

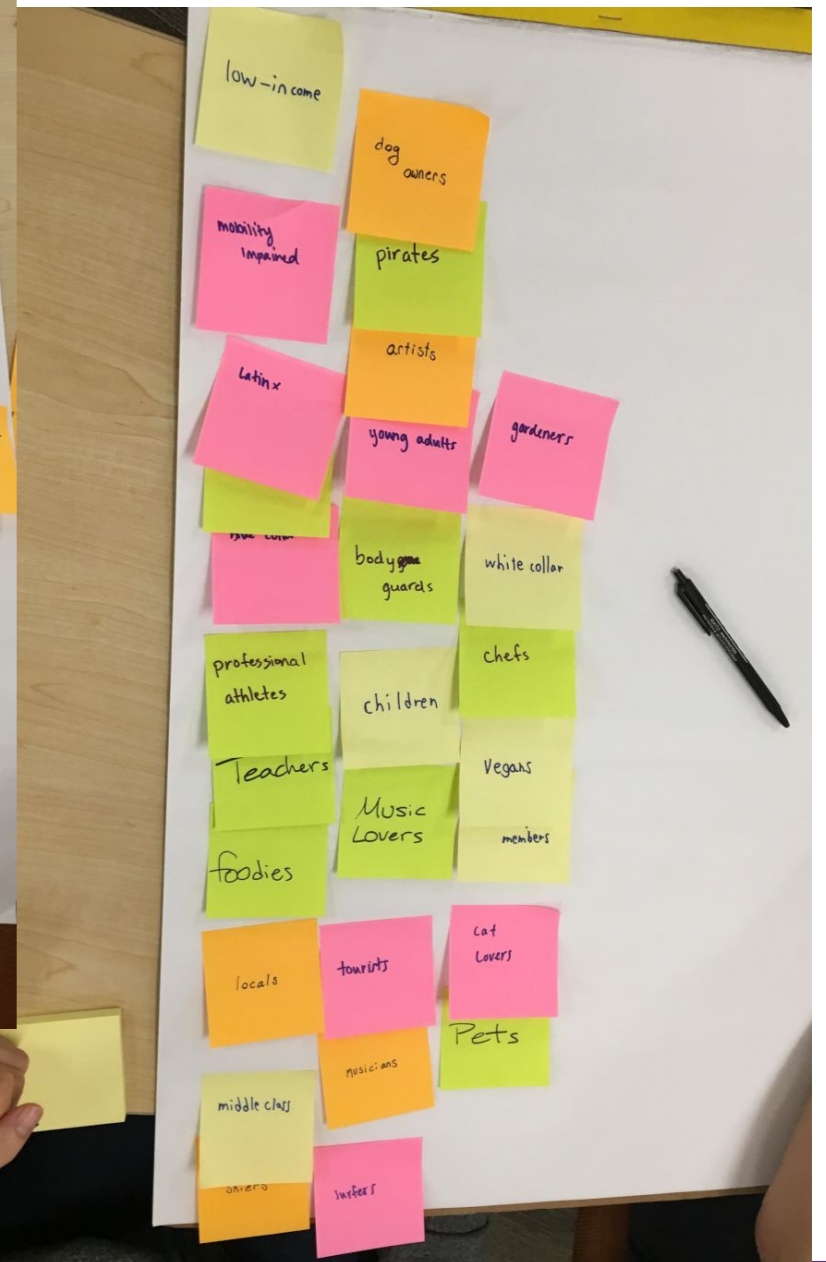
