Principles and Practices

for Successful Experience Design

adaptive path

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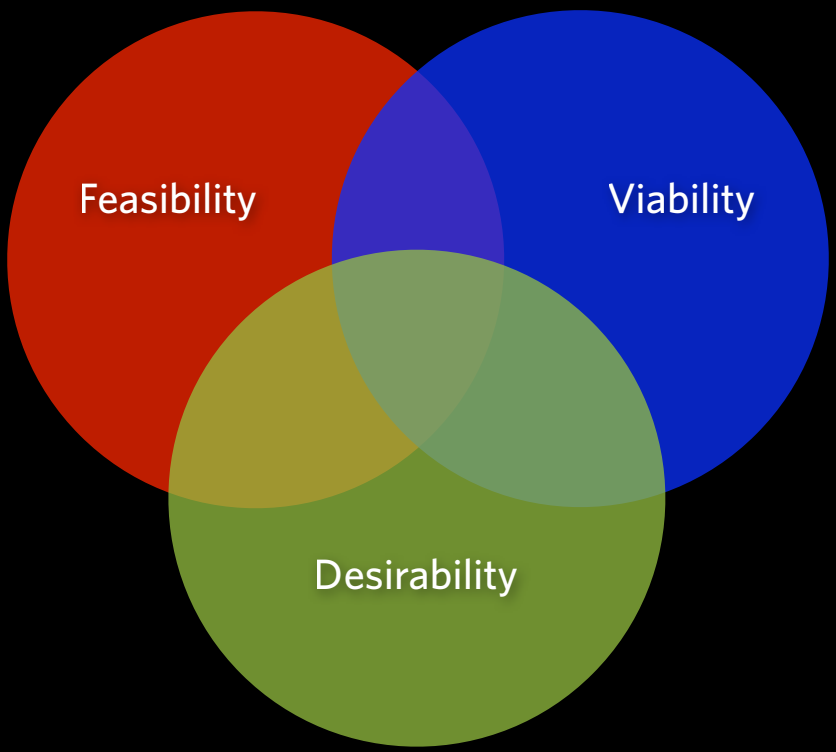


How do you achieve such success?

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

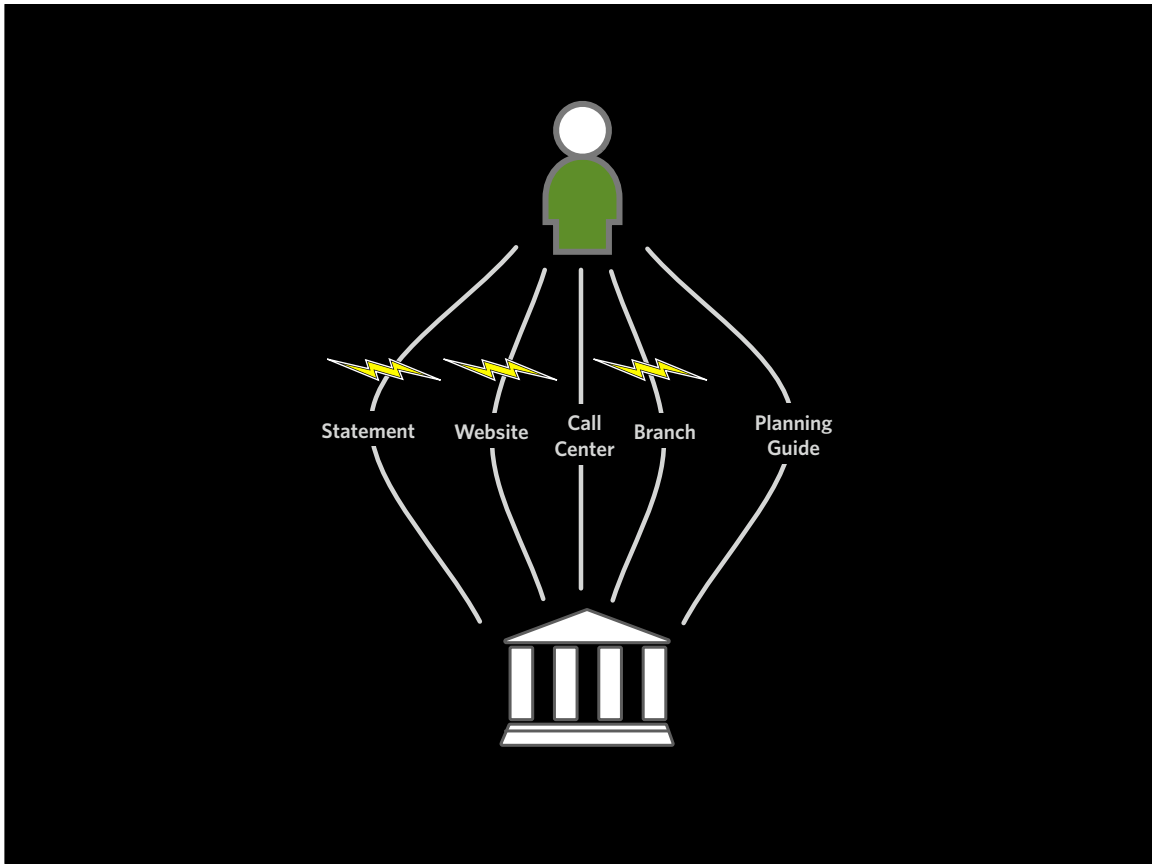
Jakob Nielson Alertbox, May 12, 2002 http://www.useit.com/alertbox/20020512.html

QUIXTAR
SEARCH
GO
VIEW CART
Quixtar & the Opportunity
Find Products
With Quixtar
Visitor
Include a search input box
Include a one-sentence tagline
Take off
You have it in you. The goals, the drive, the determination. Put it into action with a business opportunity that lets you achieve your personal best.
>Find out how
Emphasize the site's top high-priority tasks
Log In To Quixtar
QUIXTAR #
PASSWORD
Forgot password?
Remember my Quixtar #
Choose A Quixtar Visitor View
United States - English
Estados Unidos - Español
Canada - English
Canada - Français
Terms of Use
Privacy Statement
Contact Quixtar
#14 in Internet Retailer's Top 400
Use meaningful graphics
Show examples of real site content
Offer easy access to recent homepage features
NUTRILITE
American Red Cross
Disaster Relief
ARTISTRY
#15
#17
#20
#22
The new Mac mini.
SUMMER FAVORITES
BIG SALE
7

So, I can't just follow the rules?

“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

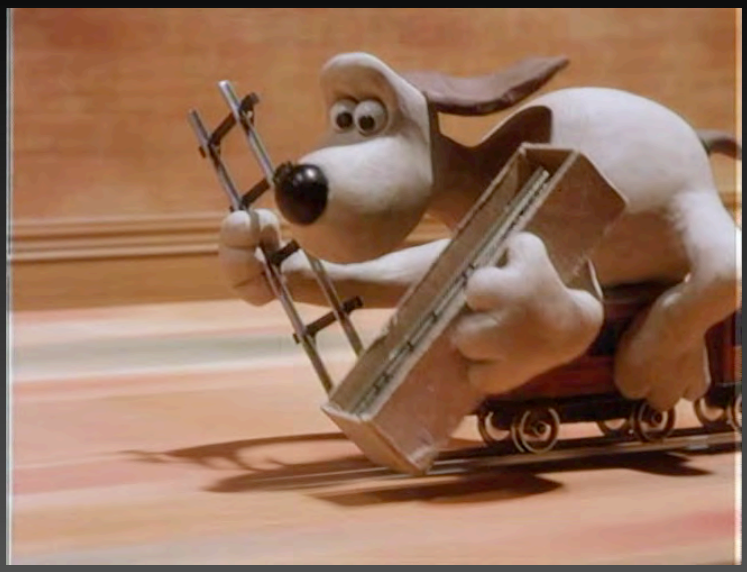
Understand what success means

Focus the research and design efforts in the right direction

Fundamentally: to head off problems before they occur

Why bother?

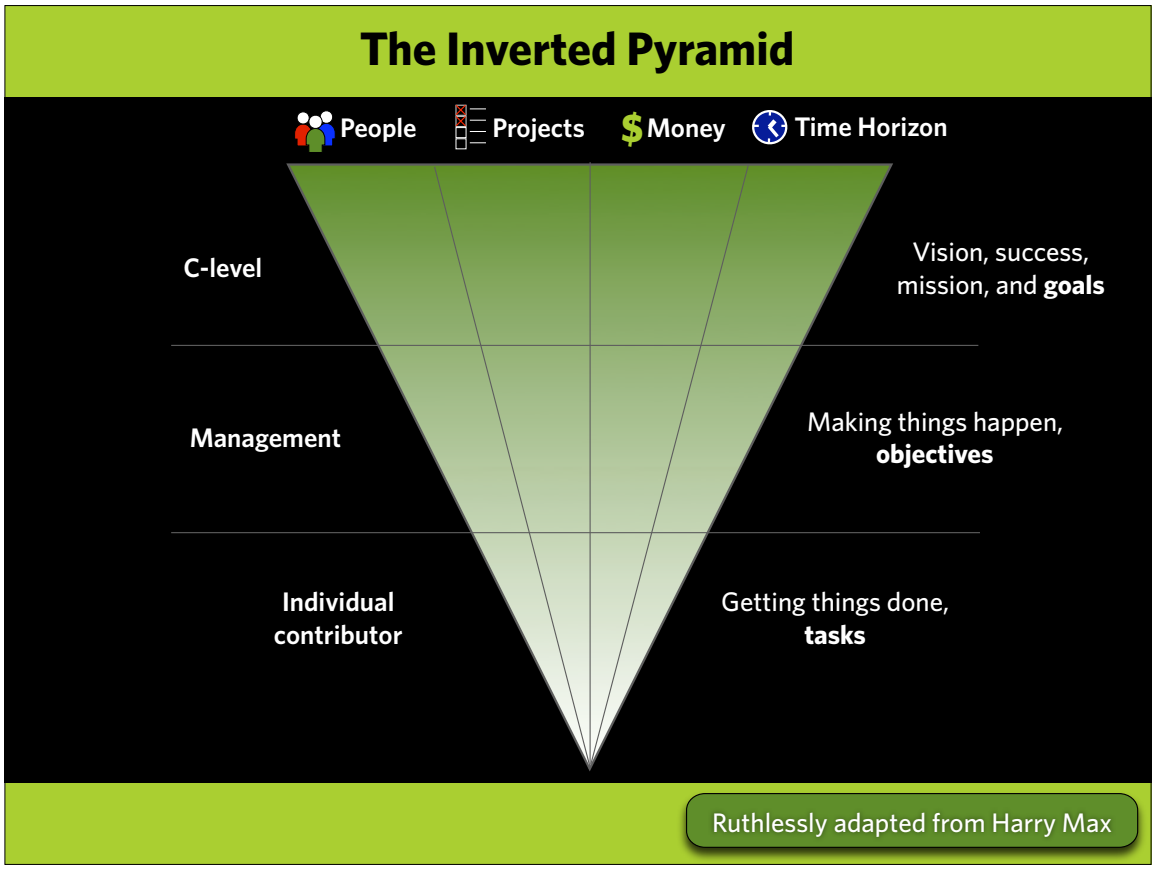
If you don't do discovery,
you will regret it



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

"I can cancel your project"
"I can slow down your project"
"I have to inherit your project"
People who can fund or kill the project
People who can make the project successful
People who must develop or adopt the results


The Inverted Pyramid
People
Projects
$ Money
Time Horizon
C-level
Vision, success, mission, and goals
Management
Making things happen, objectives
Individual contributor
Getting things done, tasks
Ruthlessly adapted from Harry Max

» Create empathy

» Benefit from ideas

» Identify landmines

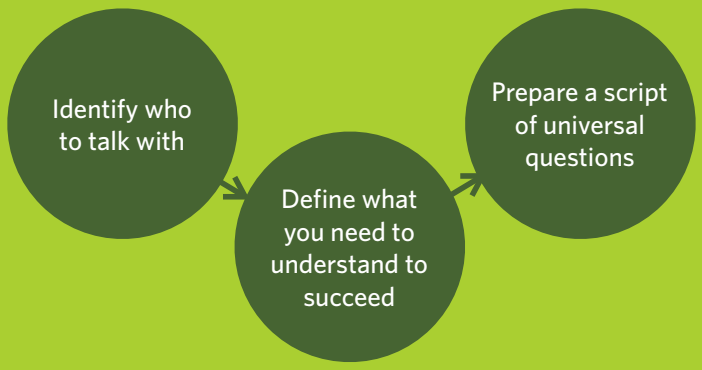
» Find (mis)alignment

#1 way to get input from Stakeholders:

Talk to them.

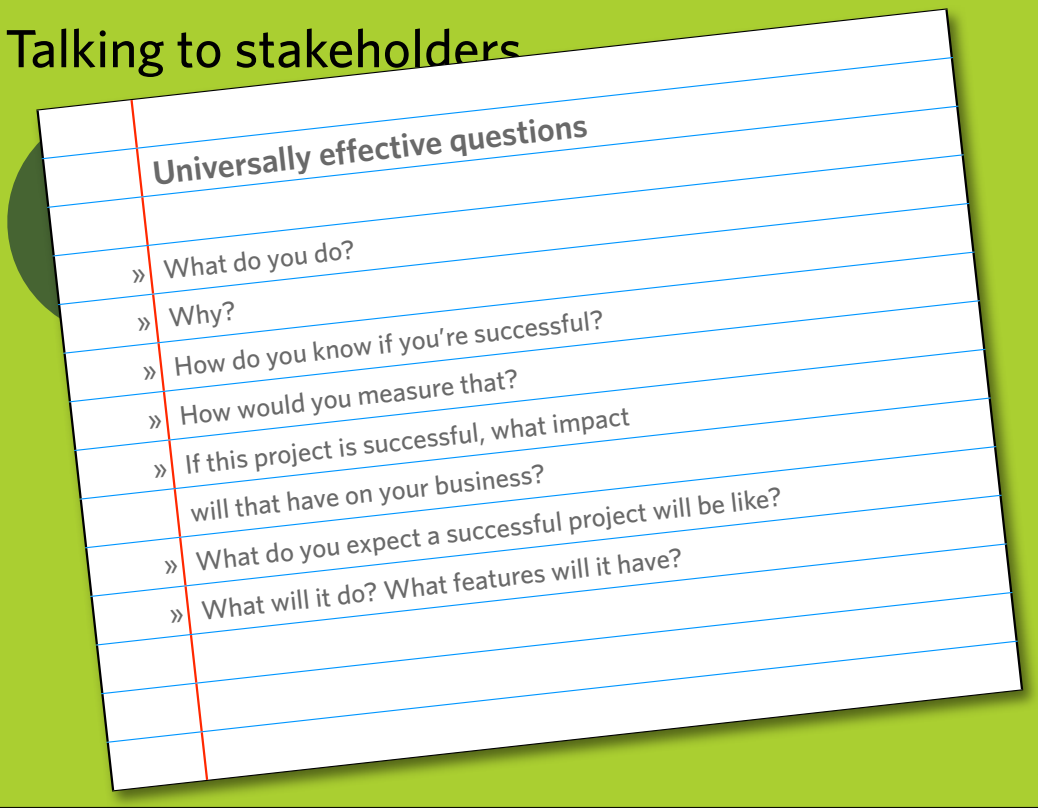
But first, prepare!

Talking to stakeholders



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

Talking to stakeholders



Tall

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?

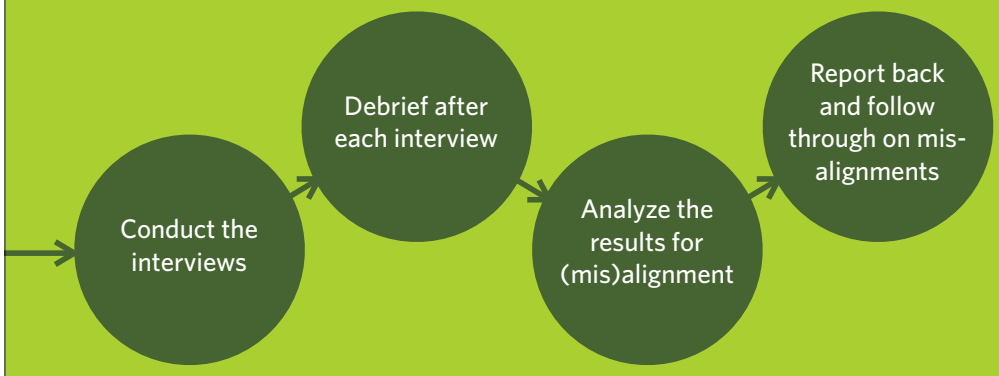
» How should this project be positioned versus competition?

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?



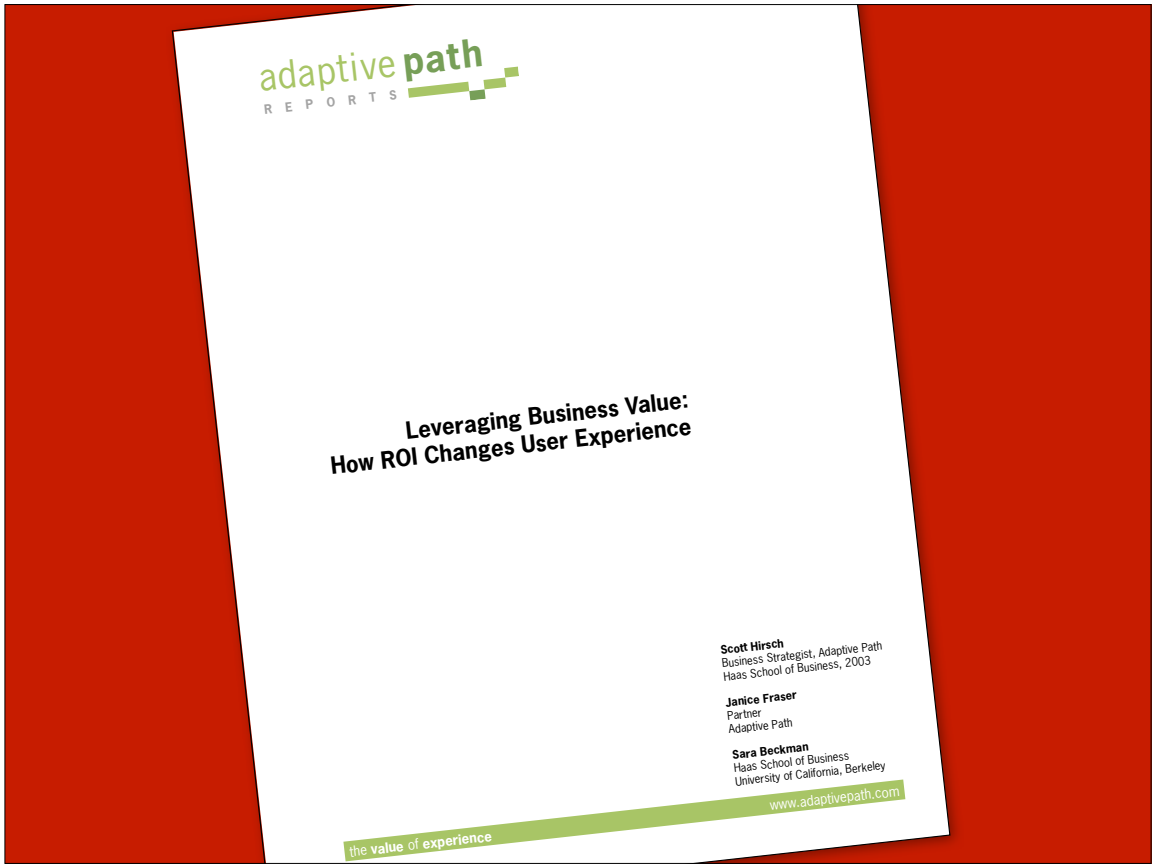
We agree on...	We differ on...
» **The business goal** is to maximize percentage of rooms filled and dollar amount spent per room » **Guest loyalty and repeat visits** is the primary means to reaching this goal » **Operational costs** must be managed and kept under control	» **The scope of the project.** 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

Return

ROI

Investment



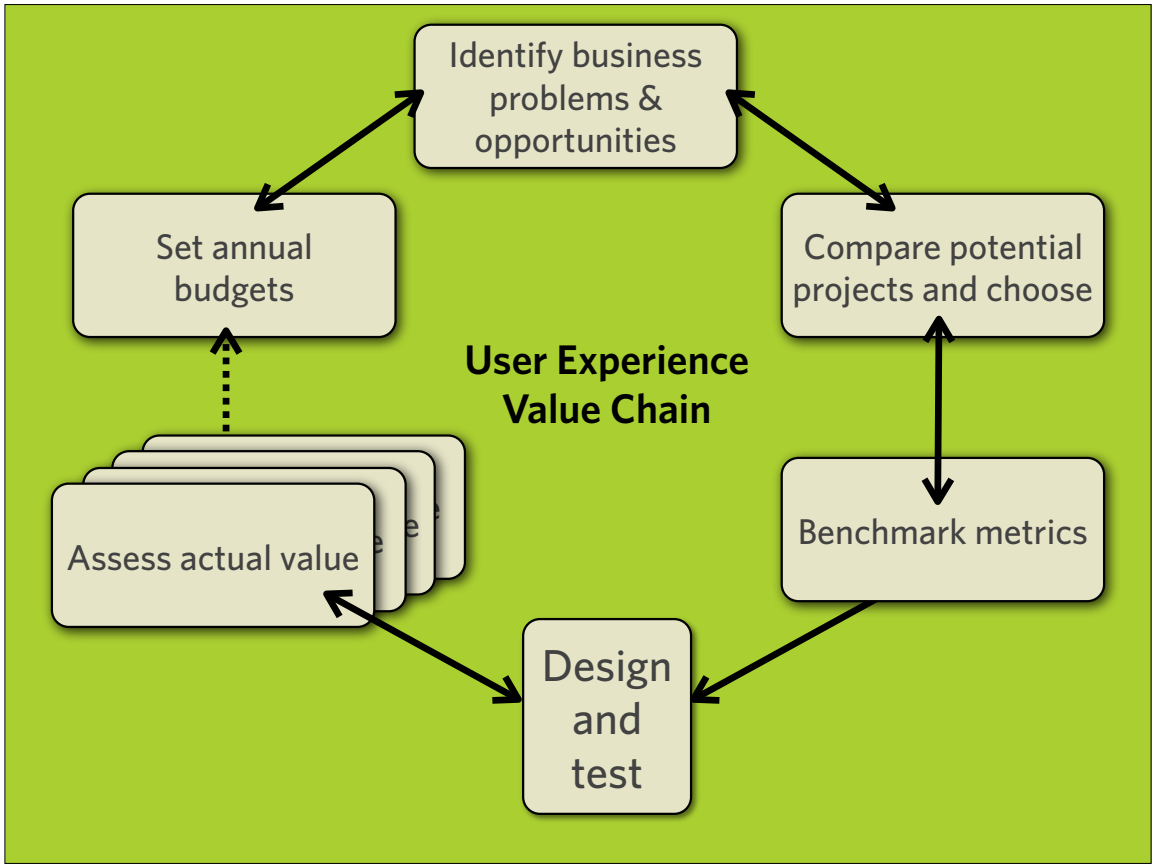
Our Research

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

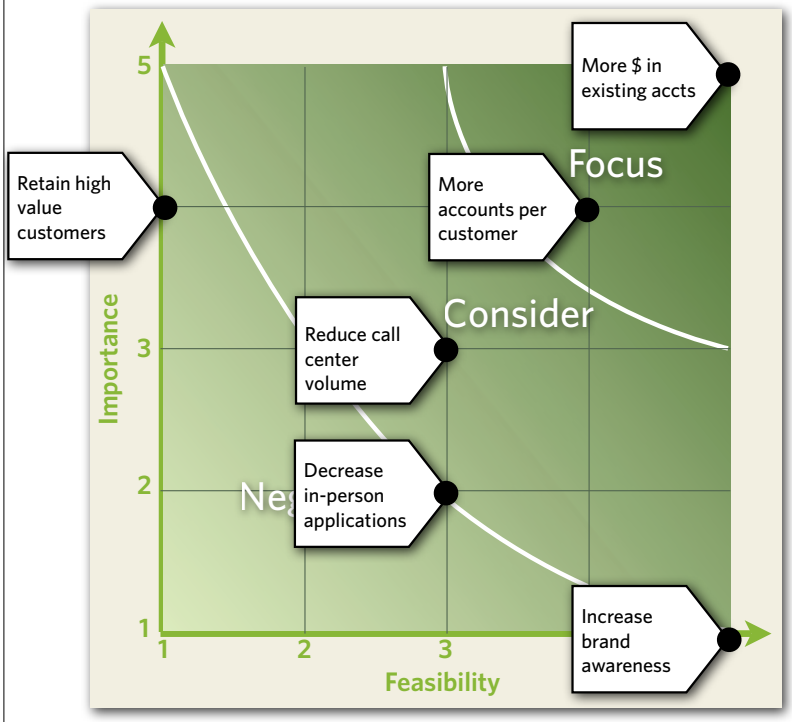
- Site strategies: ecommerce, product research, information/ media, online service, intranet
- Business types: public, private, and not-for-profit firms
- Companies: ESPN, Belkin, KQED, Cathay Pacific, Bank of America



