

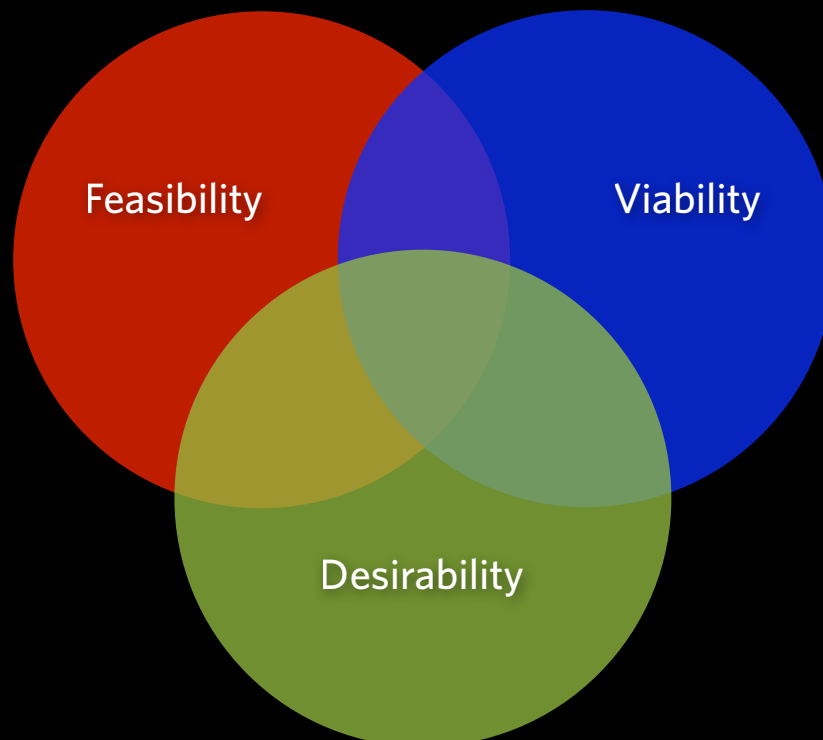
Principles and Practices

for Successful Experience Design

adaptive **path**

Peter Merholz

peterme@adaptivepath.com



Desirability

3

How do you achieve such success?



Top Ten Guidelines for Homepage Usability

Following are ten things you can do to "increase the usability" of your homepage and thus "enhance" your website's "business value."

1. Include a One-Sentence Tagline
2. Write a Window Title with Good Visibility in Search Engines and Bookmark Lists
3. Group all Corporate Information in One Distinct Area
4. Emphasize the Site's Top High-Priority Tasks
5. Include a Search Input Box
6. Show Examples of Real Site Content
7. Begin Link Names with the Most Important Keyword
8. Offer Easy Access to Recent Homepage Features
9. Don't Over-Format Critical Content, Such as Navigation Areas
10. Use Meaningful Graphics

Jakob Nielsen Alertbox, May 12, 2002 <http://www.useit.com/alertbox/20020512.html>

The image shows a screenshot of the Quixtar website with several annotations in red and yellow callouts:

- Include a search input box**: Points to the search bar at the top right.
- Include a one-sentence tagline**: Points to the "Take off" headline.
- Emphasize the site's top high-priority tasks**: Points to the "Log In To Quixtar" and "Choose A Quixtar Visitor View" sections.
- Use meaningful graphics**: Points to the image of a person in a blue and yellow athletic outfit.
- Show examples of real site content**: Points to a collage of product images including Nutrilite, American Red Cross Disaster Relief, and Artistry.
- Offer easy access to recent homepage features**: Points to the "Site Information" and "Contact Quixtar" links.

A large yellow callout in the center reads: **#14 in Internet Retailer's Top 400**.

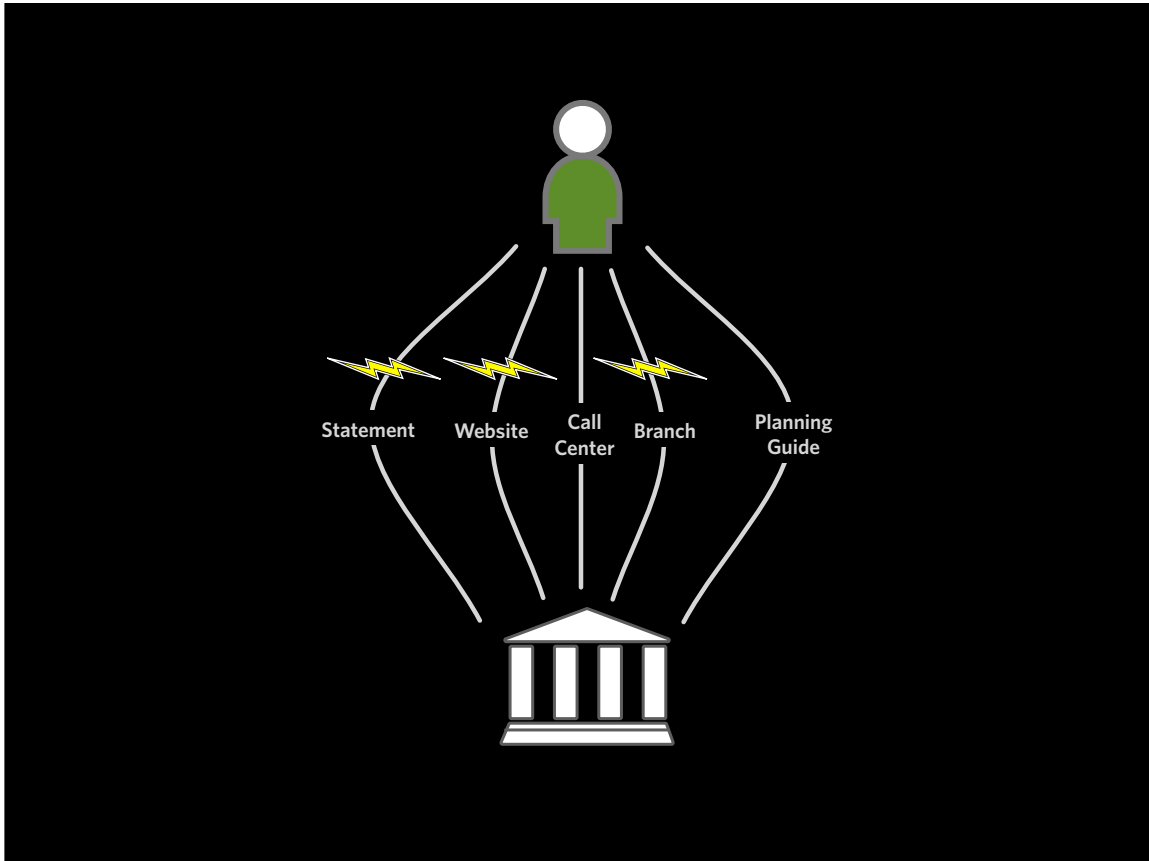
Below the main screenshot are four smaller screenshots of other retailers, each with a ranking in a black callout:

- #15**: QVC website.
- #17**: Apple website (Mac mini).
- #20**: Pillsbury website.
- #22**: Big Lots website.



“Obeying rules without an understanding of the reasons behind them creates an **approximation of competence** which leaves one vulnerable to the exceptions.”

Sea Kayaker's Deep Trouble



Goals of Discovery

Learn what expectations, assumptions, ideas, and biases exist inside the organization

Build short-term and long-term support for the project

Understand what success means

Focus the research and design efforts in the right direction

Fundamentally: to head off problems before they occur

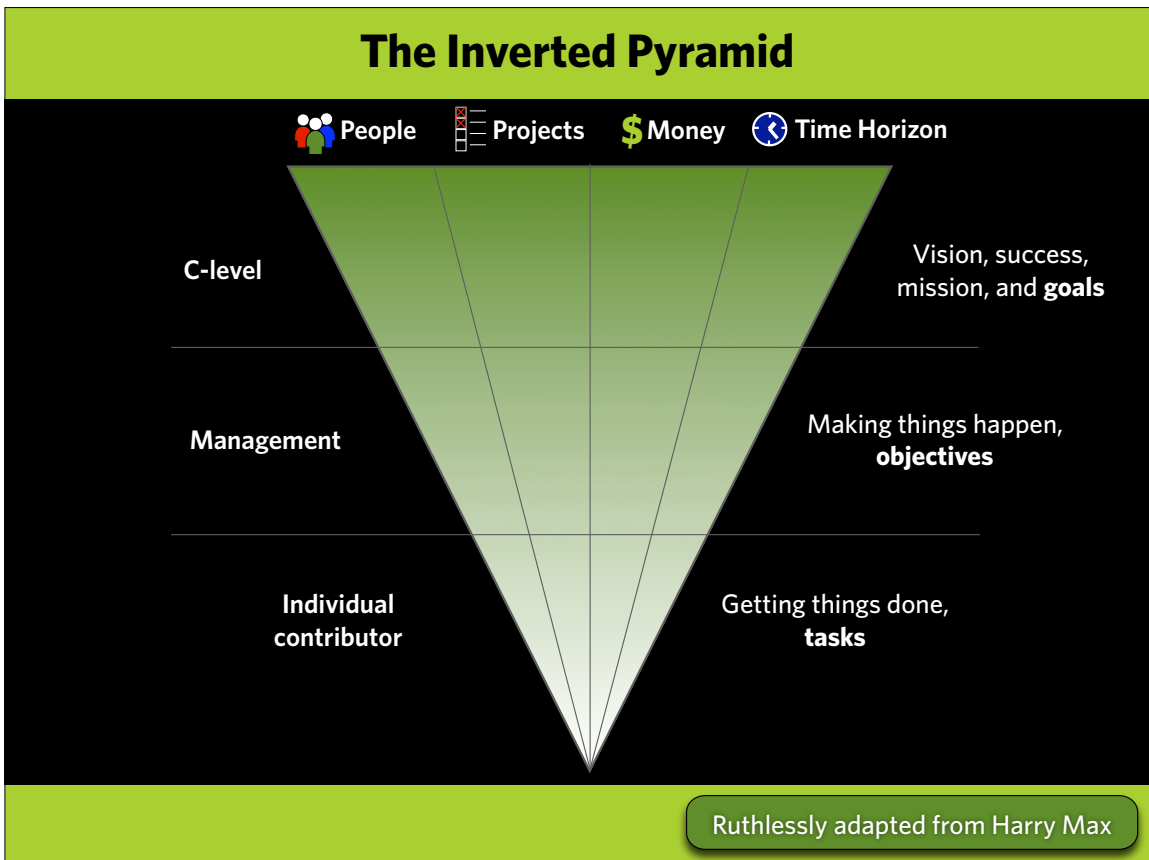
Why bother?

**If you don't do discovery,
you will regret it**



10 Ways Projects Can Bite Back

1. Project gets bogged down in approvals
2. What you deliver is not what people expect
3. You discover half-way through that the scope is much greater than you imagined
4. Feature creep
5. Disenfranchised people become obstacles
6. You deliver on stated goals, only to find out messier unstated goals
7. Nobody understands what you're saying
8. Someone important and powerful squashes the solution a week before launch
9. Your final solution, though cool, doesn't solve the original problem
10. Your proposed solution can't be implemented



- » Create empathy
- » Benefit from ideas
- » Identify landmines
- » Find (mis)alignment

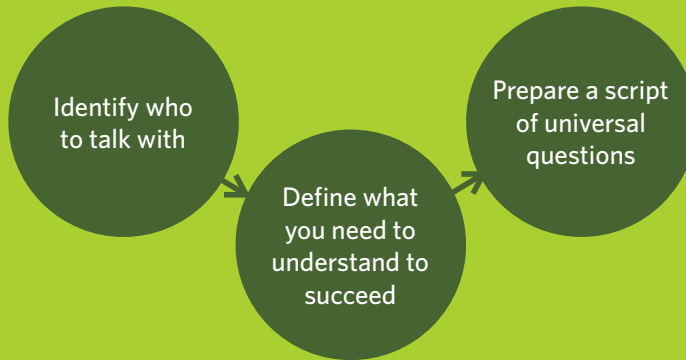


#1 way to get input from Stakeholders:

Talk to them.

**But first,
prepare!**

Talking to stakeholders



Strategic context
Success criteria
Pet concerns
Risks and mitigations
Current capabilities
Feasibility issues
Past mistakes
Competitive concerns



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Talking to stakeholders

Universally effective questions

- » What do you do?
- » Why?
- » How do you know if you're successful?
- » How would you measure that?
- » If this project is successful, what impact will that have on your business?
- » What do you expect a successful project will be like?
- » What will it do? What features will it have?

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Talk

Specific questions for a **CMO**

BRAND-RELATED QUESTIONS

- » How should this project effect customer's perception of the brand?
- » Where does this project fit in the brand experience?

MARKET-RELATED QUESTIONS

- » Who is the target market for this project? What do we know about it?
- » How should this project be positioned versus competition?

DEPLOYMENT QUESTIONS

- » How can we reach this target market?

LOGISTICAL QUESTIONS

- » Who on your team can serve as a liaison or proxy to our project?

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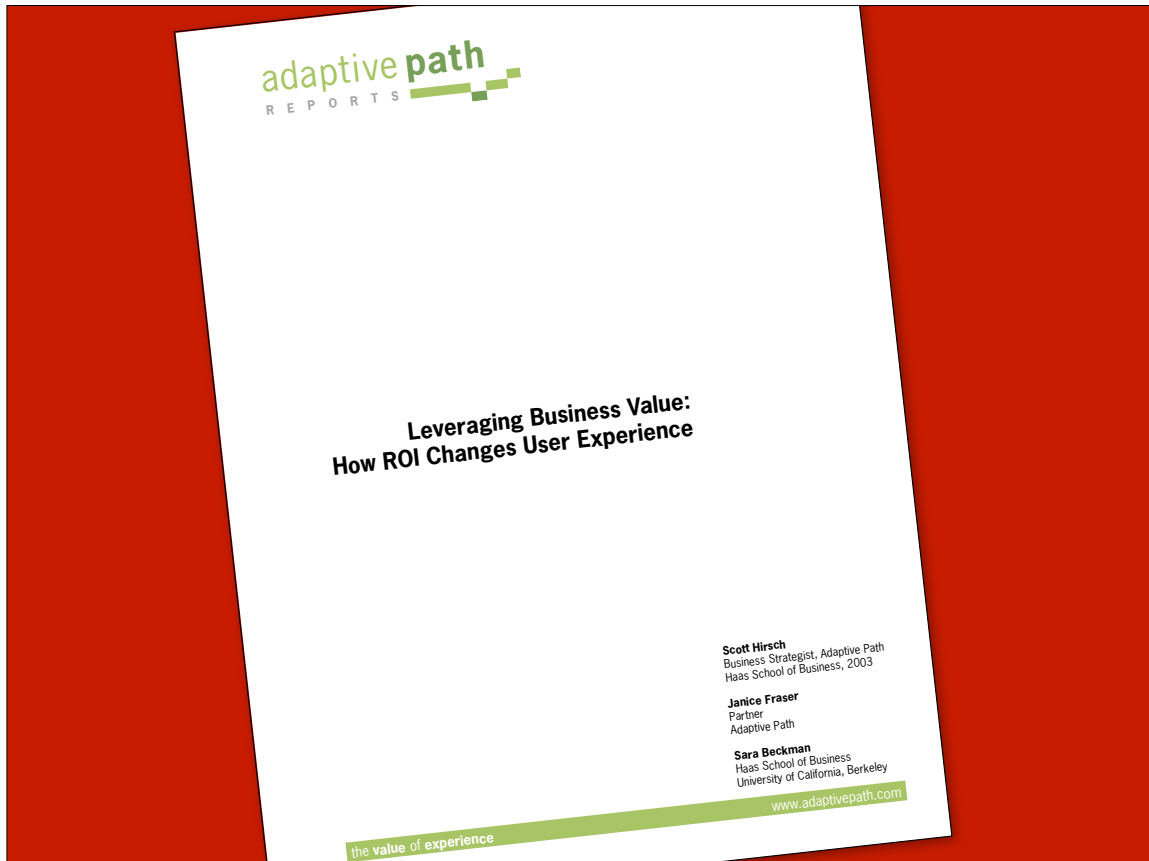
24

We agree on...	We differ on...
<ul style="list-style-type: none">» The business goal is to maximize percentage of rooms filled and dollar amount spent per room» Guest loyalty and repeat visits is the primary means to reaching this goal» Operational costs must be managed and kept under control	<ul style="list-style-type: none">» The scope of the project. How much of the guest experience should be considered a part of this effort?» What type of guest experiences lead to repeat visits and loyalty behaviors?» How to measure the effectiveness of the changes and continue to improve the experience in a cost-efficient manner?

A great inroad for you to have a role in creating strategy

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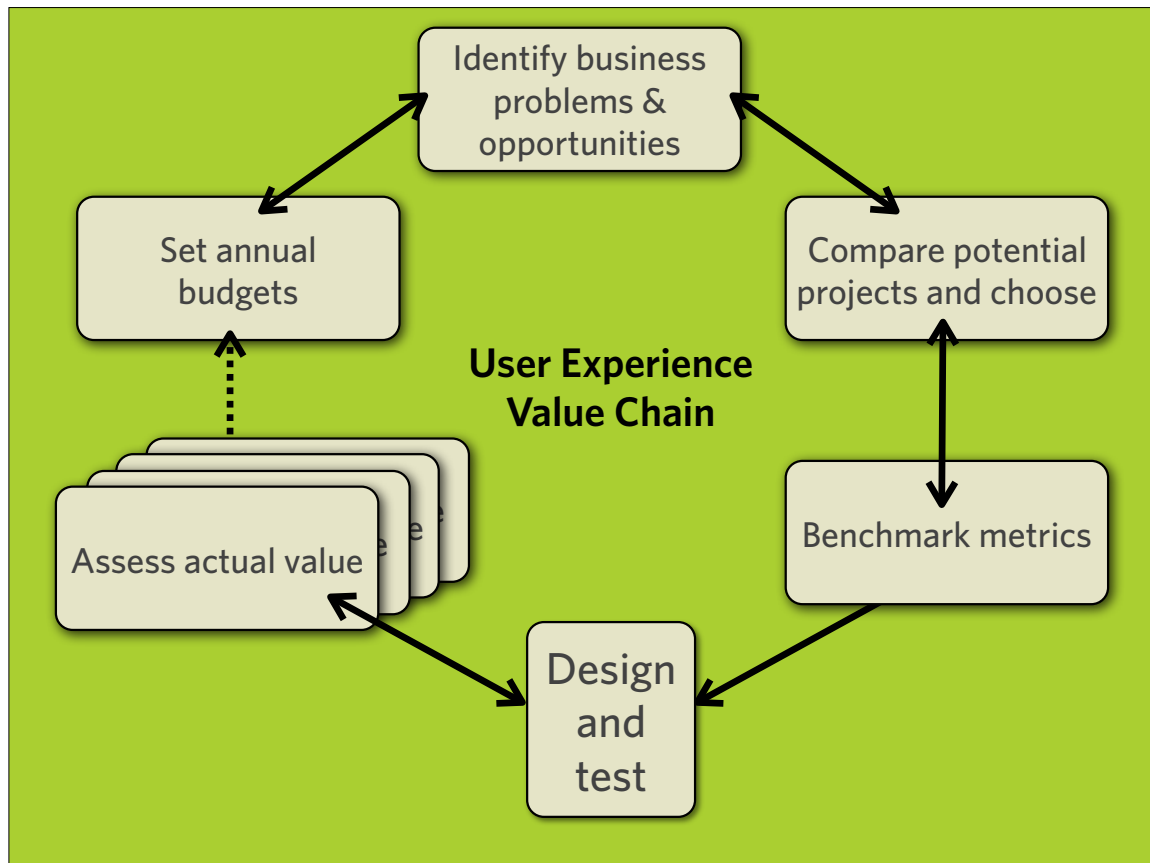
Our Research

In-depth case studies to examine the link between user experience and business value

- How is value being measured? Why?
- What effect is that measurement having?
- How is it affecting management, accountability, and decision-making?

Selected firms represent diverse business models

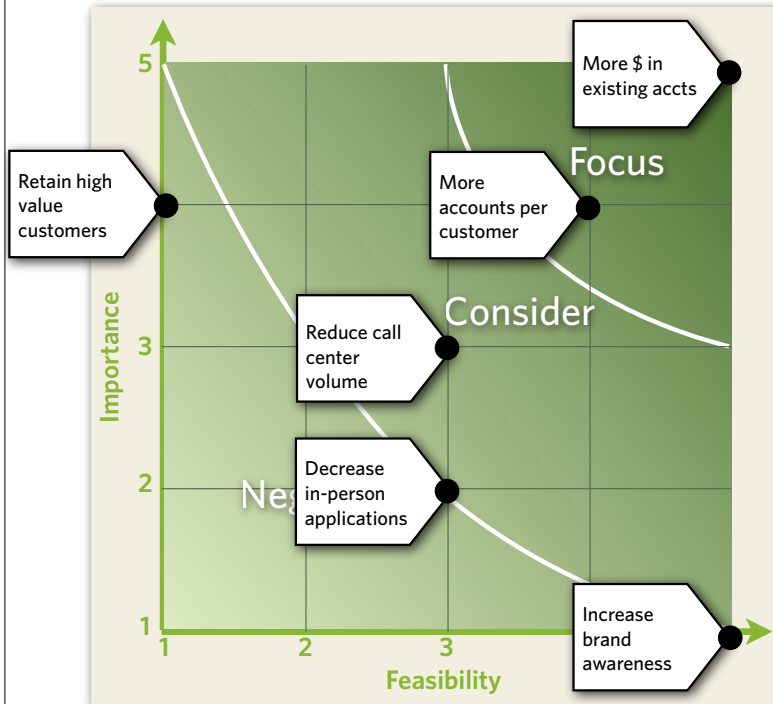
- Site strategies: ecommerce, product research, information/media, online service, intranet
- Business types: public, private, and not-for-profit firms
- Companies: ESPN, Belkin, KQED, Cathay Pacific, Bank of America



Symptoms that you lack focus

- The panacea project: "this will fix everything"
- "We want to be the Google/iPod of _____"
- Ambitions exceed resources
- Too many competing requirements
- Prior attempts failed
- Can't say "no"
- Focus on just one metric

Prioritize Business Problems and Opportunities



Rate each business problem's importance and feasibility

Example for a bank website

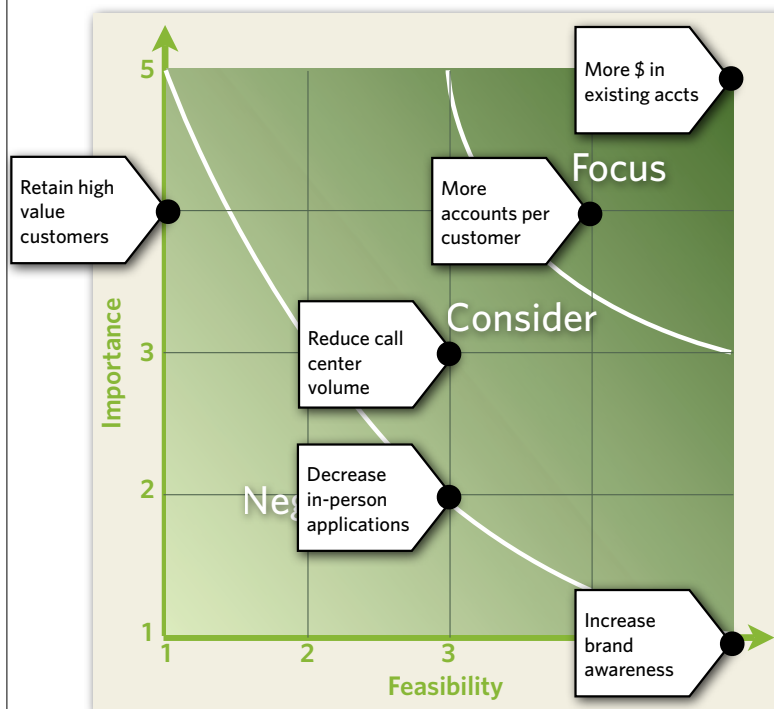
1. Identify opportunities and problems

- Culled from stakeholder interviews
- Brainstorm in a workshop
- Make sure these are significant business opportunities or problems
- Don't sell yourself short!

