet 2
Tablet 3
Destination Screen:
Plasma Display 1
Plasma Display 2
Tablet 1
Tablet 2
Tablet 3
Applications
Distributed Drawing Program (Thread ID: 7468)
HSF - STS-114 - Microsoft Internet Explorer
Reset
Relocate Application

Mapping



Consistency

Interfaces should be meaningfully consistent

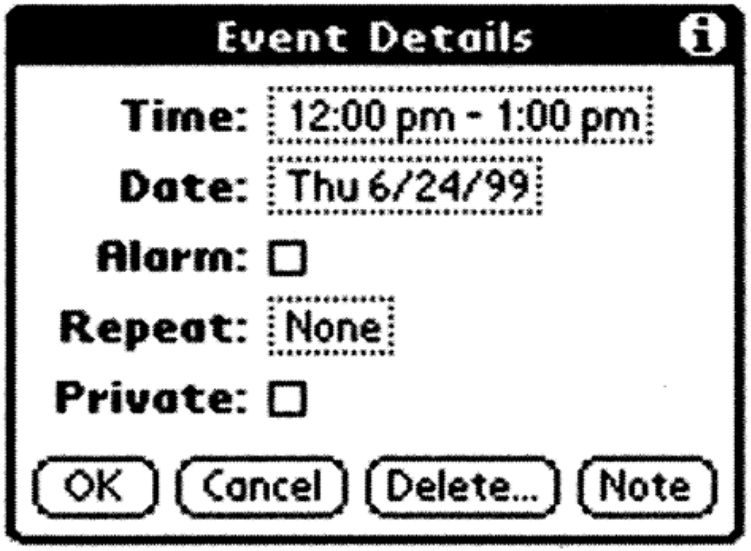
- Ubiquitous use of same keys for cut/copy/paste
- Helps in developing / applying a mental model

Types of consistency

- Internal (i.e., within itself)
  - e.g., same terminology and layout throughout
- External (i.e., with other applications)
  - e.g., common widget appearance
  - e.g., design patterns common across applications

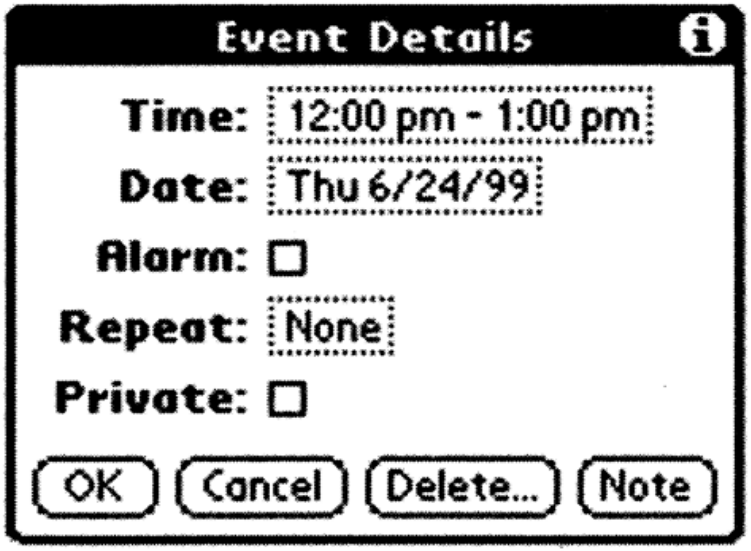
Is Consistent Always Better?

Should “new” & “delete” be in the same place?