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

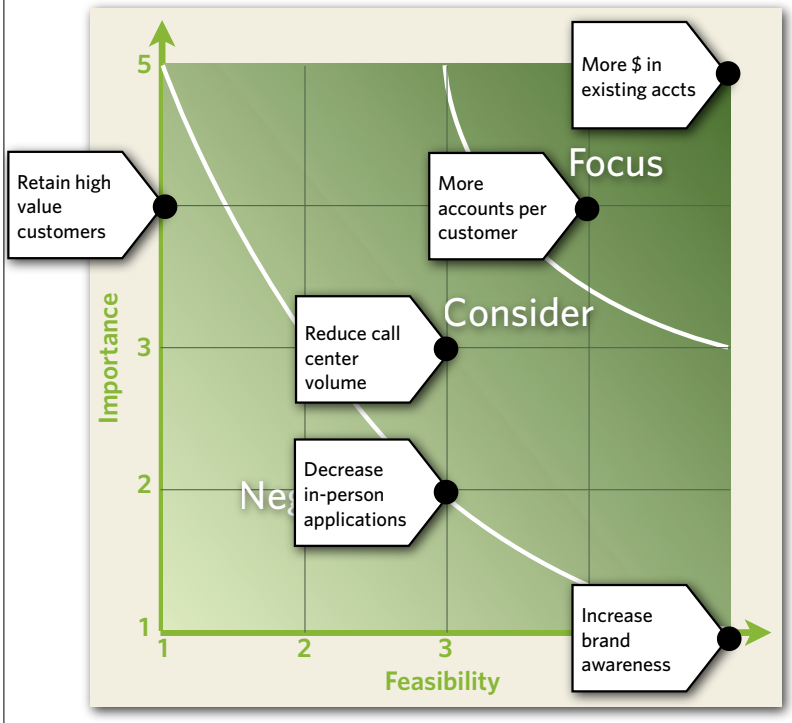
1. Identify opportunities and problems

- 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

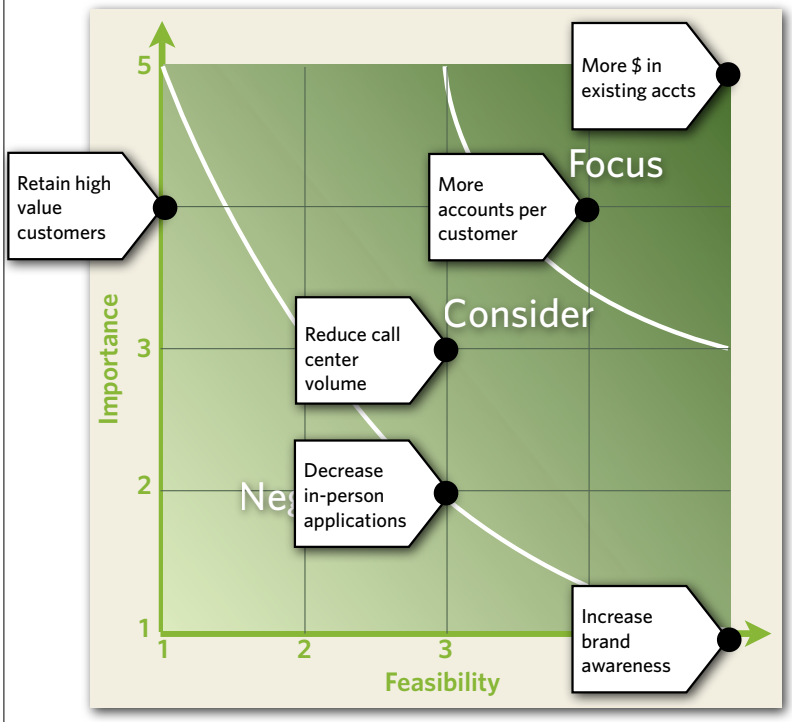
- Keep it simple
  - 2 dimensions, scale of 1-5
- Importance
  - How crucial it is to the business to solve this
- Feasibility or viability
  - How much impact you can actually have addressing this problem or opportunity
- Limit the number of "points"
  - An average of 3 points per business problem
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

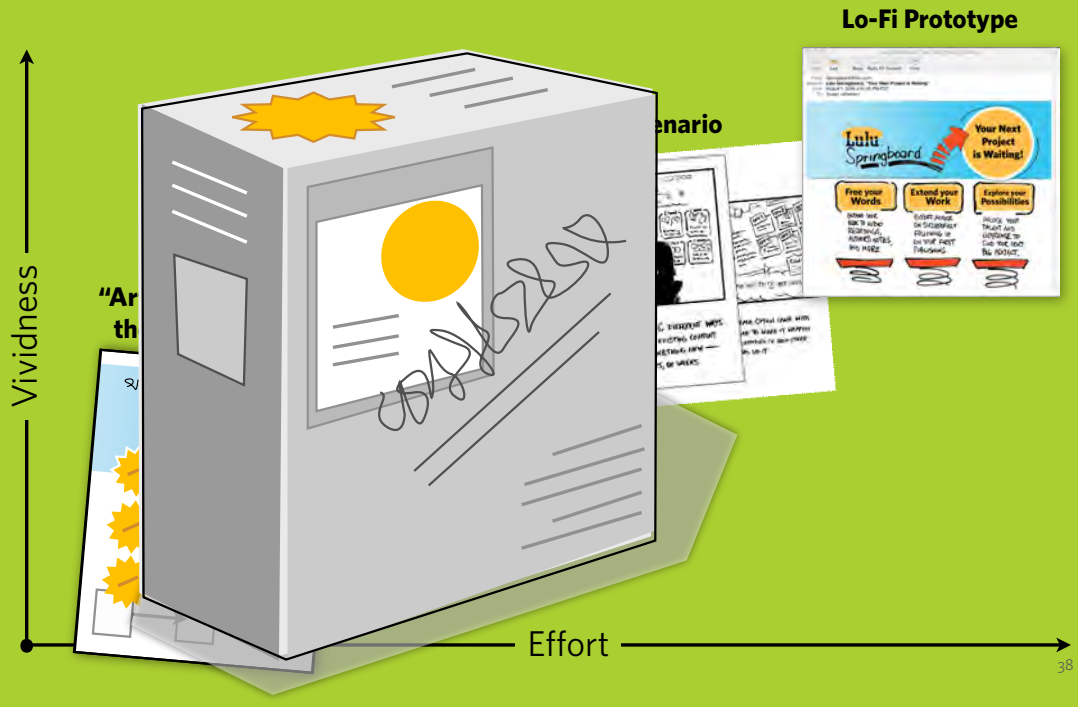
Focus means

- 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

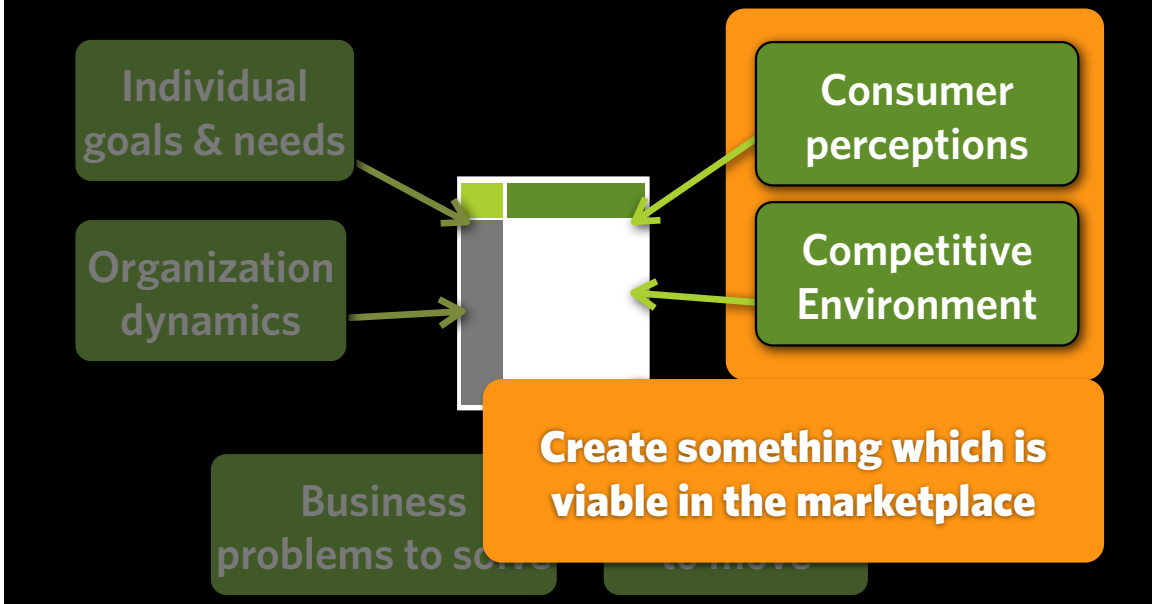
1. Show the problem
2. Manage the politics
3. Don't promise a silver bullet
4. Pay attention to style
5. Benefit the bottom line

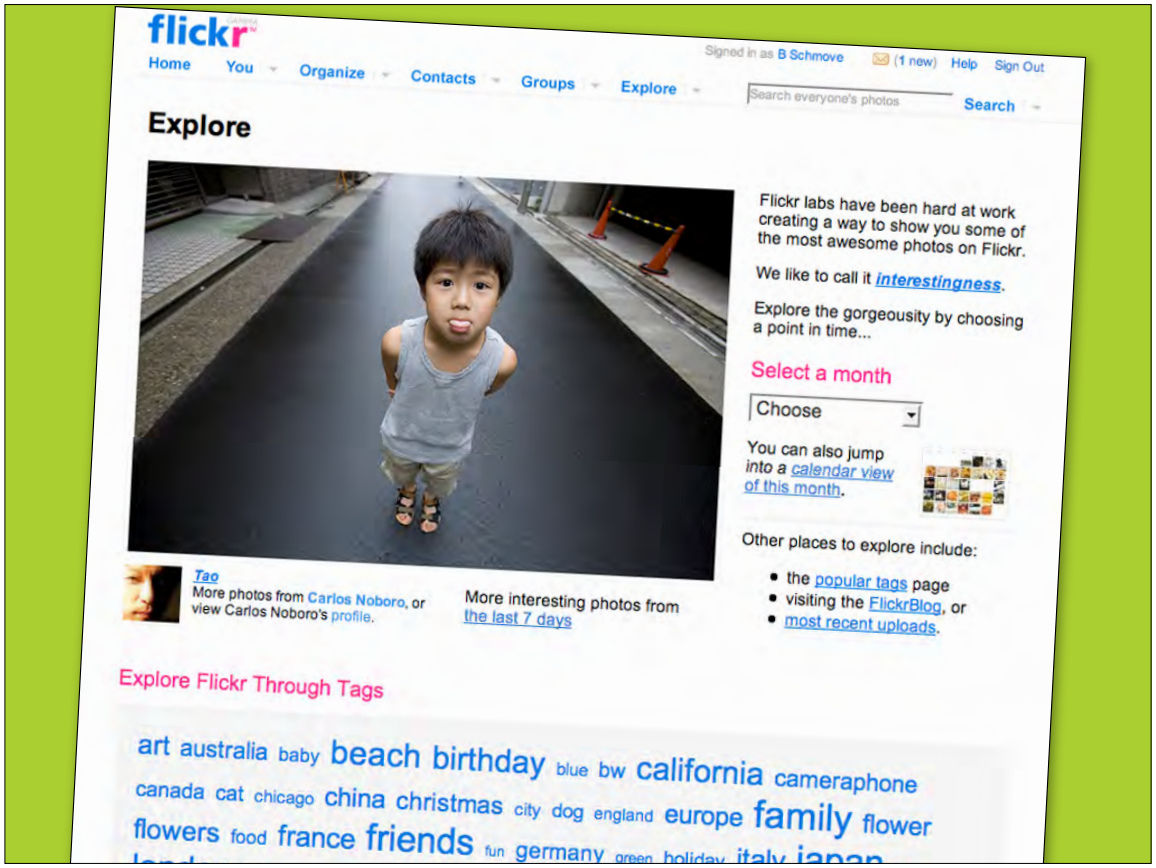
Ruthlessly stolen from Samantha Starmer

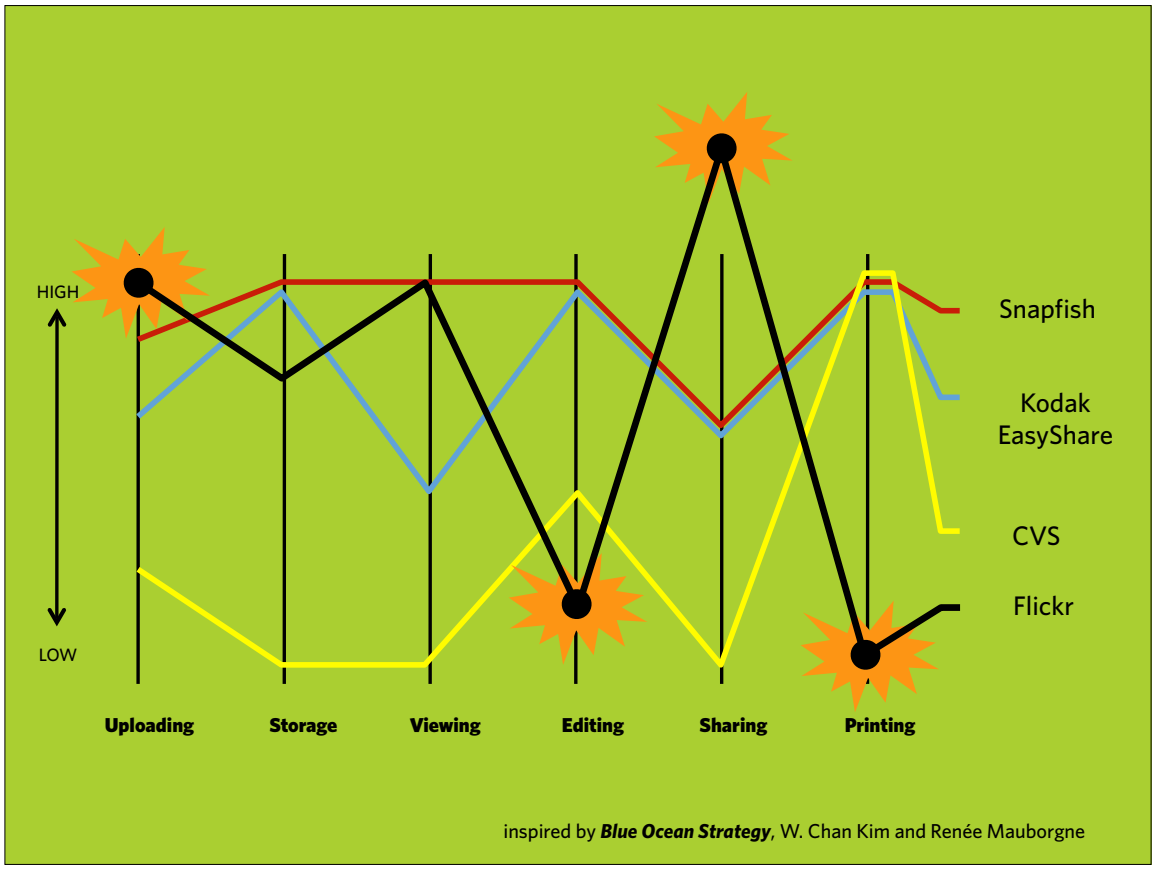
Bottom line

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."

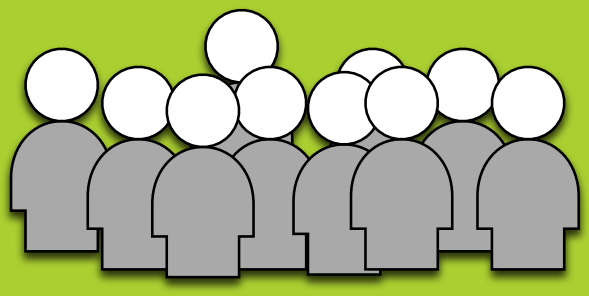
What influences the project and your success:



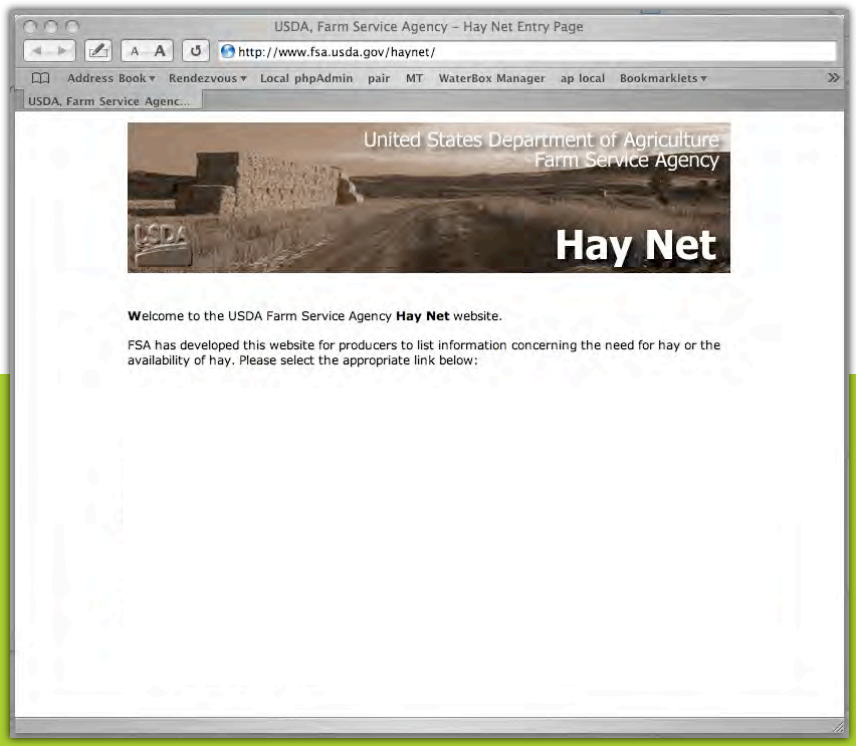

flickr
Home
You
Organize
Contacts
Groups
Explore
Search everyone's photos
Search
Signed in as B Schmove
(1 new)
Help
Sign Out
Explore
Flickr labs have been hard at work creating a way to show you some of the most awesome photos on Flickr.
We like to call it interestingness.
Explore the gorgeousity by choosing a point in time...
Select a month
Choose
You can also jump into a calendar view of this month.
Other places to explore include:
the popular tags page
visiting the FlickrBlog, or
most recent uploads.
Tao
More photos from Carlos Noboro, or view Carlos Noboro's profile.
More interesting photos from the last 7 days
Explore Flickr Through Tags
art australia baby beach birthday blue bw california cameraphone
canada cat chicago china christmas city dog england europe family flower
flowers food france friends fun germany green holiday italy japan


HIGH
LOW
Uploading
Storage
Viewing
Editing
Sharing
Printing
Snapfish
Kodak EasyShare
CVS
Flickr
inspired by Blue Ocean Strategy, W. Chan Kim and Renée Mauborgne

Who are our users?



What are they doing and why?



What is research for?

Developing empathy

Understanding people's behaviors and motivations

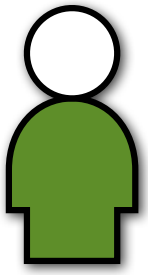
Letting go of biases and preconceptions

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.



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.

A madness in your methods

Don't let methodology drive your research

Never shoehorn -- be method neutral.

Some signs of method madness:

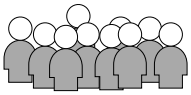
- Method chosen before questions
- Planning or analysis feels rushed.
- You don't feel like you're getting anywhere.

Different Types of Research

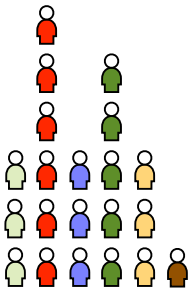
	Methods	Used for
Demographic Who are they? Age, sex, geography	**Surveys** Analyze registration database	Lay of the land Audience segmentation Inform/validate other research
Conceptual How do things get done? Behavior patterns, conceptual models	**Field research** Contextual interviews Card sorting	Product 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

User Research Planning

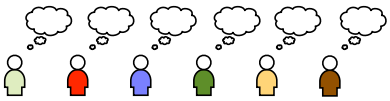
Traffic shows an undifferentiated mass of visitors



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.



Field Research

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

All help you understand

your **users**,

their **activities**,

their **motivations**,

and **contexts**

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?"

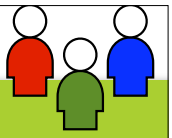
"What does the hotel experience mean to these people?"

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...**

Recruiting



Begin with your segments

You can do it yourself...

Friends, family, coworkers

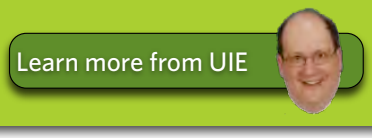
Existing user base, customer support inquiries, advertise on existing site

Classified ads, Craigslist

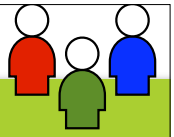
Or use a recruiting agency.

But don't take recruiting lightly!

Recruiting Without Fear
http://www.uie.com/reports/recruiting_without_fear/



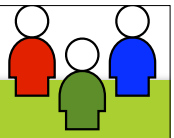
A Telling Quote about recruiting…



"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

Writing a Screener



A simple script to weed out subjects

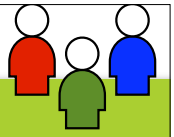
Write around 20 questions that narrow in on who you're after

Order questions from generic to specific

Be very clear and specific

Avoid jargon

You are looking for...

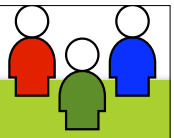


Find people who are currently engaged in the tasks

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

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

Annotated Experiences

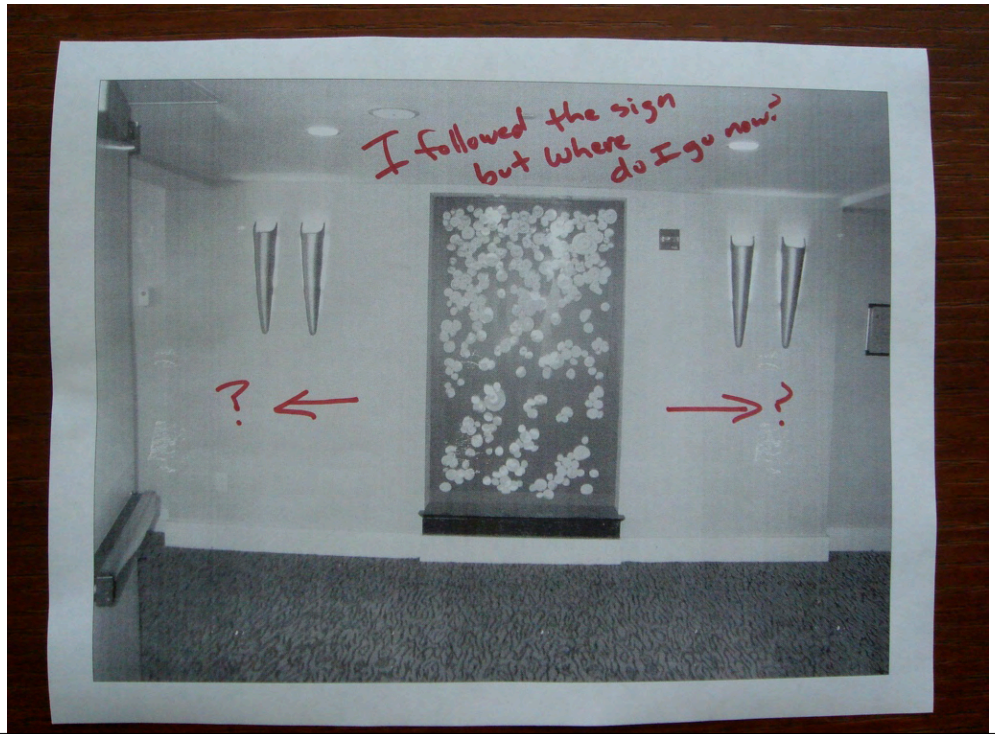
Sometimes also called diaries. The idea is to get people capturing their thoughts and feelings **while having the experience.**

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.

Encourage people to take notes on their pictures.



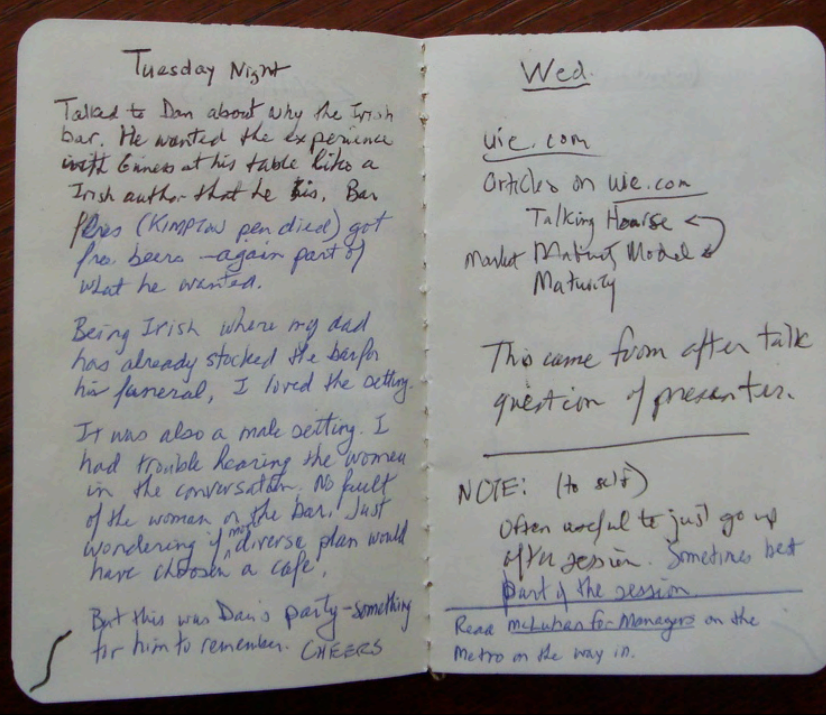
Ask for details...

This is what I saw when I walked into my room.

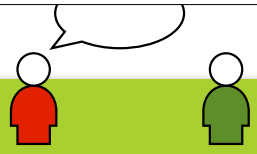
I had no idea what to do with this when I felt this on the wall the first time..

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?

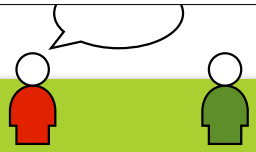
What will you be asking them?

How do you figure out what to ask?