2. Rate each problem and opportunity

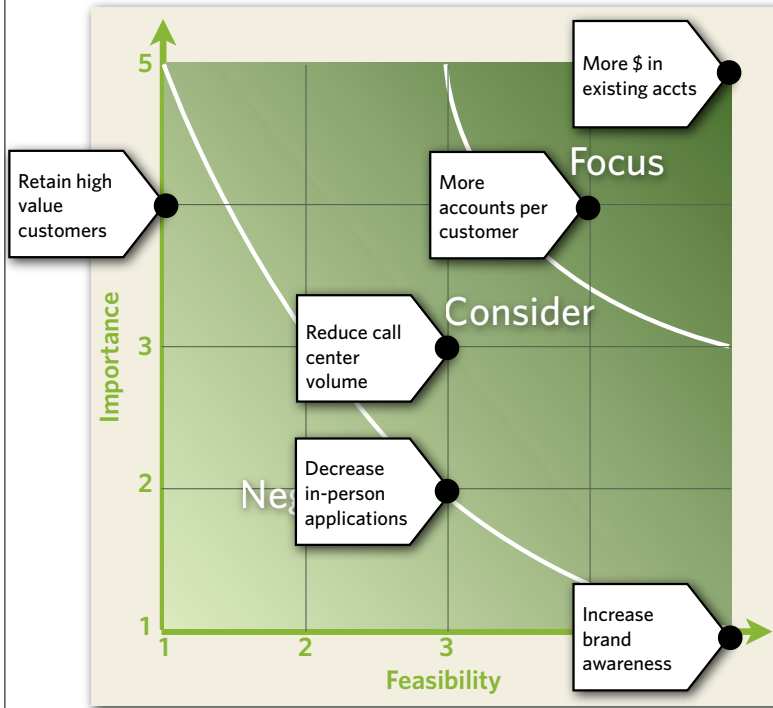
- Keep it simple
 - 2 dimensions, scale of 1-5
- Importance
 - How crucial it is to the business to solve this
- Feasibility or viability
 - How much impact you can actually have addressing this problem or opportunity
- Limit the number of “points”
 - An average of 3 points per business problem
 - 5 business problems? You have 15 points to distribute

3. Graph business problem ratings and discuss



- Focus
Your design must address these
- Consider
Your design should accommodate these
- Neglect
Unwise use of time to address these

4. Communicate to others in your organization



- Great for sharing with others
- Get organizational alignment prioritization of business problems; don't wait for feature prioritization

Focus means

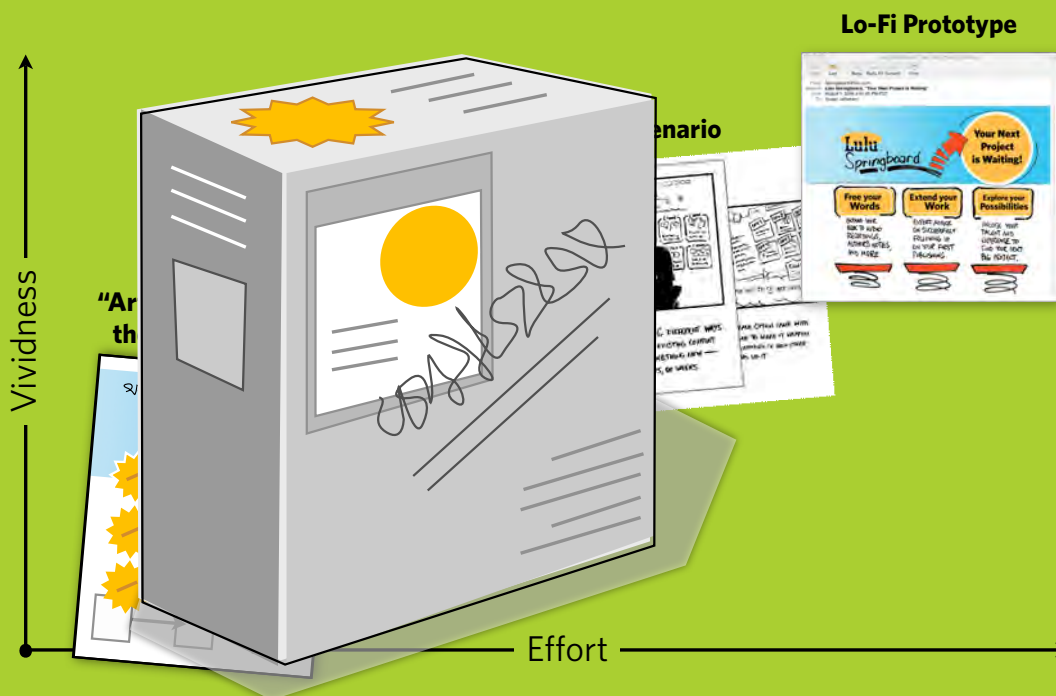
- Saying "no"
- Achievable mandate
- Explicit design guidance



#2 way to get input from Stakeholders:

**Make a solution
with them.**

Co-creating solutions



Selling your solution

1. Show the problem
2. Manage the politics
3. Don't promise a silver bullet
4. Pay attention to style
5. Benefit the bottom line

Ruthlessly stolen from Samantha Starmer

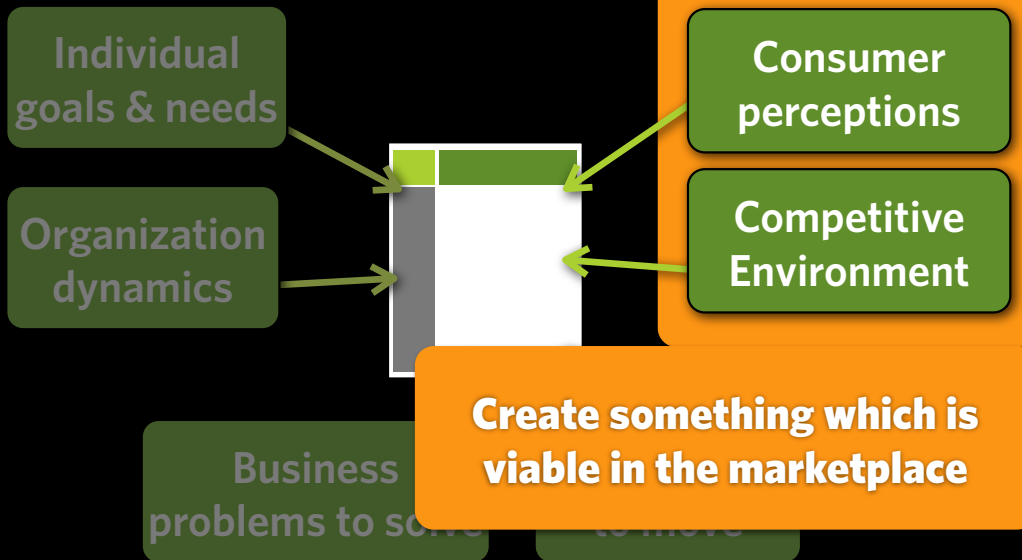
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Bottom line

Our research indicated that efforts to measure the value of design (however basic) are fundamentally worthwhile, leading to better decision-making, less frustration, more innovation, more empowered design teams, and a better environment for “doing good work.”

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What influences the project and your success:



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Kodak EasyShare Gallery Welcome, janice.

KODAK Mobile Service My Kodak My Account Sign Out Help Cart

[View & Edit Albums](#) [Share Photos](#) [Buy Prints](#) [Add Photos](#) [Gift Store](#)



Welcome, janice

Account Information

- [Credits & Discounts](#)
- [View Order History](#)
- [Update Personal Info](#)
- [Guestbook](#)
- [My Saved Projects](#)

Recent Albums

[My Albums](#) | [My Friends' Albums](#)




Evan - One and a half
12/13/03 (7 photos)
[Print](#) | [Edit](#) | [Share](#)

[View All Albums](#)

Shopping Information

- [Photo Calendars](#)
- [Photo Books](#)
- [Photo Gifts](#)
- [Photo Cards](#)
- [Customer Rewards](#)
- [Kodak Prints](#)


Support the Cause



Help fight breast cancer by shopping for Pink Ribbon products at the Gallery!

- [Learn more.](#)
- [Start shopping.](#)

What did you do on your summer vacation?

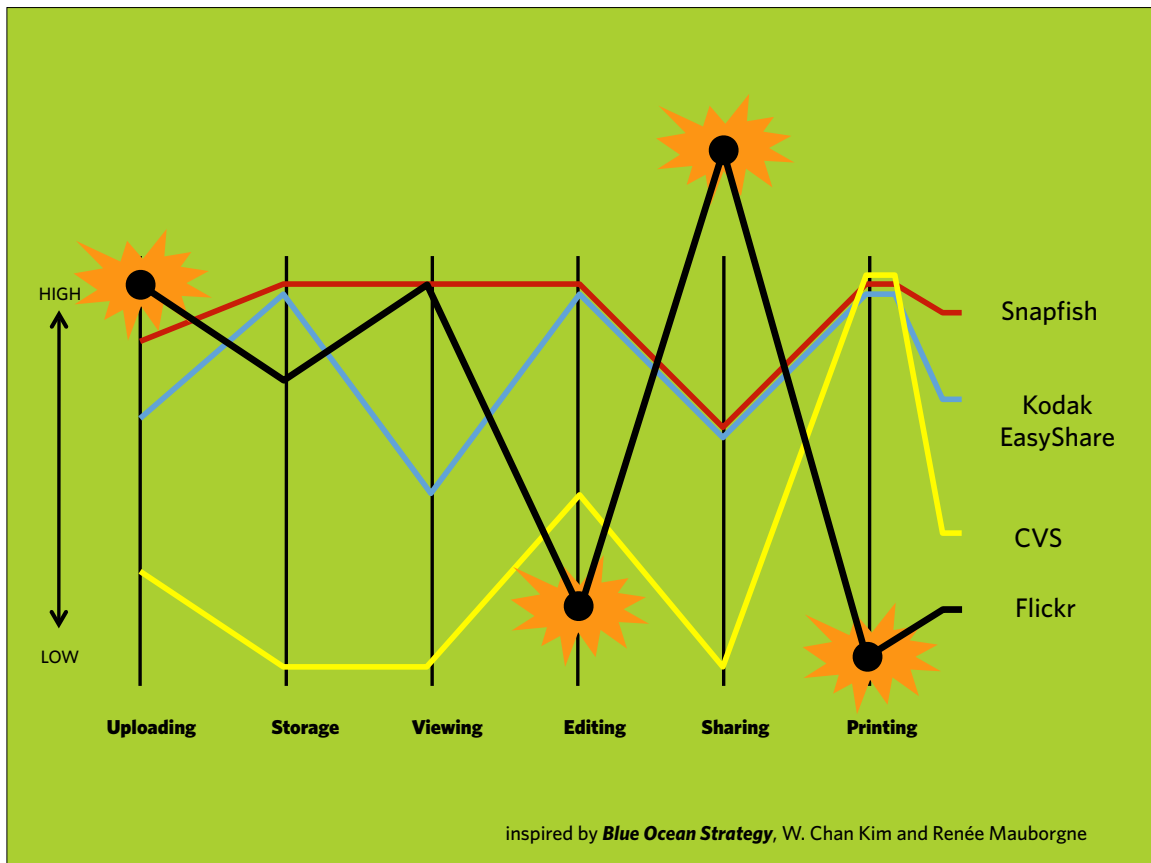
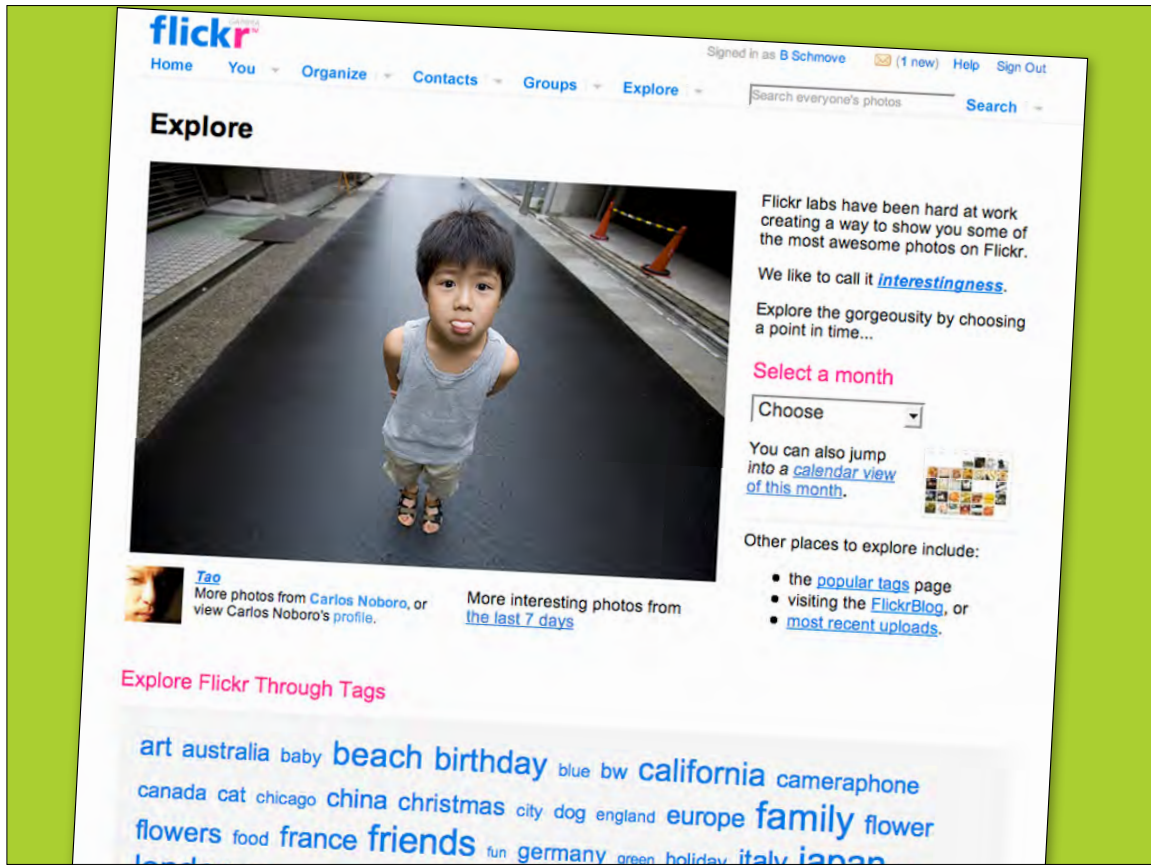


Save 20% on a Photo Book that tells the story of all your summer adventures!* Coupon Code: **SUMMERSTORY**

[Create book.](#)

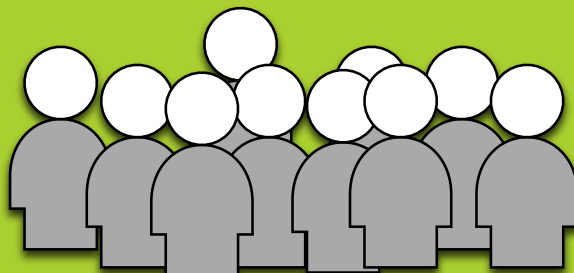
*Offer expires 7/27/05, Applies

42



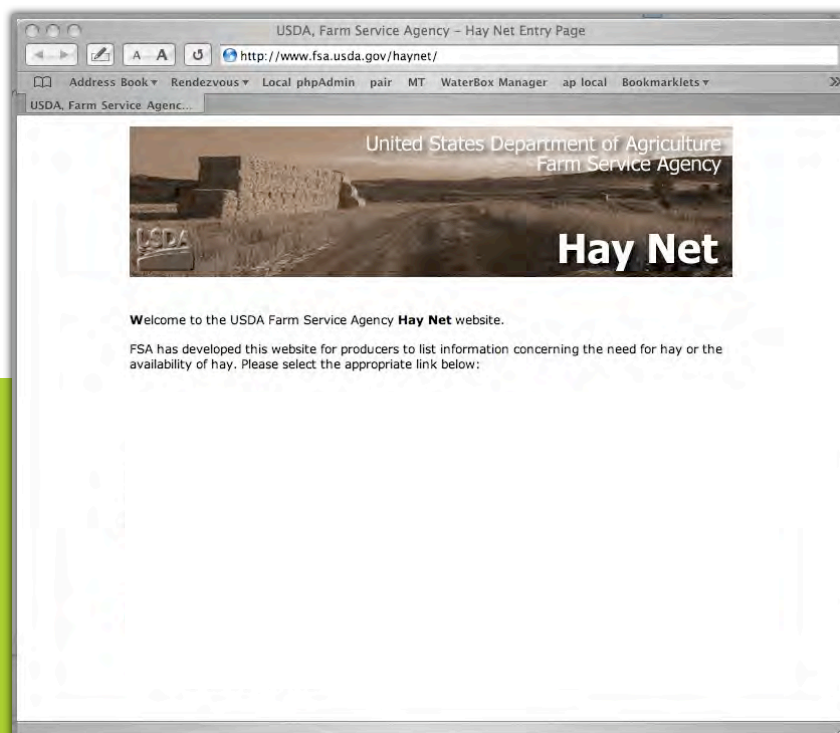
inspired by *Blue Ocean Strategy*, W. Chan Kim and Renée Mauborgne

Who are our users?



What are they doing and why?

45



46

What is research for?

Developing empathy

Understanding people's behaviors and motivations

Letting go of biases and preconceptions

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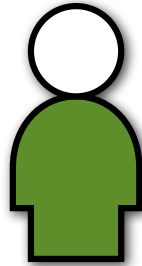
outnow.ch
48

A note about people

Bad at predicting their own behaviors

Good at recalling their behaviors

Bad at focusing on things they don't really care about.



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The Research Plan

You will succeed or fail by your research plan!

Questions are more important than answers.

Focus on what happens **before** and **after** data collection.

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A madness in your methods

Don't let methodology drive your research

Never shoehorn -- be method neutral.

Some signs of method madness:

Method chosen before questions

Planning or analysis feels rushed.

You don't feel like you're getting anywhere.

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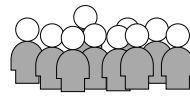
Different Types of Research

	Methods	Used for
Demographic Who are they? Age, sex, geography	Surveys Analyze registration database	Lay of the land Audience segmentation Inform/validate other research
Conceptual How do things get done? Behavior patterns, conceptual models	Field research Contextual interviews Card sorting	Product strategy Gap analysis Information architecture
Preference What do they like or dislike? Preferences, opinions, desires	Surveys Focus groups Preference interviews	Visual interpretation Branding Target marketing
Evaluation How does it work for them?	Usability testing Log analysis Customer feedback Card sorting	Interaction design Interaction flow Page layout Nomenclature

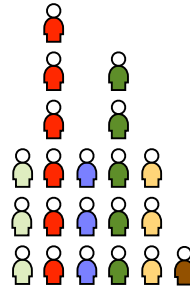
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User Research Planning

Traffic shows an undifferentiated mass of visitors



A **survey** tells us **who** is visiting and **what** the patterns of purpose and expectation are.



Field research (e.g. interviews) tells us **what** they are trying to do, **how** they go about it, and something of **why** they are doing it.



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Field Research

Includes contextual interviews, diaries, "ethnography", and many other techniques.

All help you understand your **users**, their **activities**, their **motivations**, and **contexts**



54

Have a plan



What is the overall objective of the interviews?

"To define the requirements for the hotel redesign."

What are the research questions you're exploring?

"What are the steps people take when arriving at the hotel?"

"What are their immediate needs?"

"How are they currently trying to meet these needs?"

"What does the hotel experience mean to these people?"

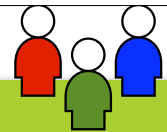
Who will you include in the research?

Frequent travelers, infrequent travelers, traveling for business, traveling for pleasure

What tasks, activities, and contexts do you want to observe/discuss? **More on this later...**

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Recruiting



Begin with your segments

You can do it yourself...

Friends, family, coworkers

Existing user base, customer support inquiries, advertise on existing site

Classified ads, Craigslist

Or use a recruiting agency.

But don't take recruiting lightly!

Recruiting Without Fear

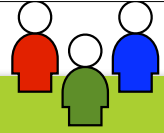
http://www.uie.com/reports/recruiting_without_fear/

Learn more from UIE



56

A Telling Quote about recruiting...

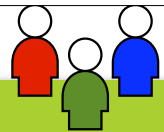


"This takes ABSOLUTELY ALL MY TIME. It's more than phone calls. It's massaging the reps, establishing relationships, chit chat, scheduling. I have gray hair now!"

- Employee tasked with recruiting in addition to her normal job

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Writing a Screener



A simple script to weed out subjects

Write around 20 questions that narrow in on who you're after

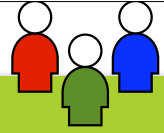
Order questions from generic to specific

Be very clear and specific

Avoid jargon

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You are looking for...



Find people who are currently engaged in the tasks

Pick the people who will give you the best response

Will talk a lot

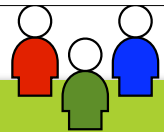
Can carry on a conversation for an hour

Will communicate clearly (possibly with translator)

Interested in taking the time

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Recruiting: How Many Users?



This is one of the biggest debates in user research

Remember: this isn't science

(We're looking for feedback to help us design a product or tool, not prove a hypothesis or manufacture a new prescription drug.)

In our experience: 4 to 6 people per audience segment is enough

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Annotated Experiences

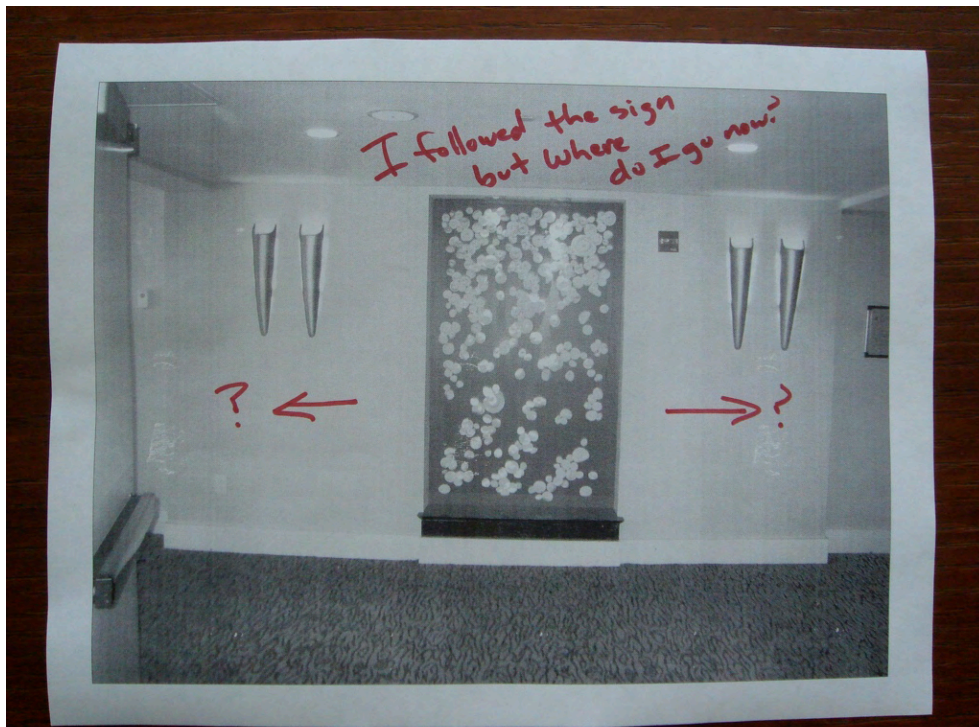
Sometimes also called diaries. The idea is to get people capturing their thoughts and feelings **while having the experience.**

Give people tools and a flexible system for capturing and communicating their experience to you.