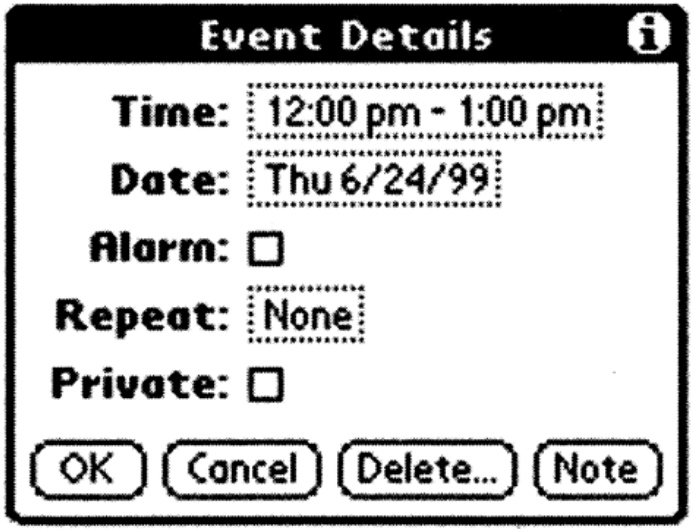
Is Consistent Always Better?

Should “new” & “delete” be in the same place?



New is common, delete is not

Is Consistent Always Better?

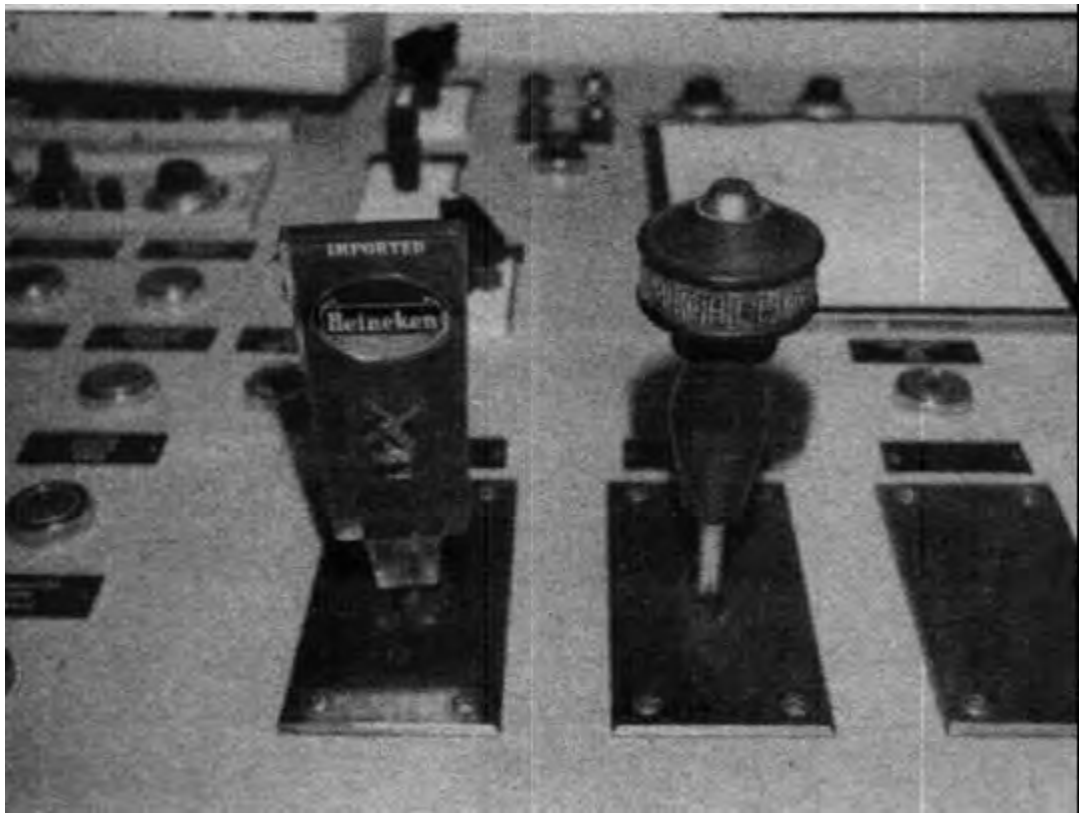


Original focus on consistency, later design for mobile form

Is Consistency Always Better?