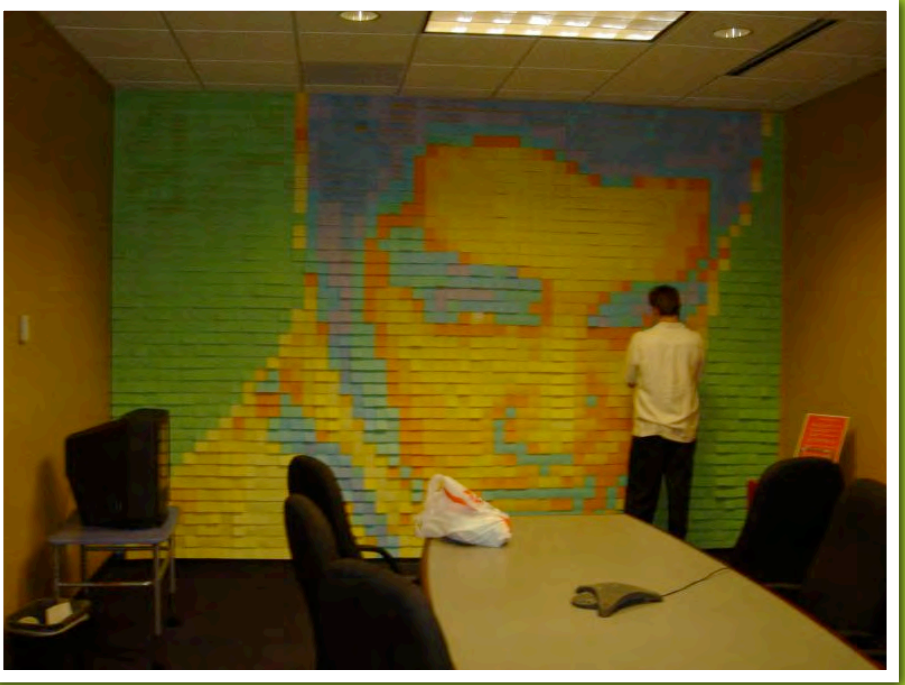
Choose an setting

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

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**



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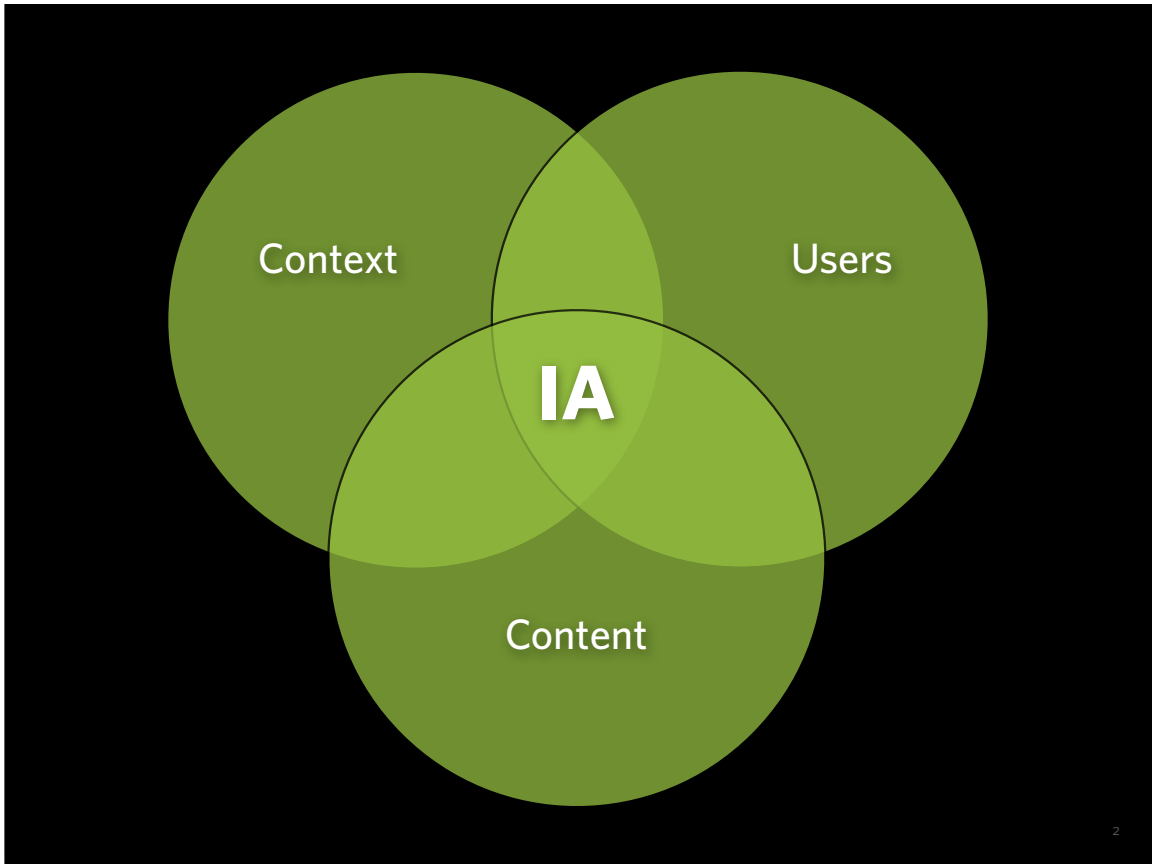


What is information architecture?

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.

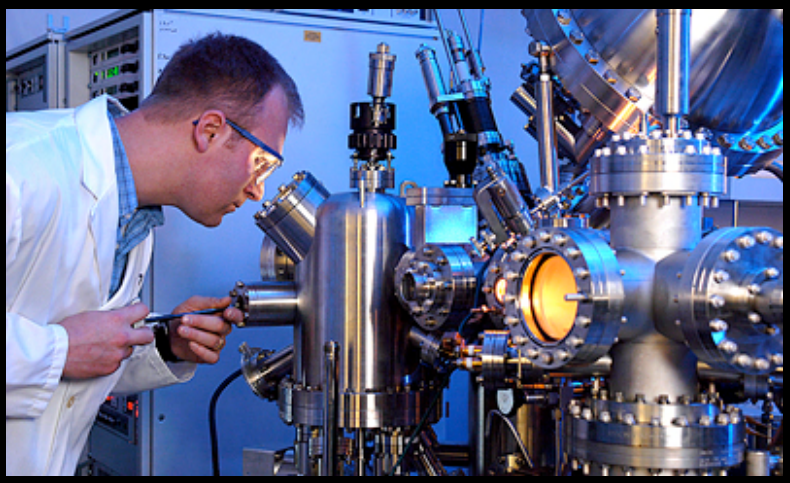
Two parts to information architecture

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

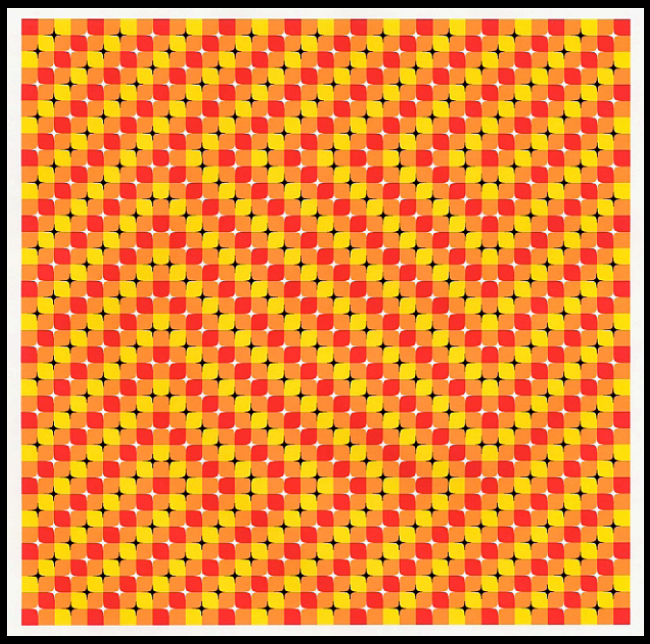
Video

Tools or applications

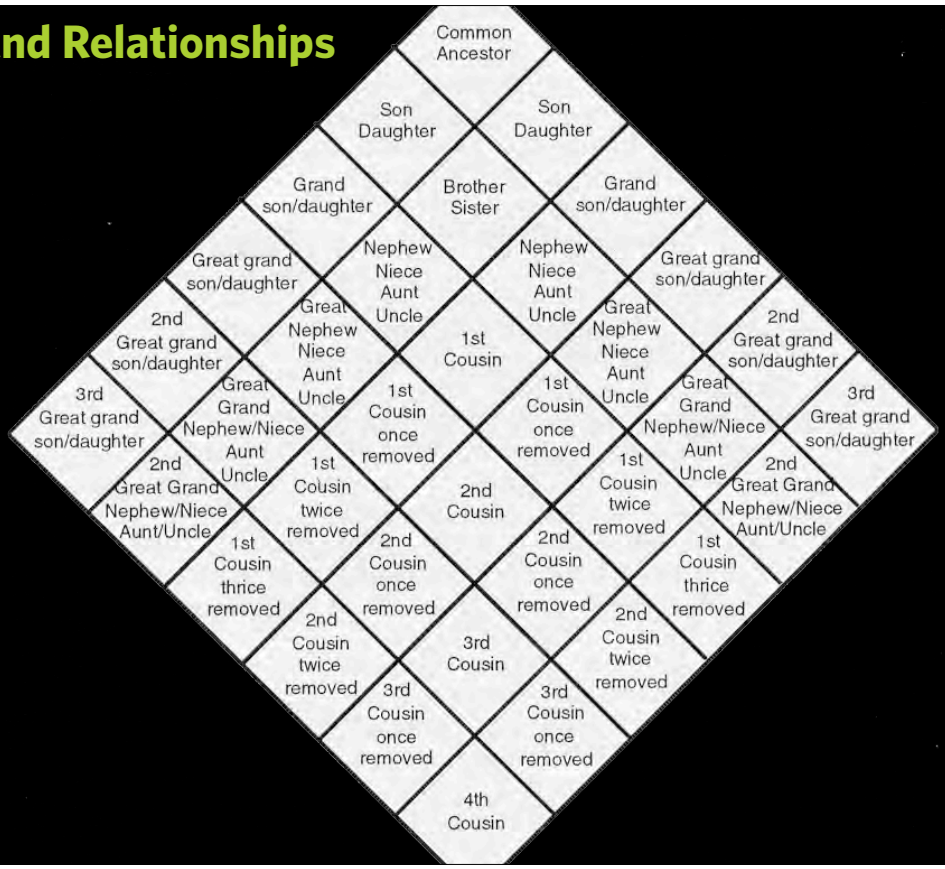
Objects, things

NOT “pdf” or “.avi” or “html”

Content Analysis Is About Patterns

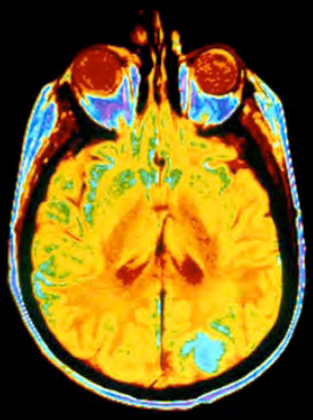


And Relationships

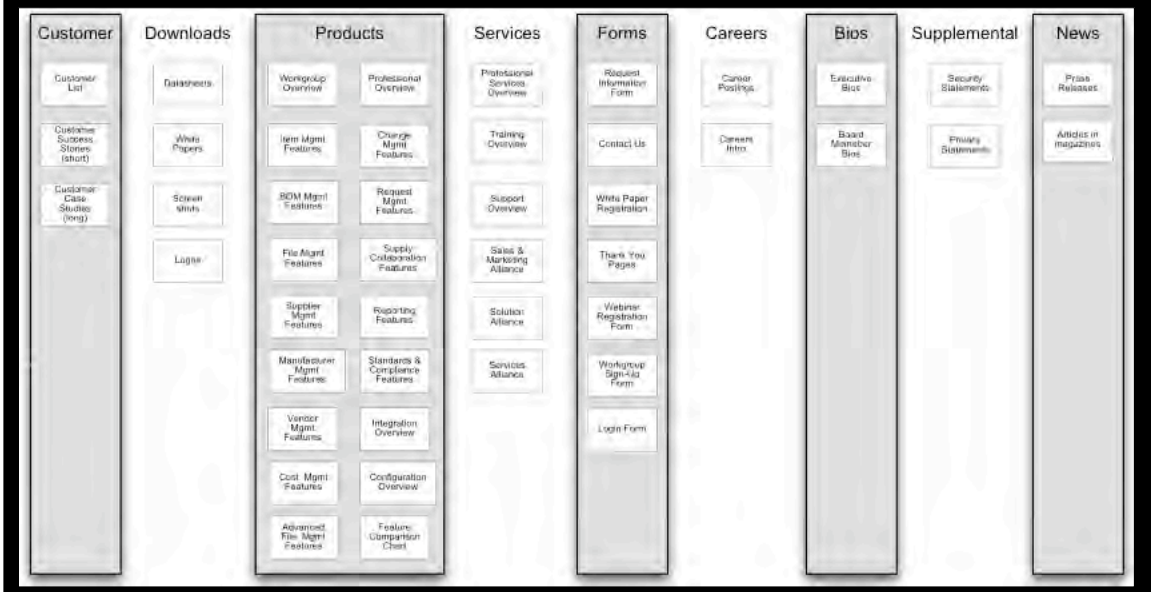


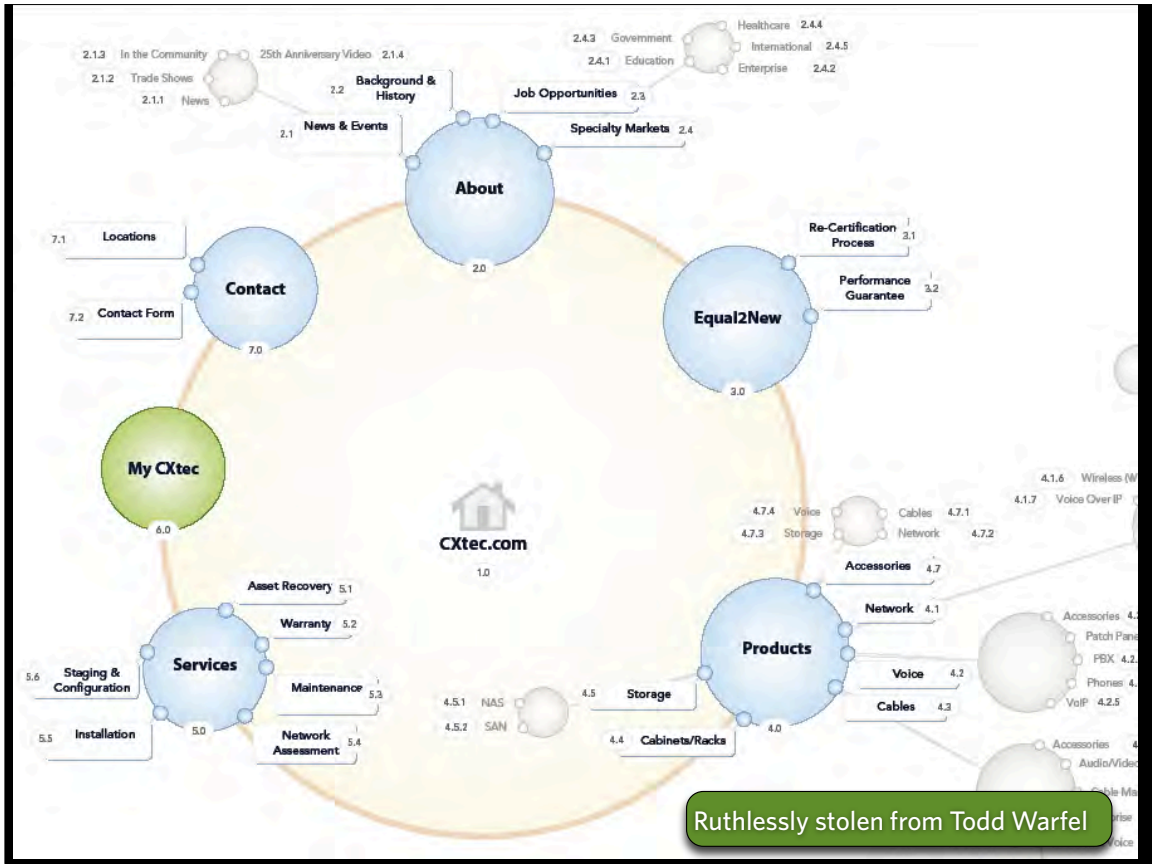
So, Where Does the Analysis Happen?

We will talk a lot about capturing data about a site, and how to record what we've found.



What Are the Parts?





Goal of the Content Audit

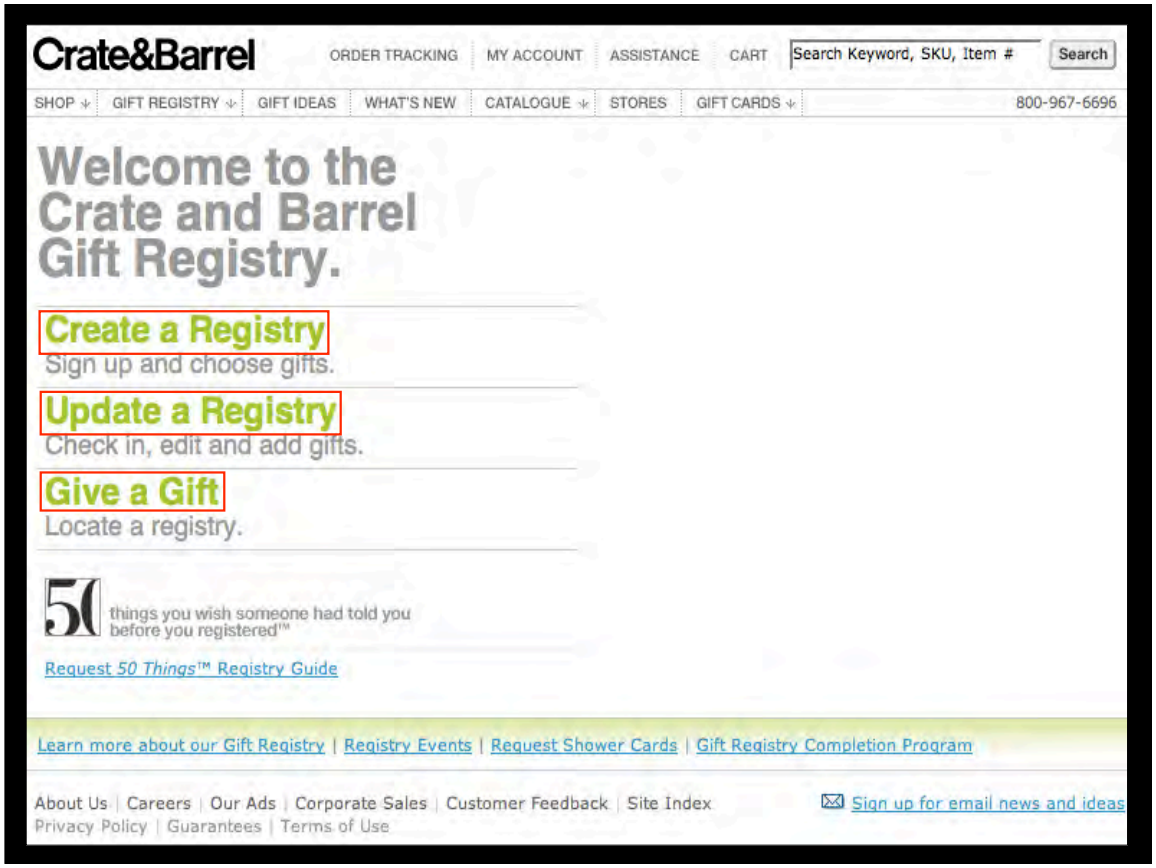
A content audit is a sampling of the site content.

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.c			
1.0	Shop	All Departments	http://www.c		Global nav	
2.0	Gift Registry	Gift and Bridal Registry	http://www.c		Global nav	
3.0	Gift Ideas		http://www.c		Global nav	
4.0	What's New		http://www.c		Global nav	
5.0	Catalogue		http://www.c		Global nav	
6.0	Stores		http://www.c		Global nav	
7.0	Gift Cards		http://www.c		Global nav	
8.0	Order Tracking		http://www.c		Utility Nav	
9.0	My Account		http://www.c		Utility Nav	
10.0	Assistance		http://www.c		Utility Nav	
11.0	Cart		http://www.c		Utility Nav	
12.0	Search		http://www.c		Utility Nav	
13.0	About Us		http://www.c		Footer Nav	
14.0	Careers		http://www.c		Footer Nav	
15.0	Our Ads		http://www.c		Footer Nav	
16.0	Corporate Sales		http://www.c	Part of the Assistance section	Footer Nav	
17.0	Customer Feedback		http://www.c	Pop-up window	Footer Nav	
18.0	Site Index		http://www.c		Footer Nav	
19.0	Privacy Policy		http://www.c	Pop-up window	Footer Nav	
20.0	Guarantees		http://www.c	Part of the Assistance section	Footer Nav	
21.0	Terms of Use		http://www.c	Pop-up window	Footer Nav	



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

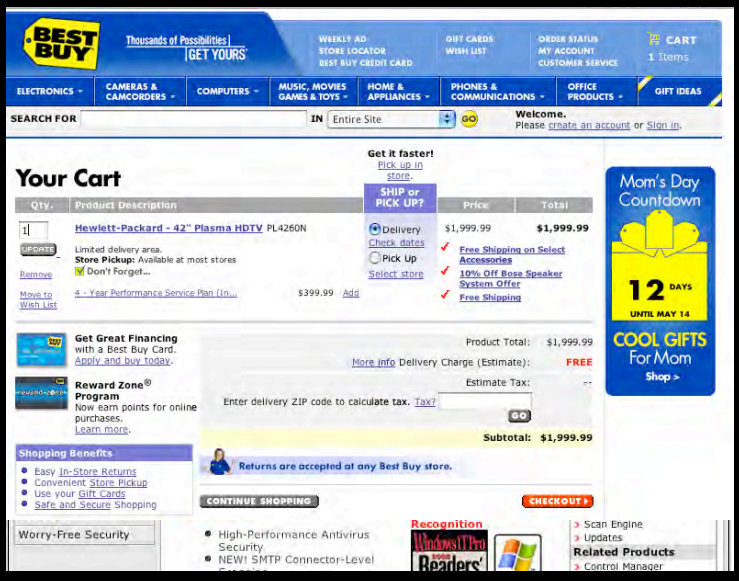
Product overview

Contact information

Video tutorial

Case studies

Shopping cart



Genres are the first step in gathering metadata

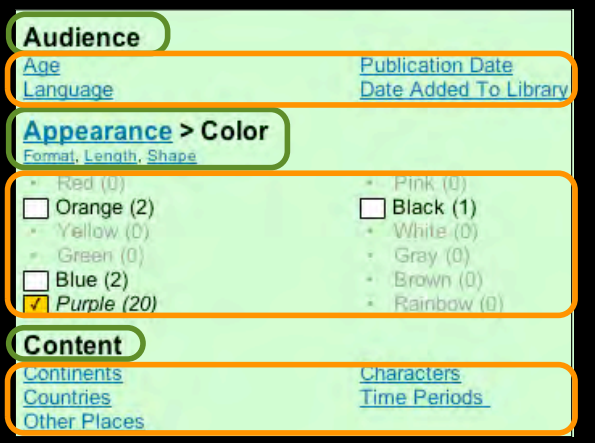
First, catalog all genres (to make sure of breadth), then start analyzing additional metadata

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

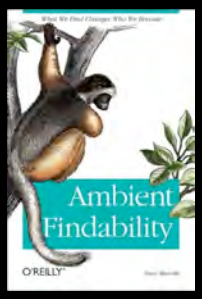
Who wrote it? - Author
Who published it? - Publisher
What is it about? - Subject
Who is it for? - Audience
Where can I find it? - Location

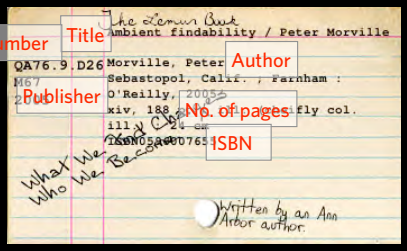
As you work with metadata, keep in mind how it will be used...

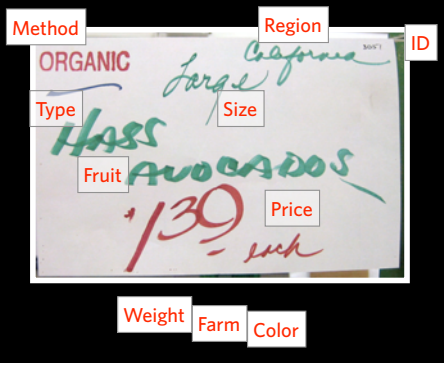
Metadata has Types and Values



Metadata can be applied to Documents and Other Things





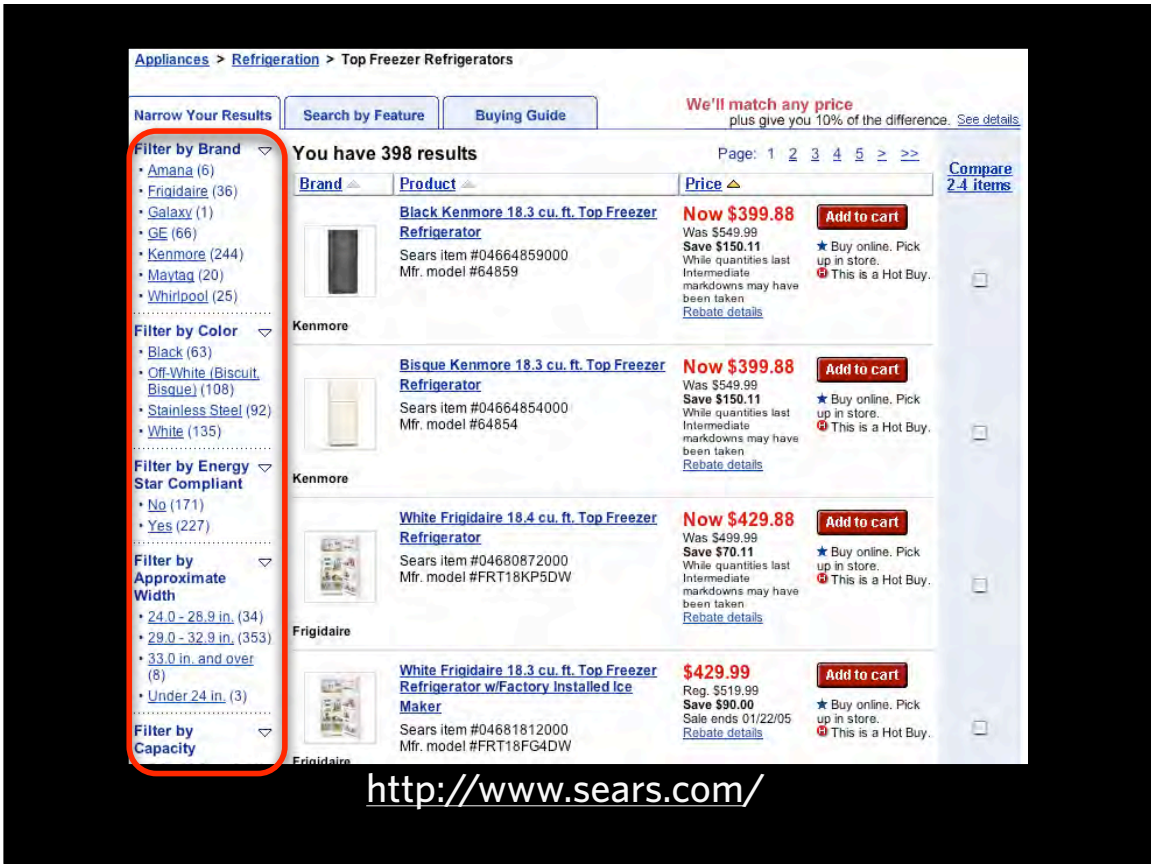


What metadata do you need?