- Recruit people who have a digital camera or camera phone (or provide them one).
- If you're working on software, show them how to take screenshots and print them out.

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Encourage people to take notes on their pictures.



Ask for details...

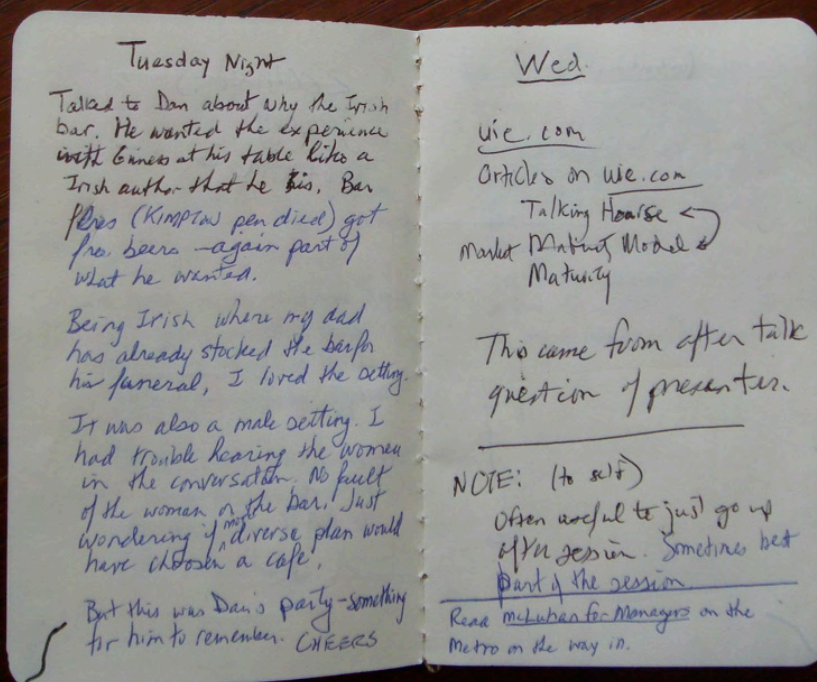


I had no idea what to do with this when I felt this on the wall the first time..

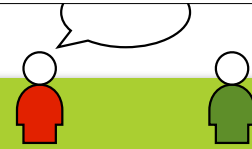


After three days in the hotel, I still wasn't sure whether I was supposed to use the button, the slider, or both.

Notebooks are also a great way to collect diaries and annotated experiences.



Interviews



What will participants be doing?

What will you be asking them?

How do you figure out what to ask?

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Choose an setting

SETTING

APPROPRIATE FOR...

Lab



Validating product interfaces
Building confidence in observed trends
Findings that require less interpretation, are integrated into iterative process

Phone



Exploring long term activities
Geographical distribution
Information research tasks

Field



Observing environment and context
Situations where artifacts are important
Seeing group interaction
Highly transactional tasks

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Comparing Costs

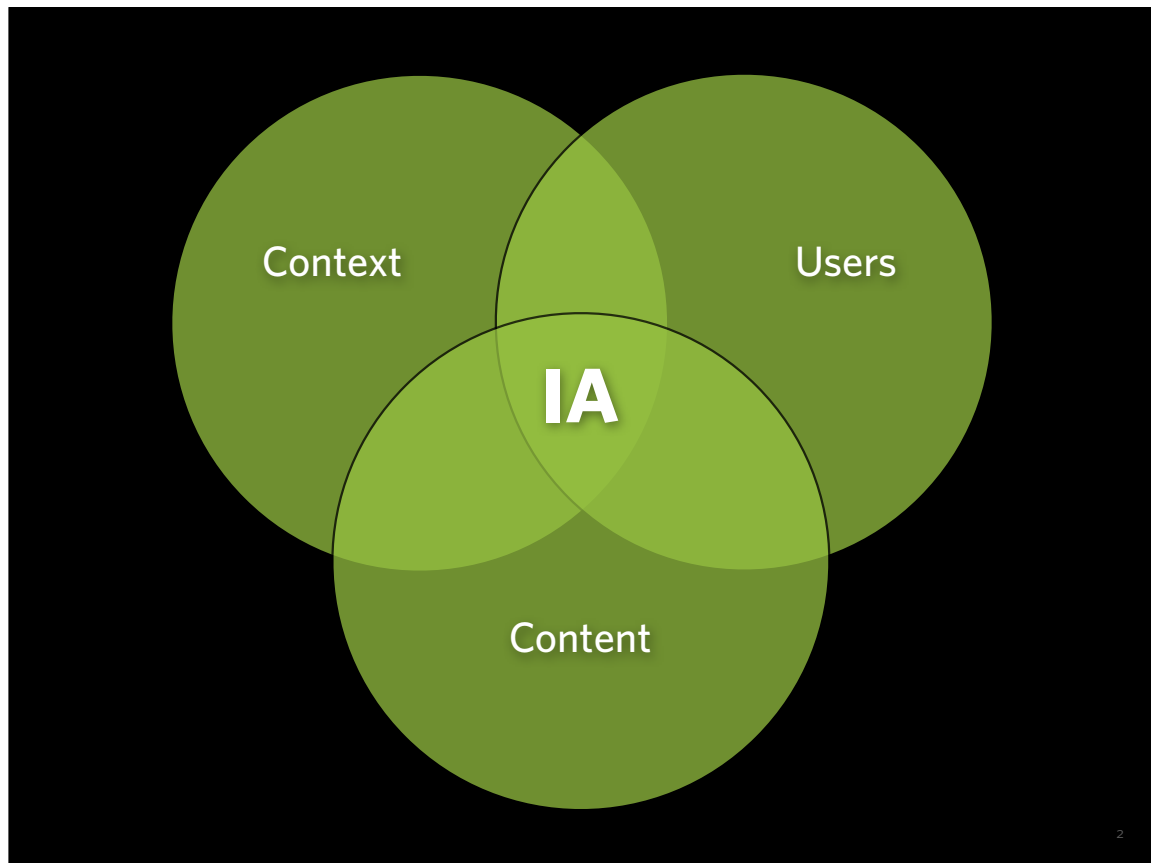


	Lab	Phone/Remote	Field
Timing			
Preparation (Plan, Protocol)	1-2 weeks	1-2 weeks	1-2 weeks
Recruiting	1-2 weeks	1-2 weeks	1-2 weeks
Conducting Interviews	3 days	3 days	4 days (5-6 with travel)
Analysis	1-2 weeks	1-2 weeks	1-2 weeks
Totals	4-7 weeks	4-7 weeks	4-7 weeks
Expenses			
Incentives	\$600-1200	\$600-\$1200	\$1200-1800
Equipment (Camera, tapes)	\$400-600	\$50 (audio tapes)	\$400-600
Travel	\$0	\$0	\$0 - \$3000 (Air, ground, lodging, meals)
Facilities	\$0 - \$1,000/day	\$0	\$0
Phone charges	\$0	\$200	\$0
Totals	\$1000-4800	\$850 - 1450	\$1600 - 5400





<http://www.flickr.com/photos/ih8gates/18861176/in/set-444219/>



What is information architecture?

the art and science of structuring, organizing
and labeling information to help people find and
manage information

Lou Rosenfeld and Peter Morville, authors of "the polar bear book"

Two parts to information architecture

Figure out what you have.

Figure out what to do with it.

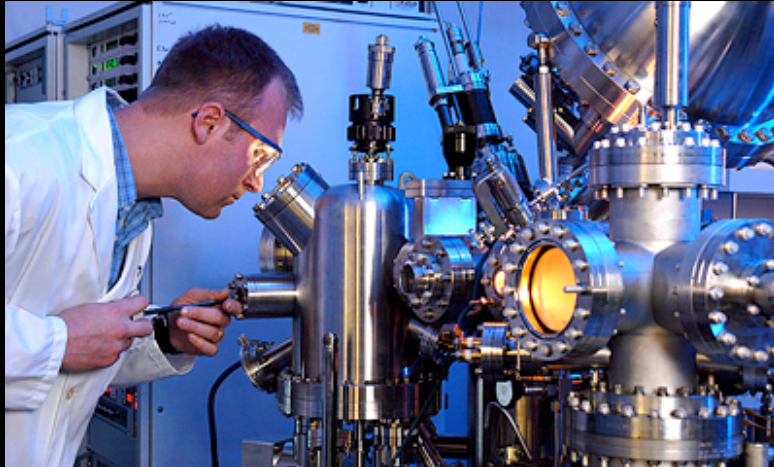
Two parts to information architecture

Figure out what you have.

Figure out what to do with it.

What is Content Analysis?

The process of assessing the nature of the content and functionality in a system (web site, software, etc.).



What is "content"?

Words

Images

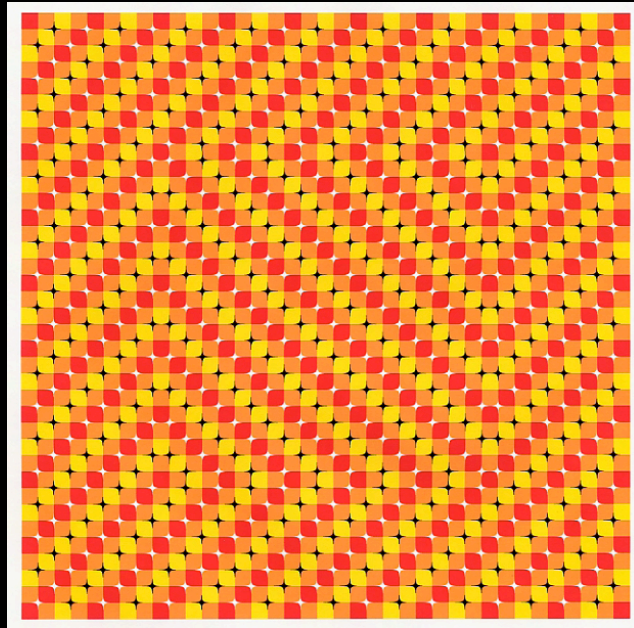
Video

Tools or applications

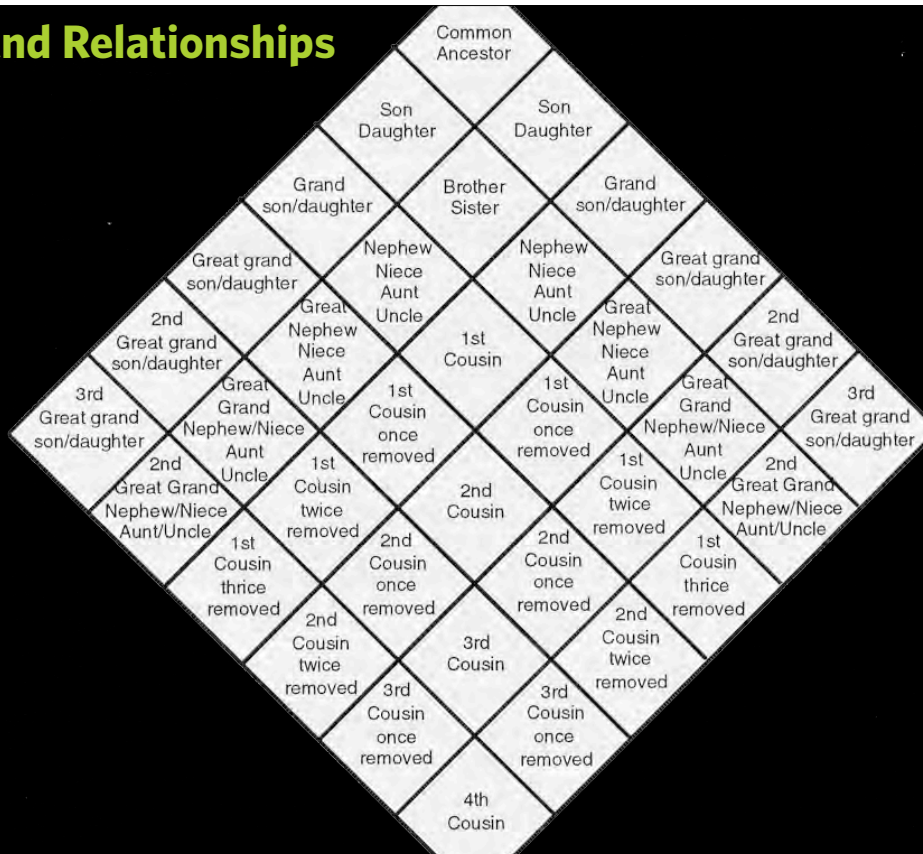
Objects, things

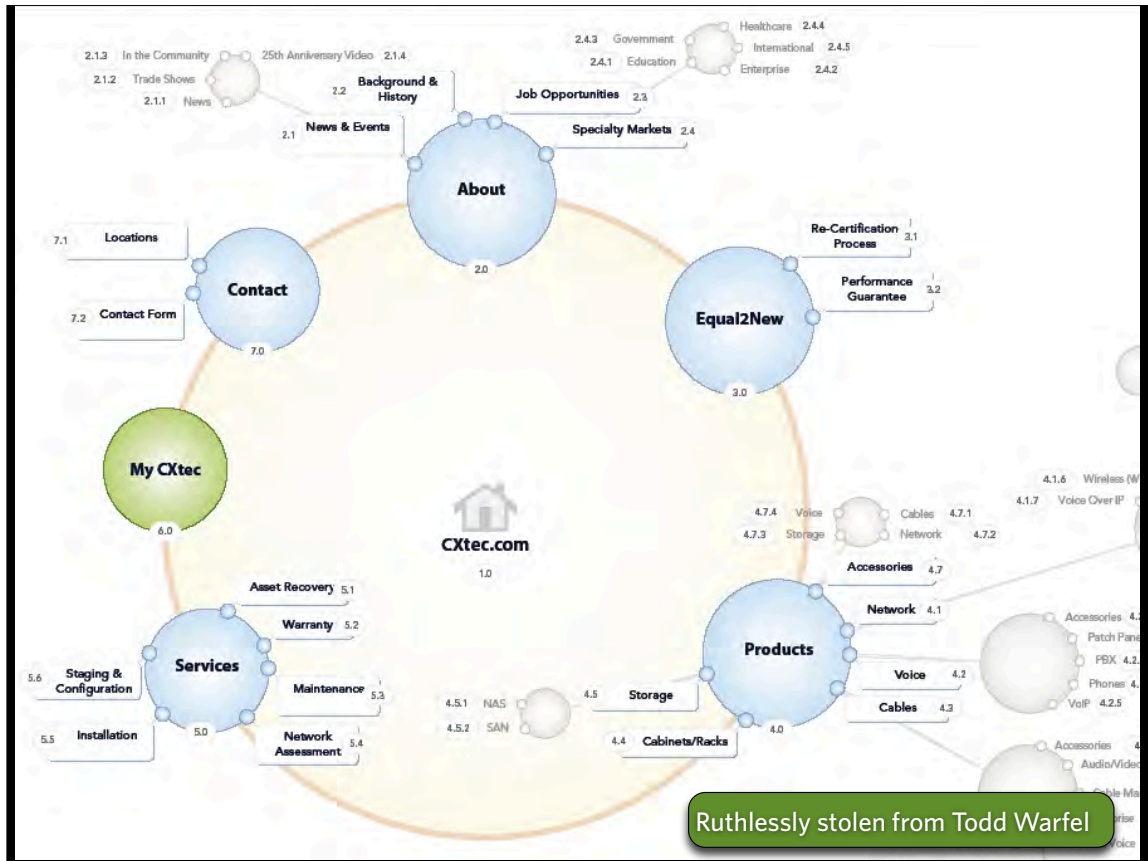
NOT "pdf" or ".avi" or "html"

Content Analysis Is About Patterns



And Relationships





Goal of the Content Audit

A content audit is a sampling of the site content.

The goal is to gather examples of every type of content that is offered.

It is not necessary to examine every content item, but at least one of every type.

Example of a Content Audit

id	page title	page name (if different)	url	notes	location on page	redundant
0.0	Home Page		http://www.cb.com			
1.0	Shop	All Departments	http://www.cb.com/shop		Global nav	
2.0	Gift Registry	Gift and Bridal Registry	http://www.cb.com/registry		Global nav	
3.0	Gift Ideas		http://www.cb.com/gift-ideas		Global nav	
4.0	What's New		http://www.cb.com/whats-new		Global nav	
5.0	Catalogue		http://www.cb.com/catalogue		Global nav	
6.0	Stores		http://www.cb.com/stores		Global nav	
7.0	Gift Cards		http://www.cb.com/gift-cards		Global nav	
8.0	Order Tracking		http://www.cb.com/order-tracking		Utility Nav	
9.0	My Account		http://www.cb.com/my-account		Utility Nav	
10.0	Assistance		http://www.cb.com/assistance		Utility Nav	
11.0	Cart		http://www.cb.com/cart		Utility Nav	
12.0	Search		http://www.cb.com/search		Utility Nav	
13.0	About Us		http://www.cb.com/about-us		Footer Nav	
14.0	Careers		http://www.cb.com/careers		Footer Nav	
15.0	Our Ads		http://www.cb.com/our-ads		Footer Nav	
16.0	Corporate Sales		http://www.cb.com/corporate-sales	Part of the Assistance section	Footer Nav	
17.0	Customer Feedback		http://www.cb.com/customer-feedback	Pop-up window	Footer Nav	
18.0	Site Index		http://www.cb.com/site-index		Footer Nav	
19.0	Privacy Policy		http://www.cb.com/privacy-policy	Pop-up window	Footer Nav	
20.0	Guarantees		http://www.cb.com/guarantees	Part of the Assistance section	Footer Nav	
21.0	Terms of Use		http://www.cb.com/terms-of-use	Pop-up window	Footer Nav	

Crate&Barrel ORDER TRACKING MY ACCOUNT ASSISTANCE CART Search Keyword, SKU, Item # Search

SHOP ▾ GIFT REGISTRY ▾ GIFT IDEAS WHAT'S NEW CATALOGUE ▾ STORES GIFT CARDS ▾ 800-967-6696

Welcome to the Crate and Barrel Gift Registry.

Create a Registry
Sign up and choose gifts.

Update a Registry
Check in, edit and add gifts.

Give a Gift
Locate a registry.

50 things you wish someone had told you before you registered™

[Request 50 Things™ Registry Guide](#)

[Learn more about our Gift Registry](#) | [Registry Events](#) | [Request Shower Cards](#) | [Gift Registry Completion Program](#)

About Us | Careers | Our Ads | Corporate Sales | Customer Feedback | Site Index [Sign up for email news and ideas](#)
 Privacy Policy | Guarantees | Terms of Use

Example of a Content Audit, II

id	page title	page name (if different)	url	notes	location on page	redundant
0.0	Home Page		http://www.cb			
1.0	Shop	All Departments	http://www.cb		Global nav	
2.0	Gift Registry	Gift and Bridal Registry	http://www.cb		Global nav	
2.1	Create a Registry		http://www.cb		2nd global nav	
2.2	Update a Registry	Edit Your Registry	http://www.cb		2rd global nav	
2.3	Give a Gift		http://www.cb		2th global nav	
3.0	Gift Ideas		http://www.cb		Global nav	
4.0	What's New		http://www.cb		Global nav	
5.0	Catalogue		http://www.cb		Global nav	
6.0	Stores		http://www.cb		Global nav	
7.0	Gift Cards		http://www.cb		Global nav	
8.0	Order Tracking		http://www.cb		Utility Nav	
9.0	My Account		http://www.cb		Utility Nav	
10.0	Assistance		http://www.cb		Utility Nav	
11.0	Cart		http://www.cb		Utility Nav	
12.0	Search		http://www.cb		Utility Nav	
13.0	About Us		http://www.cb		Footer Nav	
14.0	Careers		http://www.cb		Footer Nav	
15.0	Our Ads		http://www.cb		Footer Nav	
16.0	Corporate Sales		http://www.cb	Part of the Assistance section	Footer Nav	
17.0	Customer Feedback		http://www.cb	Pop-up window	Footer Nav	
18.0	Site Index		http://www.cb		Footer Nav	
19.0	Privacy Policy		http://www.cb	Pop-up window	Footer Nav	
20.0	Guarantees		http://www.cb	Part of the Assistance section	Footer Nav	
21.0	Terms of Use		http://www.cb	Pop-up window	Footer Nav	



What's the interesting difference?

Ask yourself: How is this document used?

What is its purpose?

What expectations will people bring to it?

What can someone do with it?

Also called “document types”

Because we don't have physical properties (size, shape, paper quality, binding, etc.) that suggest a certain use, we must be explicit about genres, to help people know what to expect

You know what you'll get when you see links to...

[Press releases](#)

[Product overview](#)

[Contact information](#)

[Video tutorial](#)

[Case studies](#)

[Shopping cart](#)

The screenshot shows the Best Buy website's shopping cart page. At the top, there's a navigation bar with the Best Buy logo and various utility links like 'WEEKLY AD', 'STORE LOCATOR', 'BEST BUY CREDIT CARD', 'GIFT CARDS', 'WISH LIST', 'ORDER STATUS', 'MY ACCOUNT', 'CUSTOMER SERVICE', and 'CART' (1 Items). Below this is a category menu with options like 'ELECTRONICS', 'CAMERAS & CAMCORDERS', 'COMPUTERS', 'MUSIC, MOVIES GAMES & TOYS', 'HOME & APPLIANCES', 'PHONES & COMMUNICATIONS', 'OFFICE PRODUCTS', and 'GIFT IDEAS'. A search bar is present with the text 'SEARCH FOR' and 'IN Entire Site'. The main content area is titled 'Your Cart' and features a table with columns for 'QTY.', 'Product Description', 'SHIP or PICK UP', 'Price', and 'Total'. The table contains one item: 'Hewlett-Packard - 42" Plasma HDTV PL4250N' with a price of \$1,999.99. To the right of the table, there are options for 'Delivery' (selected) and 'Pick Up', along with a 'Get it faster!' section. Below the table, there are promotional banners for 'Get Great Financing with a Best Buy Card', 'Reward Zone Program', and 'Shopping Benefits'. A 'Subtotal: \$1,999.99' is displayed, along with a 'CHECKOUT' button. On the right side, there's a 'Mom's Day Countdown' banner with '12 DAYS UNTIL MAY 14' and 'COOL GIFTS For Mom Shop >'. At the bottom, there are links for 'Worry-Free Security', 'High-Performance Antivirus Security', 'NEW! SMTP Connector-Level', 'Recognition Windows 7 Pro Readers', and 'Scan Engine', 'Updates', 'Control Manager'.