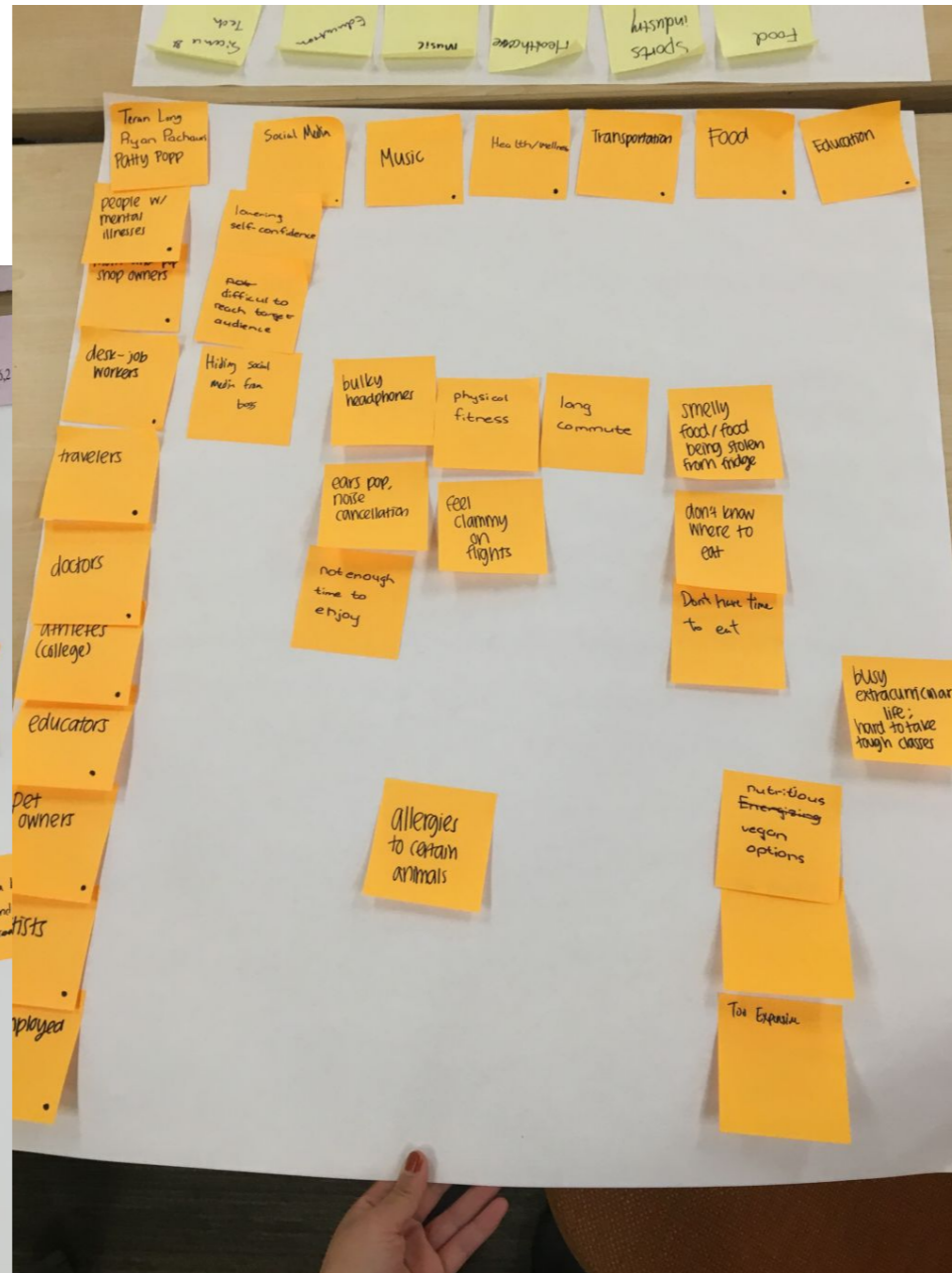