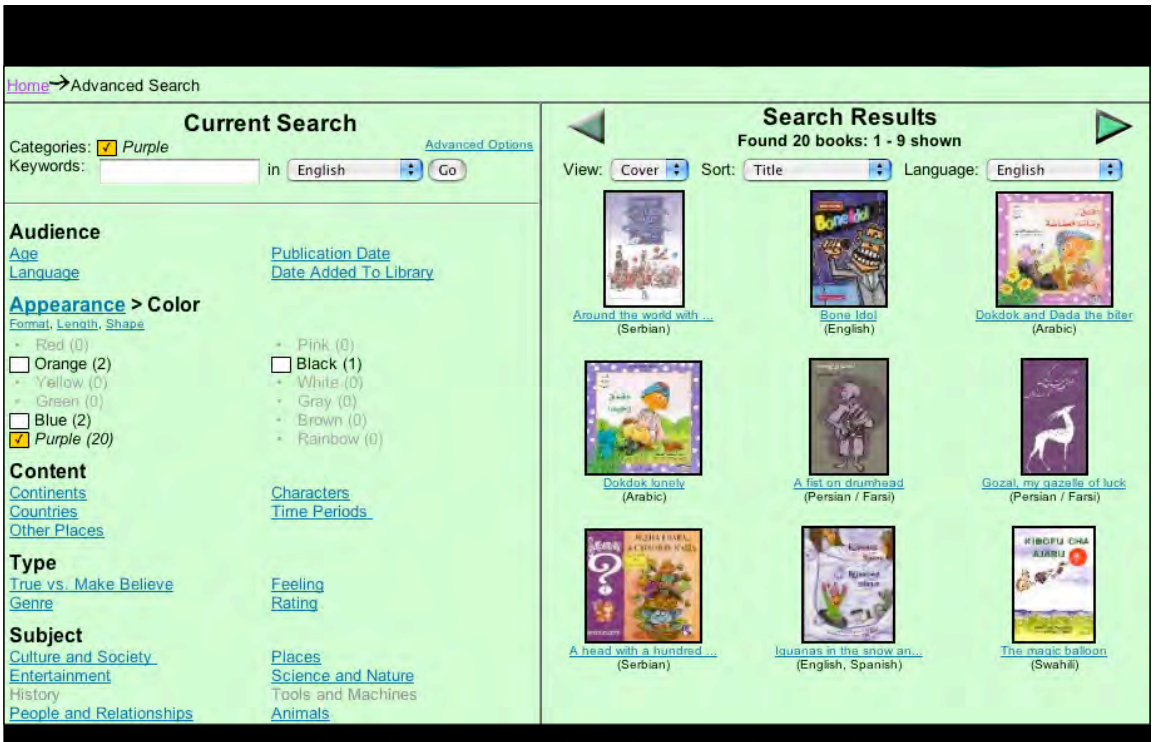
There is no one true list of metadata fields to rule them all.

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

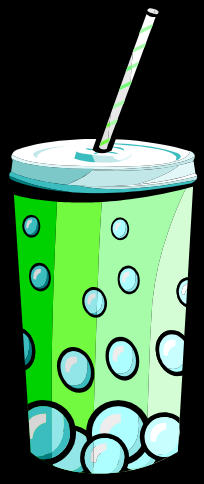
Better yet, think about what you want your site to do, and then determine if metadata can make it happen.

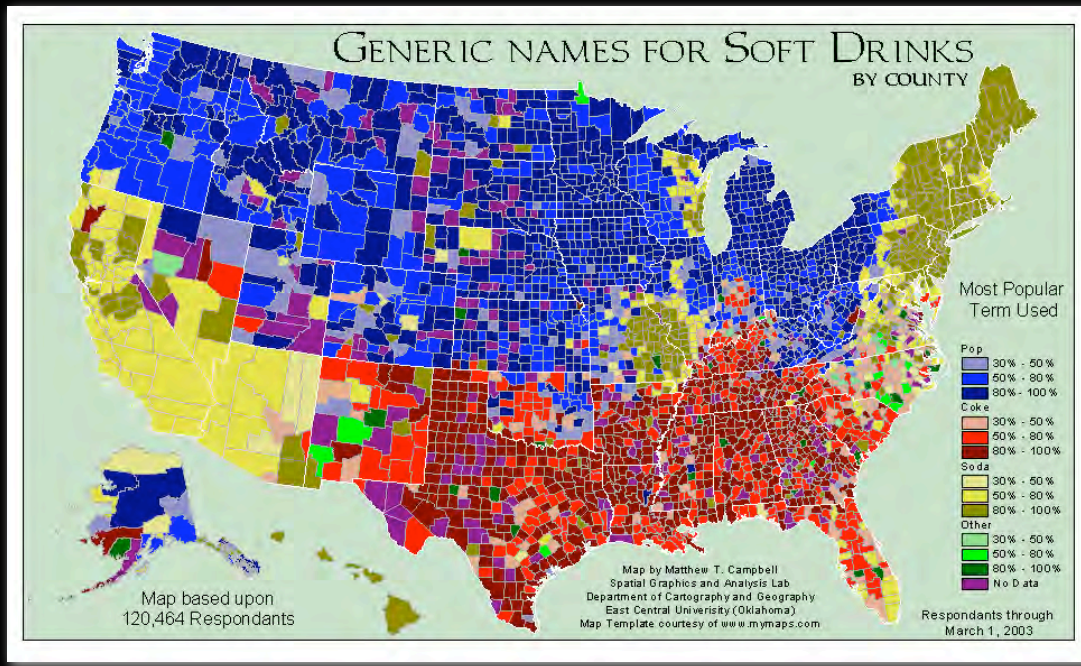


http://www.sears.com/



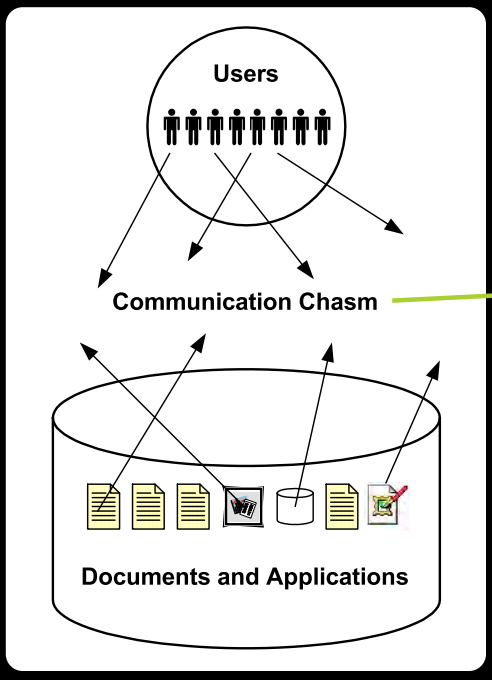
http://www.icdlbooks.org/icdl/AdvancedSearchCategory





http://www.popvssoda.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

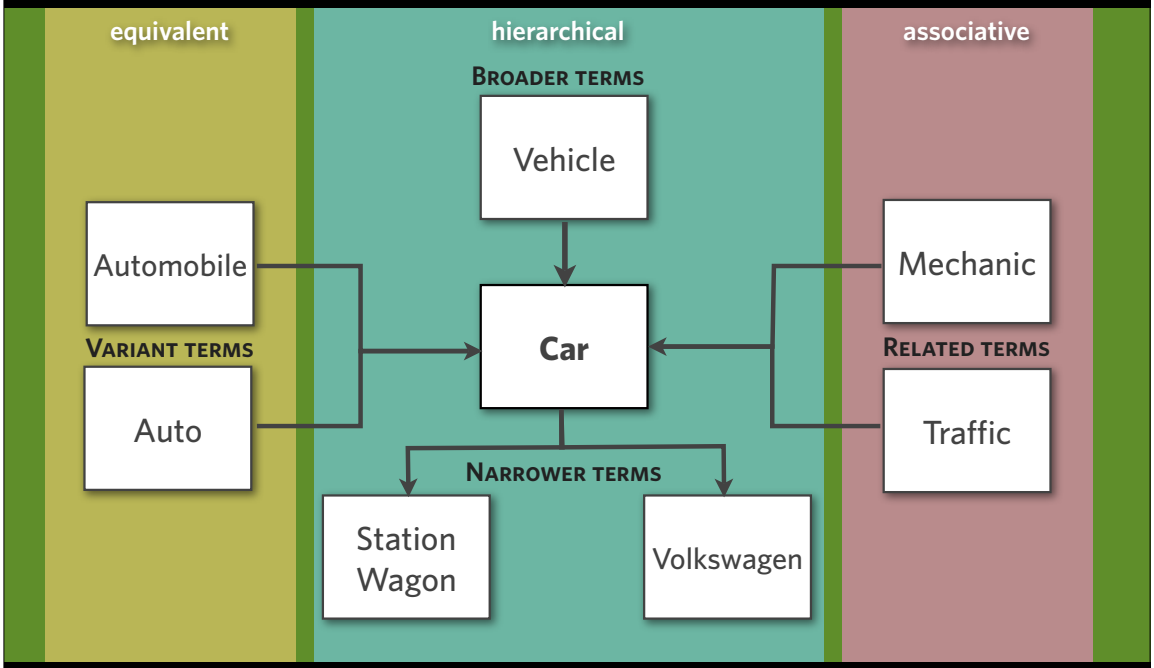
Controlled vocabularies

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

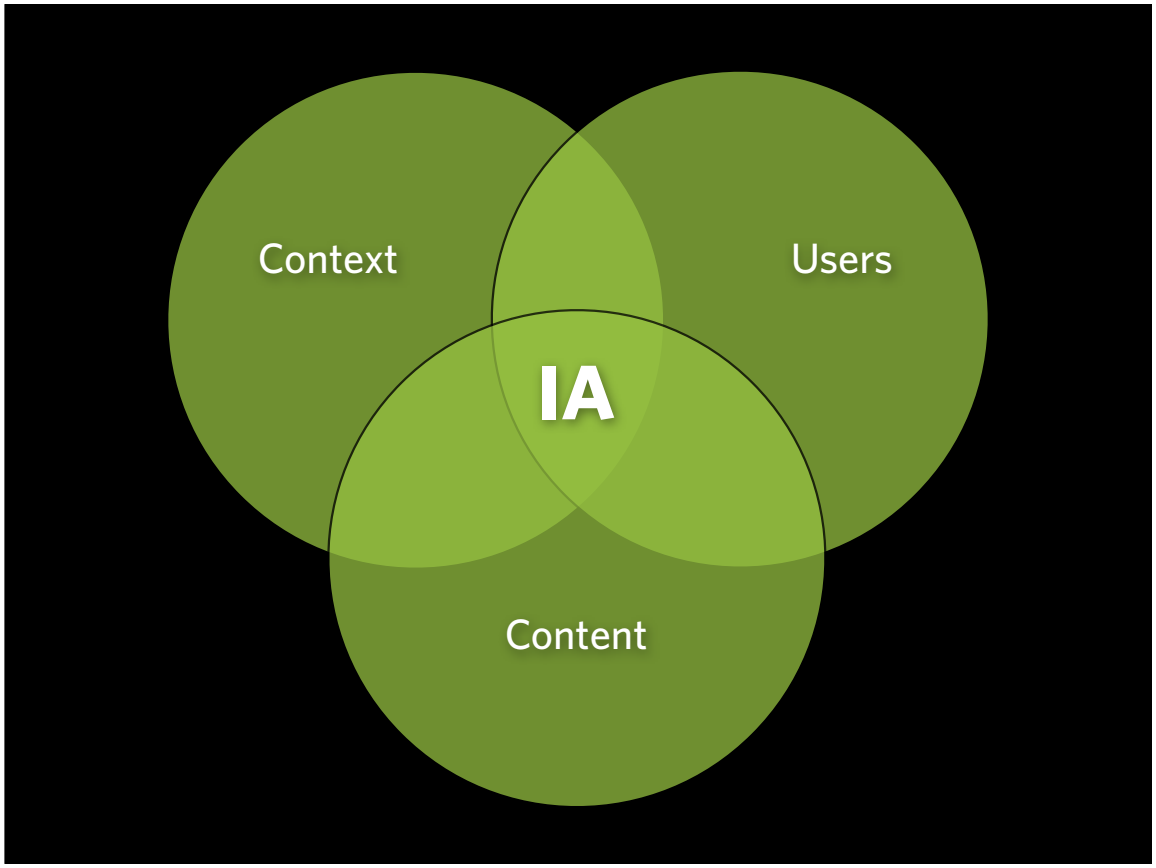
Complex Thesaurus Relationships



Two parts to information architecture

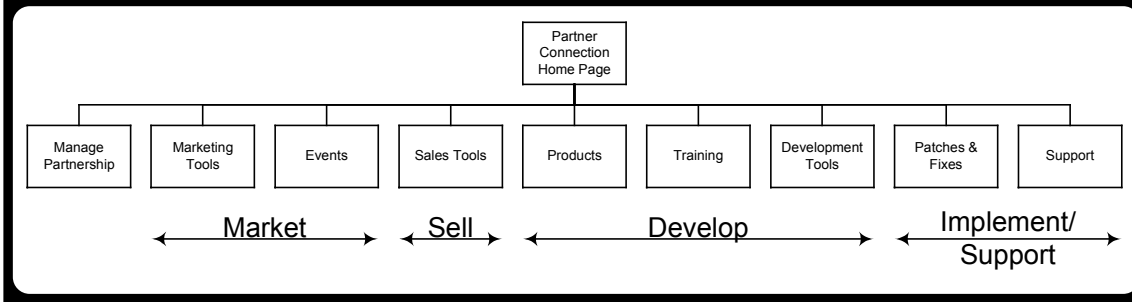
Figure out what you have.

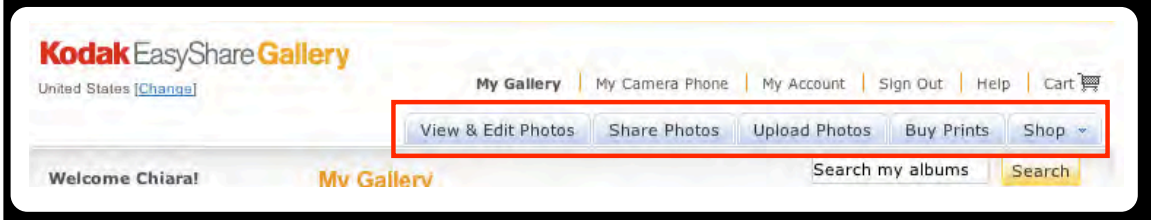
Figure out what to do with it.



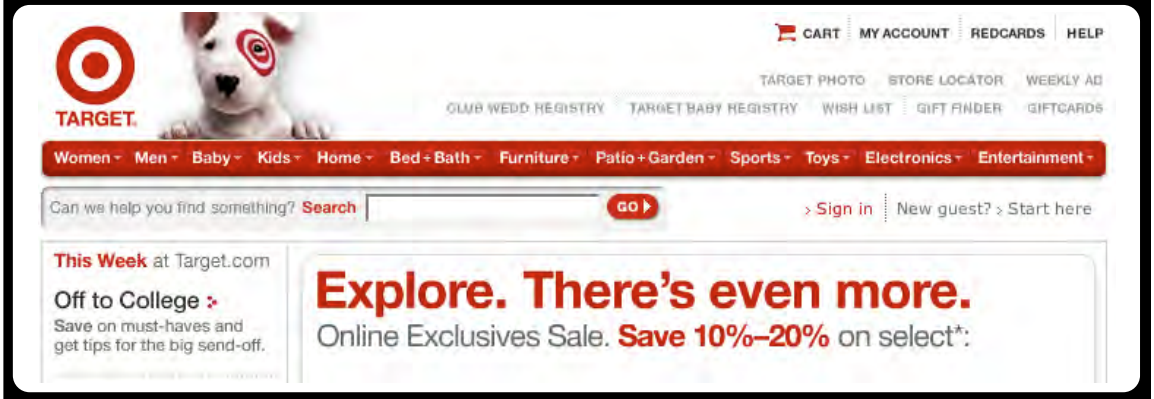
	Top-Down	Bottom-Up
Users	Task-based	Tags/folksonomy
Content	Topic/subject based	Metadata-driven
Context	Departmental Brand-driven	Sub-site

Users + Top-Down = Task-based

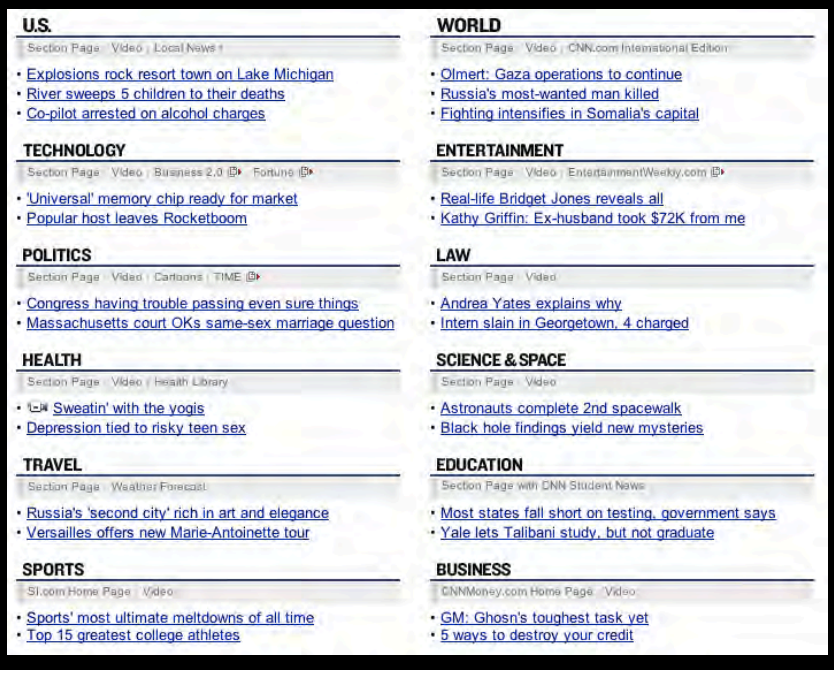




Content + Top-Down = Topic/Subject based



Content + Top-Down = Topic/Subject based



U.S.
Section Page | Video | Local News †
- Explosions rock resort town on Lake Michigan
- River sweeps 5 children to their deaths
- Co-pilot arrested on alcohol charges

TECHNOLOGY
Section Page | Video | Business 2.0 | Fortune
- 'Universal' memory chip ready for market
- Popular host leaves Rocketboom

POLITICS
Section Page | Video | Cartoons | TIME
- Congress having trouble passing even sure things
- Massachusetts court OKs same-sex marriage question

HEALTH
Section Page | Video | Health Library
- Sweatin' with the yogis
- Depression tied to risky teen sex

TRAVEL
Section Page | Weather Forecast
- Russia's 'second city' rich in art and elegance
- Versailles offers new Marie-Antoinette tour

SPORTS
SI.com Home Page | Video
- Sports' most ultimate meltdowns of all time
- Top 15 greatest college athletes

WORLD
Section Page | Video | CNN.com International Edition
- Olmert: Gaza operations to continue
- Russia's most-wanted man killed
- Fighting intensifies in Somalia's capital

ENTERTAINMENT
Section Page | Video | EntertainmentWeekly.com
- Real-life Bridget Jones reveals all
- Kathy Griffin: Ex-husband took $72K from me

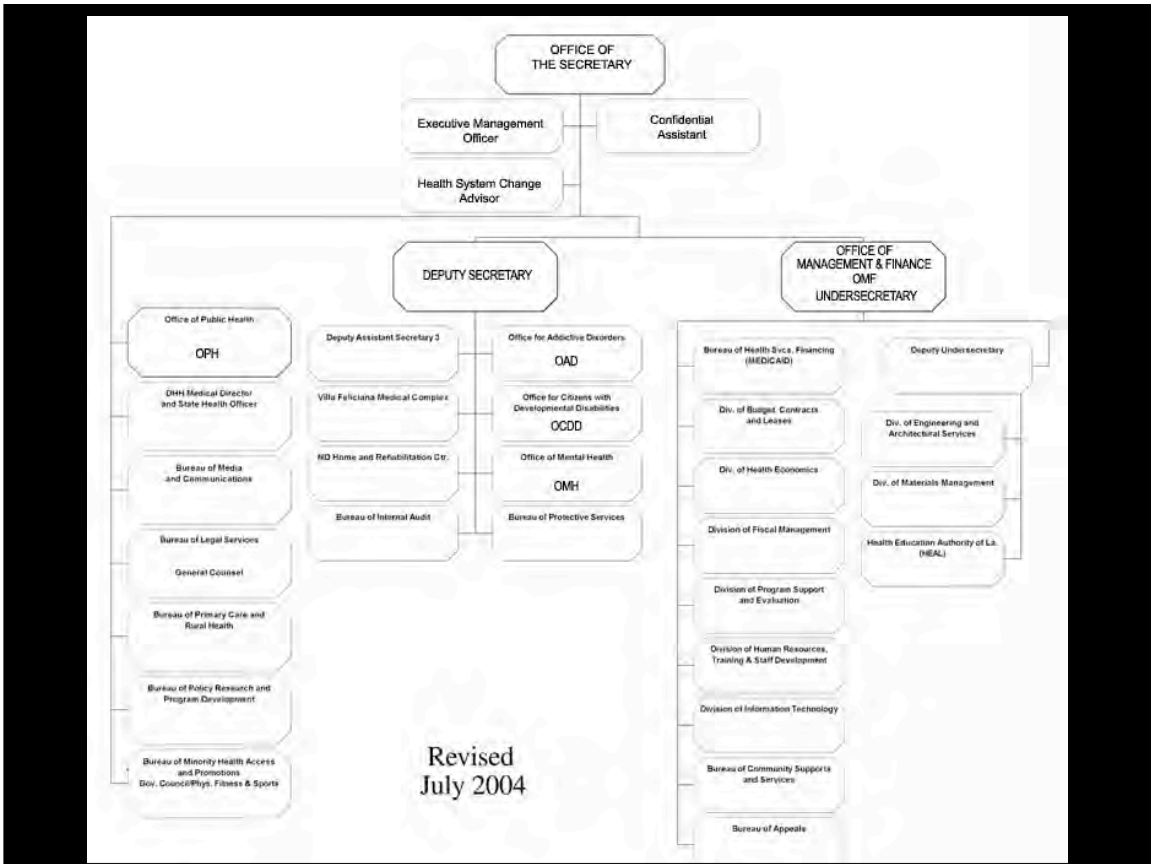
LAW
Section Page | Video
- Andrea Yates explains why
- Intern slain in Georgetown, 4 charged

SCIENCE & SPACE
Section Page | Video
- Astronauts complete 2nd spacewalk
- Black hole findings yield new mysteries

EDUCATION
Section Page with CNN Student News
- Most states fall short on testing, government says
- Yale lets Taliban study, but not graduate

BUSINESS
CNNMoney.com Home Page | Video
- GM: Ghosn's toughest task yet
- 5 ways to destroy your credit