Genres are the first step in gathering **metadata**

First, catalog all genres (to make sure of breadth), then start analyzing additional **metadata**

Metadata answers questions people might have about the information such as:

Who wrote it? - Author

Who published it? - Publisher

What is it about? - Subject

Who is it for? - Audience

Where can I find it? - Location

As you work with **metadata, keep in mind how it will be used...**

Metadata has Types and Values

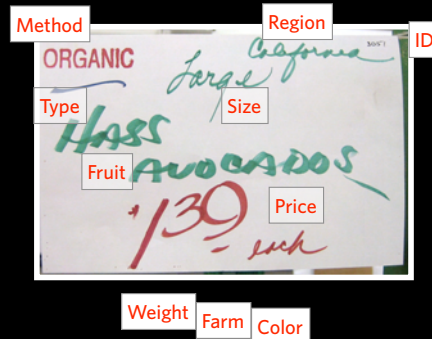
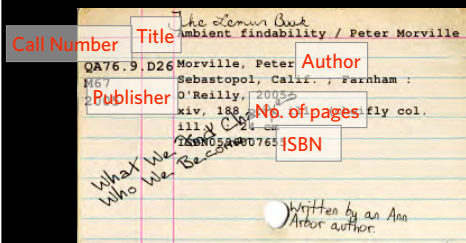
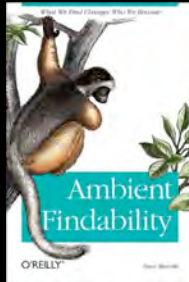
The screenshot displays a library catalog interface with several filter menus and a list of items. The filters are:

- Filter by Brand**: Amana (6), Frigidaire (36), Galaxy (1), GE (66), Kenmore (244), Maytag (20), Whirlpool (25)
- Filter by Color**: Black (63), Off-White (Biscuit, Bisque) (108), Stainless Steel (92), White (135)
- Filter by Energy Star Compliant**: No (171), Yes (227)

The list of items shows the following metadata fields:

- Audience**: Age, Language, Publication Date, Date Added To Library
- Appearance > Color**: Red (0), Orange (2), Yellow (0), Green (0), Blue (2), Purple (20), Pink (0), Black (1), White (0), Gray (0), Brown (0), Rainbow (0)
- Content**: Continents, Countries, Other Places, Characters, Time Periods

Metadata can be applied to Documents and Other Things



What metadata do you need?

There is no one true list of metadata fields to rule them all.

It all depends up on how you want to use the metadata.

Better yet, think about what you want your site to do, and then determine if metadata can make it happen.

Appliances > Refrigeration > Top Freezer Refrigerators

Narrow Your Results Search by Feature Buying Guide We'll match any price plus give you 10% of the difference. See details

Filter by Brand
 • Amana (6)
 • Frigidaire (36)
 • Galaxy (1)
 • GE (66)
 • Kenmore (244)
 • Maytag (20)
 • Whirlpool (25)

Filter by Color
 • Black (63)
 • Off-White (Biscuit, Bisque) (108)
 • Stainless Steel (92)
 • White (135)

Filter by Energy Star Compliant
 • No (171)
 • Yes (227)

Filter by Approximate Width
 • 24.0 - 28.9 in. (34)
 • 29.0 - 32.9 in. (353)
 • 33.0 in. and over (8)
 • Under 24 in. (3)

Filter by Capacity

You have 398 results Page: 1 2 3 4 5 >>>

Brand	Product	Price	Buttons
Kenmore	Black Kenmore 18.3 cu. ft. Top Freezer Refrigerator Sears item #04664859000 Mfr. model #64859	Now \$399.88 Was \$549.99 Save \$150.11 While quantities last Intermediate markdowns may have been taken Rebate details	Add to cart ★ Buy online. Pick up in store. 🔥 This is a Hot Buy.
Kenmore	Bisque Kenmore 18.3 cu. ft. Top Freezer Refrigerator Sears item #04664854000 Mfr. model #64854	Now \$399.88 Was \$549.99 Save \$150.11 While quantities last Intermediate markdowns may have been taken Rebate details	Add to cart ★ Buy online. Pick up in store. 🔥 This is a Hot Buy.
Frigidaire	White Frigidaire 18.4 cu. ft. Top Freezer Refrigerator Sears item #04680872000 Mfr. model #FRT18KP5DW	Now \$429.88 Was \$499.99 Save \$70.11 While quantities last Intermediate markdowns may have been taken Rebate details	Add to cart ★ Buy online. Pick up in store. 🔥 This is a Hot Buy.
Frigidaire	White Frigidaire 18.3 cu. ft. Top Freezer Refrigerator w/Factory Installed Ice Maker Sears item #04681812000 Mfr. model #FRT18F64DW	\$429.99 Reg. \$519.99 Save \$90.00 Sale ends 01/22/05 Rebate details	Add to cart ★ Buy online. Pick up in store. 🔥 This is a Hot Buy.

<http://www.sears.com/>

Home → Advanced Search

Current Search [Advanced Options](#)

Categories: Purple
 Keywords: in English

Audience
[Age](#)
[Language](#)

Appearance > Color
[Format](#), [Length](#), [Shape](#)

Red (0)
 Orange (2)
 Yellow (0)
 Green (0)
 Blue (2)
 Purple (20)

Pink (0)
 Black (1)
 White (0)
 Gray (0)
 Brown (0)
 Rainbow (0)

Content
[Continents](#)
[Countries](#)
[Other Places](#)

Type
[True vs. Make Believe](#)
[Genre](#)

Subject
[Culture and Society](#)
[Entertainment](#)
 History
[People and Relationships](#)

[Publication Date](#)
[Date Added To Library](#)

[Characters](#)
[Time Periods](#)

[Feeling](#)
[Rating](#)

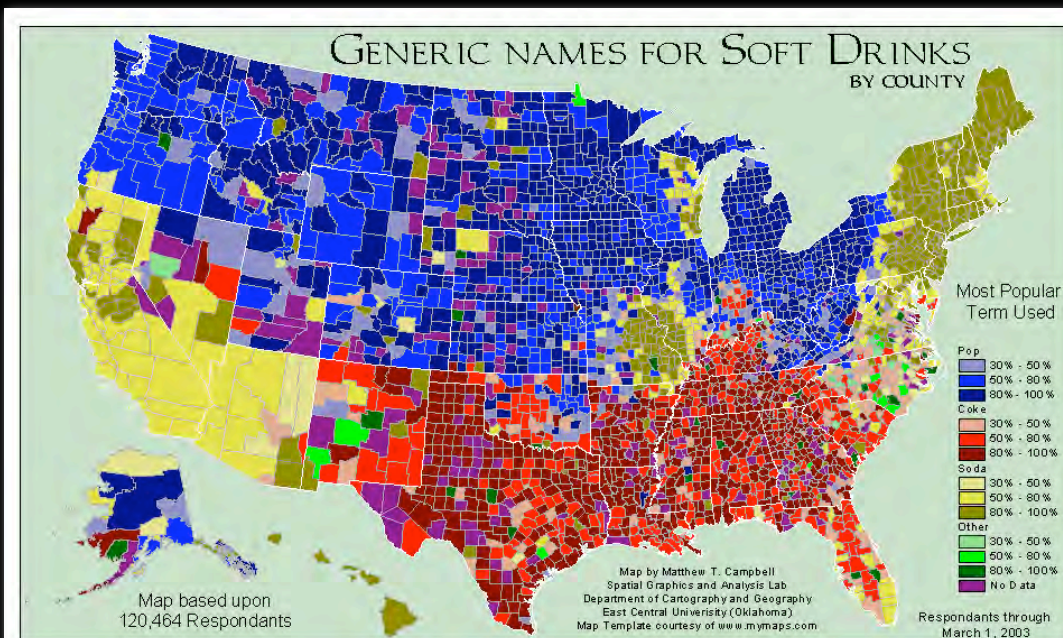
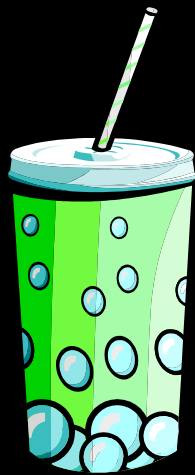
[Places](#)
[Science and Nature](#)
 Tools and Machines
[Animals](#)

Search Results
 Found 20 books: 1 - 9 shown

View: Sort: Title Language: English

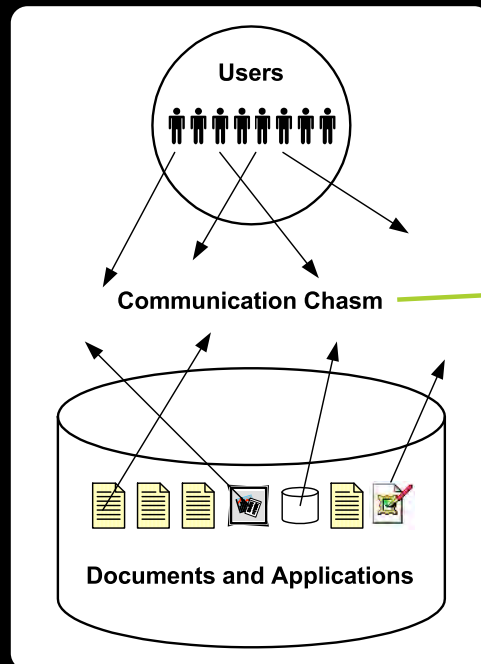
Around the world with ... (Serbian)	Bone Idol (English)	Dokdok and Dada the biter (Arabic)
Dokdok Isnely (Arabic)	A fist on drumhead (Persian / Farsi)	Gozai, my gazelle of luck (Persian / Farsi)
A head with a hundred ... (Serbian)	Iuanas in the snow an... (English, Spanish)	The magic balloon (Swahili)

<http://www.icdlbooks.org/icdl/AdvancedSearchCategory>



<http://www.popvsoda.com/>

Why Control Vocabulary?



Example

Personal Digital Assistant

Synonyms

Handheld Computer

"Alternate" Spellings

Persenal Digitel Asistent

Abbreviations / Acronyms

PDA

Broader Terms

Wireless, Computers

Narrower Terms

PalmPilot, PocketPC

Related Terms

WindowsCE, Cell Phones

101

Controlled vocabularies

An agreed-upon set of preferred terms within an organization.

The simplest form is the synonym ring.

Elizabeth
Taylor

=

Elizabeth
Warner

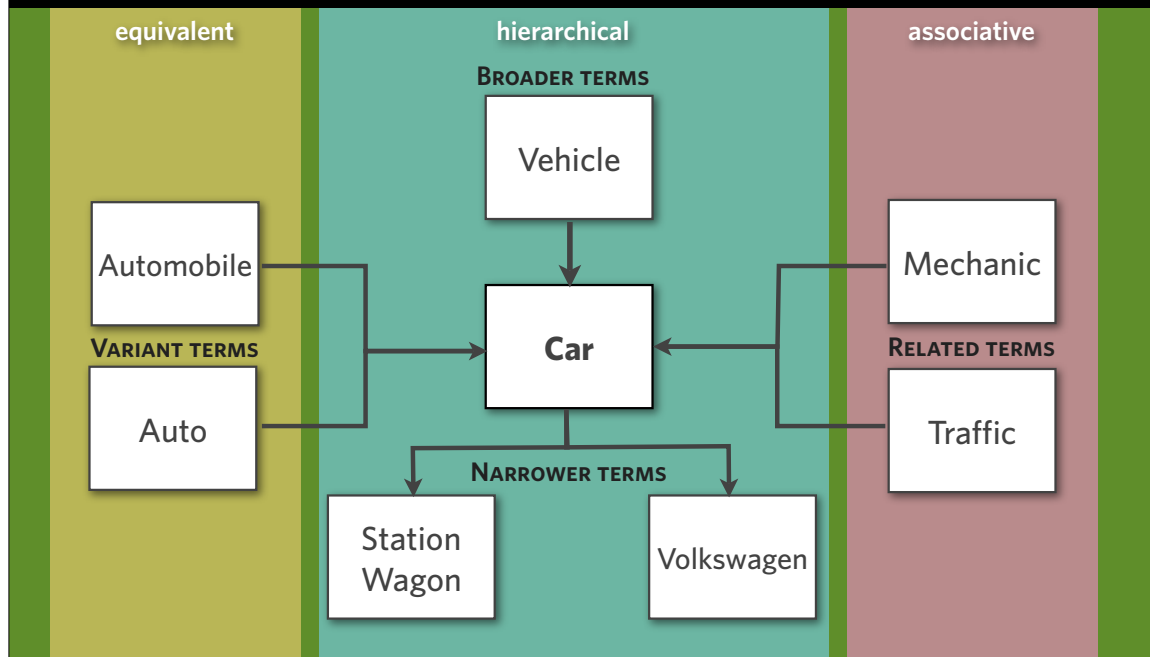
=

Elizabeth
Fortensky

=

Elizabeth
Burton

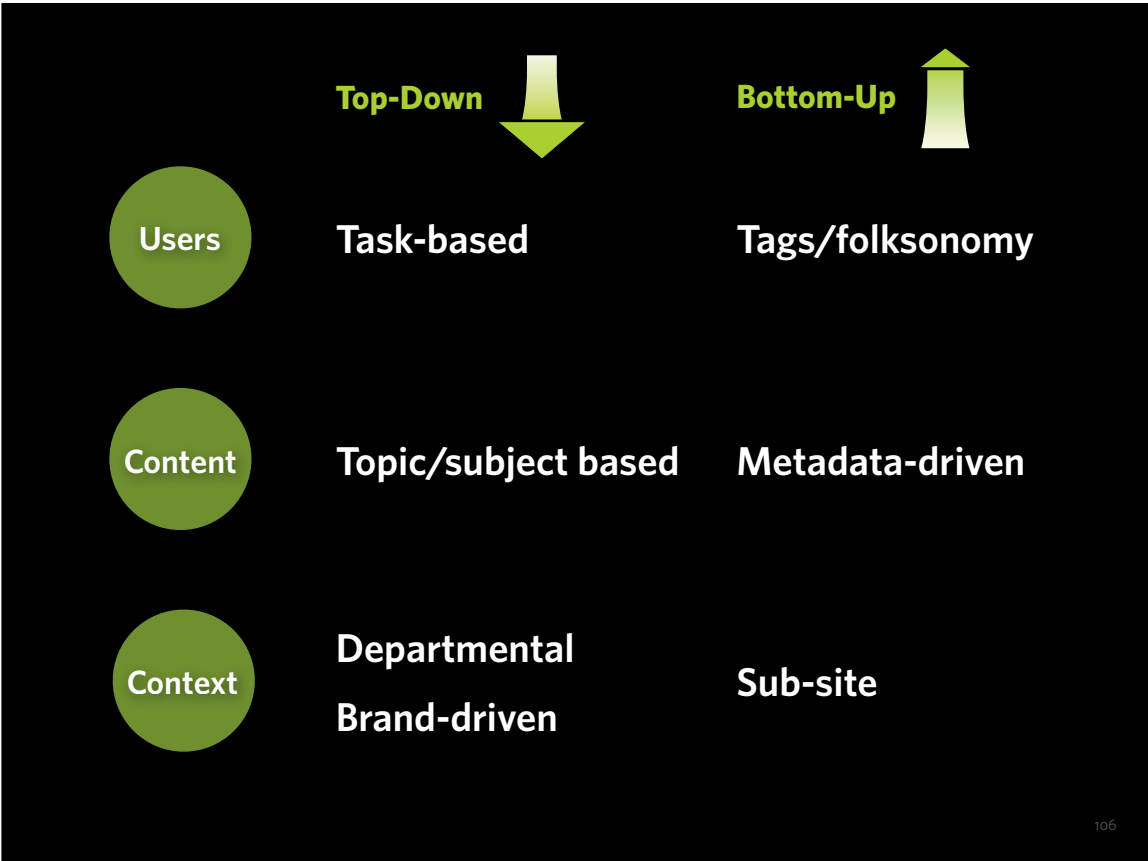
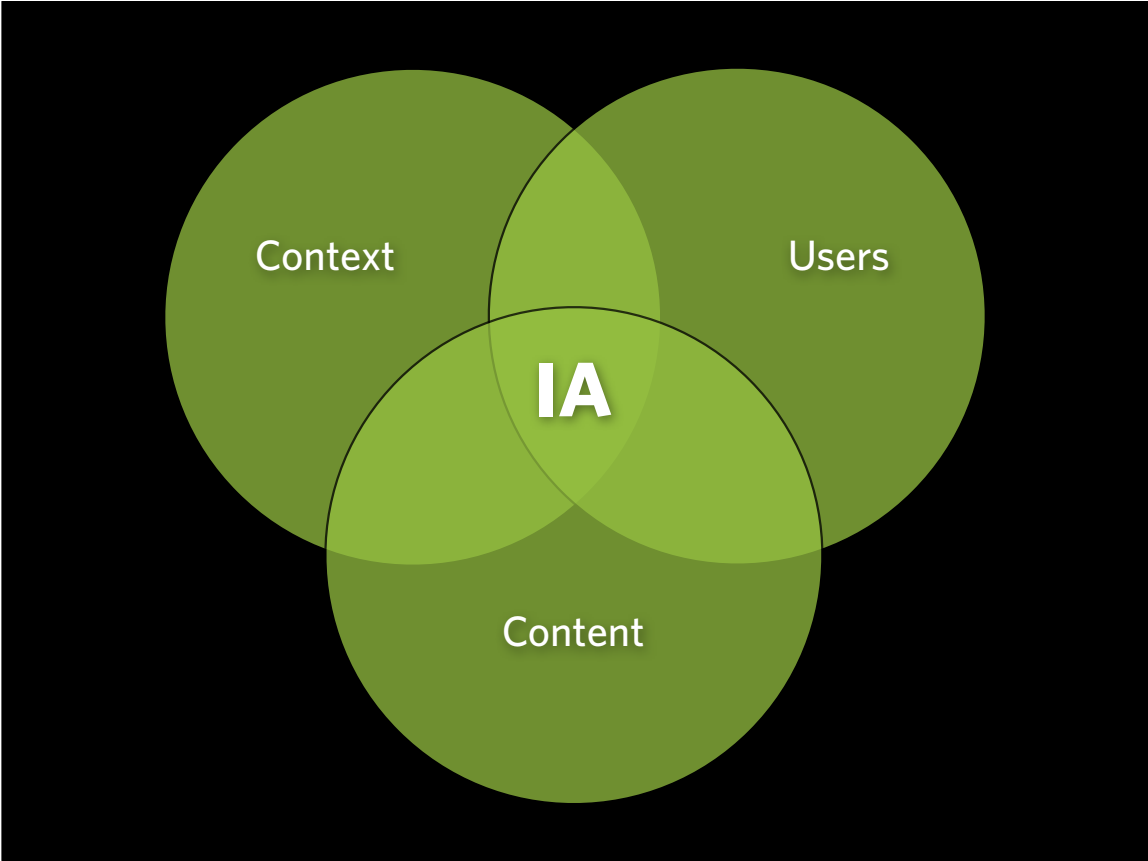
Complex Thesaurus Relationships



Two parts to information architecture

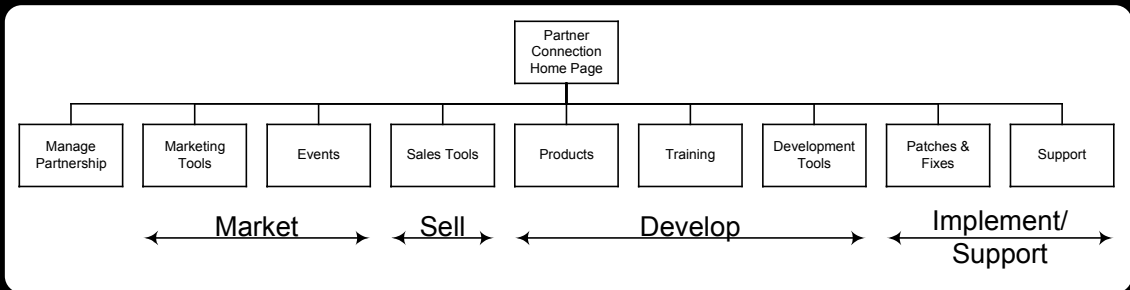
Figure out what you have.

Figure out what to do with it.

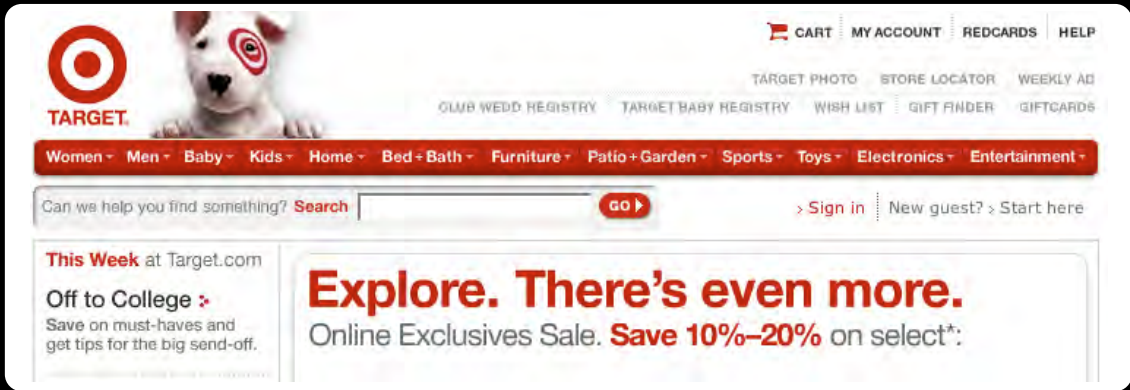




Users + Top-Down = Task-based



Content + Top-Down = Topic/Subject based



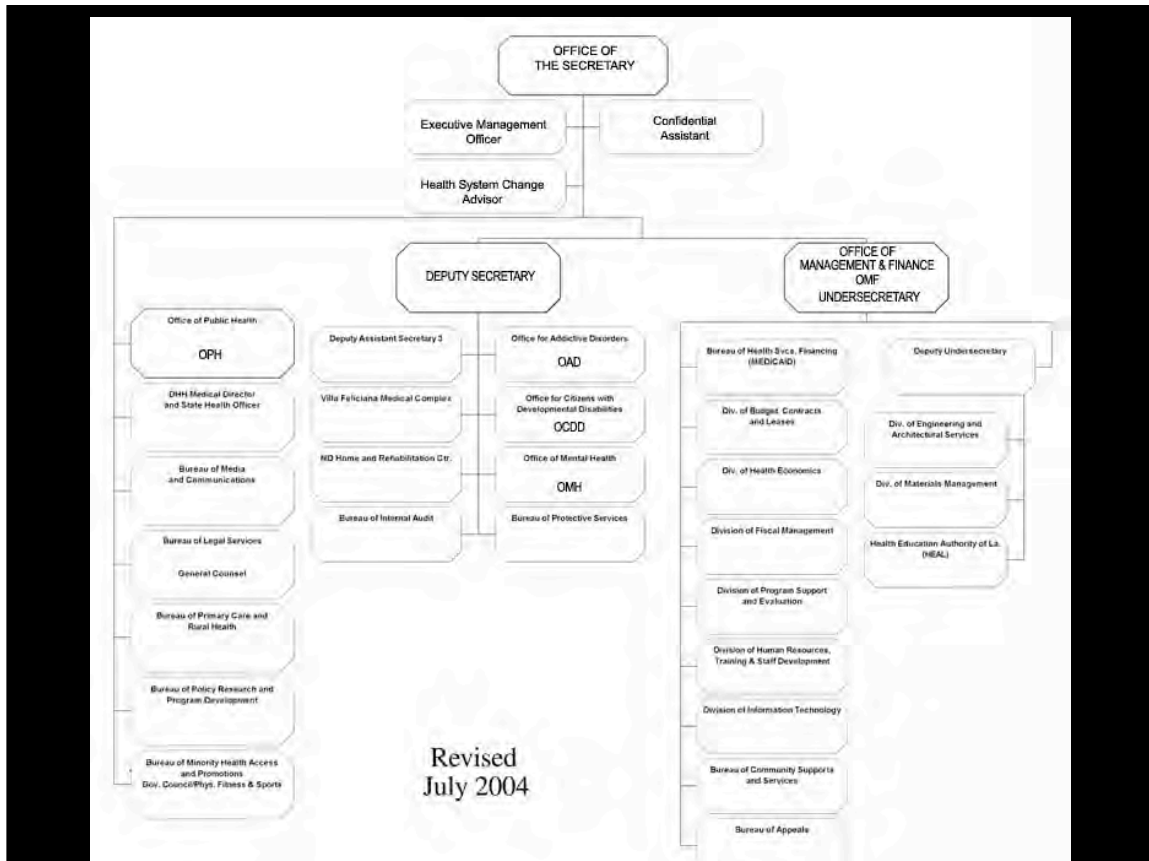
Content + Top-Down = Topic/Subject based

The screenshot displays a news website with a grid of topic-based sections. Each section has a title, a sub-header with links like 'Section Page', 'Video', and 'Local News', and a list of article titles. The sections include:

- U.S.**: Explosions rock resort town on Lake Michigan; River sweeps 5 children to their deaths; Co-pilot arrested on alcohol charges.
- TECHNOLOGY**: 'Universal' memory chip ready for market; Popular host leaves Rocketboom.
- POLITICS**: Congress having trouble passing even sure things; Massachusetts court OKs same-sex marriage question.
- HEALTH**: Sweatin' with the yogis; Depression tied to risky teen sex.
- TRAVEL**: Russia's 'second city' rich in art and elegance; Versailles offers new Marie-Antoinette tour.
- SPORTS**: Sports' most ultimate meltdowns of all time; Top 15 greatest college athletes.
- WORLD**: Olmert: Gaza operations to continue; Russia's most-wanted man killed; Fighting intensifies in Somalia's capital.
- ENTERTAINMENT**: Real-life Bridget Jones reveals all; Kathy Griffin: Ex-husband took \$72K from me.
- LAW**: Andrea Yates explains why; Intern slain in Georgetown, 4 charged.
- SCIENCE & SPACE**: Astronauts complete 2nd spacewalk; Black hole findings yield new mysteries.
- EDUCATION**: Most states fall short on testing, government says; Yale lets Talibani study, but not graduate.
- BUSINESS**: GM: Ghosn's toughest task yet; 5 ways to destroy your credit.