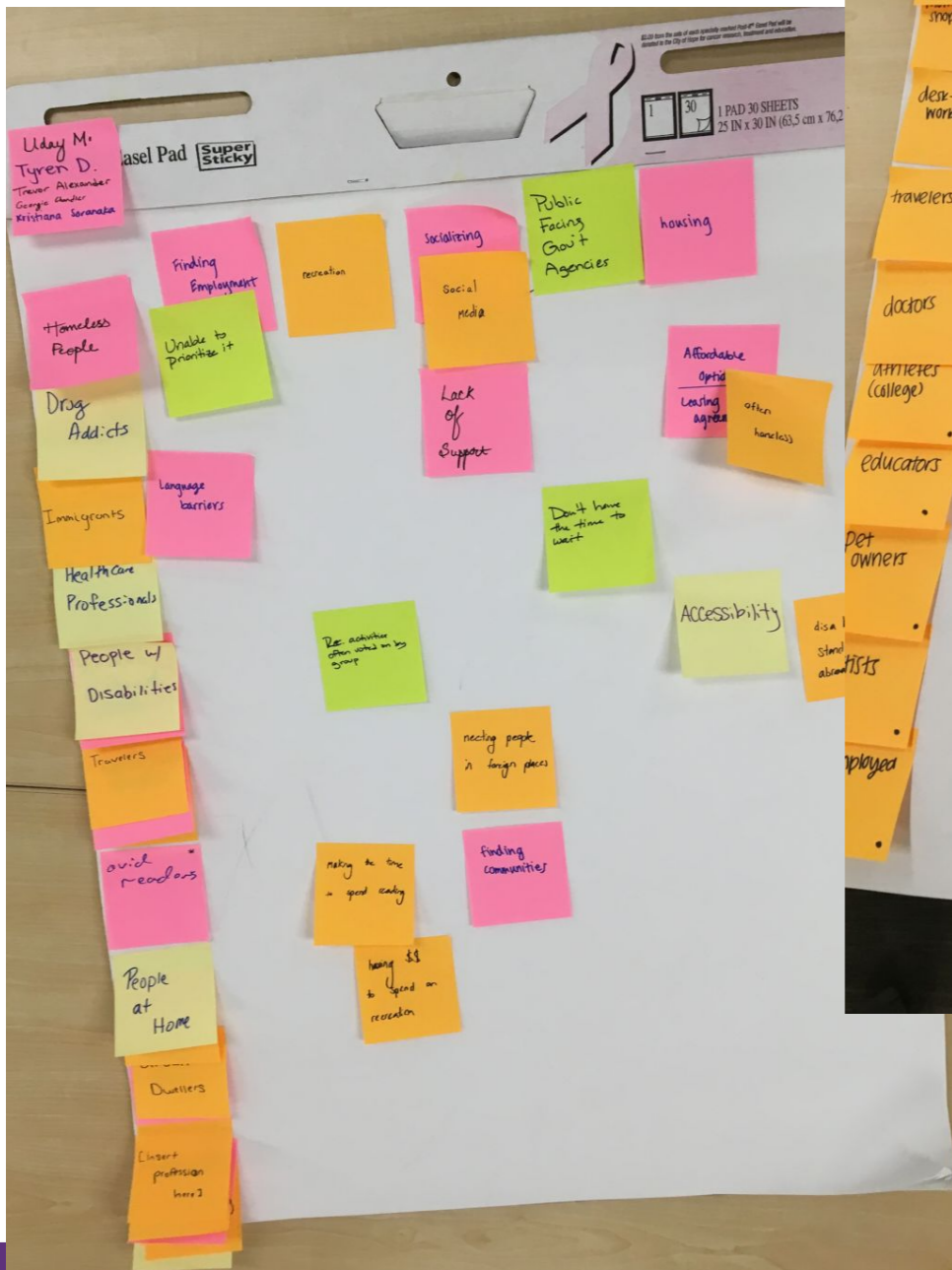
CSE440: Introduction to HCI