Context + Top-Down = Departmental

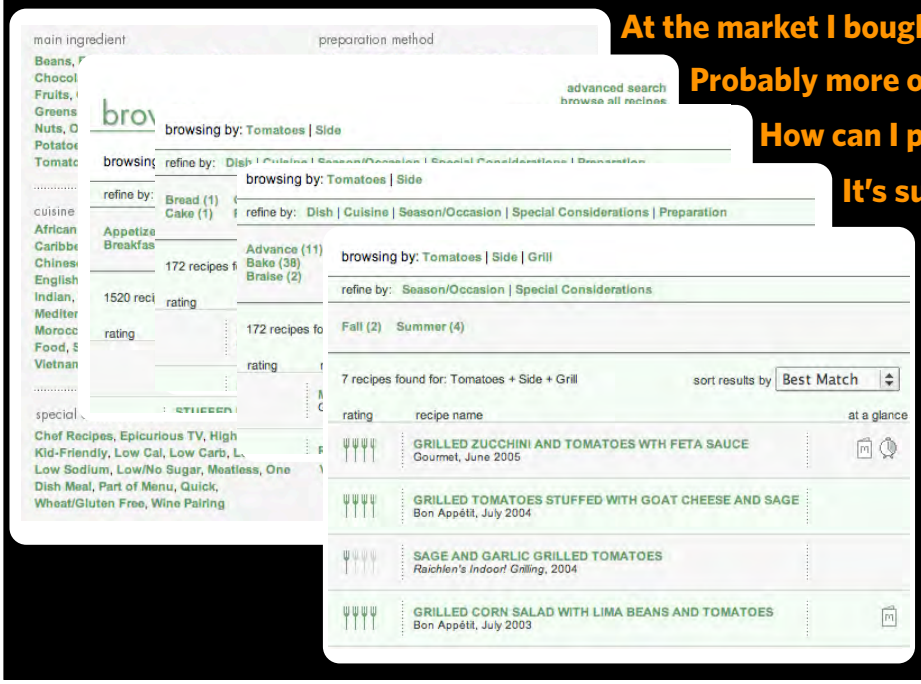


Context + Top-Down = **Brand-driven**

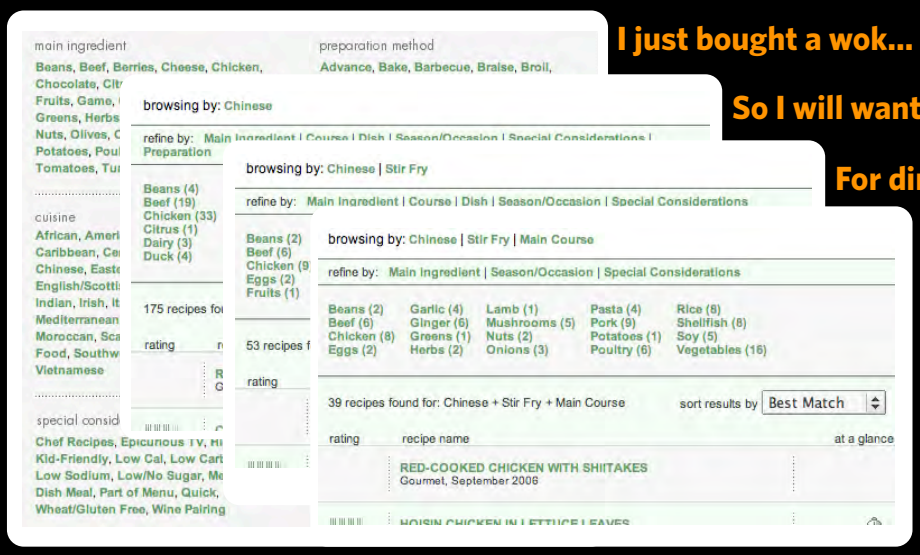
Philip Morris IA

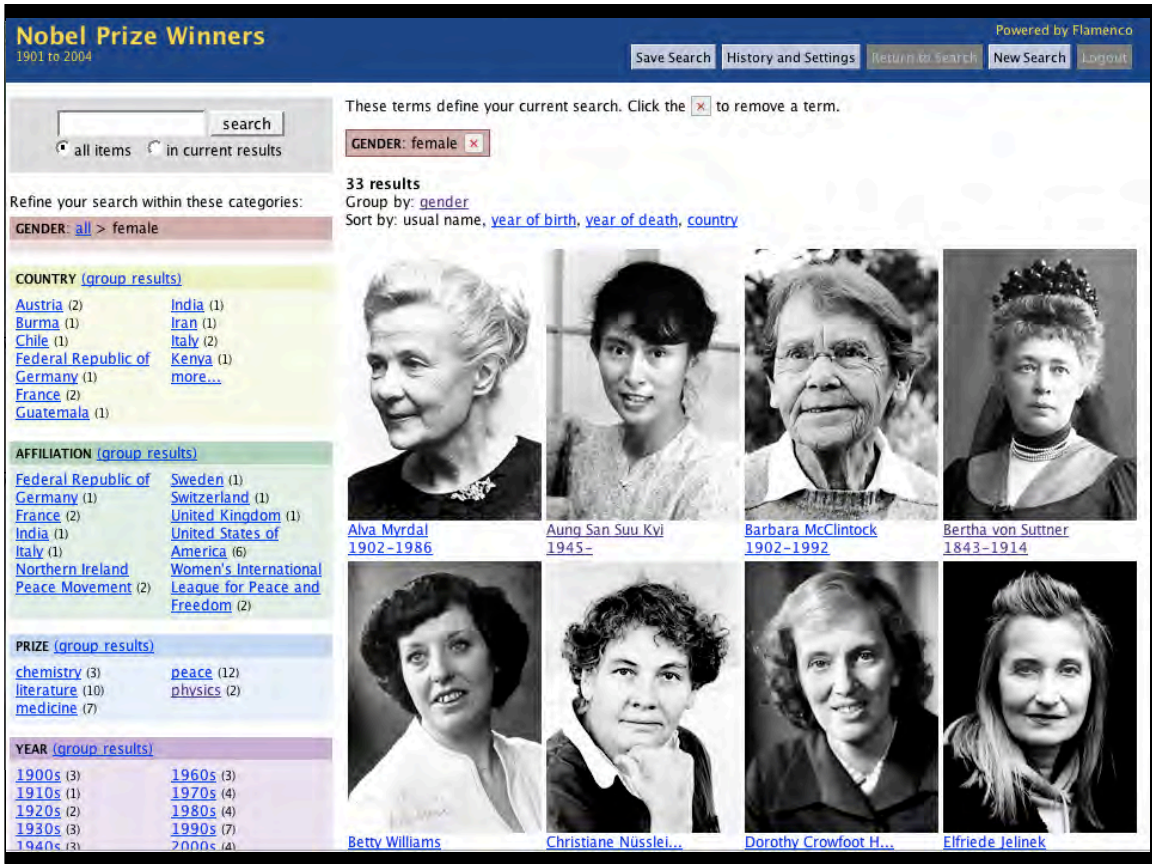
Before	After
"Makers of the world's finest consumer products"	**"Working to make a difference. The people of Philip Morris."**
Investor and Corporate Information	About Philip Morris
News and Events	Philanthropy
Our Beer Business	Press Room
Our Food Business	Investor Relations
Our Tobacco Business	Careers
Making A Difference	

Content + Bottom-up = Metadata-driven



Content + Bottom-up = Metadata-driven





Consider new metadata

Innovation in Classification

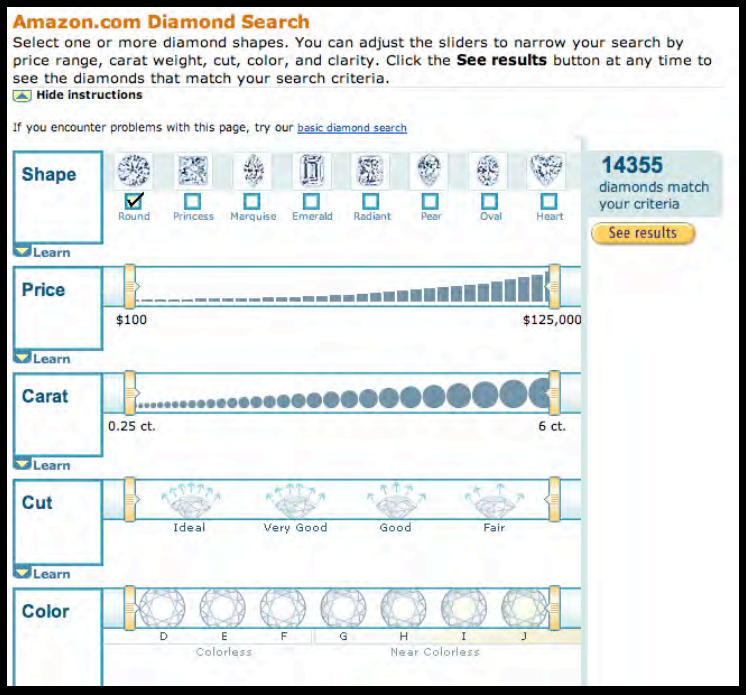
So how did this whole thing come about?

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.



User + Bottom-up = Tags/folksonomy

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).

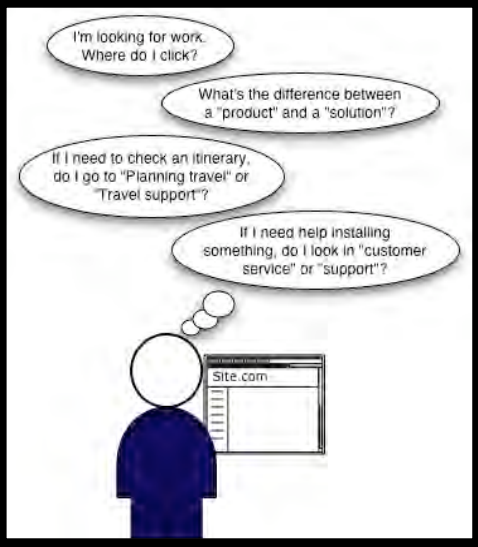
Tags **cannot** solve all your information retrieval problems.

Love Your Labels

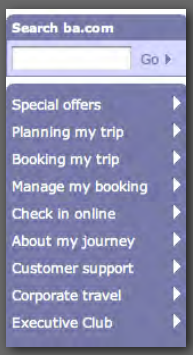
Information scent helps users find things

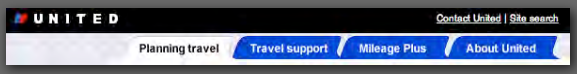
How to decide upon labels

Be consistent with terminology

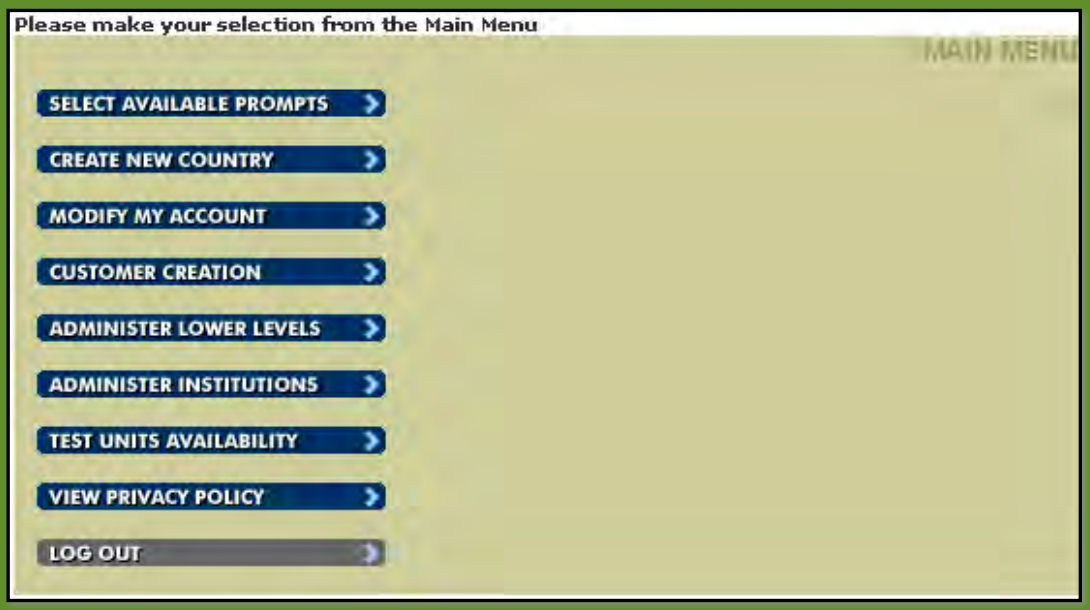


Make your labels clear when juxtaposed





Avoid exposing internal jargon



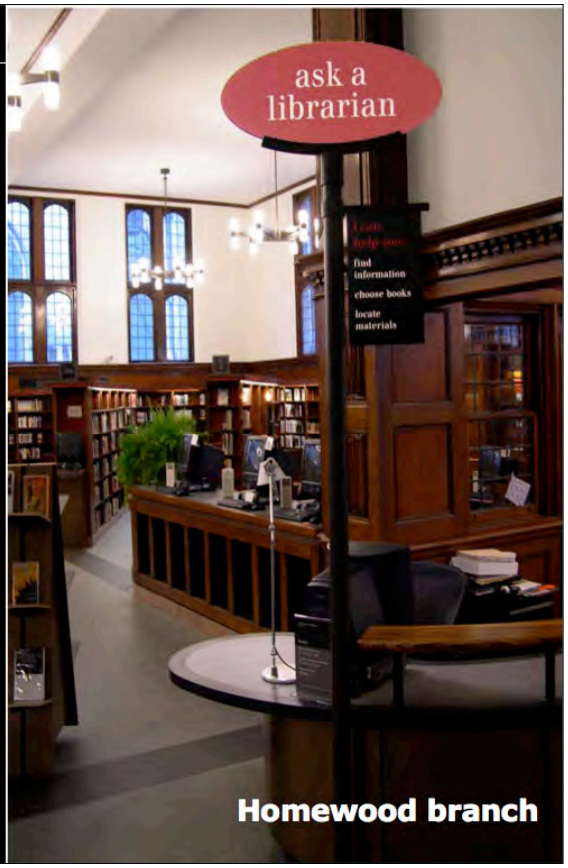
Clever labels can obscure destinations

Avoid referring to the same thing with different terms

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

Ask a Librarian

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

Slides stolen from MAYA Design

Three Ways of Thinking About Interaction Design

It's about technology.

What to tell taxi drivers about interaction design:

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

It's about behavior.

It's about people.

What kinds of interactions?

With a system

BERKELEY PUBLIC LIBRARY

Catalog Home My Library Account Electronic Resources Suggest A Purchase What's LINK+?

Start Over | Extended Display | Search LINK+ | Another Search

AUTHOR | Saffer, Dan | Search

Limit results to available items

No matches found; nearby AUTHORS are:

Result Page

Save Marked Records | Save All On Page

Save		Year	Entries
	Safesex, Mr -- See Swann, Glenn		1
	Saffa, Joan		2
	Saffell, David C., 1941- : **Central Library** ; 320.973 S17p	1973	1
	Your entry Saffer, Dan would be here		
	Saffer, Lisa		3
	Saffer, Thomas H., 1934- : **Central Library** ; 363.179 Sa17c	c1982	1
	Saffian, Sarah : **Central Library, North Branch** ; 362.8298 Sa17i	c1998	1
	Saffiote, Cheri : **West Branch** ; 746.46 Sa177t	c2002	1
	Saffioti, Lino, / ill : **Central Childrens YT** ; Fiction Helfman, E	1993	1
	Saffire (Musical group)		4
	Saffo -- See Sappho		1

With other people

MySpace.com | Home The Web MySpace Search Help | Sig

American Red Cross

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

View My: **Pics** | **Videos**

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

Drunk Dialer's Latest Blog Entry [**Subscribe to this Blog**]

Participate! (**view more**)

Want blog? (**view more**)

[**View All Blog Entries**]

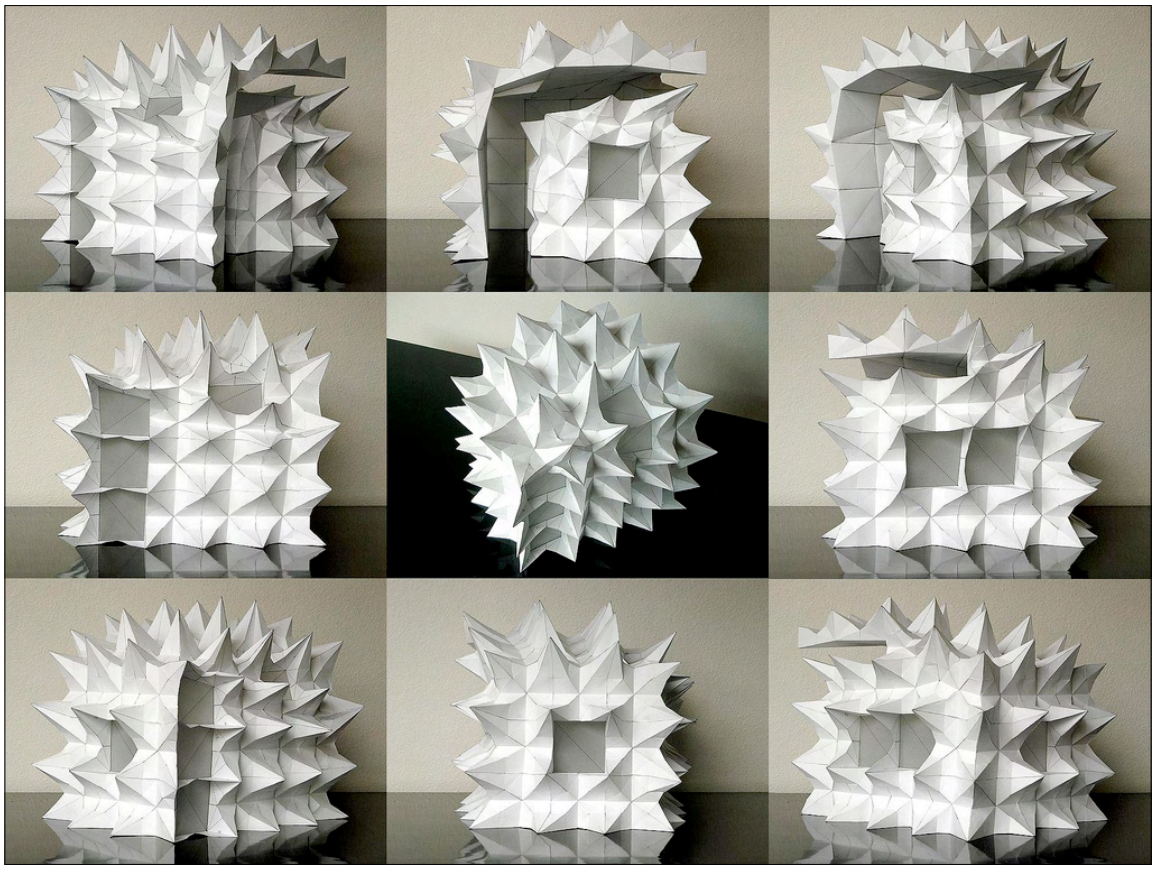
Drunk Dialer's Blurbs

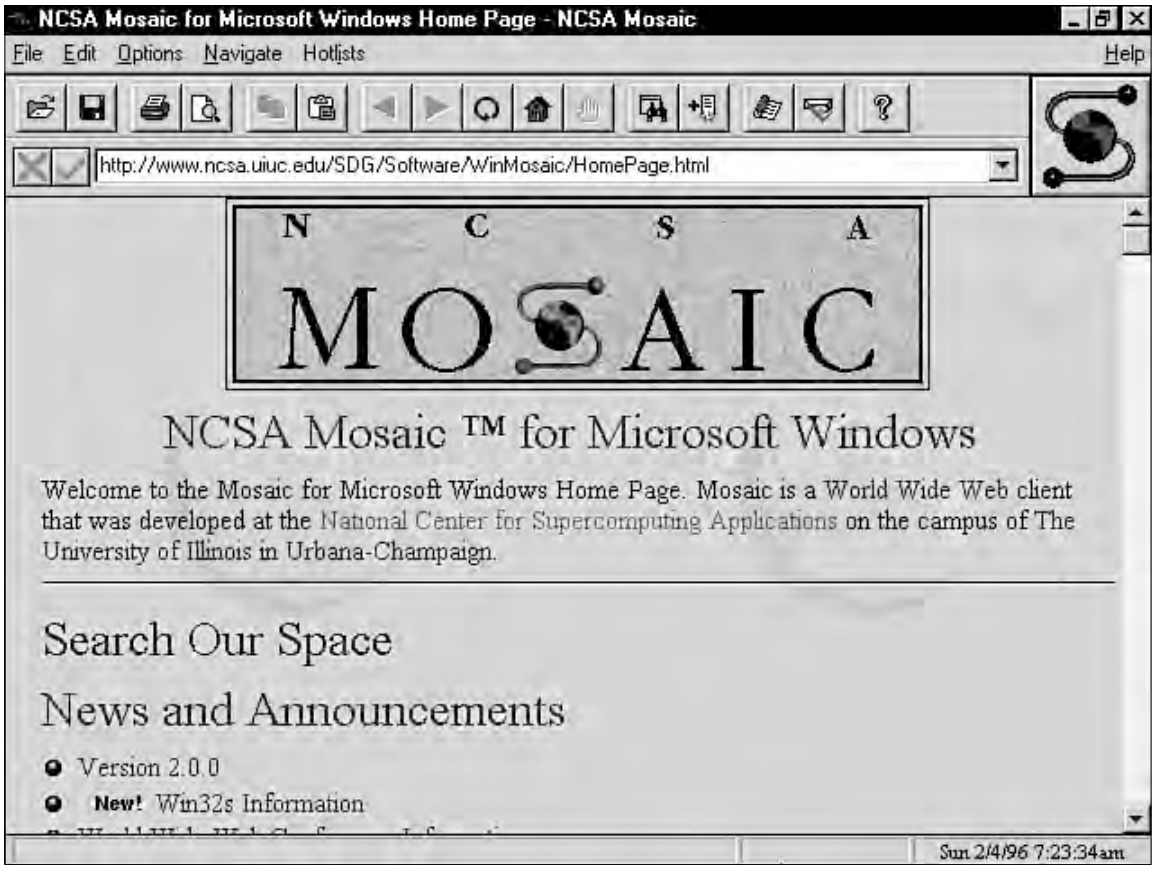
About me:
Ex-raver turned psuedo-hipster film school graduate... Yeah, I know.

For more pics, check out my **Flickr** page. You gotta be my "friend" to see the good

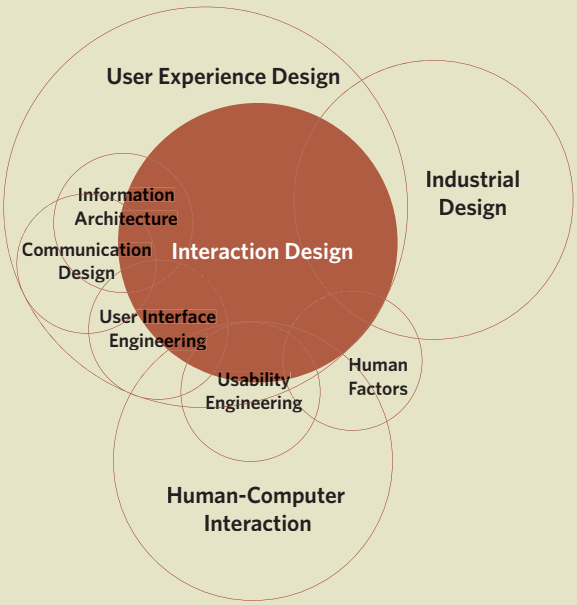
Thumb me up!

Why Interaction *Design*?




NCSA Mosaic for Microsoft Windows Home Page - NCSA Mosaic
File Edit Options Navigate Hotlists Help
http://www.ncsa.uiuc.edu/SDG/Software/WinMosaic/HomePage.html
N C S A
MOSAIC
NCSA Mosaic ™ for Microsoft Windows
Welcome to the Mosaic for Microsoft Windows Home Page. Mosaic is a World Wide Web client that was developed at the National Center for Supercomputing Applications on the campus of The University of Illinois in Urbana-Champaign.
Search Our Space
News and Announcements
Version 2.0.0
New! Win32s Information
Sun 2/4/96 7:23:34am

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



Characteristics of Interaction Design

Trustworthy

Pharma Search

Online pharmacy

Related searches

Search: viagra search

- Adipex
- Ionamin
- Phentermine
- Soma
- Levitra
- Viagra
- Lipitor
- Tramadol

Popular searches

› VIAGRAÃÂ® 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

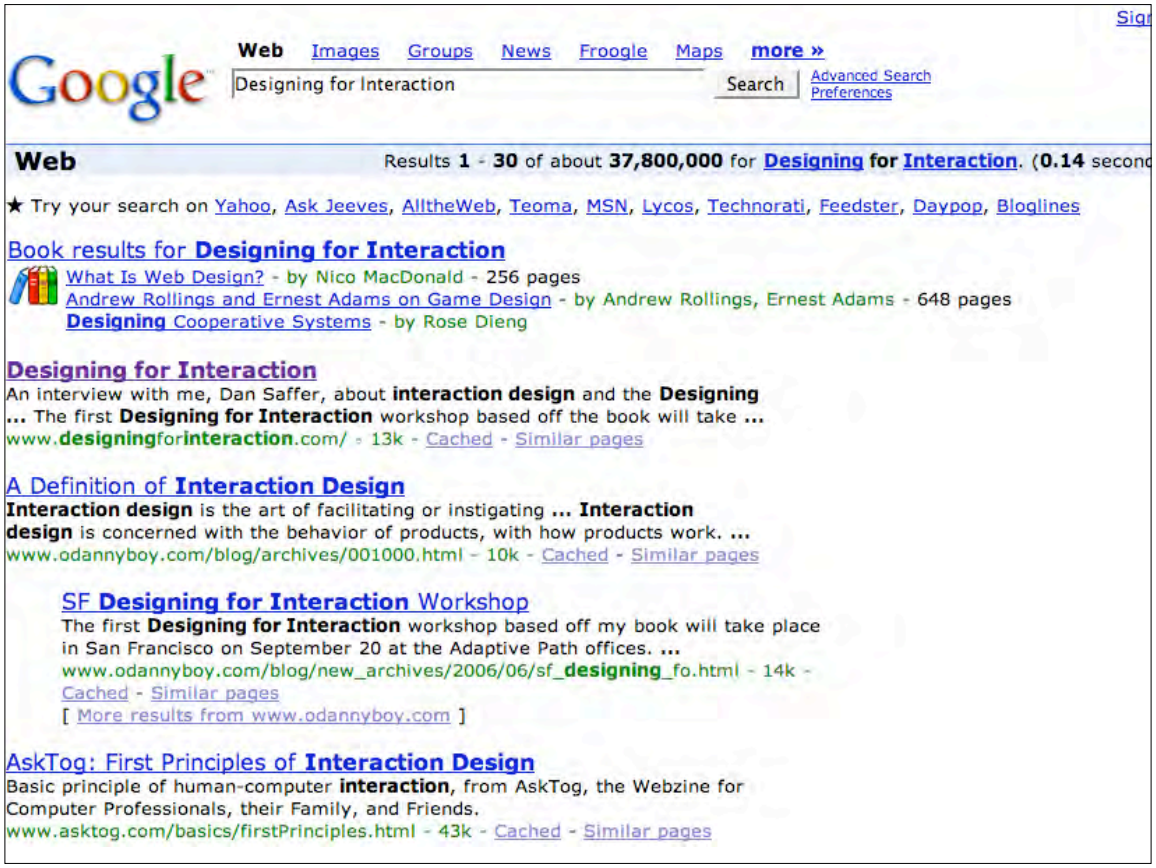
› Viagra at Low price
10 x 100mg $125 world wide shipping, free prescription. No hidden charges, Discreet and secured. 24/7 custo
http://www.global-pharma.net/index.asp?aff=13

› VIAGRAÃÂ® 10x100mg= $119. 3 DAYS DELIVERY.
CIALIS & LEVITRA are also avaliable. 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

› VIAGRAÃÂ® 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

WALL ST
Day Trading Made Easy
Earn $200 - $2,000 Per Day With This Easy System!
"Possibly the perfect home business"
Please listen up, because with your permission I want to share some powerful information with you via a FREE online Special Report...
"If I Could Show You a Simple Proven Way to Generate $212 to $2,373 A DAY... From the Comfort of Your Own Home -- Using a Fun and Easy to Follow System in as Little as 30 Minutes a Day, Would You Want to Use It?"
Just A Select Few are Privy to this Information and Are Cashing in Right Now... and You'll Discover How to Put this Powerful System to Work for You!

Smart



Sig

Google

Web Images Groups News Froogle Maps more »

Designing for Interaction Search Advanced Search Preferences

Web Results **1** - **30** of about **37,800,000** for **Designing** for **Interaction**. (**0.14** second

★ Try your search on Yahoo, Ask Jeeves, AlltheWeb, Teoma, MSN, Lycos, Technorati, Feedster, Daypop, Bloglines

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.**designing**for**interaction**.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
[More results from www.odannyboy.com]

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

What do customers ultimately buy after viewing items like this?