Context + Top-Down = Departmental

The screenshot shows the header of the GE website. It features the GE logo and the slogan "We bring good things to life." on the left. On the right, there is a search bar with the text "Search with snap" and a "go" button. Below the search bar, there is a navigation bar with six red tabs: "GE Businesses", "Small Business", "Industry Solutions", "Home Solutions", "Personal Finance", and "Corporate Info".



Context + Top-Down = Brand-driven

Philip Morris IA

BEFORE

"Makers of the world's finest consumer products"

Investor and Corporate Information
 News and Events
 Our Beer Business
 Our Food Business
 Our Tobacco Business
 Making A Difference

AFTER

"Working to make a difference. The people of Philip Morris."

About Philip Morris
 Philanthropy
 Press Room
 Investor Relations
 Careers



Content + Bottom-up = Metadata-driven

At the market I bought tomatoes...

Probably more of a side dish...

How can I prepare them?

It's summer: Grill!

The screenshot shows a recipe browser interface with the following elements:

- Search Filters:**
 - main ingredient: Beans, Beef, Berries, Cheese, Chicken, Advance, Bake, Barbecue, Braise, Broil
 - preparation method: Advance, Bake, Barbecue, Braise, Broil
 - refine by: Dish | Cuisine | Season/Occasion | Special Considerations | Preparation
 - refine by: Bread (1) | Cake (1)
 - refine by: Dish | Cuisine | Season/Occasion | Special Considerations | Preparation
 - refine by: Season/Occasion | Special Considerations
 - refine by: Fall (2) | Summer (4)
- Results:** 7 recipes found for: Tomatoes + Side + Grill. Sort results by: Best Match.
- Recipe List:**
 - GRILLED ZUCCHINI AND TOMATOES WITH FETA SAUCE (Gourmet, June 2005)
 - GRILLED TOMATOES STUFFED WITH GOAT CHEESE AND SAGE (Bon Appétit, July 2004)
 - SAGE AND GARLIC GRILLED TOMATOES (Raichlen's Indoor Grilling, 2004)
 - GRILLED CORN SALAD WITH LIMA BEANS AND TOMATOES (Bon Appétit, July 2003)



Content + Bottom-up = Metadata-driven

I just bought a wok...

So I will want stir-fry...

For dinner!

The screenshot shows a recipe browser interface with the following elements:

- Search Filters:**
 - main ingredient: Beans, Beef, Berries, Cheese, Chicken, Advance, Bake, Barbecue, Braise, Broil
 - preparation method: Advance, Bake, Barbecue, Braise, Broil
 - refine by: Main Ingredient | Course | Dish | Season/Occasion | Special Considerations | Preparation
 - refine by: Beans (4) | Beef (19) | Chicken (33) | Citrus (1) | Dairy (3) | Duck (4)
 - refine by: Beans (2) | Beef (6) | Chicken (9) | Eggs (2) | Fruits (1)
 - refine by: Main Ingredient | Season/Occasion | Special Considerations
 - refine by: Beans (2) | Beef (6) | Chicken (8) | Eggs (2) | Garlic (4) | Ginger (6) | Greens (1) | Herbs (2) | Lamb (1) | Mushrooms (5) | Nuts (2) | Onions (3) | Pasta (4) | Pork (9) | Potatoes (1) | Poultry (6) | Rice (8) | Shellfish (8) | Soy (5) | Vegetables (16)
- Results:** 39 recipes found for: Chinese + Stir Fry + Main Course. Sort results by: Best Match.
- Recipe List:**
 - RED-COOKED CHICKEN WITH SHITAKES (Gourmet, September 2008)
 - MAIN CHICKEN IN LETTUCE LEAVES

Nobel Prize Winners
1901 to 2004

Powered by Flamenco

Save Search History and Settings Return to Search New Search Logout

search

all items in current results

These terms define your current search. Click the to remove a term.

GENDER: female

33 results
Group by: gender
Sort by: usual name, year of birth, year of death, country

Refine your search within these categories:

GENDER: all > female

COUNTRY (group results)

Austria (2)	India (1)
Burma (1)	Iran (1)
Chile (1)	Italy (2)
Federal Republic of Germany (1)	Kenya (1)
France (2)	more...
Guatemala (1)	

AFFILIATION (group results)


Federal Republic of Germany (1)	Sweden (1)
France (2)	Switzerland (1)
India (1)	United Kingdom (1)
Northern Ireland	United States of America (6)
Peace Movement (2)	Women's International League for Peace and Freedom (2)

PRIZE (group results)


chemistry (3)	peace (12)
literature (10)	physics (2)
medicine (7)	

YEAR (group results)


1900s (3)	1960s (3)
1910s (1)	1970s (4)
1920s (2)	1980s (4)
1930s (3)	1990s (7)
1940s (3)	2000s (4)




[Alva Myrdal](#)
1902-1986




[Aung San Suu Kyi](#)
1945-




[Barbara McClintock](#)
1902-1992




[Bertha von Suttner](#)
1843-1914




[Betty Williams](#)



[Christiane Nüssli...](#)



[Dorothy Crowfoot H...](#)



[Elfriede Jelinek](#)

Consider new metadata

SAM'S
WINE & SPIRITS

chicagoland's wine & spirits superstore | chicago | downers grove

Home Wine Spirits Beer Gourmet Accessories Gift Cards View Cart

LOG IN TO YOUR ACCOUNT

Login:

Password:

Login Register

SEARCH SAMSWINE.COM

Search Advanced Search

Home
Wine Futures

Department : **Wine**

Browse by:
[Producer](#)
[Region](#)
[Size](#)
[Vintage](#)
[Varietal](#)
[Appellation](#)
[Color](#)
[Price](#)
[Range](#)
[Points](#)
[Country](#)

1919 Cabemet Sauvignon Altos de Mendoza NV NV 750ml

On target Cab fragrances and flavors of dark currant and cedar, with a healthy slap of new oak. Moderately tannic and in need of a perfectly grilled steak.

Region: [Mendoza](#)
 Appellation: [Altos de Mendoza](#)
 Producer: [1919](#)
 Country: [Argentina](#)

If you have a Samswine.com account, please [log in](#) to add items to your cart. If you'd simply like to browse, please [supply us with your zip code](#).

1919 Syrah Altos de Mendoza NV NV 750ml

Like liquified red berries. Medium-bodied, juicy and easy going.

Innovation in Classification

The Best Cellars Wine System

fizzy  Sparkling Wines Full of bubbles Full of fun Who needs a cause?	fresh  Light-Bodied White Wines Clean Lipsmacking Thirst quenching	soft  Medium-Bodied White Wines Mellow Perfectly balanced Easy to sip	luscious  Full-Bodied White Wines Round Richly flavored Sumptuous	juicy  Light-Bodied Red Wines Fruity Upfront Instantly drinkable	smooth  Medium-Bodied Red Wines Velvety Graceful Deliciously refined	big  Full-Bodied Red Wines Concentrated Powerful Satisfying	sweet  Dessert Wines Honeyed Indulgent Not just for dessert
--	---	--	--	---	--	--	--

So how did this whole thing come about?

Most wine stores tend to be organized by grape type, or country of origin. But neither of those organizational directions allow for a consumer who knows nothing about wine to be comfortable. They both presume a certain knowledge and awareness on the part of the consumer, and when you put the onus of knowing what a cabernet or merlot is on the customer, you immediately narrow your customer base. We wanted to democratize the process. We really set about making it as simple as possible.

http://www.bestcellars.com/aboutbc/art_winenews_06-0700.asp

You've got eight categories set up. In red wine, for example, there are "juicy," "smooth," "big," each modified by several adjectives. Why those adjectives? Why those categories for that matter?

First we started looking at all the adjectives commonly used for wine. We blocked out maybe two hundred and fifty of them on cards, and then aligned the cards in broad sweeps based on attributes we thought would tie to different colors of wine. Then we started to turn over cards that needed a glossary for the average person to comprehend, the words that were understandable only by someone with a substantial knowledge of wine. Then if they were so broad that they were essentially meaningless we got rid of them. In the end we had about thirty words that seemed to work.

Amazon.com Diamond Search

Select one or more diamond shapes. You can adjust the sliders to narrow your search by price range, carat weight, cut, color, and clarity. Click the **See results** button at any time to see the diamonds that match your search criteria.

[Hide instructions](#)

If you encounter problems with this page, try our [basic diamond search](#)

Shape

Round
 Princess
 Marquise
 Emerald
 Radiant
 Pear
 Oval
 Heart

14355 diamonds match your criteria

[See results](#)

Price

\$100 ————— \$125,000

Carat

0.25 ct. ————— 6 ct.

Cut

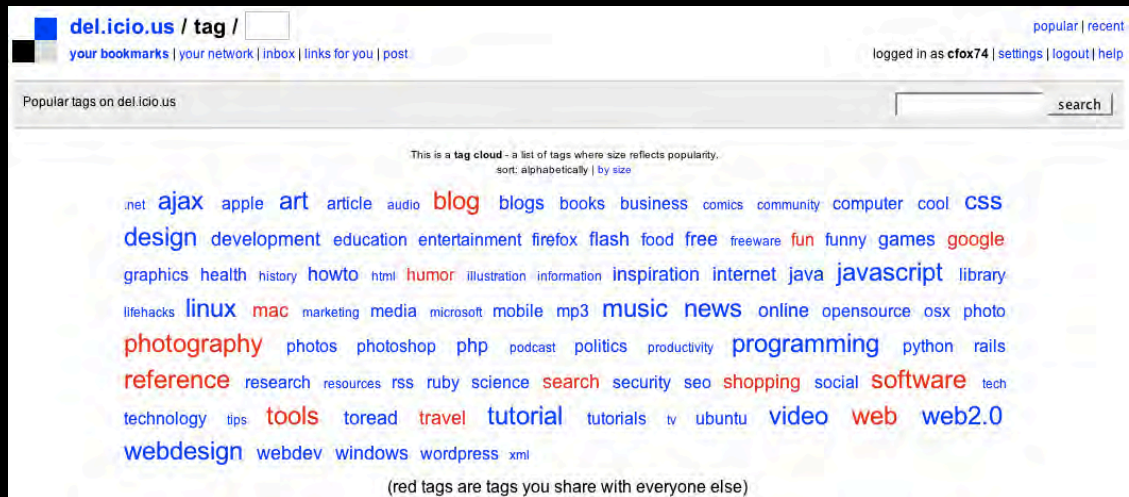
Ideal
 Very Good
 Good
 Fair

Color

D
 E
 F
 G
 H
 I
 J

Colorless ————— Near Colorless

User + Bottom-up = Tags/folksonomy



The screenshot shows the del.icio.us website interface. At the top, there's a navigation bar with links like 'del.icio.us / tag /', 'popular | recent', 'your bookmarks | your network | inbox | links for you | post', and 'logged in as cfox74 | settings | logout | help'. Below this is a search bar and a section titled 'Popular tags on del.icio.us'. The main content is a tag cloud where tag size indicates popularity. The text reads: 'This is a tag cloud - a list of tags where size reflects popularity. sort: alphabetically | by size'. The tags listed include: .net, ajax, apple, art, article, audio, blog, blogs, books, business, comics, community, computer, cool, CSS, design, development, education, entertainment, firefox, flash, food, free, freeware, fun, funny, games, google, graphics, health, history, howto, html, humor, illustration, information, inspiration, internet, java, javascript, library, lifehacks, linux, mac, marketing, media, microsoft, mobile, mp3, music, news, online, opensource, osx, photo, photography, photos, photoshop, php, podcast, politics, productivity, programming, python, rails, reference, research, resources, rss, ruby, science, search, security, seo, shopping, social, software, tech, technology, tips, tools, toread, travel, tutorial, tutorials, tv, ubuntu, video, web, web2.0, webdesign, webdev, windows, wordpress, xml. A note at the bottom states '(red tags are tags you share with everyone else)'. The tags 'blog', 'google', 'reference', 'search', 'software', and 'tools' are highlighted in red.

Tags = Metadata

Technological improvements have made it easier to tag, but it's not new.

Terms applied to content are generated/chosen by everyone.

Great for serendipitous browsing (e.g., Flickr).

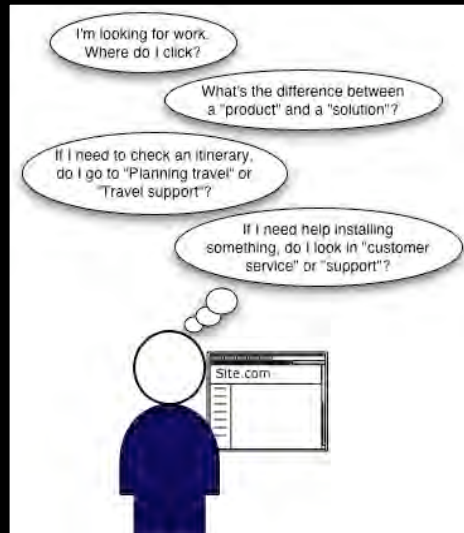
Tags **cannot** solve all your information retrieval problems.

Love Your Labels

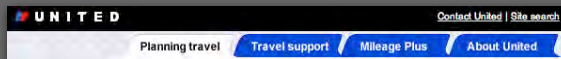
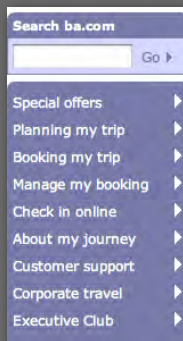
Information scent helps users find things

How to decide upon labels

Be consistent with terminology



Make your labels clear when juxtaposed



Avoid exposing internal jargon



Clever labels can obscure destinations

*brandscape
now you're cooking
shop to it*

*our company
our commitment
our businesses
investor information
career opportunities
media center*

GENERAL MILLS

Avoid referring to the same thing with different terms

The screenshot shows the Southwest Airlines website interface. At the top, a navigation bar contains the following links: RESERVATIONS, SCHEDULES, SPECIAL OFFERS, TRAVEL CENTER, RAPID REWARDS, and ABOUT SWA. The 'RESERVATIONS' link is circled in red. Below the navigation bar is the Southwest logo and the slogan 'Stop Searching. Start Traveling.' To the right of the slogan is a search bar with a 'Search' button. The main content area features a large photograph of a Southwest Airlines employee and three passengers. To the right of the photo is a 'Book Travel' button, also circled in red. Further right are buttons for 'Flight Status' and 'Southwest Sportcut TO LOW FARES'. Below these buttons is a 'What's New' section with a list of news items, including 'Systemwide Savings' and 'Southwest Airlines Offers Low Fares to Philadelphia'. At the bottom right is a 'Quick Links' section with various links, including 'Book Air', which is circled in red. The footer contains copyright information and links to 'Terms and Conditions' and 'Privacy Policy'.

Reference Desk = Ask a Librarian

Based on extensive survey, lexicon shifts to "ask a librarian".

User-centered (not system-centered) language



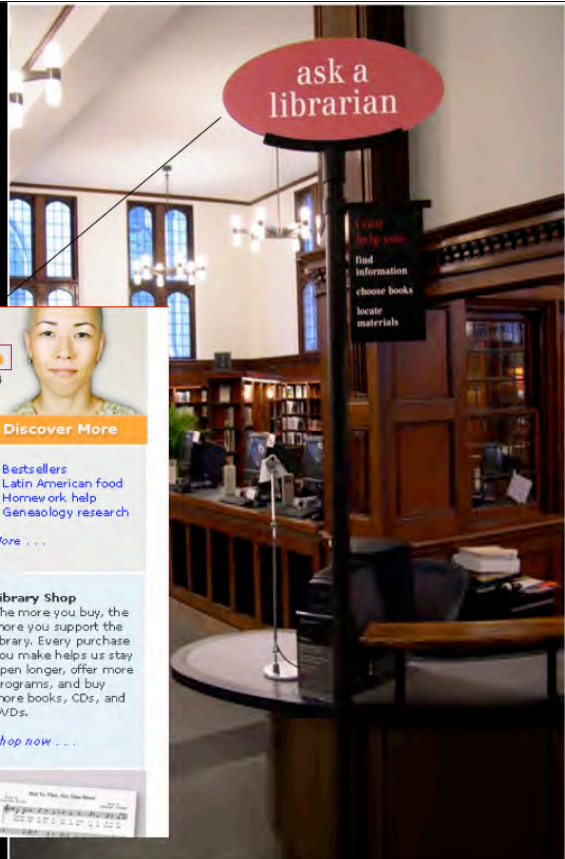
Slides stolen from MAYA Design



Homewood branch

Ask a Librarian

Consistent across "user interfaces"
from website to physical site...



ie Library of Pittsburgh

E-mail | Chat | 412-622-3114

Ask a Librarian

About the Library	What's Happening	Customer Services	Discover More
<ul style="list-style-type: none">Hours and locationsLibrary shopDonate/VolunteerEmployment <p>More ...</p>	<ul style="list-style-type: none">Today's eventsEvent calendarClass listingsLibrary renovations <p>More ...</p>	<ul style="list-style-type: none">Your accountGet a library cardBorrowing policiesRenew materials <p>More ...</p>	<ul style="list-style-type: none">BestsellersLatin American foodHomework helpGenealogy research <p>More ...</p>

News

- Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam nonummy nibh. Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper. Sic trandorum un descriptit ven visills.
- Ex ea commodo consequat. Duis auteum velum inire dolor in hendrerit in vulputate velit esse molestie consequat, vel illum lunombro dolore eu feugiat nulla facilisis at vero eros et accumsan et odio dignissim qui blandit.

Library Shop

The more you buy, the more you support the library. Every purchase you make helps us stay open longer, offer more programs, and buy more books, CDs, and DVDs.

Shop now ...

Did You Know?

Borrow from our collection of more than 40,000...

Slides stolen from MAYA Design

Three Ways of Thinking About Interaction Design

It's about technology.

129



What to tell taxi drivers
about interaction design:

**"I design things so they
are easy and fun to use."**

Matt Jones

130

It's about behavior.

131



It's about people.

133



What kinds of interactions?

135

With a system

136

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<input type="checkbox"/> Saffire (Musical group)		4
<input type="checkbox"/> Saffo -- See Sappho		1






139

With other people

140



MySpace.com | Home The Web MySpace Search Help | Sign Out




Victims of Hurricane Katrina need your help now...
Call **1-800 HELP NOW** or visit **Redcross.org**

Public Service Ads by Google

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Classifieds

Drunk Dialer



"AP by day, OG by night."
Female
28 years old
Los Angeles, CALIFORNIA
United States
Last Login: 5/6/2006

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Contacting Drunk Dialer

Send Message	Forward to Friend
Add to Friends	Add to Favorites
Instant Message	Block User
Add to Group	Rank User

Drunk Dialer is in your extended network

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Drunk Dialer's Blurbs

About me:
Ex-raver turned psuedo-hipster film school graduate... Yeah, I know.

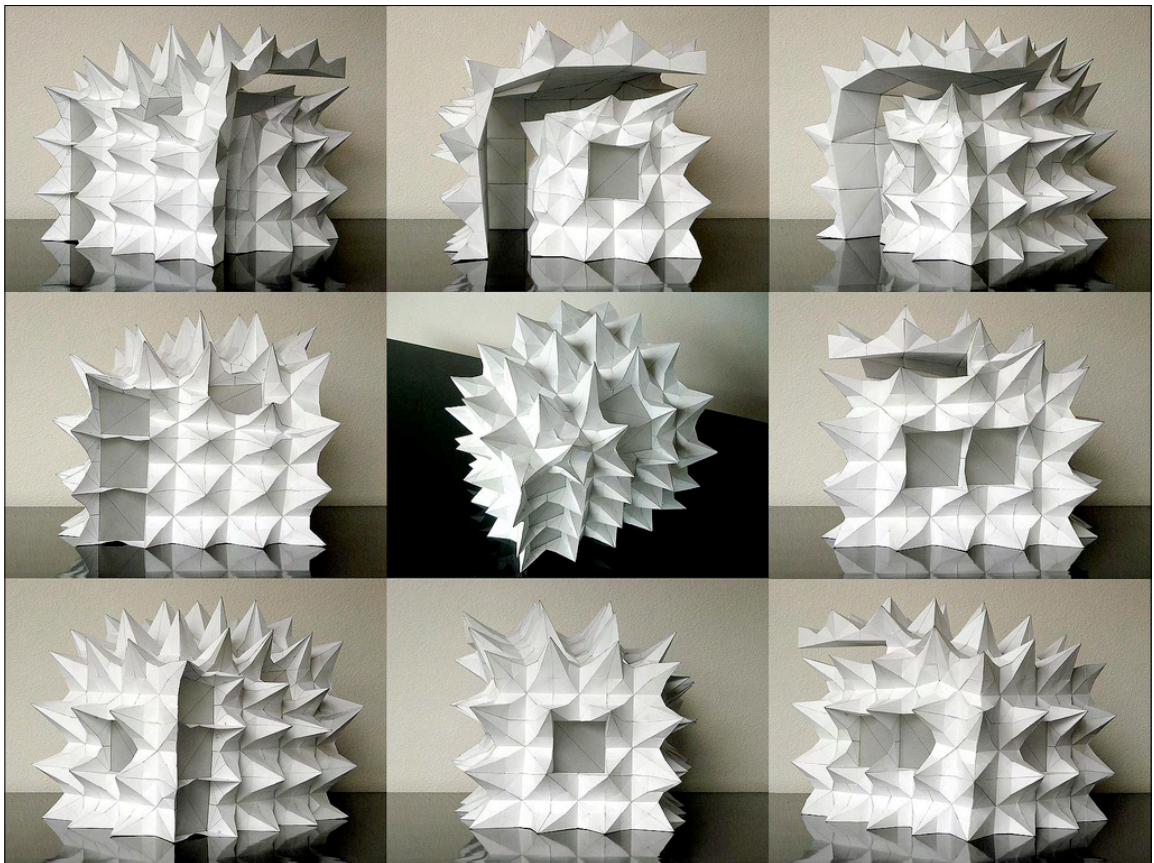
For more pics, check out my [Flickr](#) page. You gotta be my "friend" to see the good

Thumb me up!