Methods for Design, Prototyping and Evaluating User Interaction

Lecture 03:
Design Critique

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What about Friday Section?



What do you want to improve?

Help travellers to connect with their families and we all to sleep better

Balance out the amount of time children and others spend on digital devices and gaming

Increase awareness of consuming footprint

Cook at home and eating healthier

Make commuting faster and driving safer

Help communities that need outdoor installations and social encounters

Manage time and health for students and content (sometimes harmful) for readers

Support people on taking care of their loyal companions: plants and pets

Week Calendar

Apr 9

Designing Critique

10:00 - 11:20 | OUG 136

Apr 10

1b - Project Proposal

Nigini's office hours

10:00 - 12:00

Allen Center 338

Apr 11

Design of Everyday Things

10:00 - 11:20 | OUG 136

Apr 12

Section

10:30 - 11:20 | MGH 058

11:30 - 12:20 | MGH 058

1:30 - 2:20 | MGH 058

2:30 - 3:20 | MGH 058

1c - Revised Project Proposal

Design Critique

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 (best!?) 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

Why critique?

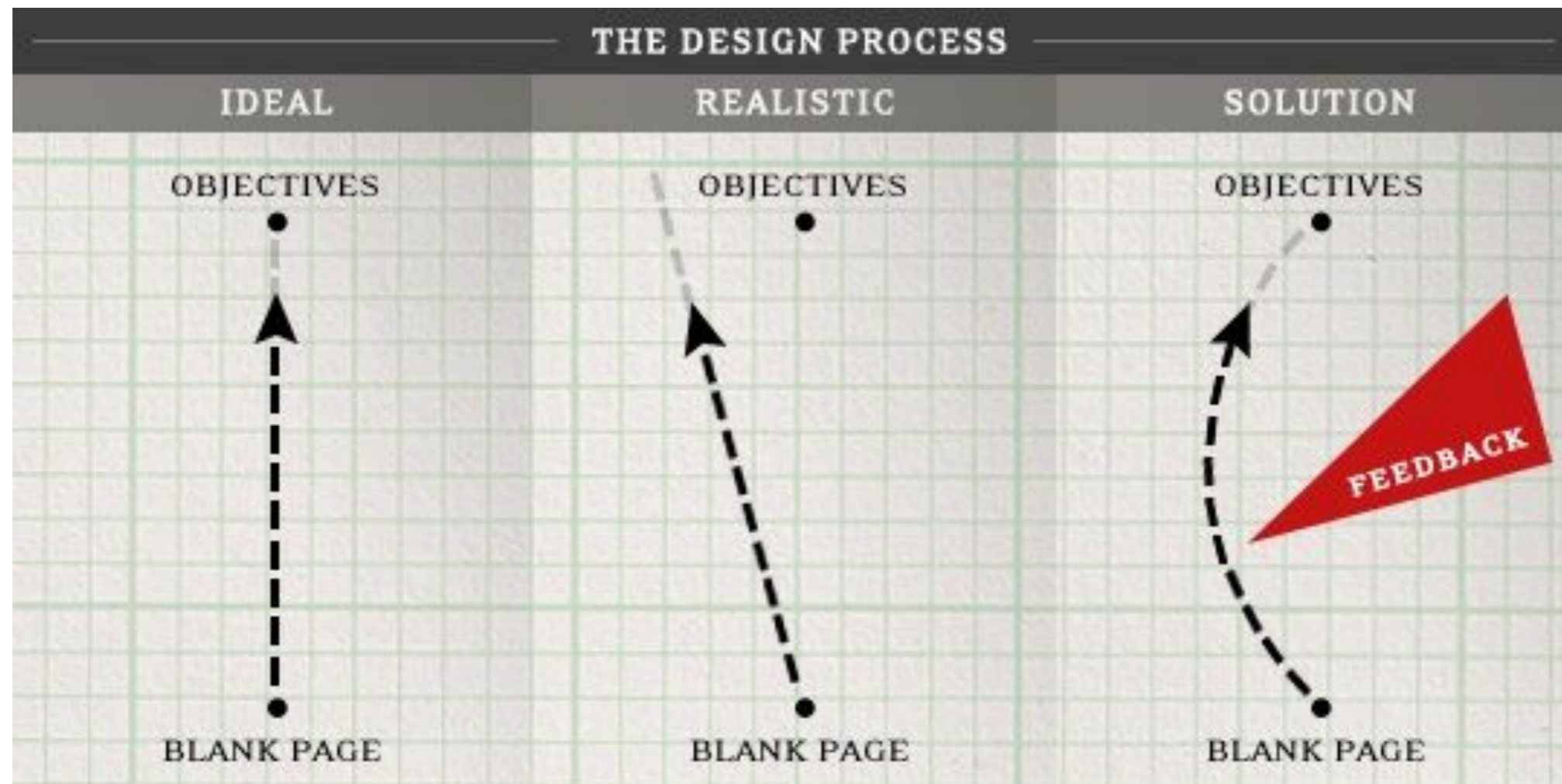
You will encounter critique in many other disciplines