64% buy the item featured on this page: Designing for Interaction: Creating Smart Applications and Cleve
★★★★★ $25.20

14% buy Transcending CSS: The Fine Art of Web Design by Andy Clarke $31.49

9% buy The Design of Sites: Patterns for Creating Winning Websites (2nd Edition) by Douglas K. van Duyn

8% buy Nigel Holmes on Information Design by Steven Heller ★★★★★ $19.95

5% buy Thoughtful Interaction Design: A Design Perspective on Information Technology by Jonas Löwgren

Compare these items **Explore Similar Items**

Tag this product (What's this?)

Your tags: interaction design, design, digital design, service design, design books, interface design, user experience, hci, personas, design

Add (Edit)

(Press the 'T' key twice to quickly add tags.)

Customers tagged this product with

First tag: interaction design (Dan Saffer "interaction designer" on Mar 25, 2006)
Last tag: product design

design (1), interaction design (1), interface design (1), personas (1), usability (1), user experience (1), web design (1)

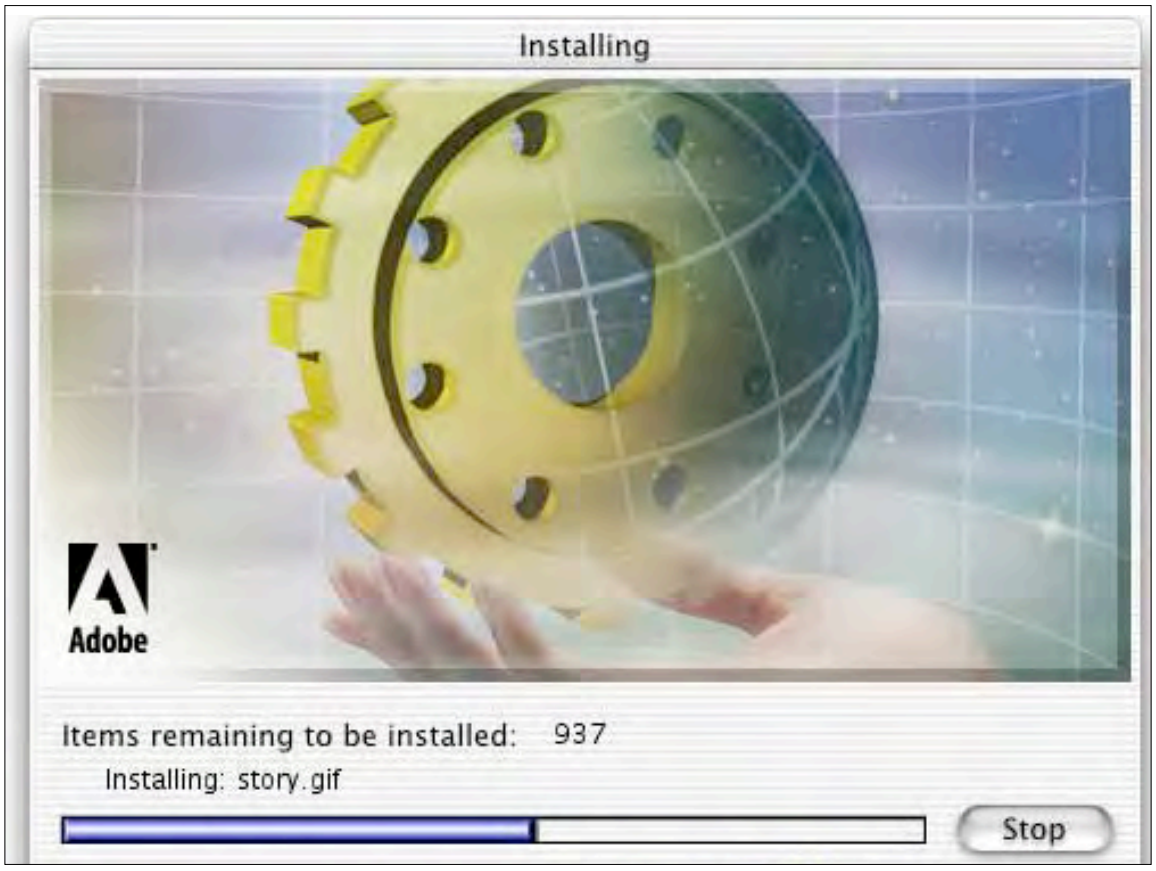
▸ See all 14 tags

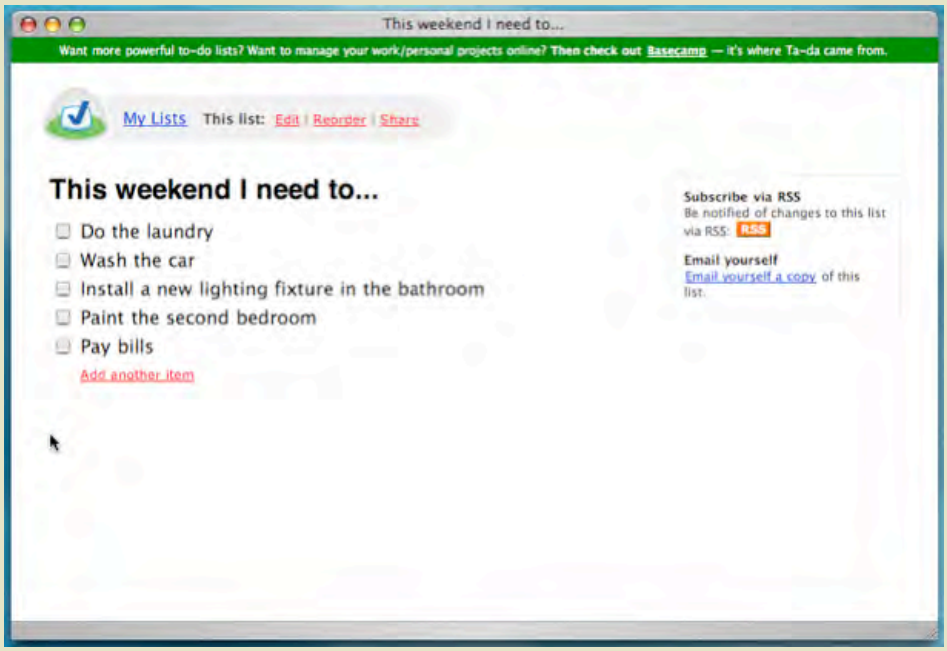
Customer Reviews

Average Customer Review: ★★★★★
Write an online review and share your thoughts with other customers.

★★★★★ **A Starting Place for Interaction Design**, July 27, 2006

Responsive


Installing
Adobe
Items remaining to be installed: 937
Installing: story.gif
Stop



Appropriate

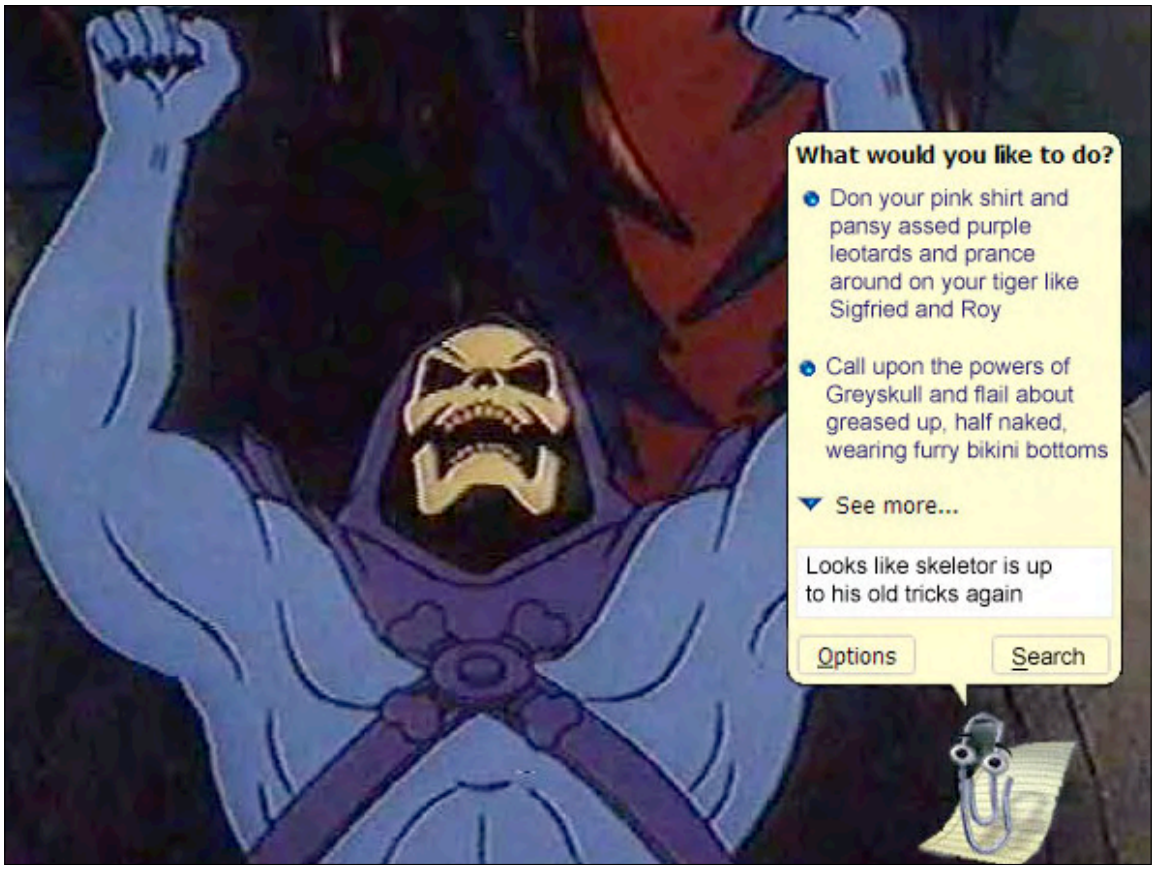
戦・う・新・飲・料
DESERT STORM
砂漠の嵐
New carbonated beverage for active people with fighting spirit.
炭酸飲料

设为首页 | 北京 33℃ ~ 23℃ 阴 选择城市天气
2006年7月28日 星期五
资讯
社区
知识堂
YAHOO! 雅虎
邮箱
雅虎通
雅虎助手
请选择:
网页
资讯 | 知识 | 音乐 | 图片 | 影视 | 酷帖 NEW
[更多搜索]
搜索
雅虎搜索
高级搜索 我的收藏
热门搜索: 杜熙宇 春光乍泄 中国男篮 我的女孩 台风格美
雅虎免费邮箱 进入 注册
内容 资讯 财经 体育 娱乐 房产 汽车 科技
搜索 音乐 图片 影视 酷贴 世界杯 网址
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?
最新资讯 更多
[资讯] 科学发展观: 坚持改革开放不动摇
[科技] MSN监听软件风靡 引发白领惶恐
[汽车] 新款奥迪A5敞篷跑车即将生产(图)
[房产] 宁静怡人: 歌星张咪禅艺家居(图)
[酷帖] 刘亦菲日文歌视频 褪尽清纯尽风骚
音乐搜索 更
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
[太八卦了] 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
阳光沙滩看草裙佳人
靓丽模特的精致身材
娇艳迷人的彩装美女
[滨崎步] [制服情节] 图片搜索用户调查

It's easy:
1. Insert Credit Card
2. Respond Accordingly
3. Receive Boarding Pass
4. Proceed "Straight to
WE'VE GONE CASHLESS!
ATA
Check-In With

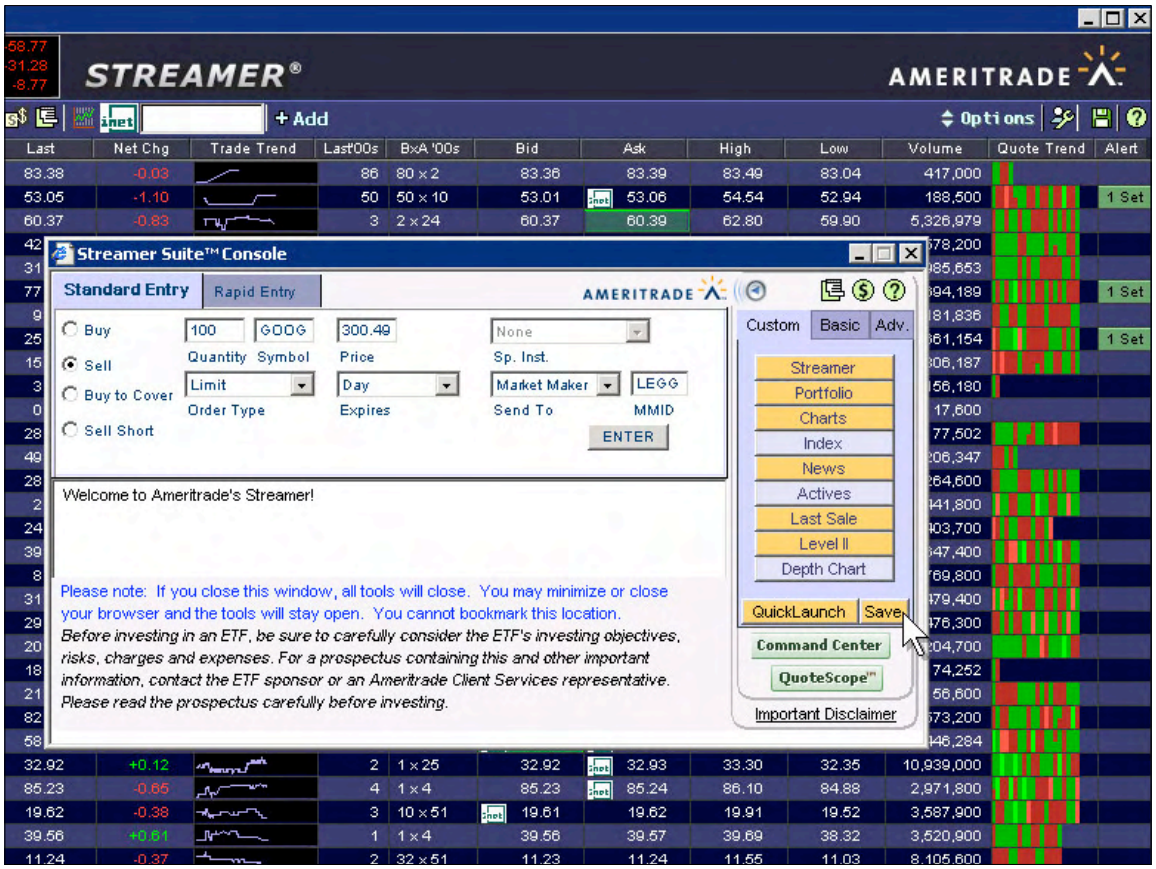
Clever

DVD
Pioneer


What would you like to do?
Don your pink shirt and pansy assed purple leotards and prance around on your tiger like Sigfried and Roy
Call upon the powers of Greyskull and flail about greased up, half naked, wearing furry bikini bottoms
See more...
Looks like skeletor is up to his old tricks again
Options
Search

Poka-Yoke Principle

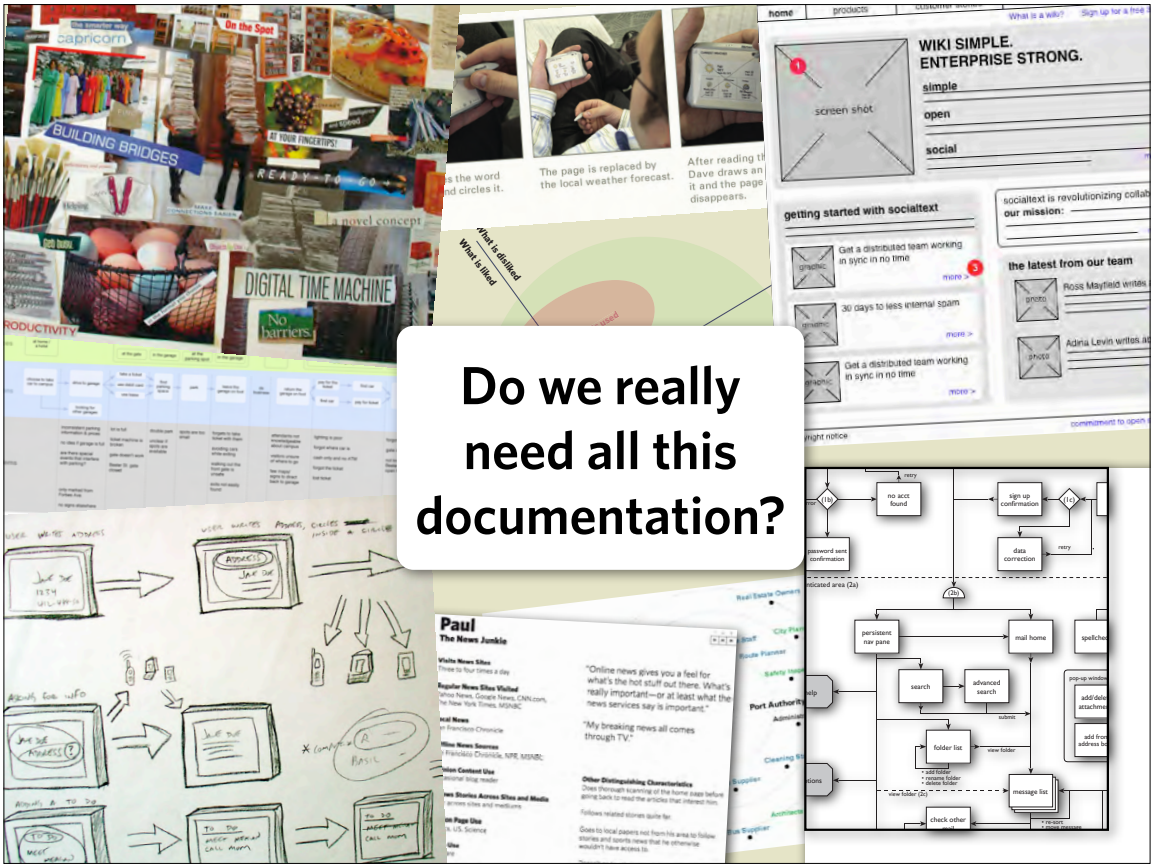
Ludic


STREAMER®
AMERITRADE
+ Add
Options
Last
Net Chg
Trade Trend
Last'00s
BxA '00s
Bid
Ask
High
Low
Volume
Quote Trend
Alert
Streamer Suite™ Console
Standard Entry
Rapid Entry
Buy
Sell
Buy to Cover
Sell Short
100
GOOG
300.49
None
Quantity
Symbol
Price
Sp. Inst.
Limit
Day
Market Maker
LEGG
Order Type
Expires
Send To
MMID
ENTER
Custom
Basic
Adv.
Streamer
Portfolio
Charts
Index
News
Actives
Last Sale
Level II
Depth Chart
QuickLaunch
Save
Command Center
QuoteScope℠
Important Disclaimer
Welcome to Ameritrade's Streamer!
Please note: If you close this window, all tools will close. You may minimize or close your browser and the tools will stay open. You cannot bookmark this location.
Before investing in an ETF, be sure to carefully consider the ETF's investing objectives, risks, charges and expenses. For a prospectus containing this and other important information, contact the ETF sponsor or an Ameritrade Client Services representative. Please read the prospectus carefully before investing.

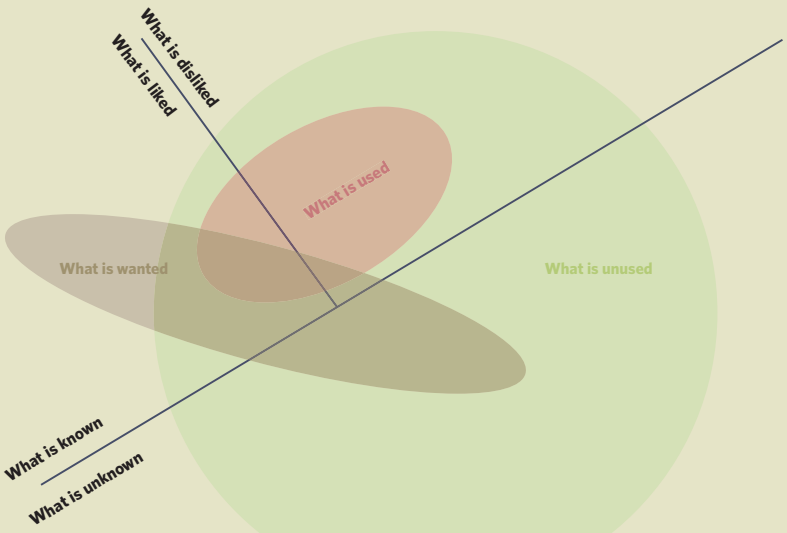
Pleasurable

The Craft of Interaction Design

The Craft of Interaction Design


Do we really need all this documentation?
BUILDING BRIDGES
DIGITAL TIME MACHINE
WIKI SIMPLE.
ENTERPRISE STRONG.
simple
open
social
getting started with socialtext
the latest from our team
Paul
The News Junkie

Models


What is disliked
What is liked
What is used
What is wanted
What is unused
What is known
What is unknown

Personas

Paul
The News Junkie

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

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

"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

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:

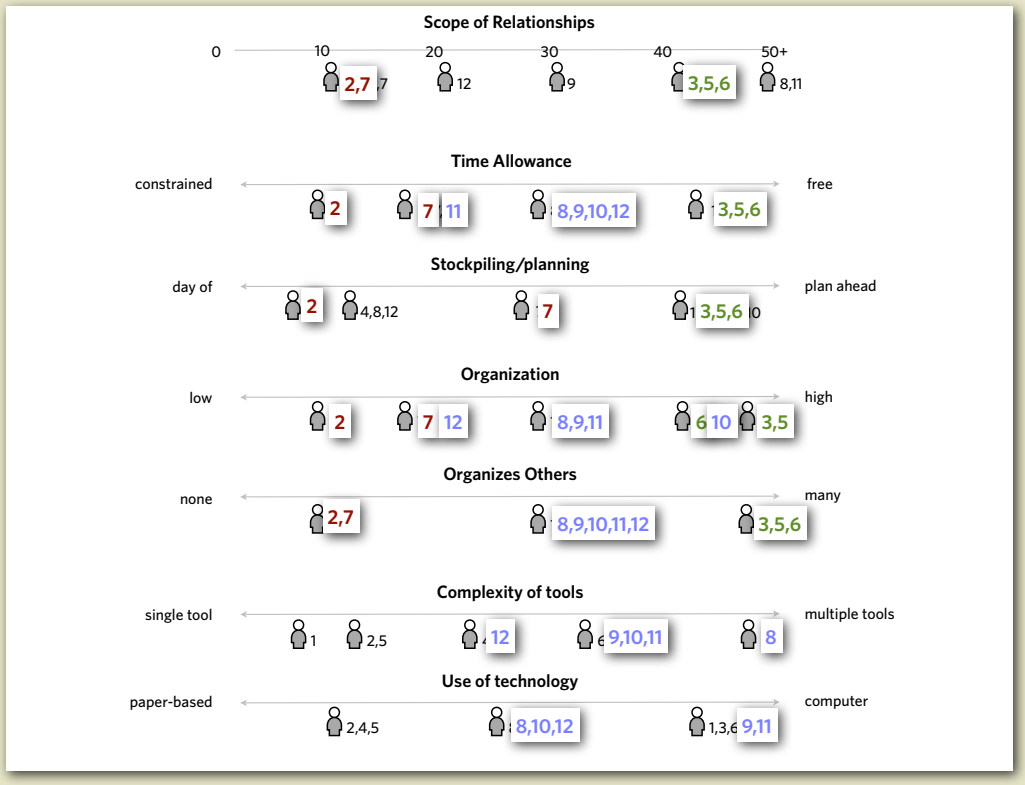
Effective at bringing user-centered design ideas into organizations

A shared reference

Are not:

A magic bullet

Behavioral Analysis



Developing Personas

Have photos of them

Name them

Be wary of 'typing' them

Let them speak

Identify key traits and behaviors

Keep it concise

Paul

The News Junkie

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

Visits Ne
Three to four times a day

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

Local News
San Francisc

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

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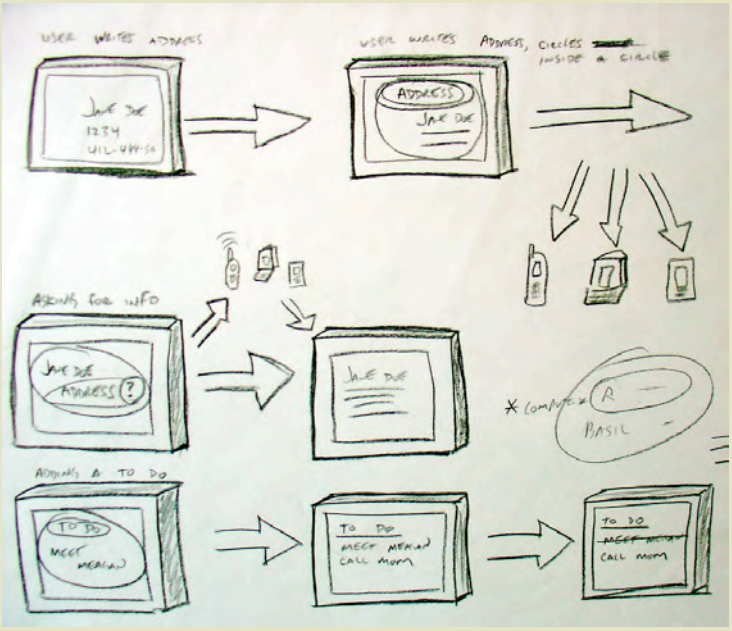
Goes to local papers not from his area to follow stories and sports news that he otherwise wouldn't have access to.

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

Google is his home page.

Sketches



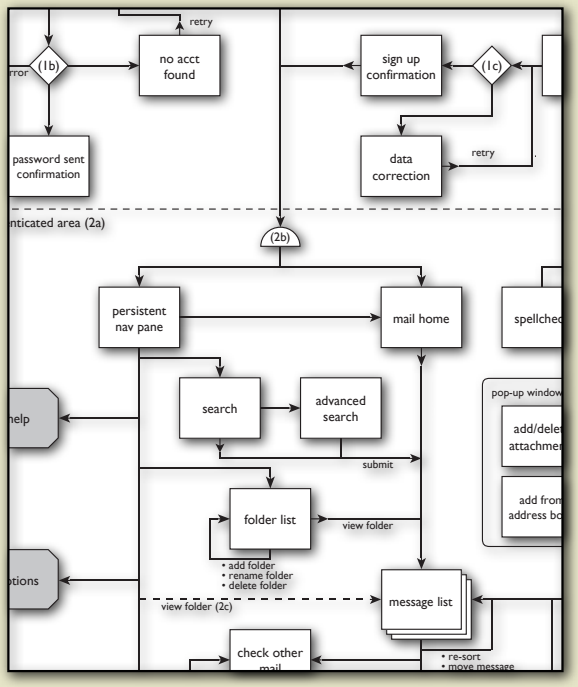
Storyboards

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.