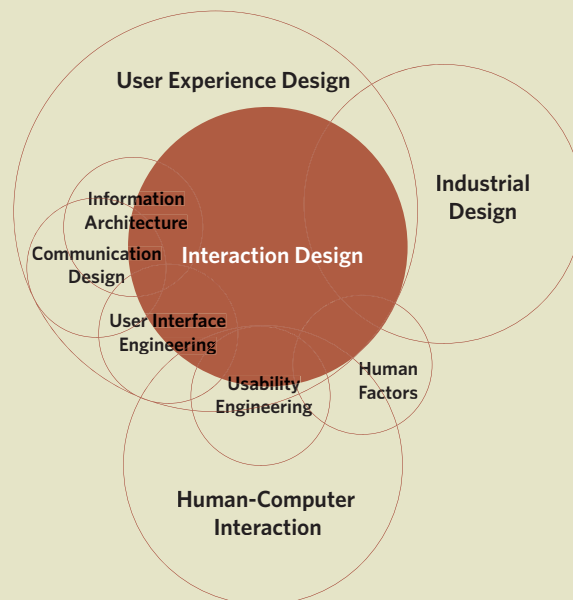
Why Interaction *Design*?







IxD, UX, HCI, IA, ID, UIE, WTF!



Characteristics of Interaction Design

151









Trustworthy


152



Pharma Search Online pharmacy

Related searches Search:

Adipex 	<ul style="list-style-type: none"> > VIAGRA 10x 100mg= \$125. FREE DELIVERY Prescription BRAND medications from a Licensed US Pharmacy. EMS EXPRESS +3 DAYS DELIVERY. Discreet packaging. AMEX+VISA+MC+DINERS+WU. Live help & 24/7 customer service. 5% OFF on reorders. http://www.rx-ed.com/cat.php?cid=1&ref_id=6 > Viagra as low as \$3.8, Cialis as low as \$5.67. Penis Enlargement Pills. Buy and get 15% Discount! VISA CARDS ACCEPTED ONLY! Viagra, Cialis, Valium & much more. Levitra as low as \$11.97, Cum Pills as low as \$153.32, Delay Ejaculation Pills as low as \$153.32, Maxaman as low as \$39.99, Propecia as low as \$1.03. Great 15% Discount for All Orders! http://www.DrugsInCanada.net > Viagra at Low price 10 x 100mg \$125 world wide shipping, free prescription. No hidden charges, Discreet and secured. 24/7 custo http://www.global-pharma.net/index.asp?aff=13 > VIAGRA 10x100mg= \$119. 3 DAYS DELIVERY. CIALIS & LEVITRA are also available. No prior Prescription required. Free Worldwide Del+ EMS EXPRESS. live help online. 10% OFF on reorders & visa. all CC accepted. 24/7 customer service. http://www.brandpills.com > VIAGRA 11x100mg= \$129. USPS 3 DAYS DEL' Prescription BRAND drugs. FREE insured worldwide delivery +EMS express ! Licensed US Pharmacy! Live help on site. 10% OFF on reorders & visa. DISCREET PACKAGING. 24/7 customer service
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Book results for Designing for Interaction

 [What Is Web Design?](#) - by Nico MacDonald - 256 pages

[Andrew Rollings and Ernest Adams on Game Design](#) - by Andrew Rollings, Ernest Adams - 648 pages

[Designing Cooperative Systems](#) - by Rose Dieng

Designing for Interaction

An interview with me, Dan Saffer, about **interaction design** and the **Designing ...** The first **Designing for Interaction** workshop based off the book will take ...

www.designingforinteraction.com/ - 13k - [Cached](#) - [Similar pages](#)

A Definition of Interaction Design

Interaction design is the art of facilitating or instigating ... **Interaction design** is concerned with the behavior of products, with how products work. ...

www.odannyboy.com/blog/archives/001000.html - 10k - [Cached](#) - [Similar pages](#)

SF Designing for Interaction Workshop

The first **Designing for Interaction** workshop based off my book will take place in San Francisco on September 20 at the Adaptive Path offices. ...

www.odannyboy.com/blog/new_archives/2006/06/sf_designing_fo.html - 14k - [Cached](#) - [Similar pages](#)

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AskTog: First Principles of Interaction Design

Basic principle of human-computer **interaction**, from AskTog, the Webzine for Computer Professionals, their Family, and Friends.

www.asktog.com/basics/firstPrinciples.html - 43k - [Cached](#) - [Similar pages](#)

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First tag: [interaction design](#) (Dan Saffer: "interaction designer" on Mar 25, 2006)

Last tag: [product design](#)

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▶ [See all 14 tags](#)

Customer Reviews

Average Customer Review: ★★★★★

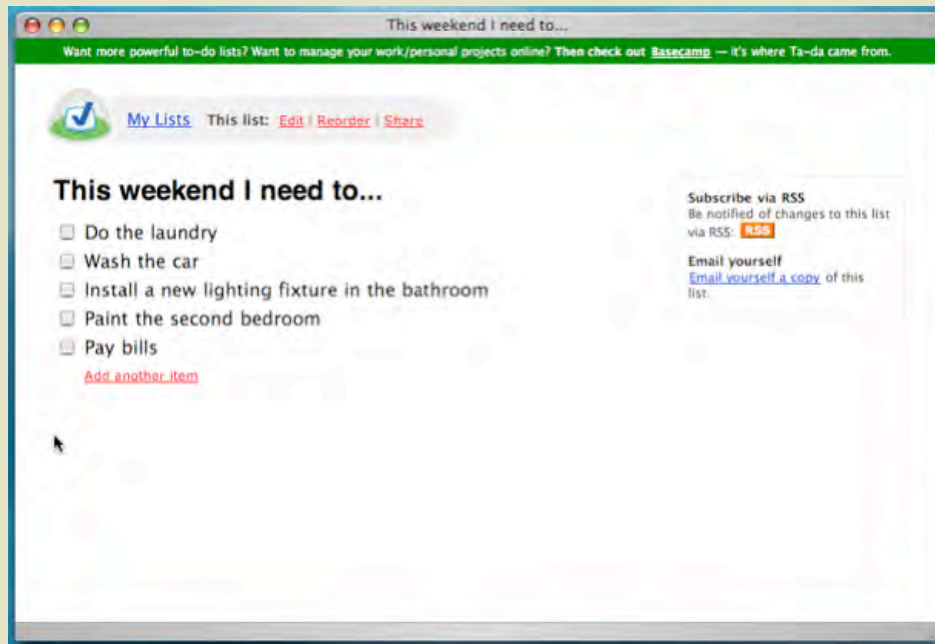
[Write an online review](#) and share your thoughts with other customers.

★★★★★ **A Startina Place for Interaction Desian.** July 27, 2006

Responsive

159





161

Appropriate

162



设为首页 | 北京 33°C - 23°C 阴 选择城市天气 2006年7月28日 星期五

资讯

社区

知识堂

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雅虎助手

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工具 邮箱 相册 雅虎通 助手 音乐盒 翻译

社区 知识堂 社区 友缘人 访谈 形象秀

推荐 雅购乐 旅游 特卖会 商贸 天气 [更多>>](#)

辩论焦点

毛剑卿不能抗日
裁判助女足获胜

赢在中国

雅虎创业风投会
李勇PK王利芬

股票定制

史玉柱: 网游月赚五千万

史玉柱称运营网游一月, 税后利润达五千多万.....

- 亚足联: 将重罚朝鲜球员 赛果不会改判
- 王菲美国被认出 状态良好身形较胖(图)

知识堂

[科学] 真的能点石成金吗?
[百科] 火柴与打火机哪个先被发明的?
[数学] "一刹那"有多久?

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- [房产] 宁静怡人: 歌星张咪禅艺家居(图)
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音乐搜索 更多

最新 心肝宝贝 你那么爱她
最热 香水有毒 秋天不回来
最火 爱如空气 新回心转意
怀旧 朋友别哭 我只在乎你
紫藤花 爱一个人好难 有多少爱可以重来

社区首页 更多

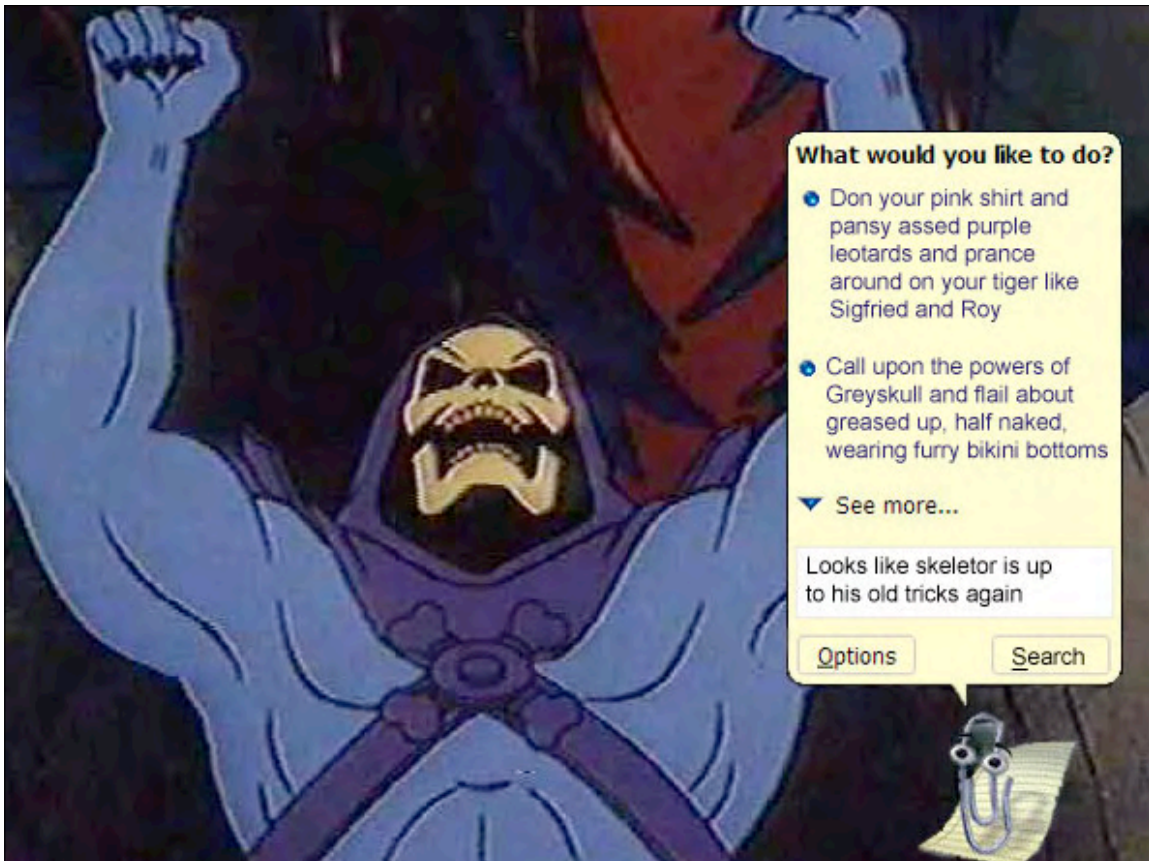
- [八卦卦了] 周笔畅将补过生日向歌迷道歉
- [太养眼了] 男人帮最喜欢的美女类型(图)
- [太搞笑了] 报废的鼠标也能发挥如此创意
- [太刺激了] 婚纱店的模特: "鬼娃新娘"

图片搜索 更多

阳光沙滩看草裙佳人
靓丽模特的精致身材
娇艳迷人的彩装美人
[滨崎步] [制服情节] 图片搜索用户调查



Clever



Poka-Yoke Principle

169



Ludic

171





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83.38	-0.03		86	80 x 2	83.36	83.39	83.49	83.04	417,000		
53.05	-1.10		50	50 x 10	53.01	53.06	54.54	52.94	188,500		1 Set
60.37	-0.83		3	2 x 24	60.37	60.39	62.80	59.90	5,326,979		

Streamer Suite™ Console

Standard Entry | Rapid Entry

Buy: 100, GOOG, 300.49, None

Sell: Limit, Day, Market Maker, LEGG

Order Type: Limit, Expires: Day, Send To: MMID

ENTER

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- Streamer
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- Index
- News
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- Depth Chart

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32.92	+0.12		2	1 x 25	32.92	32.93	33.30	32.35	10,939,000		
85.23	-0.65		4	1 x 4	85.23	85.24	86.10	84.88	2,971,800		
19.62	-0.38		3	10 x 51	19.61	19.62	19.91	19.52	3,587,900		
39.56	+0.51		1	1 x 4	39.56	39.57	39.69	38.32	3,520,900		
11.24	-0.37		2	32 x 51	11.23	11.24	11.55	11.03	8,105,600		

Pleasurable

175

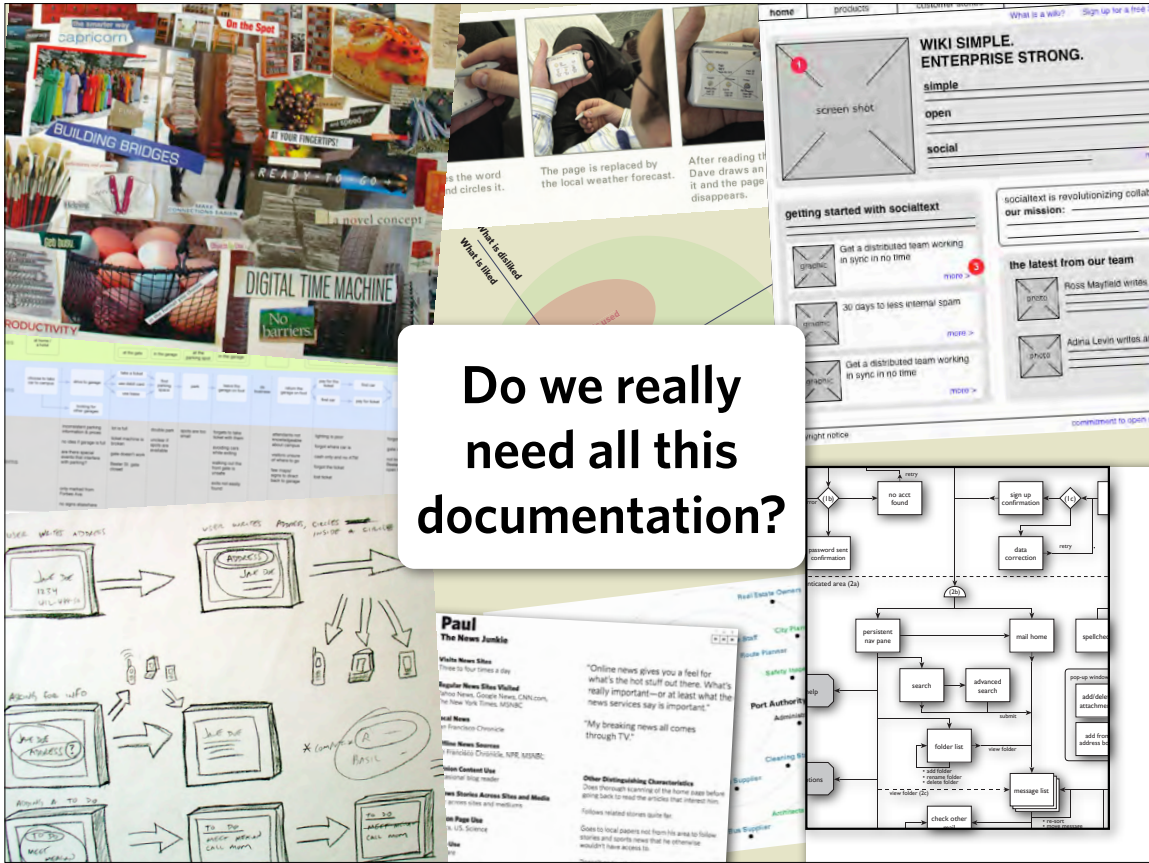


The Craft of Interaction Design

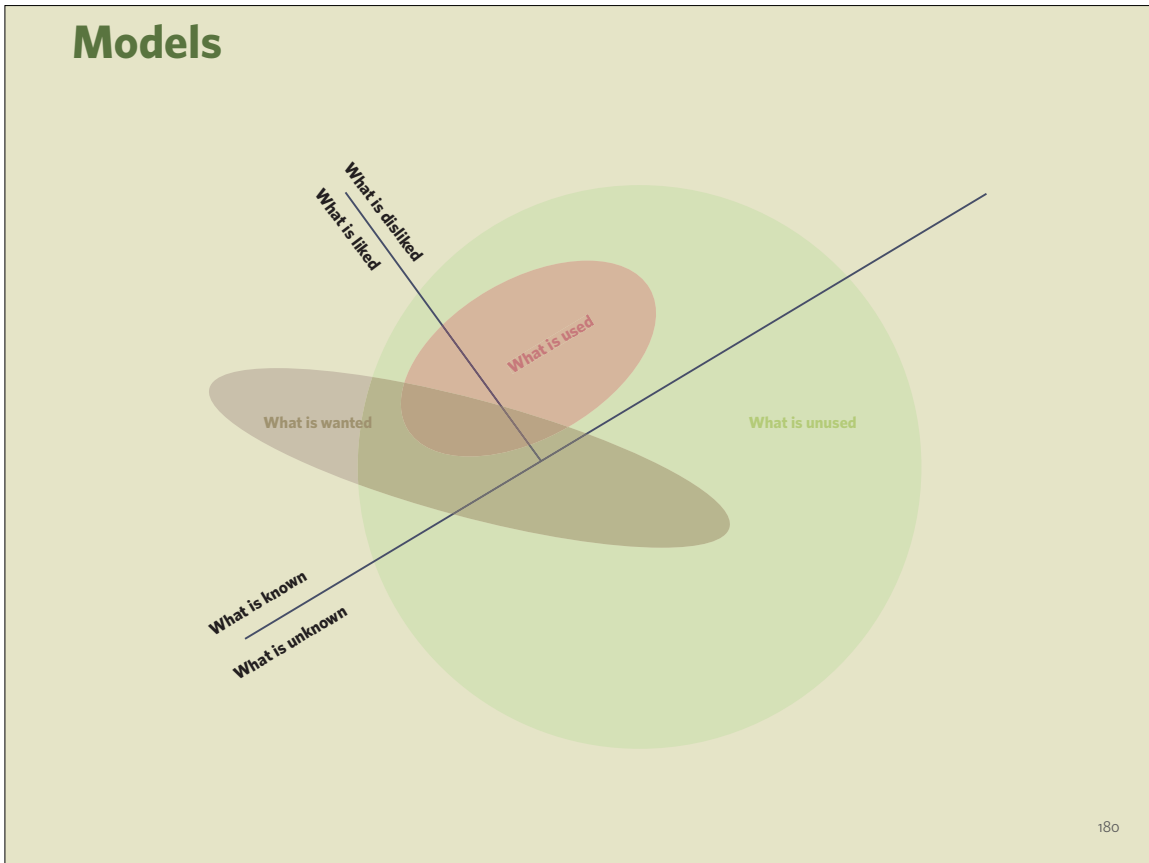
177

The Craft of Interaction Design

178



Do we really need all this documentation?



Personas



Paul The News Junkie

Visits News Sites
Three to four times a day

Regular News Sites Visited
Yahoo News, Google News, CNN.com,
The New York Times, MSNBC

Local News
San Francisco Chronicle

Offline News Sources
San Francisco Chronicle, NPR, MSNBC

Opinion Content Use
Occasional blog reader

Follows Stories Across Sites and Media
Rare: across sites and mediums

Section Page Use
Politics, US, Science

Video Use
Very rare

Special Feature Use
RSS feeds, e-mail alerts

Paul is a financial manager who works out of his home. A long-time internet user, he's divorced with a grown daughter.

Age
54

Location
San Francisco, CA

Technology Level
Savvy

"Online news gives you a feel for what's the hot stuff out there. What's really important—or at least what the news services say is important."

"My breaking news all comes through TV."

Other Distinguishing Characteristics
Does thorough scanning of the home page before going back to read the articles that interest him.

Follows related stories quite far.

Goes to local papers not from his area to follow stories and sports news that he otherwise wouldn't have access to.

Doesn't go to other sites to follow the same news story; instead looks for unique stories.

Google is his home page.

Personas

Fictitious persons for whom you are designing

Represents the archetypal qualities of your audience

Communicate design and research activities to the rest of the organization

Are:

Drawn from ethnographic research

Named as individuals

Developed for specific contexts

Are not:

Based on demographics or market segments

User profiles ("Soccer mom")

Meant for reuse, "enterprise-wide"

Personas

Fictitious persons for whom you are designing

Represents the archetypal qualities of your audience

Communicate design and research activities to the rest of the organization

Are:

Design targets

Typical and believable

Are not:

Stereotypical

Drawn from gut feelings about your audience

183

Personas

Fictitious persons for whom you are designing

Represents the archetypal qualities of your audience

Communicate design and research activities to the rest of the organization

Are:

Effective at bringing user-centered design ideas into organizations

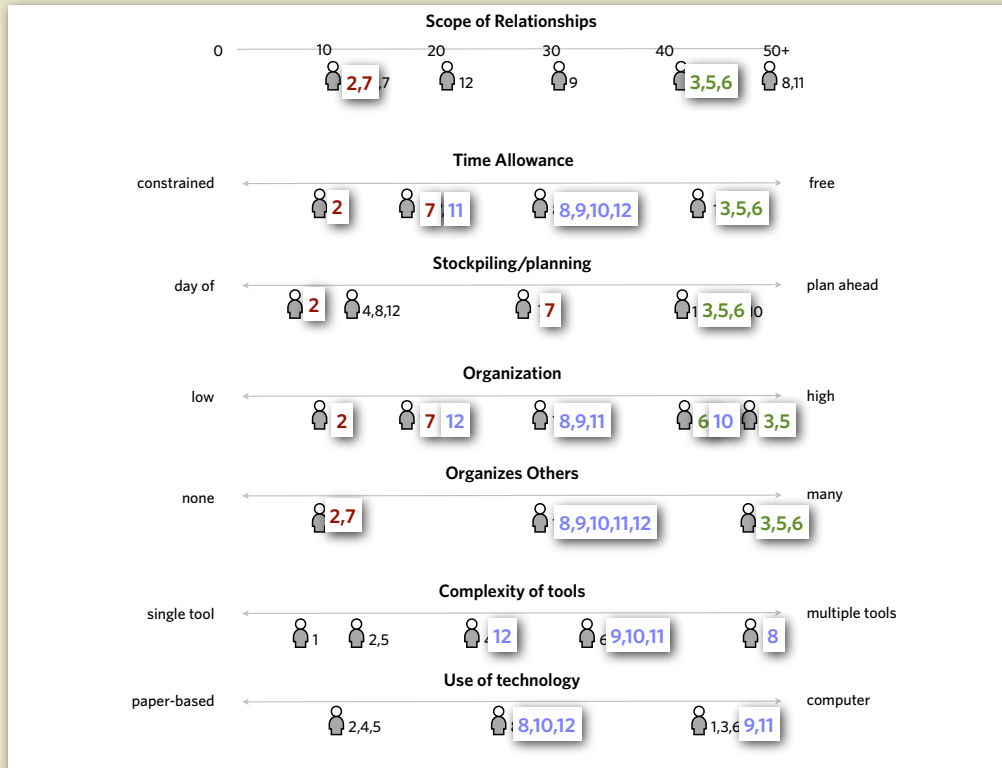
A shared reference

Are not:

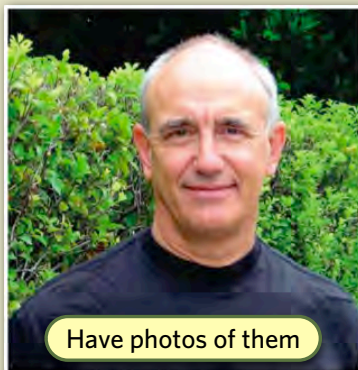
A magic bullet

184

Behavioral Analysis



Developing Personas



Have photos of them

Paul is a financial manager who works out of his home. A long-time internet user, he's divorced with a grown daughter.