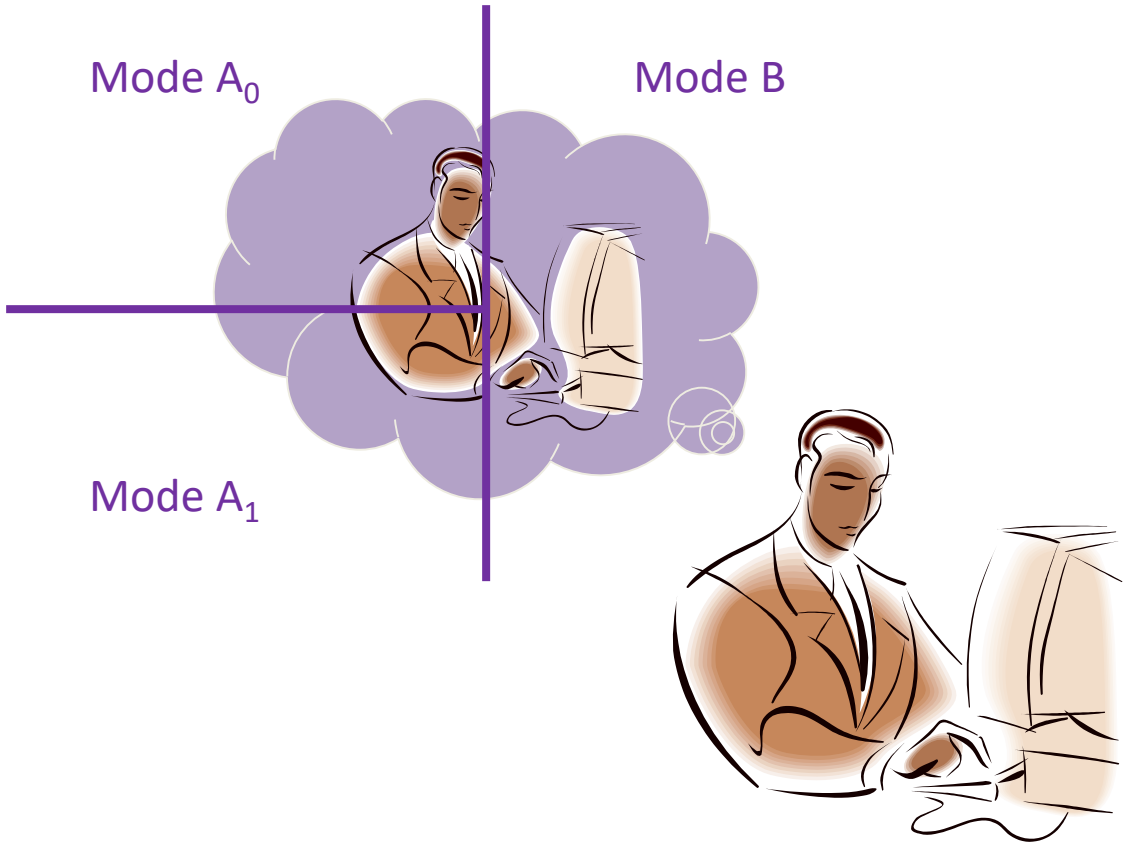
Is Consistency Always Better?

Is Consistency Always Better?



Modes

Modes force people to divide their model



Active versus Passive Modes

Active modes require constant action to maintain

- When that action has ended, so does the mode
- e.g., Shift

Passive modes require action to set, and a separate action to unset, or to set again

- e.g., CAPS LOCK

Active modes are generally preferred

Standardization

If all else fails, standardize

Fewer things to memorize

Reduced learning time

Adapt to new situations faster

e.g., keyboard layout not optimal, but standard

Norman's Seven Principles for Design

Use knowledge in the head and in the world

Simplify the structure of tasks

Making things visible

Get the mappings right

Exploit the power of constraints

Design for error

When all else fails, standardize

CSE 440: Introduction to HCI

User Interface Design, Prototyping, and Evaluation

Lecture 06:
Design of
Everyday Things

Tuesday / Thursday
12:00 to 1:20

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

PAUL G. ALLEN SCHOOL
OF COMPUTER SCIENCE & ENGINEERING

DESIGN
USE
BUILD