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"

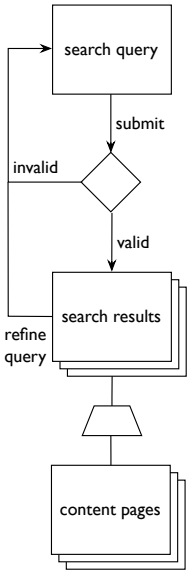
An example

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.



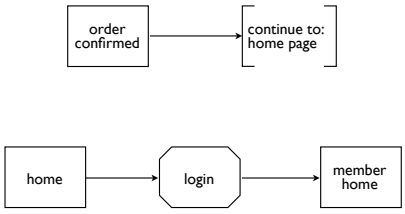
Creating modular structures

These elements allow you to:

Break up your diagram across multiple pages

Represent unusually complex (tangled) architectures

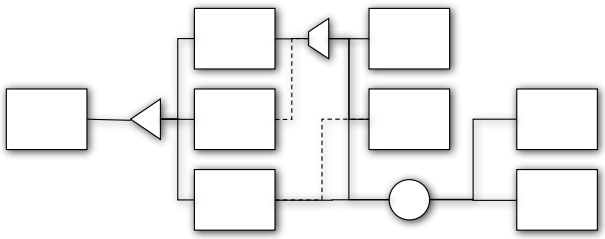
Create reusable “objects”



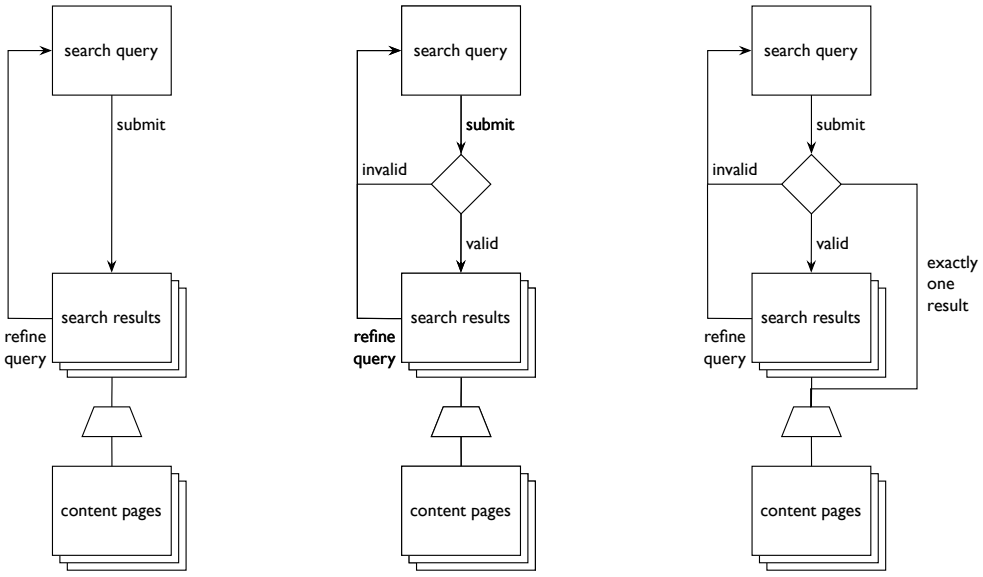
Conditional elements

Represent basic concepts used in conditional logic

Can be combined to create arbitrarily complex navigational structures



Three search flows



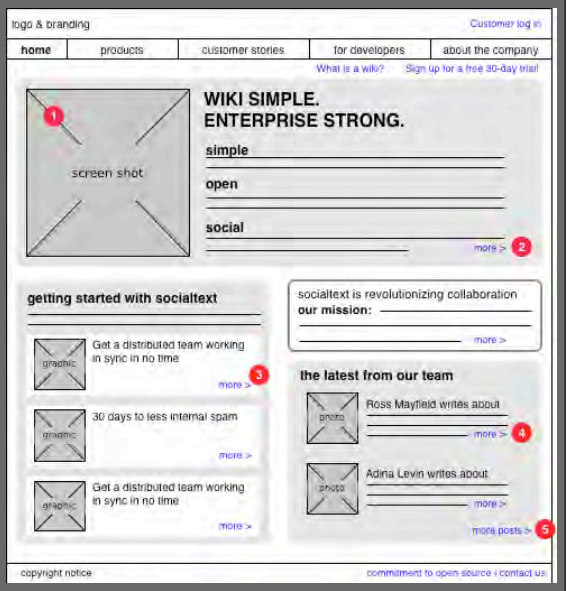
Mood Boards

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

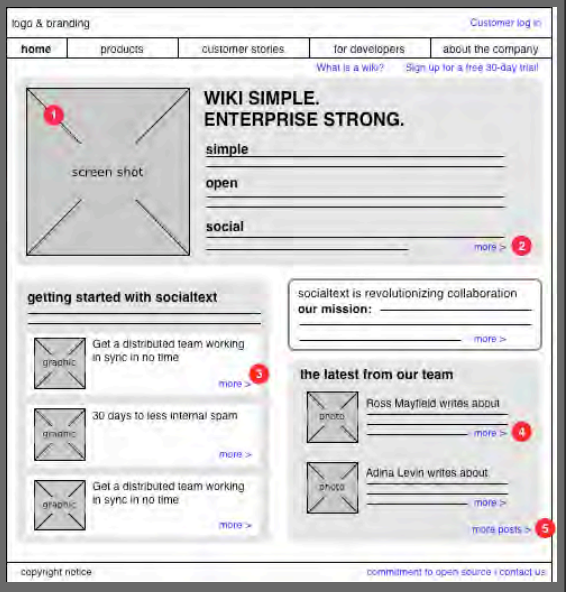
Use consistent names and labels across all flows and schematics

Do not include any visual design direction

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

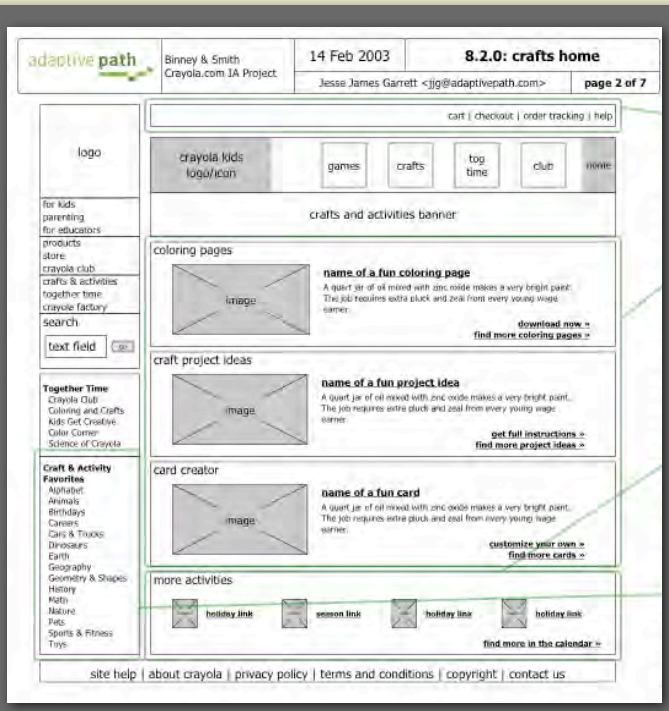
Use good visual design principles

One schematic can serve multiple pages

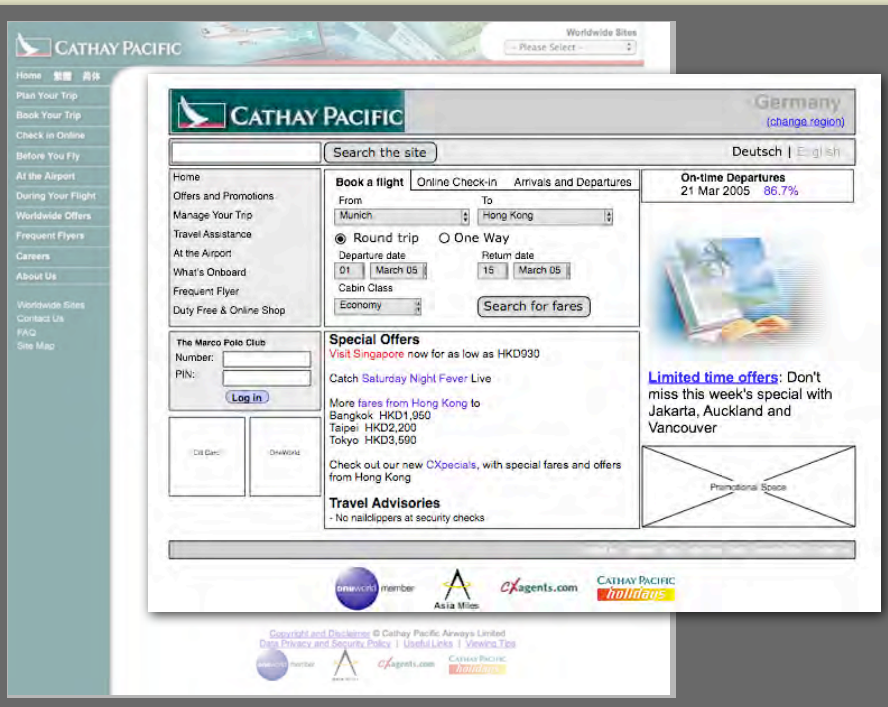


Socialtext.com home page

Stark and simple



Utilize existing imagery



Principles of Transparent Interaction Design

Discoverable Feedback Recoverable Context

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.

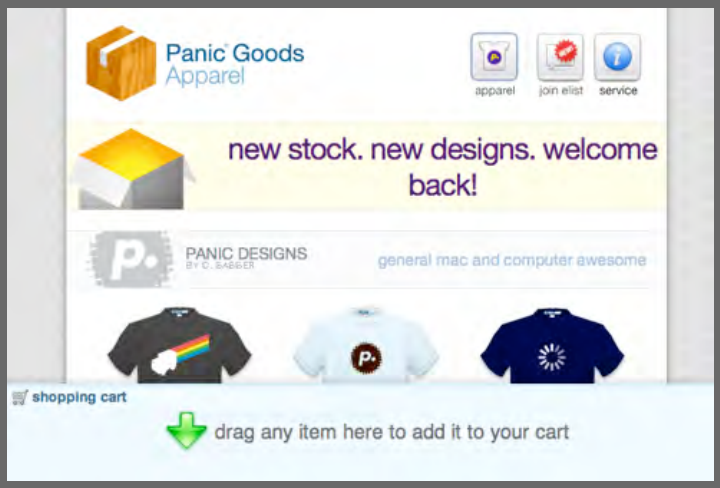
Architecture and navigation nomenclature must be meaningful to the users (descriptive, evocative).

Principles of Transparent Interaction Design

Discoverable Feedback Recoverable Context

Principles of Transparent Interaction Design

Discoverable Feedback Recoverable Context



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

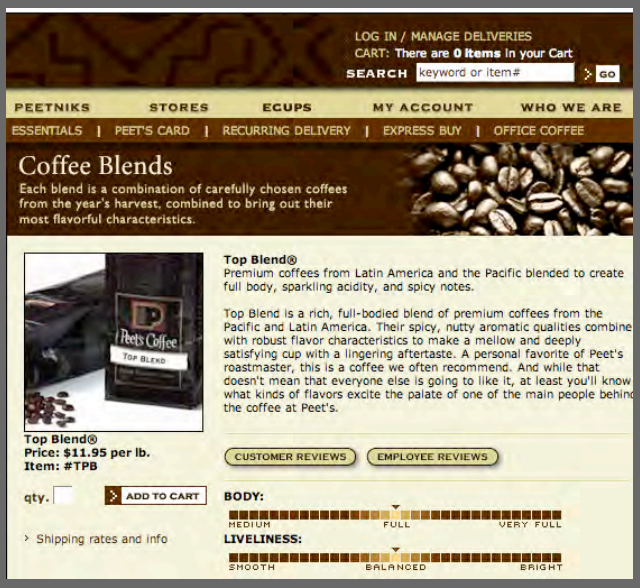
Principles of Transparent Interaction Design

Discoverable | **Feedback** | Recoverable | Context

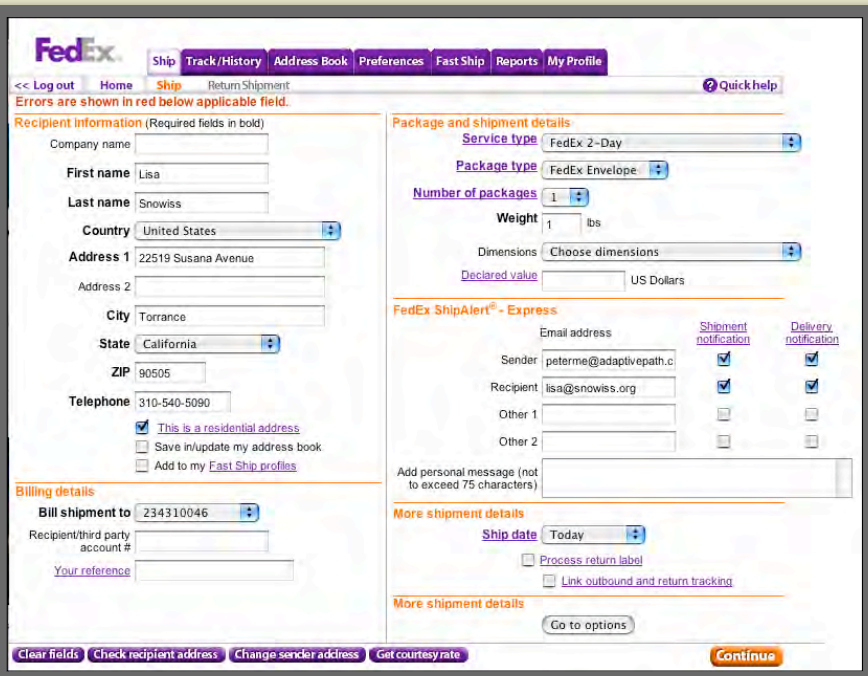
The effect of each action must be visible and easy to interpret, so that the user can learn what the system does.

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



Find the error!



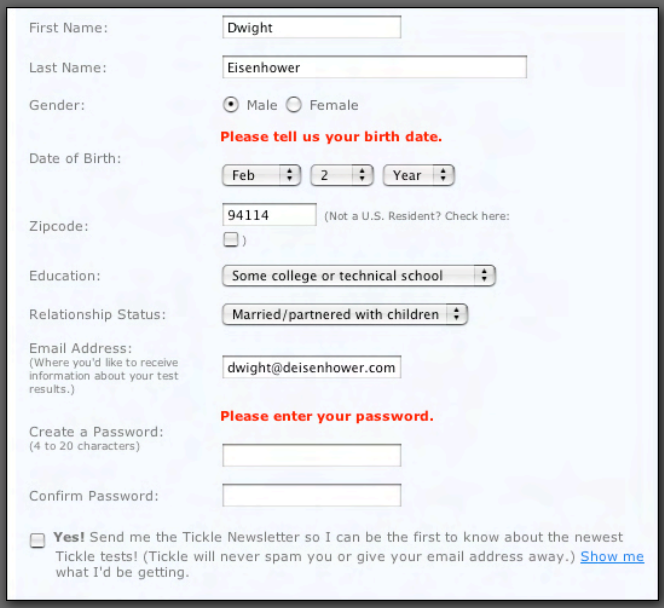
Principles of Transparent Interaction Design

Discoverable | Feedback | **Recoverable** | Context

Actions should be without cost -- make errors less costly

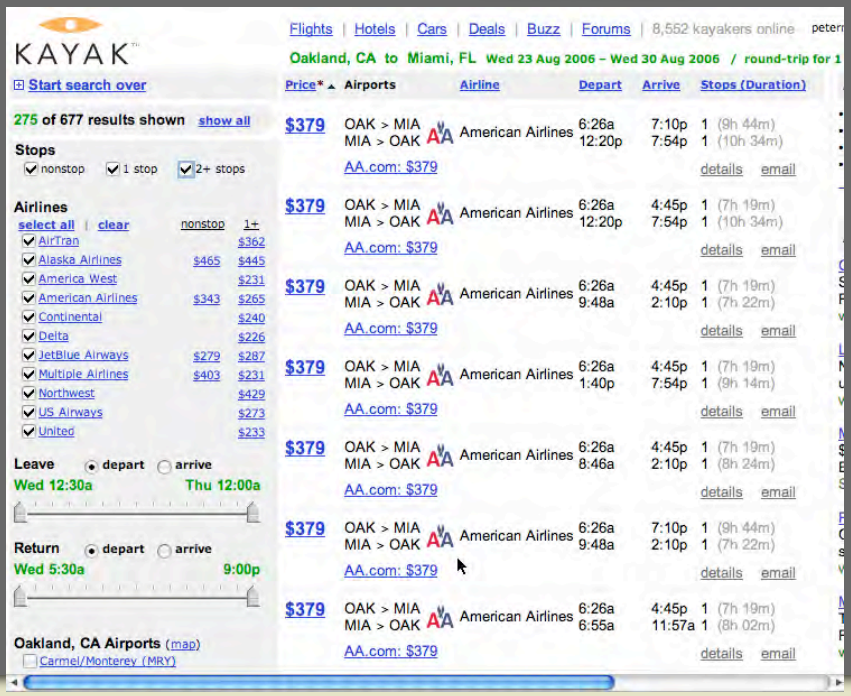
Errors must be easy to undo.

The interface should help users



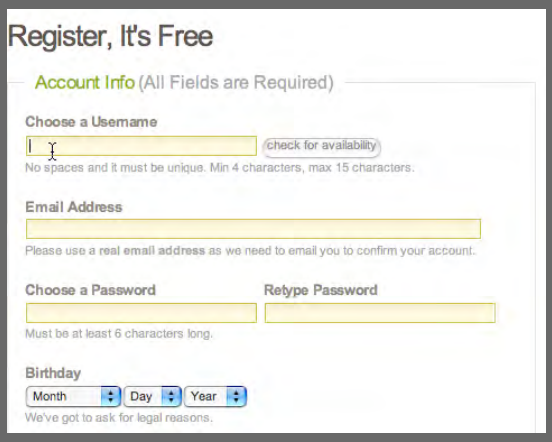
Principles of Transparent Interaction Design

Discoverable | Feedback | **Recoverable** | Context



Principles of Transparent Interaction Design

Discoverable | Feedback | **Recoverable** | Context



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?

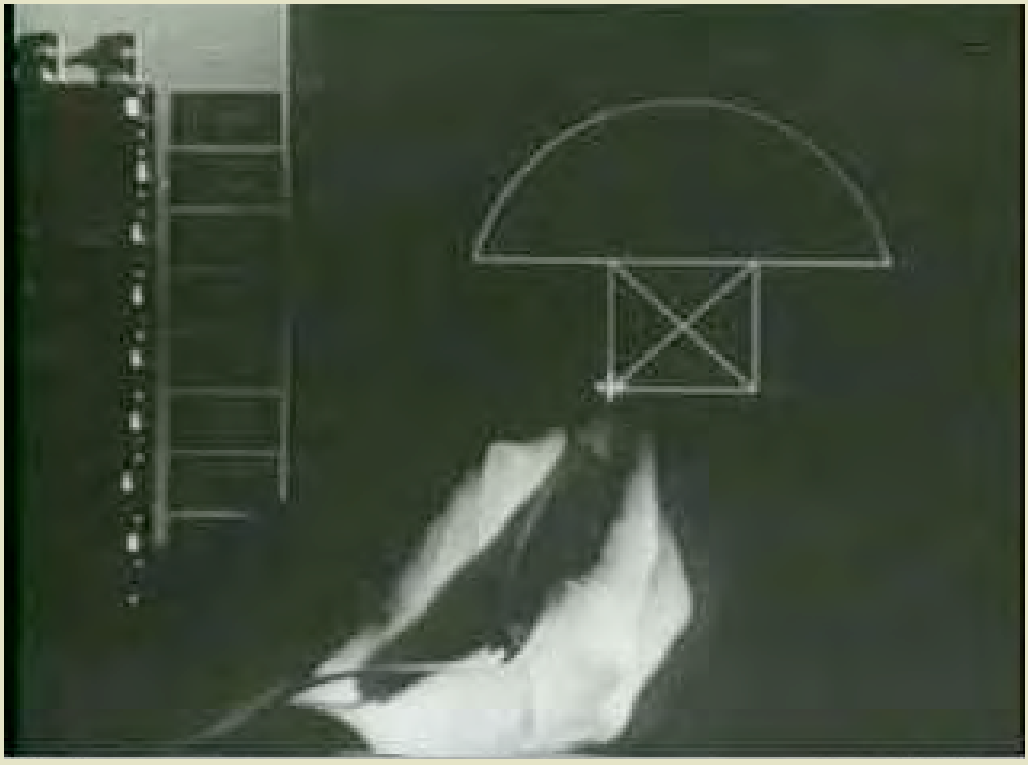
Give the user a sense of place

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?