Age
54

Keep it concise

Location
San Francisco, CA

Technology Level
Savvy

Name them

Paul

The News Junkie

Visits News
Three to four times a day

Be wary of 'typing' them

Let them speak

Online news gives you a feel for what's the hot stuff out there. What's really important—or at least what the news services say is important."

Regular News Sites Visited
Yahoo News, Google News, CNN.com, The New York Times, MSNBC

Local News
San Francisco

Identify key traits and behaviors

"My breaking news all comes through TV."

Offline News Sources
San Francisco Chronicle, NPR, MSNBC

Opinion Content Use
Occasional blog reader

Other Distinguishing Characteristics
Does thorough scanning of the home page before going back to read the articles that interest him.

Follows Stories Across Sites and Media
Rare: across sites and mediums

Follows related stories quite far.

Section Page Use
Politics, US, Science

Goes to local papers not from his area to follow stories and sports news that he otherwise wouldn't have access to.

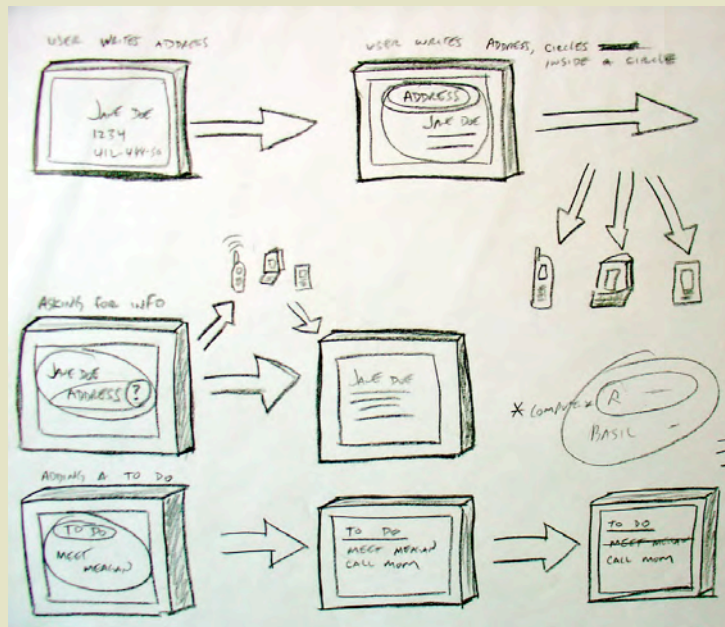
Video Use
Very rare

Doesn't go to other sites to follow the same news story; instead looks for unique stories.

Special Feature Use
RSS feeds, e-mail alerts

Google is his home page.

Sketches



187

Storyboards



Dave writes the word *Weather* and circles it.



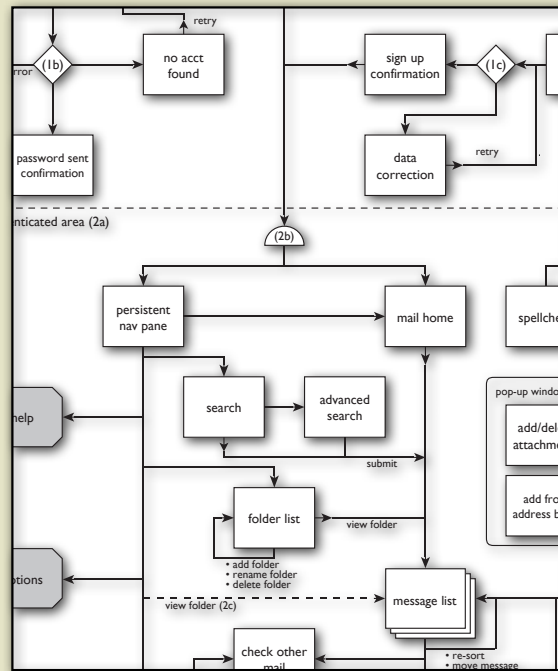
The page is replaced by the local weather forecast.



After reading the page, Dave draws an X across it and the page disappears.

188

Flow diagrams with the Visual Vocabulary



<http://www.jjg.net/ia/visvocab>

Rule Number One

**Maximize
portability**

Ensure that the widest possible audience can...

- distribute
- open
- read
- print
- use

...the documents you produce.

The Visual Vocabulary

Set of standard shapes to express common concepts

Designed to be:

- Tool-agnostic
- Whiteboard-compatible
- Self-contained

Not just a collection of symbols, but a system with its own internal logic

“If it will work in PowerPoint, it will work anywhere”

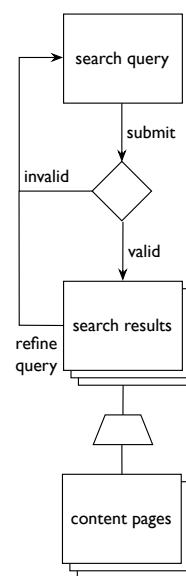
An example

From the search query page, the user can submit a query.

The system checks to see if the query is valid; if it is not, the system returns the user to the query page.

If the query is valid, the user is presented with a sequence of search results pages.

From these pages, the user can navigate to one or more content pages matching the query, or return to the query page to refine the query.



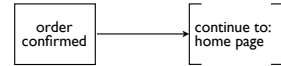
Creating modular structures

These elements allow you to:

Break up your diagram across multiple pages

Represent unusually complex (tangled) architectures

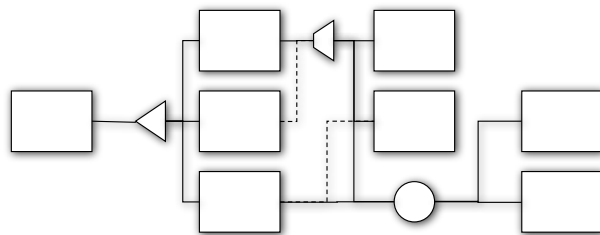
Create reusable “objects”



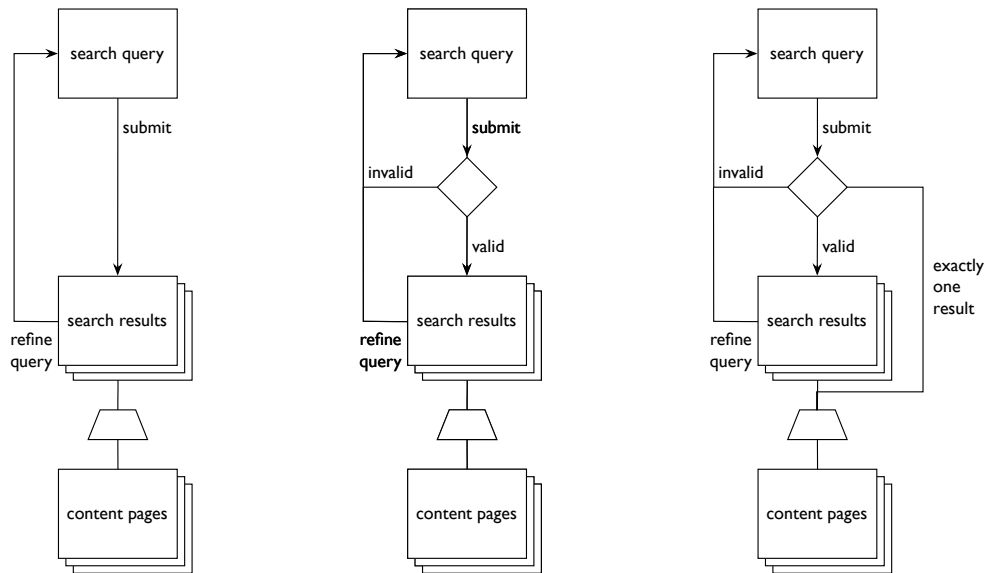
Conditional elements

Represent basic concepts used in conditional logic

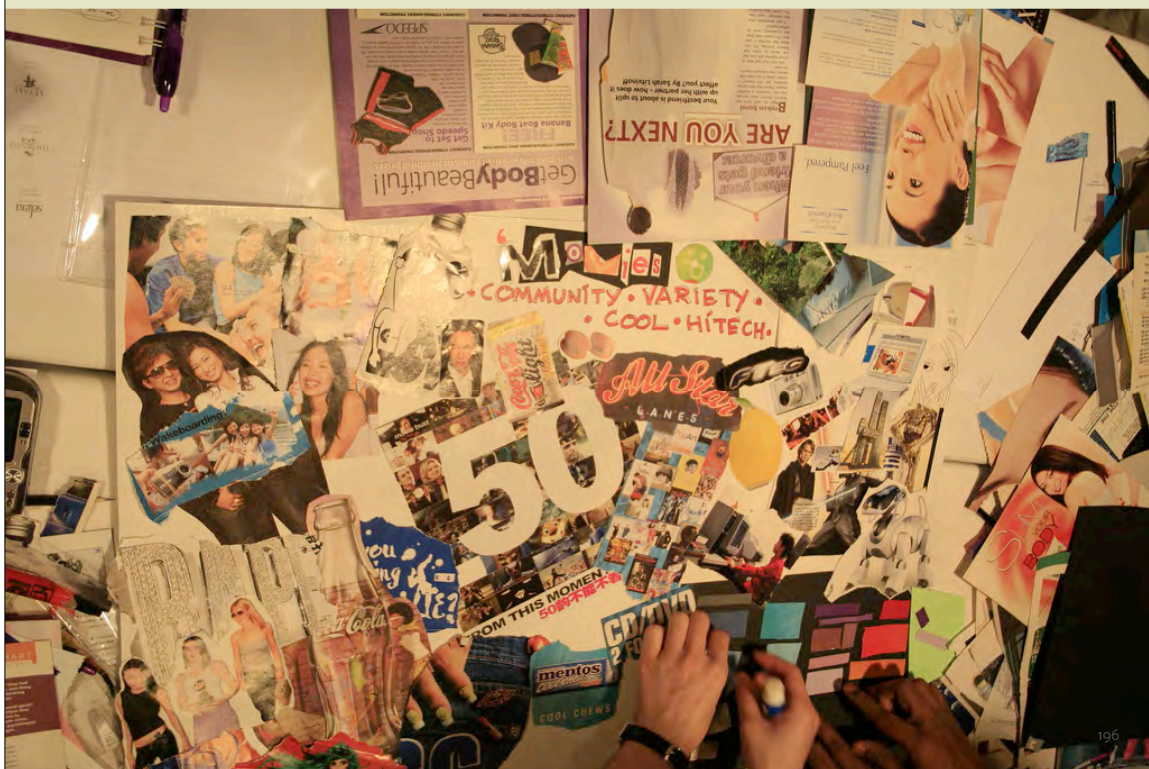
Can be combined to create arbitrarily complex navigational structures



Three search flows



Mood Boards



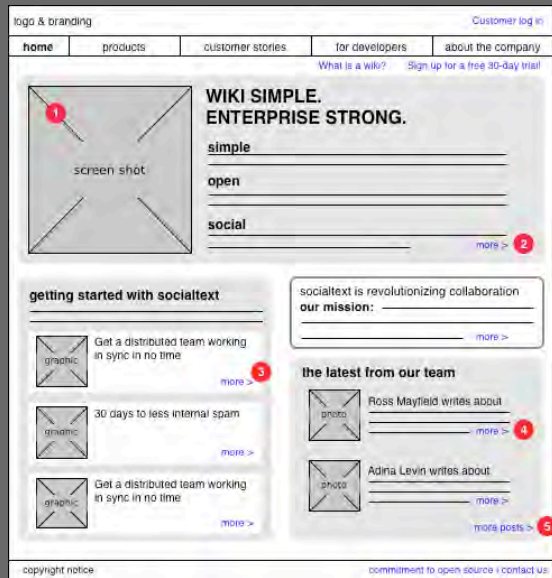
Now Start Drawing: Wireframes

Liz Danzico, *The Devil's in the Wireframes*:

"a singular composition and a **collaborative** expression, communicating the vision of both an individual and a team."

A representation of **inventory**, the content and interfaces a user will encounter within the context of a given page, screen, application state, etc.

A means of communicating the **priority** of elements within an interface, and their **relationships** to one another



Socialtext.com home page

Wireframe guidelines

Make schematics that correlate to the flow diagrams

Use standard symbols to represent interaction devices

Show all functions

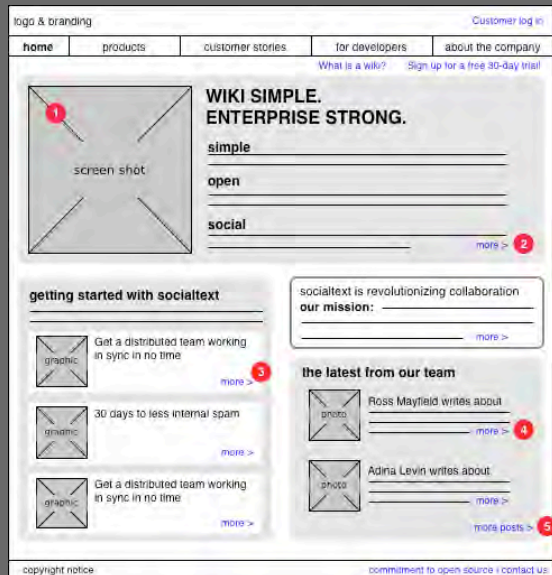
Use consistent names and labels across all flows and schematics

Do not include any visual design direction

User call-outs to describe any functionality that isn't self-explanatory

Use good visual design principles

One schematic can serve multiple pages



Socialtext.com home page

Stark and simple

The screenshot shows a website titled "adaptive path" with a header containing the date "14 Feb 2003" and the page title "8.2.0: crafts home". The page is identified as "page 2 of 7". The layout is organized into several sections:

- Header:** Includes navigation links like "cart | checkout | order tracking | help" and a secondary menu with "crayola kids logo/icon", "games", "crafts", "tog time", "club", and "home".
- Left Sidebar:** Contains a "logo" section, a list of categories (for kids, parenting, products, etc.), a search box, and a "Together Time" section with various activity links.
- Main Content Area:** Features a "crafts and activities banner", followed by three distinct activity cards: "coloring pages", "craft project ideas", and "card creator". Each card includes a placeholder image, a title, a short description, and a "find more" link.
- Footer:** Includes a "more activities" section with "holiday link" and "season link" buttons, and a final row of site navigation links.

Utilize existing imagery

The screenshot displays the Cathay Pacific website interface, featuring a complex layout with multiple sections and existing imagery:

- Header:** Includes the Cathay Pacific logo, a "Worldwide Sites" dropdown menu, and language options for "Deutsch" and "English".
- Left Sidebar:** A vertical navigation menu with links such as "Home", "Plan Your Trip", "Book Your Trip", "Check in Online", "Before You Fly", "At the Airport", "During Your Flight", "Worldwide Offers", "Frequent Flyers", "Careers", "About Us", "Worldwide Sites", "Contact Us", "FAQ", and "Site Map".
- Main Content Area:**
 - Search:** A "Search the site" input field.
 - Book a flight:** A form for booking a flight from Munich to Hong Kong, including options for "Round trip" or "One Way", departure and return dates, and cabin class.
 - Special Offers:** A section titled "Special Offers" with a "Visit Singapore" promotion and "Catch Saturday Night Fever Live".
 - Travel Advisories:** A section titled "Travel Advisories" with a note about "No nailclippers at security checks".
 - On-time Departures:** A section titled "On-time Departures" showing a 21 Mar 2005 departure with an 86.7% on-time rate.
 - Imagery:** A large image of a book or brochure is used as a background for the "Special Offers" section.
- Footer:** Includes logos for "oneworld member", "Asia Miles", "CXagents.com", and "CATHAY PACIFIC Intelligents".

Principles of Transparent Interaction Design

Discoverable

Feedback

Recoverable

Context

201

Principles of Transparent Interaction Design

Discoverable

Feedback

Recoverable

Context

The user must be able to easily see and understand the actions that they may take.

Visibility acts as a suggestion, reminding the user of possibilities and inviting the exploration of new ideas and methods.

Architecture and navigation nomenclature must be meaningful to the users (descriptive, evocative).

The screenshot shows the Orbitz flight search interface. At the top, the Orbitz logo is displayed with the tagline "MOST LOW FARES MADE EASY". Below the logo are navigation tabs for "Flights", "Hotels", "Cars", "Cruises", and "Vacations", with "Flights" being the active tab. The search form includes options for "Round-trip", "One-way", and "Multi-city". The "From" and "To" fields are present, with checkboxes for "Include nearby airports". The date selection section has "Exact dates" and "Flexible dates (U.S. & Canada)" options. The "Leave" and "Return" date pickers are set to August 15 and August 22, respectively, with "Anytime" options. There is a checkbox for "I prefer non-stop flights". The "Travelers" section shows counts for "Adult (18-84)", "Senior (65+)", "Youth (12-17)", and "Child (2-11)", with a "Travelers (up to 9)" link. At the bottom, there is a link for "Expand search options (Cabin, infants)" and a "Search" button.

202

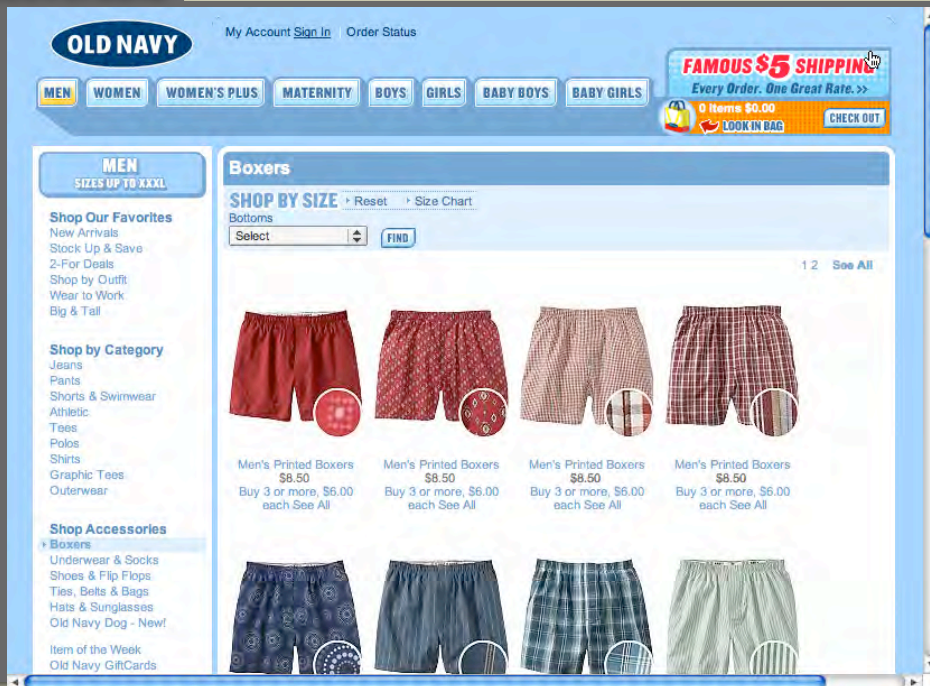
Principles of Transparent Interaction Design

Discoverable

Feedback

Recoverable

Context



203

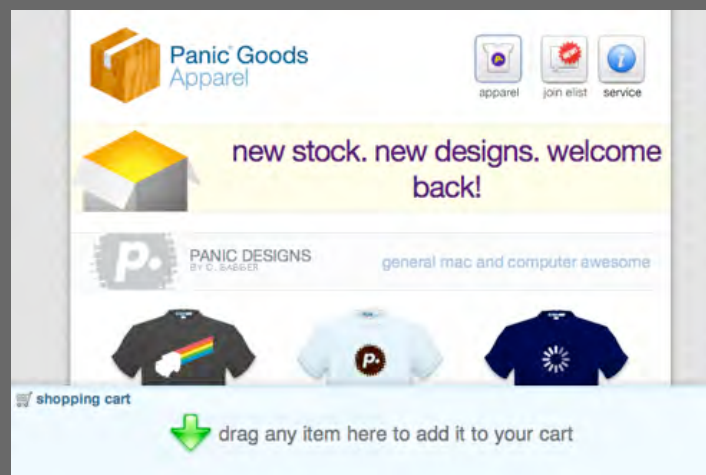
Principles of Transparent Interaction Design

Discoverable

Feedback

Recoverable

Context



Remember that very discoverable features may *still* be too innovative.

204

Principles of Transparent Interaction Design

Discoverable

Feedback

Recoverable

Context

The effect of each action must be visible and easy to interpret, so that the user can learn what the system does.

Feedback must be immediate and contextual...

...so they know the action they tried to take really did complete

...so users can recognize and recover from mistaken actions

LOG IN / MANAGE DELIVERIES
CART: There are 0 items in your Cart
SEARCH keyword or item# GO

PEETNIKS STORES ECUPS MY ACCOUNT WHO WE ARE
ESSENTIALS | PEET'S CARD | RECURRING DELIVERY | EXPRESS BUY | OFFICE COFFEE

Coffee Blends

Each blend is a combination of carefully chosen coffees from the year's harvest, combined to bring out their most flavorful characteristics.

Top Blend®
Premium coffees from Latin America and the Pacific blended to create full body, sparkling acidity, and spicy notes.

Top Blend is a rich, full-bodied blend of premium coffees from the Pacific and Latin America. Their spicy, nutty aromatic qualities combine with robust flavor characteristics to make a mellow and deeply satisfying cup with a lingering aftertaste. A personal favorite of Peet's roastmaster, this is a coffee we often recommend. And while that doesn't mean that everyone else is going to like it, at least you'll know what kinds of flavors excite the palate of one of the main people behind the coffee at Peet's.

Top Blend®
Price: \$11.95 per lb.
Item: #TPB

ADD TO CART

CUSTOMER REVIEWS EMPLOYEE REVIEWS

BODY: MEDIUM FULL VERY FULL
LIVELINESS: SMOOTH BALANCED BRIGHT

Shipping rates and Info

205

Find the error!

FedEx Ship Track/History Address Book Preferences Fast Ship Reports My Profile

<< Log out Home Ship Return Shipment Quick help

Errors are shown in red below applicable field.

Recipient Information (Required fields in bold)

Company name

First name Lisa

Last name Snowiss

Country United States

Address 1 22519 Susana Avenue

Address 2

City Torrance

State California

ZIP 90505

Telephone 310-540-5090

This is a residential address
 Save in/update my address book
 Add to my Fast Ship profiles

Package and shipment details

Service type FedEx 2-Day

Package type FedEx Envelope

Number of packages 1

Weight 1 lbs

Dimensions Choose dimensions

Declared value US Dollars

FedEx ShipAlert® - Express

Email address	Shipment notification	Delivery notification
Sender: peterme@adaptivepath.c	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recipient: lisa@snowiss.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other 1: <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other 2: <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

Add personal message (not to exceed 75 characters)

More shipment details

Ship date Today

Process return label
 Link outbound and return tracking

More shipment details

Go to options

Clear fields Check recipient address Change sender address Get courtesies/rate Continue

Principles of Transparent Interaction Design

Discoverable

Feedback

Recoverable

Context

Actions should be without cost -- make errors less costly

Errors must be easy to undo.

The interface should help users

First Name: Dwight
Last Name: Eisenhower
Gender: Male Female
Date of Birth: Feb 2 Year
Zipcode: 94114 (Not a U.S. Resident? Check here:)
Education: Some college or technical school
Relationship Status: Married/partnered with children
Email Address: dwight@eisenhower.com
Create a Password: (4 to 20 characters)
Confirm Password:
 Yes! Send me the Tickle Newsletter so I can be the first to know about the newest Tickle tests! (Tickle will never spam you or give your email address away.) [Show me](#) what I'd be getting.