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!

Critique is about improvement



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 and their feedback needs
3. Critiques ask clarification questions, then give feedback
4. Presenters respond to questions and take notes on what is discussed

Critique is not criticism!

Seriously, not just a list of complaints

Critiques 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, and how to act

You must take notes for later review

Common issues in critique feedback

Lack of Clarity

Taking it Personal

Design Apathy

Contradictions

Indecisiveness

Resistance

Too much Negativity

(McDaniel)

Tips for those receiving feedback

Taking advice is not giving up authorship

- You still make the final decision

- 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 what feedback you invite at which stage

Tips for critics

Hamburger method:

Bun: something fluffy and nice

Meat: Criticism on how to improve

Bun: Something fluffy and nice

I like, I wish, What if method:

I like: Lead with something nice

I wish: Some criticism, often leading from what you like

What if: An idea to spark further conversation

Socratic method:

Identify an aspect of design and ask “Why?”

Can be good if unsure what else to say

Forces presenter to give, or develop, explanations for decisions

Avoids that the presenter gets defensive (gives him/her a chance to justify)

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

Critique summary

Fall out of love with the things you build

Let others help you see past the infatuation

Get feedback early, often, and cheaply

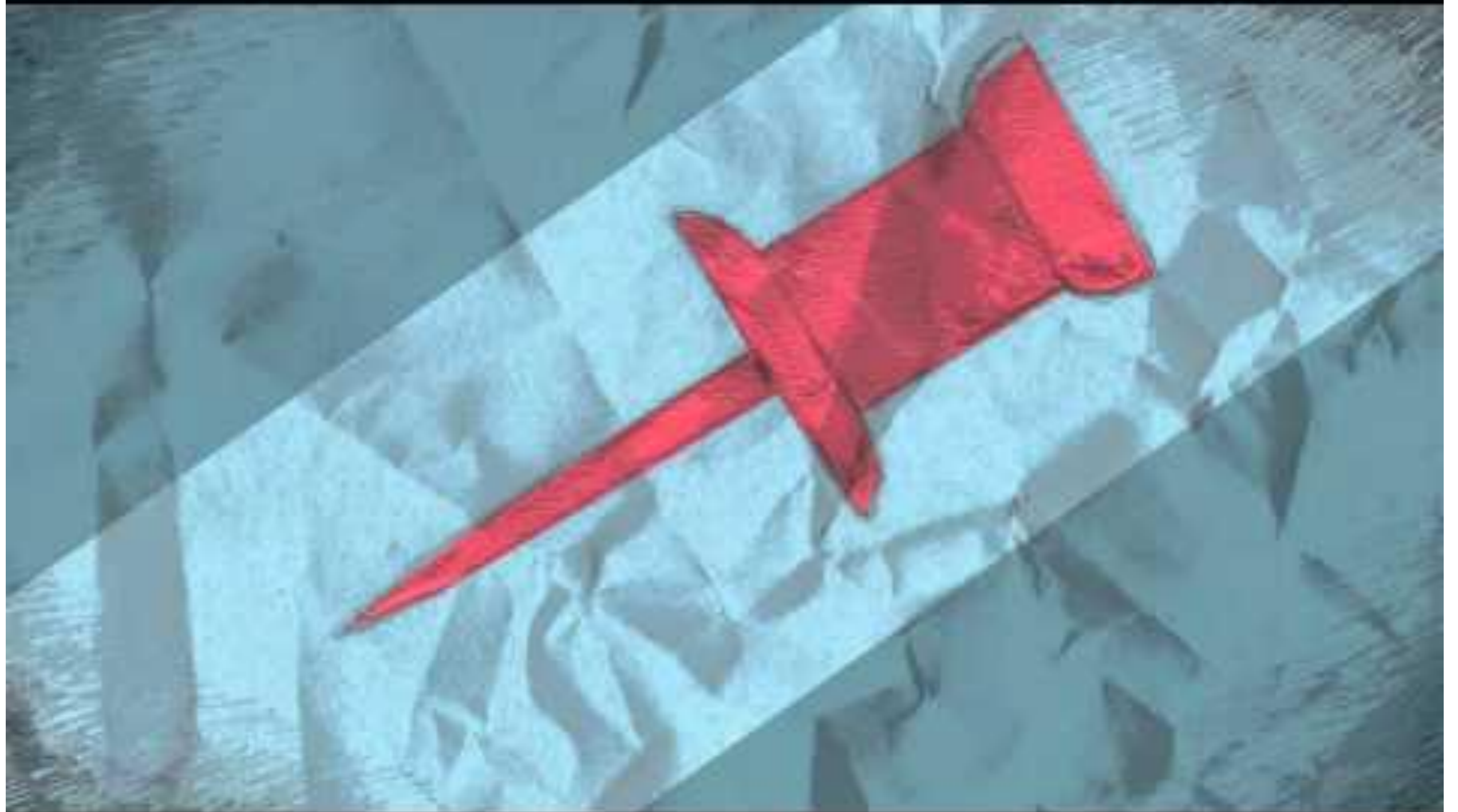
Focus on improvement

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 difficulties... (join the club)! =)



Project Proposals

Sit with people from your Section

(3-4 people per group!)

A (10:30)	B (11:30)	C (1:30)	D (2:30)
4 people	4 people	4 people	4 people
4 people	4 people	4 people	4 people
3 people	4 people	3 people	
	1 PERSON (MOVE to A or C?)		

Proposal draft activity (Step one)

5 minutes: Take turns to **present your favorite idea** as submitted in assignment 1a.

Only one idea per person.

Proposal draft activity (Step two)

5 minutes: After hearing all ideas, which ones are you most excited about? **Pick two ideas** that your team would like to move forward with.

If there is no consensus, discuss how the ideas could be combined.

Proposal draft activity (Step three)

10 minutes: For each of the two ideas, **discuss the questions** on the handout.

Pick the idea that is ultimately most promising.

Proposal draft activity (Step four)

3 minutes: **Prepare to present** and get feedback.

- Who will present? (The others should take notes)
- What will be presented in a 1-2 minutes pitch?

Peer-feedback session

5 (x2) minutes: Partner with another team and take turns in providing each other with **feedback**.

- Pitch your project idea (2 minutes)
- Get feedback from the other group (3 minutes)
- Invert and repeat

Feedback questions:

What do you think is interesting about the chosen **domain and target group**?

How do you think this target group could be interviewed or observed (within the **scope of this class**)?

Why do you think is the **design problem** unique and important?

Do you know whether the design problem has been **addressed in the past**, and if yes, how? (We want to avoid creating another Facebook or Meet-up!)

In general, do you think the project can be turned into something **exciting and novel**? Or is there a way to give it a more exciting twist?

Ask me something!