207

Principles of Transparent Interaction Design

Discoverable

Feedback

Recoverable

Context

KAYAK™
Flights | Hotels | Cars | Deals | Buzz | Forums | 8,552 kayakers online - peter
Oakland, CA to Miami, FL Wed 23 Aug 2006 - Wed 30 Aug 2006 / round-trip for 1
Price* Airports Airline Depart Arrive Stops (Duration)
275 of 677 results shown show all
Start search over
Stops: nonstop 1 stop 2+ stops
Airlines: select all clear nonstop 1+
AirTran \$362
Alaska Airlines \$465 \$445
America West \$231
American Airlines \$343 \$265
Continental \$240
Delta \$226
JetBlue Airways \$279 \$287
Multiple Airlines \$403 \$231
Northwest \$429
US Airways \$273
United \$233
Leave: depart arrive Wed 12:30a Thu 12:00a
Return: depart arrive Wed 5:30a 9:00p
Oakland, CA Airports (map)
Carmel/Monterey (MRY)

Price*	Airports	Airline	Depart	Arrive	Stops (Duration)
\$379	OAK > MIA MIA > OAK	American Airlines	6:26a 12:20p	7:10p 7:54p	1 (9h 44m) 1 (10h 34m)
\$379	OAK > MIA MIA > OAK	American Airlines	6:26a 12:20p	4:45p 7:54p	1 (7h 19m) 1 (10h 34m)
\$379	OAK > MIA MIA > OAK	American Airlines	6:26a 9:48a	4:45p 2:10p	1 (7h 19m) 1 (7h 22m)
\$379	OAK > MIA MIA > OAK	American Airlines	6:26a 1:40p	4:45p 7:54p	1 (7h 19m) 1 (9h 14m)
\$379	OAK > MIA MIA > OAK	American Airlines	6:26a 8:46a	4:45p 2:10p	1 (7h 19m) 1 (8h 24m)
\$379	OAK > MIA MIA > OAK	American Airlines	6:26a 9:48a	7:10p 2:10p	1 (9h 44m) 1 (7h 22m)
\$379	OAK > MIA MIA > OAK	American Airlines	6:26a 6:55a	4:45p 11:57a	1 (7h 19m) 1 (8h 02m)

208

Principles of Transparent Interaction Design

Discoverable

Feedback

Recoverable

Context

Register, It's Free

Account Info (All Fields are Required)

Choose a Username

No spaces and it must be unique. Min 4 characters, max 15 characters.

Email Address

Please use a real email address as we need to email you to confirm your account.

Choose a Password Retype Password

Must be at least 6 characters long.

Birthday

Month Day Year

We've got to ask for legal reasons.

209

Principles of Transparent Interaction Design

Discoverable

Feedback

Recoverable

Context

Give the user a sense of time

How long will it take? How many steps are there?

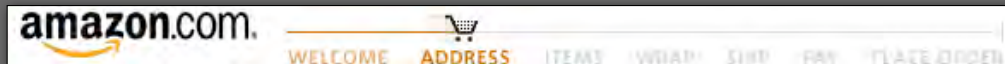
Where am I in the process?

Give the user a sense of place

Where am I now? Where should I go?

Give the user a sense of meaning

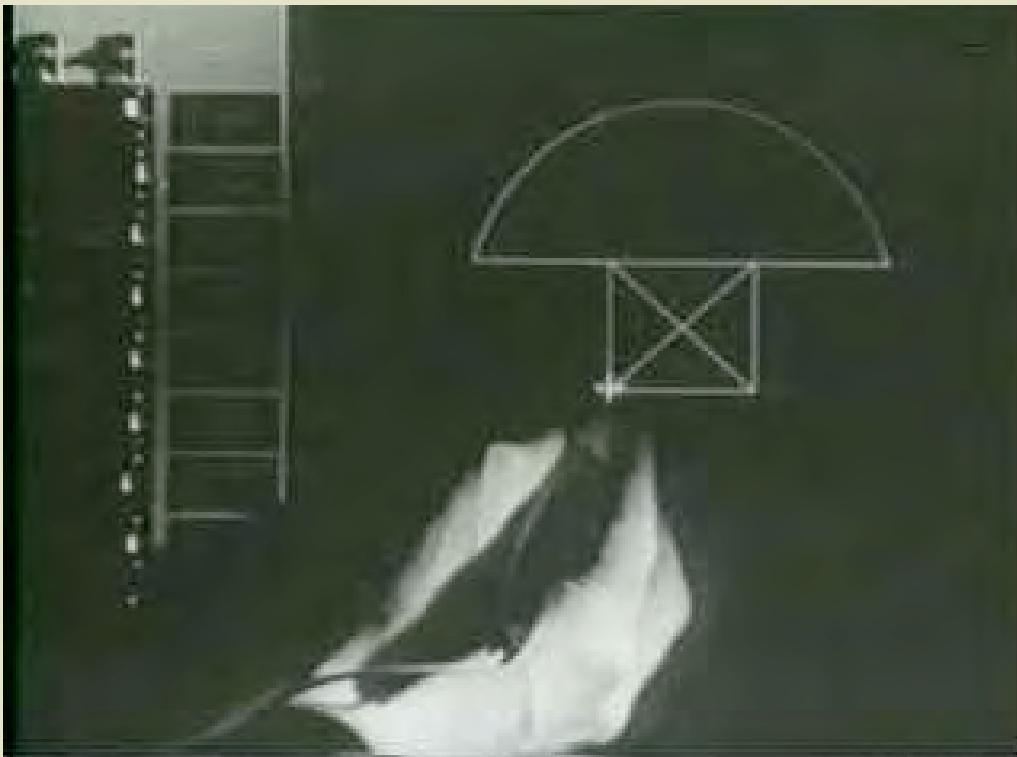
Why am I here? What's likely to be here?



210

Direct and Indirect Manipulation

211



212

Magic Number Seven

213

Magical Number Seven

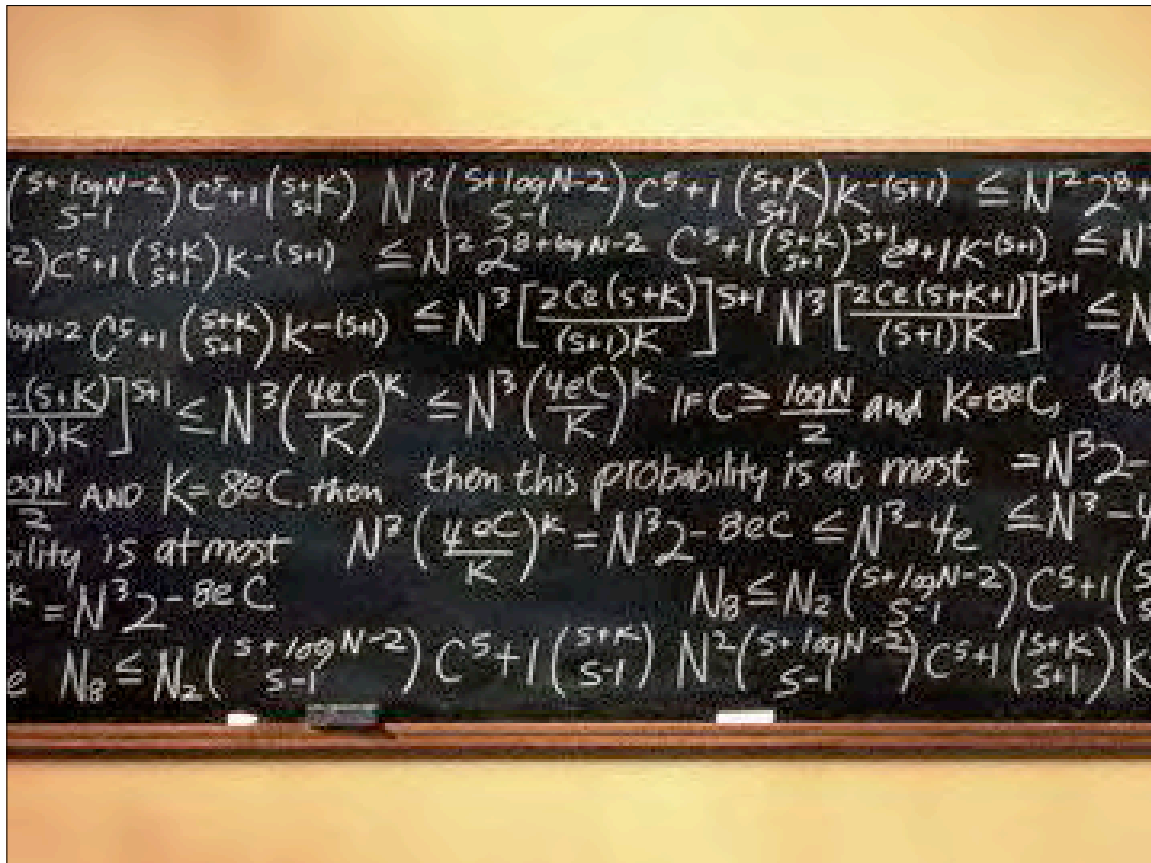
7 1 9 4 6 0 2 8 1 3



Fitt's Law



Tesler's Law: The Conservation of Complexity



Beyond Wireframes: Documenting Applications

Traditional documentation

1 Logo

2 Login

3 Apply Now

4 branding space

5 Need help? Contact Us

Functional Annotations

- Links to Home on subsequent pages.
- Login Module. Submit either takes to secure banking application or to a resubmit page if there is an error.
- Button links to account application page.
- Links to Forgotten Password page.
- Links to Contact Us page.

Content Annotations

- Dynamic Rate Table.
- Products and services text can be modular, to be swapped in and out. Thumbnail graphics can illustrate products.
- Copyright and other legal information.
- Space for branding messages promotions.

Key	Issues	Changes since last revision
Functional Reference	None	None

TRADITIONAL DOCUMENTATION

221

What's changed

CH-CH-CH-CH-CHANGES

fly.Angel

The point of pain



“Wireframing AJAX is a [expletive]... We have to determine all the things a user might do, and wireframe the blessed moments of each possibility.”

- Jeffrey Zeldman, *Web 3.0*

(you should see what's in the comments section)

AJAX BRINGS THE PAIN TO THE WEB

223

We're all in the same boat now.

What's changed?

Song	Duration	Info
Babe - Ko Me Tero	3:25	128 - 44
Body Count - Dead Man Walking	4:50	128 - 44
Covenant - Leviathan	5:19	128 - 44
Beborn Beton - Another World (extended Remix)	5:20	128 - 44
Moby - Any Given Sunday	5:25	128 - 44
Apoptygma Berzerk - Nightliner Interview	1:51	192 - 44
Razed In Black - Never Meant	5:14	128 - 44
Deine Lakaien - Fighting The Green	5:12	128 - 44
Apoptygma Berzerk - Starsign	5:35	180 - 44
Kismet - Baubles, Bangles, And	4:42	128 - 44
Covenant - Humility		
Kings Of Convenience - Badly Drawn		
Rem - Daysleeper (acoustic)		

D:\My Music\apoptygma berzerk - starsign.mp3 (6.41 Mb)
Artist: Apoptygma Berzerk
Album: Welcome To Earth Promo

"BLESSED MOMENTS" = MICROSTATES

CD Misc All Music offspring moby apoptygma
Ripped by HANS

**HAVING MICROSTATES
MEANS DOCUMENTING
Invitation, Activation, Updates
Affordances and Constraints
Timing**

You want all that in a wireframe?!

layout
priority
behavior
content
functionality
exception handling
technical specifications
microstates
timing

+ _____
woah!

YOU WANT ALL THIS IN A WIREFRAME??

227

One document to rule them all?



ONE DOCUMENT TO RULE THEM ALL?

228

THREE EXPERIMENTS

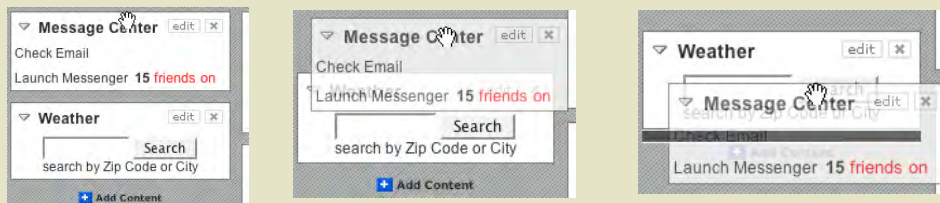
Frame-by-Frames

Lo-Fi Animations

Wireframes with Key Frames

229

Storyboards: frame by frame



FRAME-BY-FRAMES

230

Storyboards: frame by frame

Drag and Drop Modules - Interesting Moments Grid

Currently on beta.my.yahoo.com ID: Bill Scott & Eric Miraglia

	Mouse Hover	Mouse Down	Drag Initiated	Drag Over Valid Target	Drag Over Invalid Target
Cursor					
Tool Tip	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor	CSS Move cursor
Drag Object					
Drop Target					

231

ADVANTAGES

Clear and Concise
Sequence of Interaction
Amazing Level of Detail

232

DISADVANTAGES

No Context

No Timing

Time-Consuming

233

Show me

Hide me

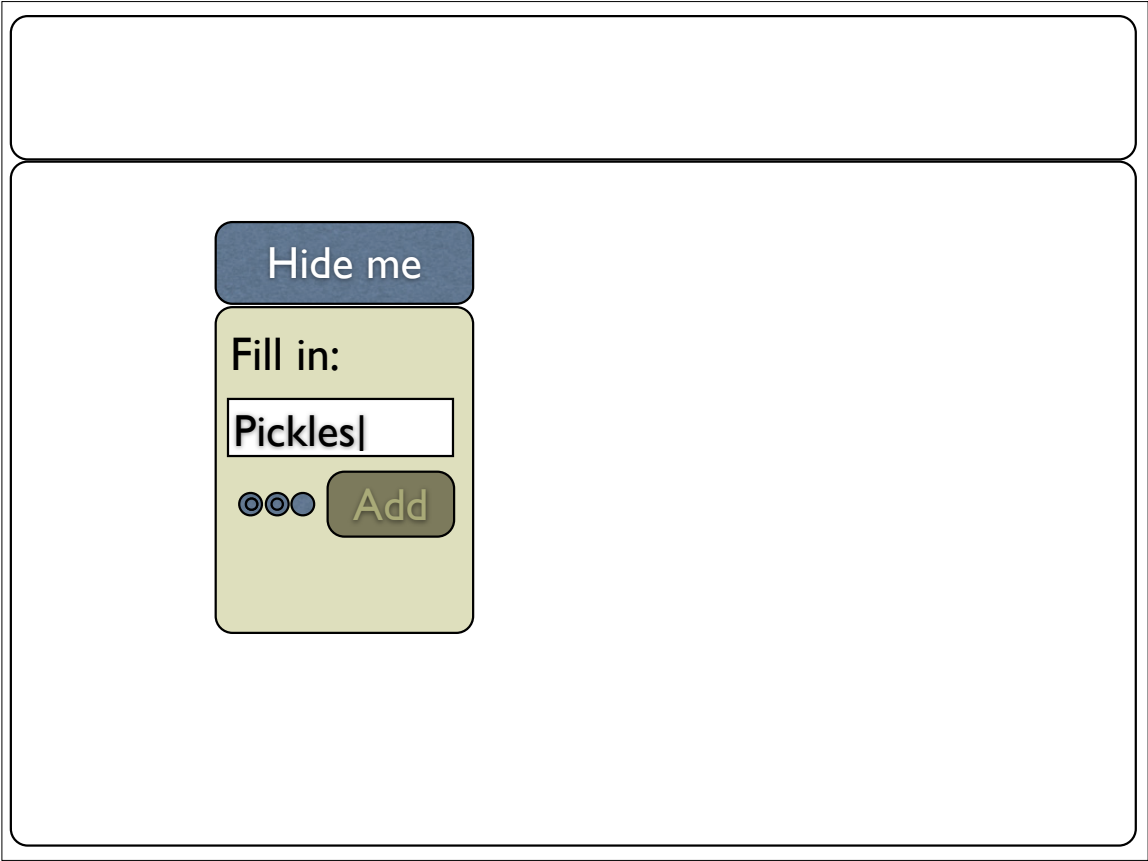
Fill in:

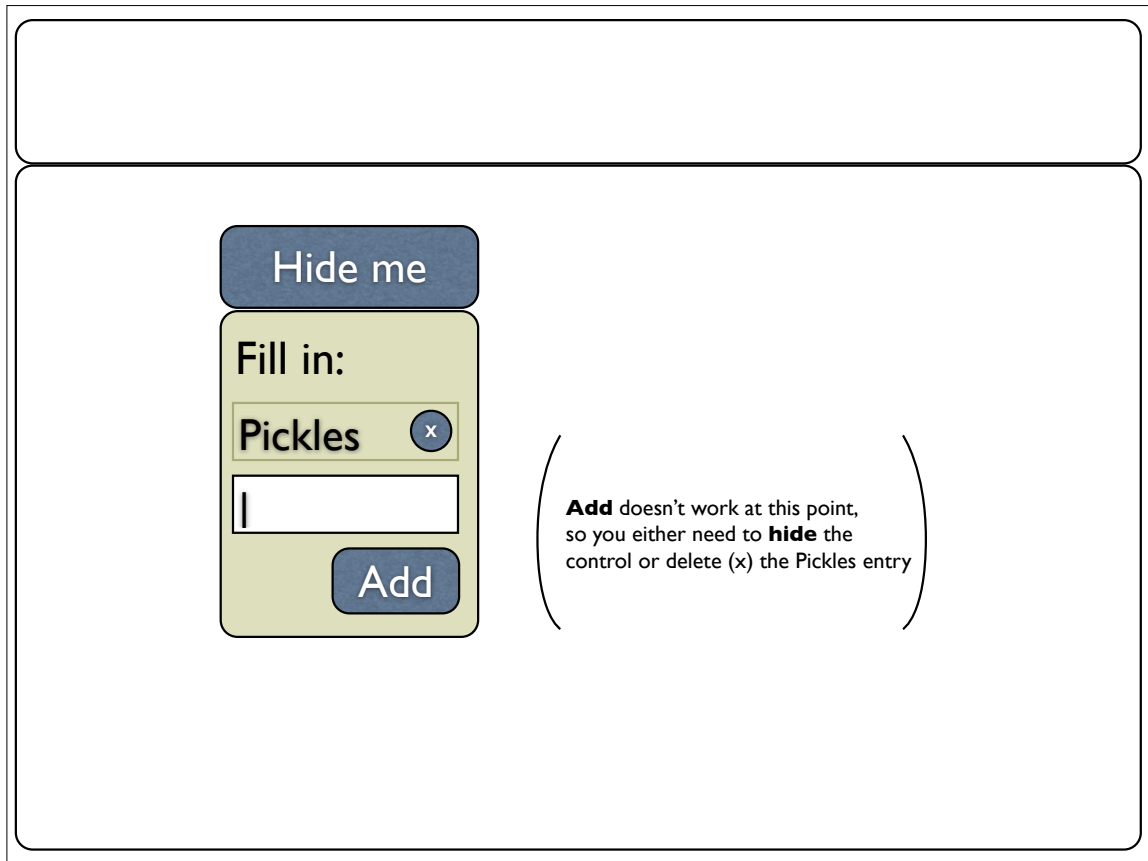
Add

Hide me

Fill in:

Add





ADVANTAGES

No Need for Working Prototype

Great ROI

Easily Understood

Can Compliment Other Docs

DISADVANTAGES

- No Detail
- No Discrete Steps
- No Technical Notes
- Non-Standard Deliverable

241

Wireframes: adapting and evolving

page allows users to sign up for Participate simply by entering a user name and a valid email address.

user with some notification of what the email a friend th in Participant points to encourage follow-through a non-registered users in the incentive program.

limit the user's entered email addresses and led to target addresses, and link user to a page

to have invited friends over email, provide reporting and # accepted. Hide actual names by default, but b view them by clicking the "view" link

a When user completes name entry and clicks to email entry, compare the entered name to previously claimed names on the site. If the name is a match, generate alternates that can be clicked on to fill the entry field.

The name ryan_c is unavailable.
How about:
ryan_c_01
iam_ryan
ryan_c_isme

User makes selection or inputs new name that is valid & available:
That name works. Thanks!

b Is it possible to treat the "submit" button click as a call to validate the form of the user's entered email? If there are any formatting errors, alert the user and prevent the page from loading the confirmation.

The address you entered isn't formatted properly.

register

create a username: alternate names *

enter your email: email error *

hot posts

Instruction text lorem ipsum dolor sit amet, consectetur adipiscing elit. archive >

Tuesday, July 19, 2005

written by: [authorname](#) tag: [campaign](#)

psum dolor sit amet, consectetur adipiscing elit. Cras malesuada, fermentum nonummy, turpis mauris rutrum justo, nec molestie dolor eros porttitor lorem. Proin pharetra wisi eu tortor. Vivamus cursus tortor id purus. Suspendisse potenti. Ut dui. Vestibulum tincidunt.

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Monday, July 18, 2005

written by: [authorname](#) tag: [campaign](#)

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comment on this post | more by this author | permalink archive >

Sign me up for the mailing list

WIREFRAMES WITH KEY FRAMES

242

Explaining key frames



a When user completes name entry and clicks to email entry, compare the entered name to previously claimed names on the site. If the name is a match, generate alternates that can be clicked on to fill the entry field.

The name ryan_c is unavailable.
How about:
ryan_c_01
iam_ryan_c
ryan_c_ismc

↓ User makes selection or inputs new name that is valid & available:

That name works. Thanks!

KEY FRAMES

Explaining key frames



Rove to Bush: "Pack My Box with Five Dozen Liquor Jugs"

graphic

← →

Pack my box with five dozen liquor jugs.

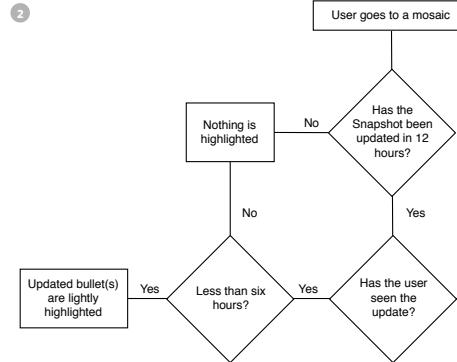
UPDATED: 3 HOURS AGO (Reuters) **1**

- Pack my box with five dozen liquor jugs.
- Back in June we delivered oxygen
- **The job requires extra pluck and zeal** **2**
- The five boxing wizards jump quickly.
- Six big juicy steaks sizzled in a pan

PROGRAMMING NOTE: Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size.

NOTES

1 Notes the last time the snapshot was updated. If this is under 6 hours, it v relative time, down to the minute (e.g. "Updated 40 minutes ago"). After 6 "Today at [Time] EST ([Time] GMT)" e.g. "Updated Today at 3:45 am EST After a day, it becomes "Last Updated Yesterday at [Time] EST ([Time] G date should be displayed e.g. "Last Updated March 31, 2006 at 3:43 am f This will help convey timeliness.



3 If there is an image gallery, this image will not appear here.

CHANGES SINCE LAST VERSION

Removed timer.
Increased size of

OUTSTANDING ISSUES

This module should refres should be determined.

SHOWING CONTEXT

ADVANTAGES
Known Deliverable
Holistic View
Can Show Full-Screen Changes
Good ROI

245

DISADVANTAGES
Tough with Many Microstates
Wireframes are Crowded
Timing is Lost

246

Documenting Ajax

Wireframes with key frames
for CONTEXT

Storyboards
for DETAIL



Lo-fi animations
for TIMING

STILL NO ONE RING

247

Thank You!

Peter Merholz

peterme@adaptivepath.com

248