Direct and Indirect Manipulation

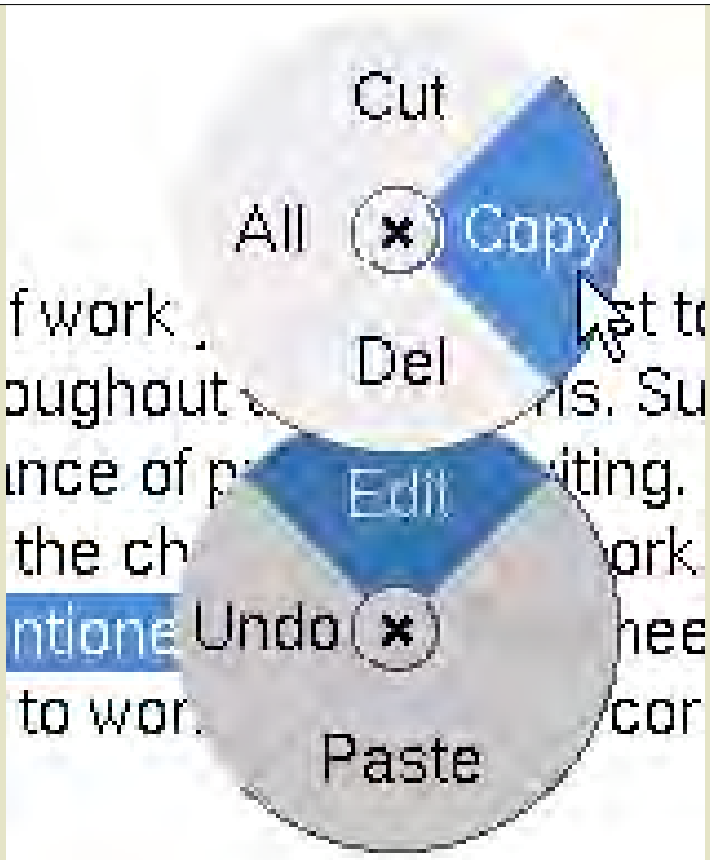


Magic Number Seven

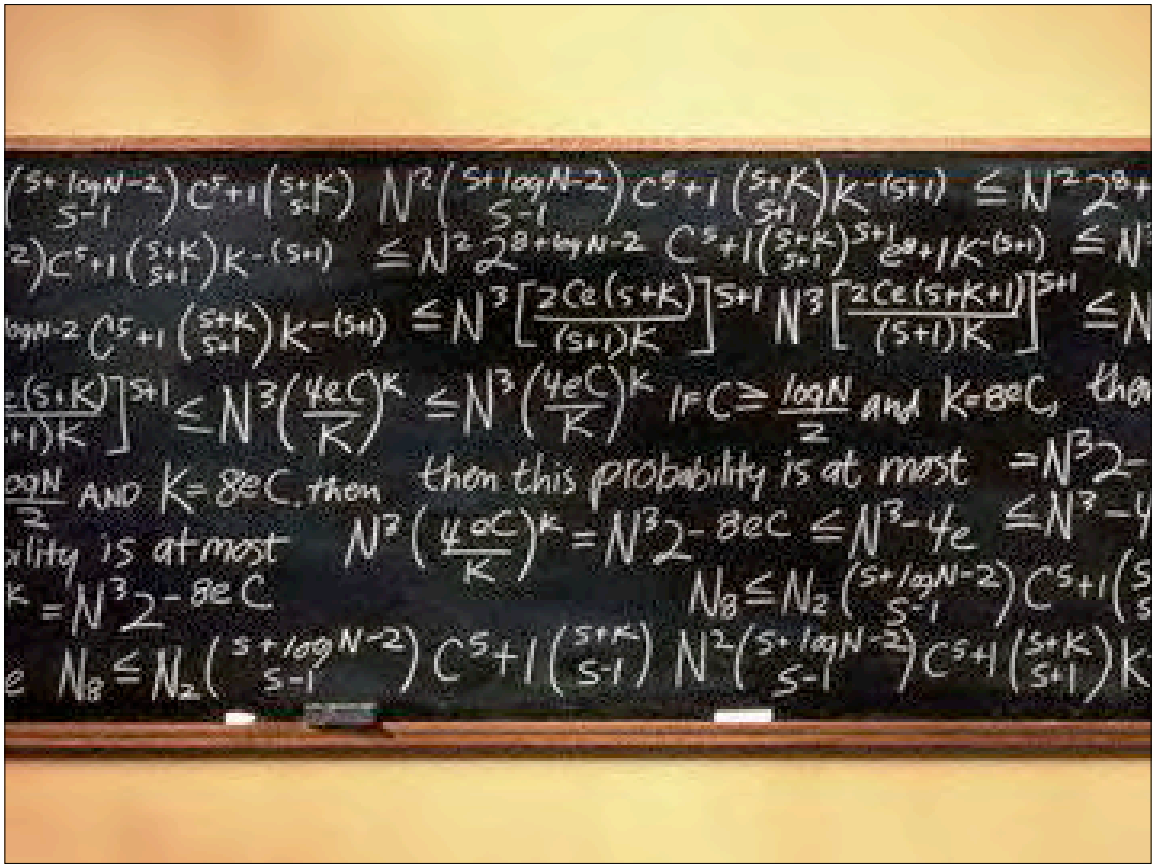
Magical Number Seven

7 1 9 4 6 0 2 8 1 3

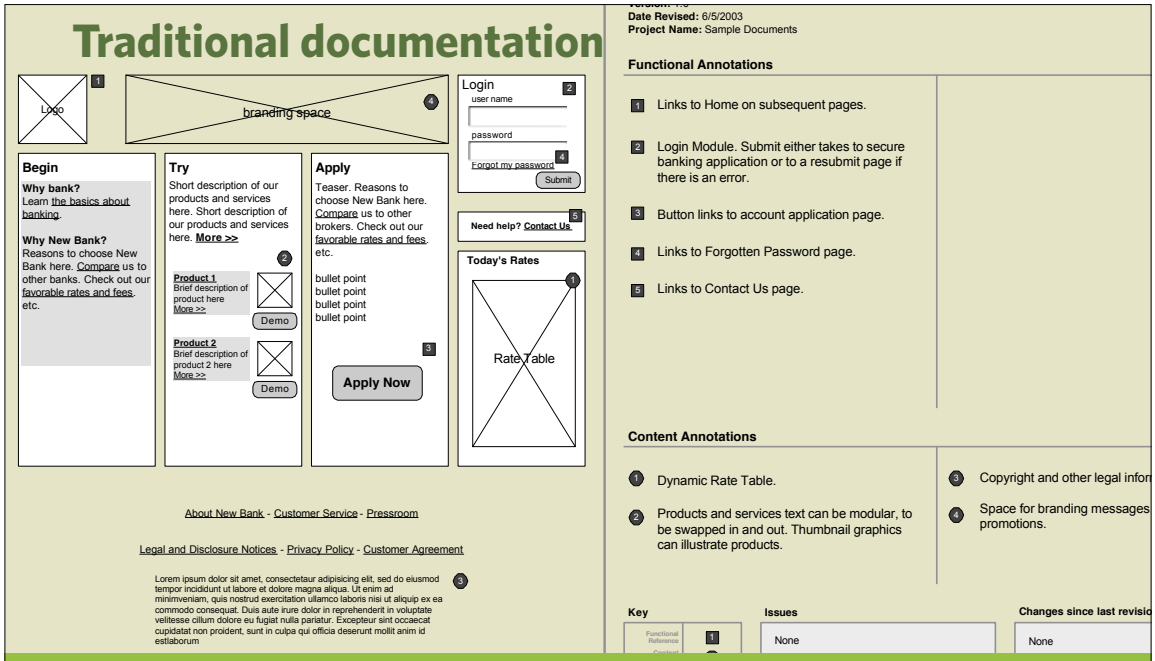
Fitt's Law



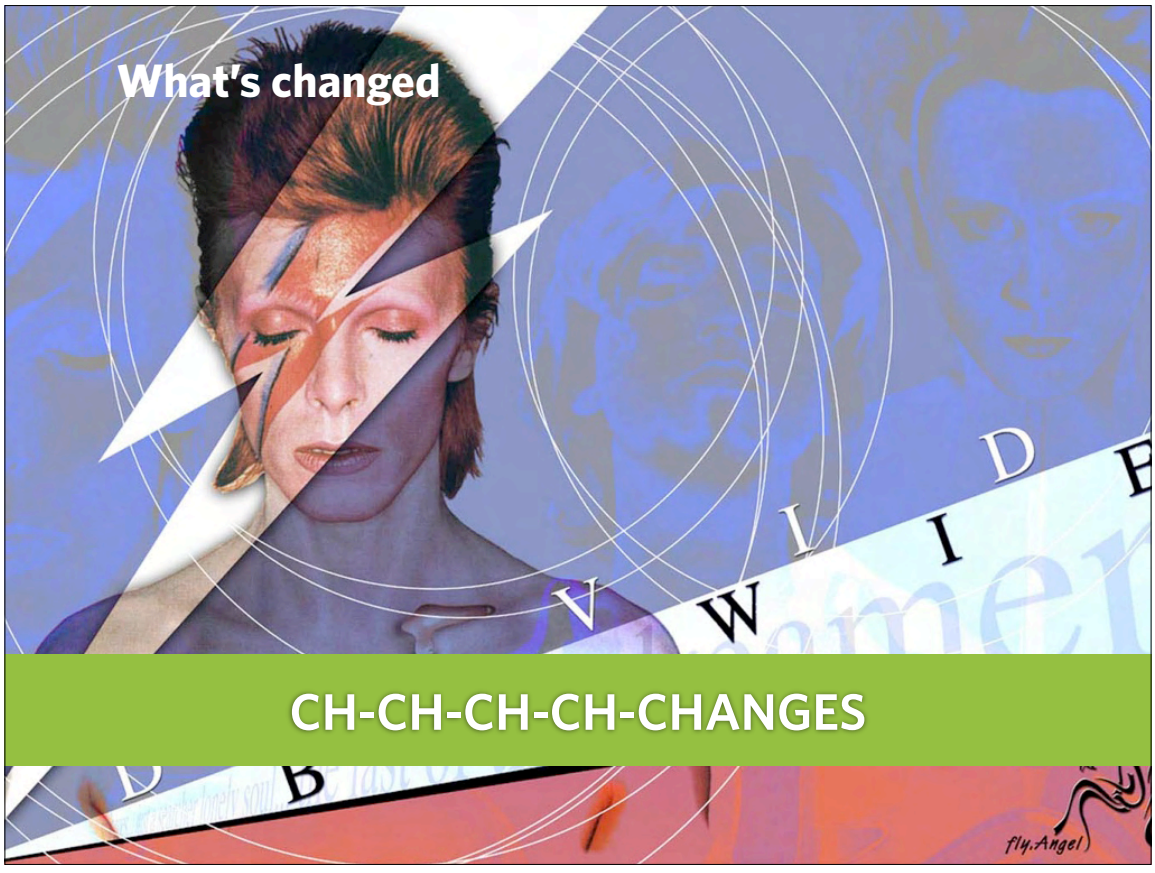
Tesler's Law:
The Conservation of Complexity



Beyond Wireframes: Documenting Applications



TRADITIONAL DOCUMENTATION



CH-CH-CH-CH-CHANGES

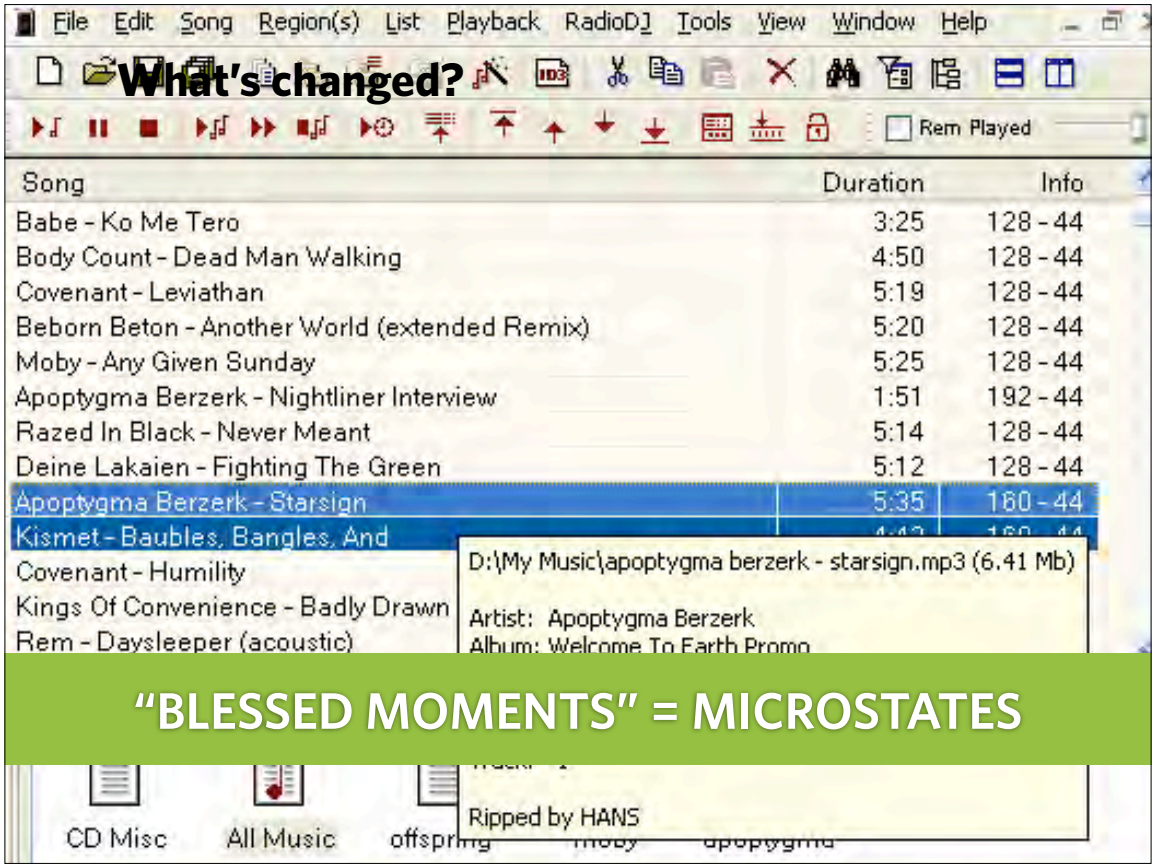
The point of pain

"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

We're all in the same boat now.



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!

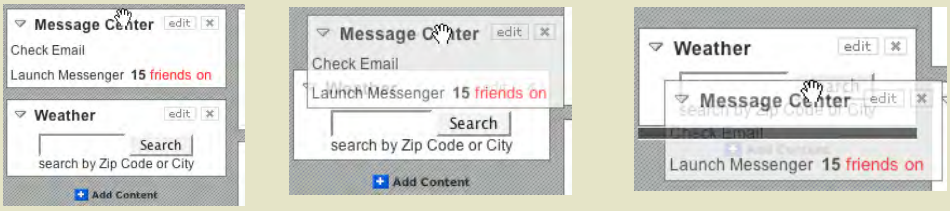
YOU WANT ALL THIS IN A WIREFRAME??

One document to rule them all?

ONE DOCUMENT TO RULE THEM ALL?

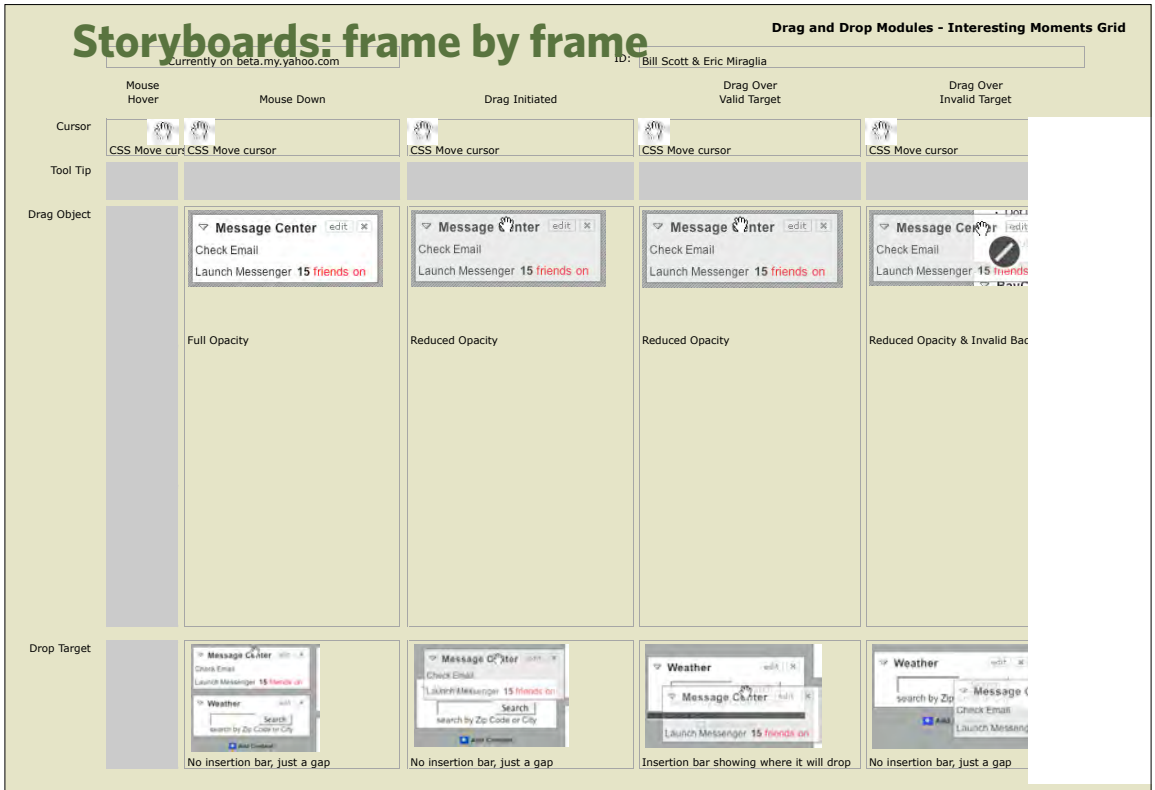
THREE EXPERIMENTS
Frame-by-Frames
Lo-Fi Animations
Wireframes with Key Frames

Storyboards: frame by frame



FRAME-BY-FRAMES

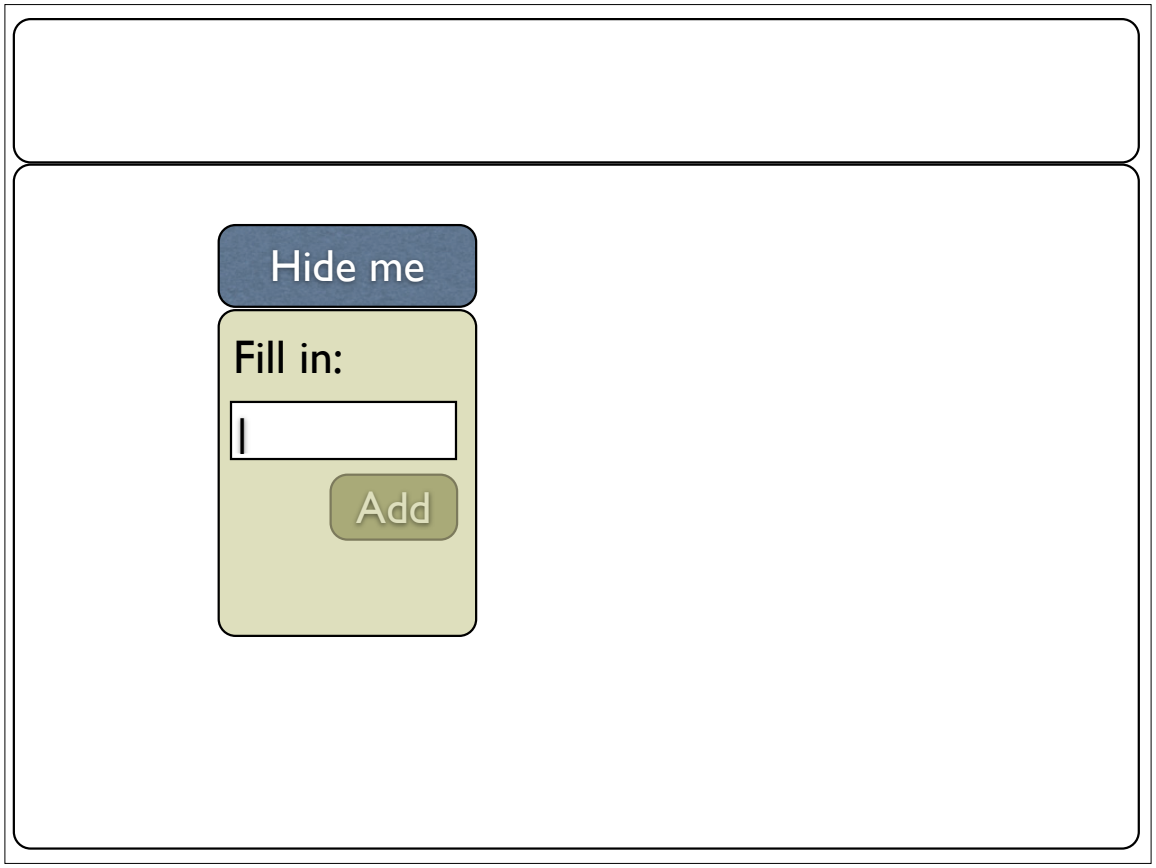
Storyboards: frame by frame

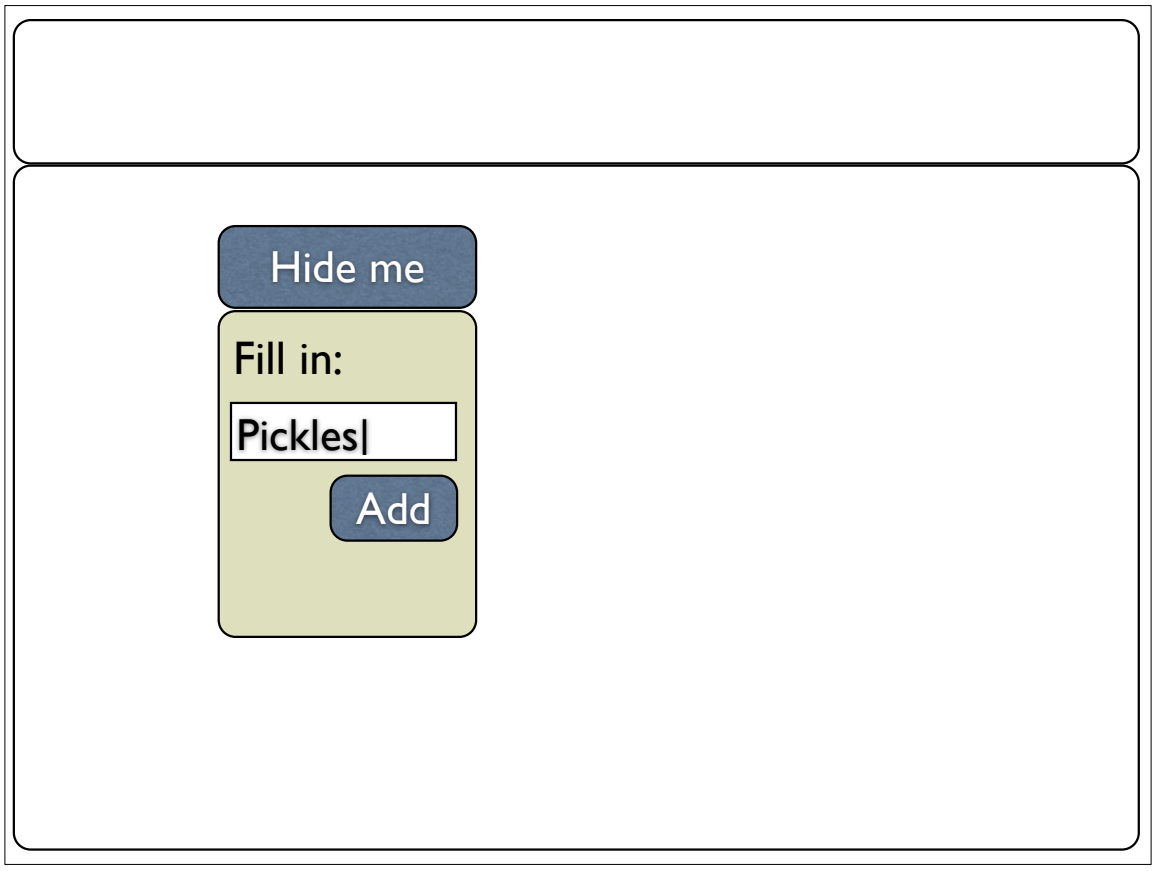


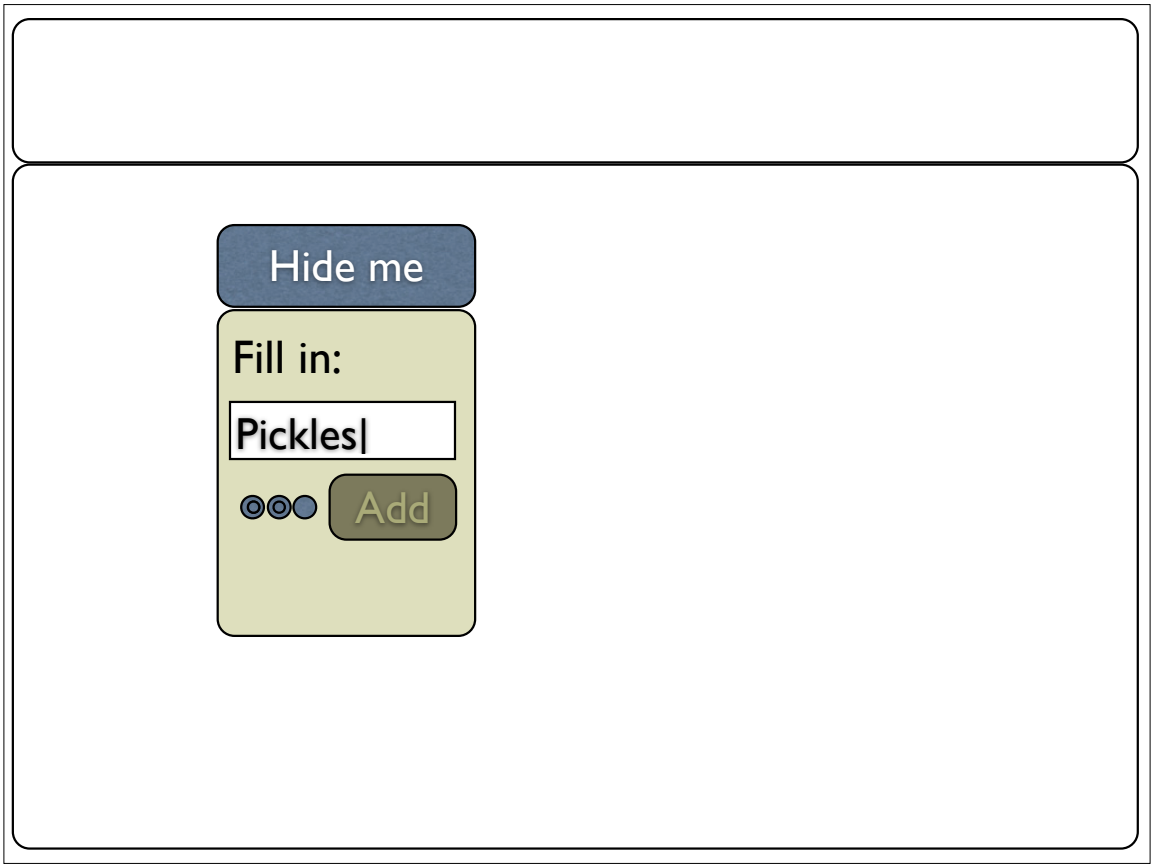
ADVANTAGES
Clear and Concise
Sequence of Interaction
Amazing Level of Detail

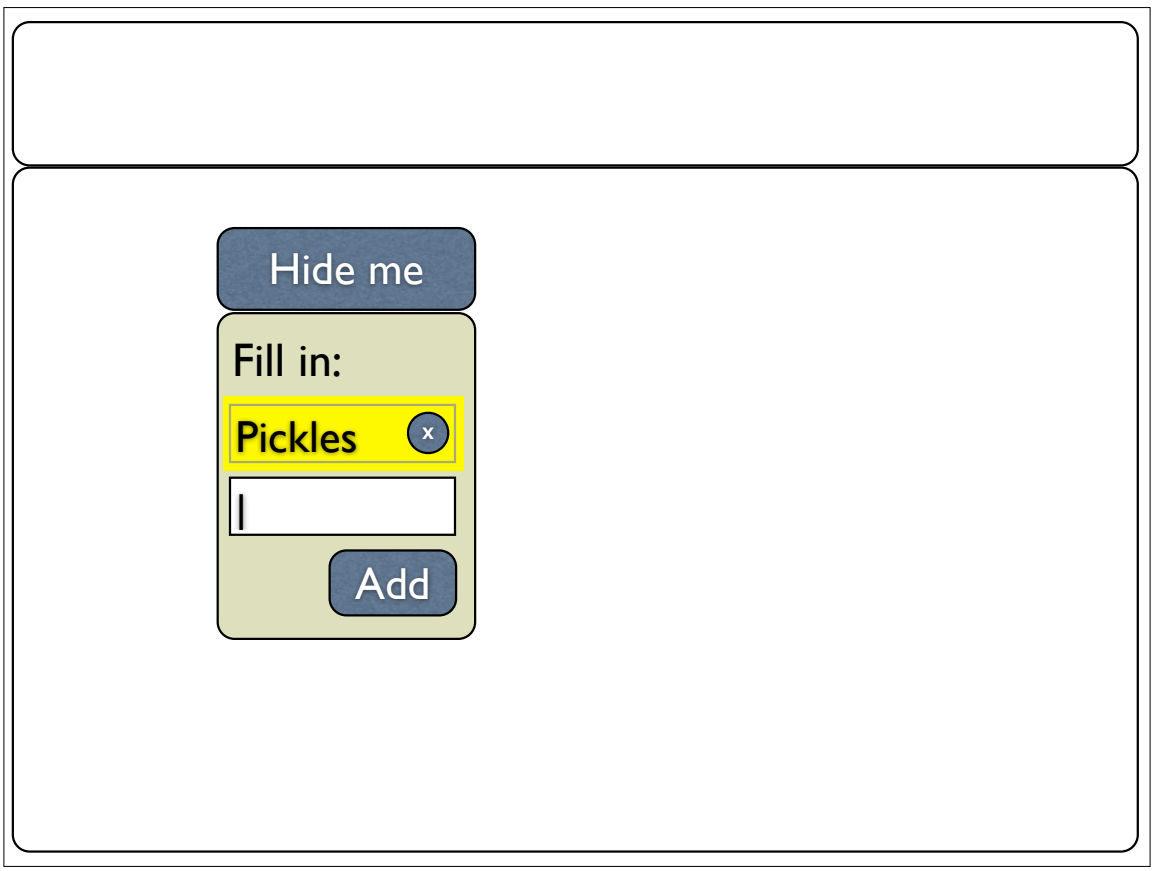
DISADVANTAGES
No Context
No Timing
Time-Consuming

Show me


Hide me
Fill in:
Add


Hide me
Fill in:
Pickles
Add


Hide me
Fill in:
Pickles
Add

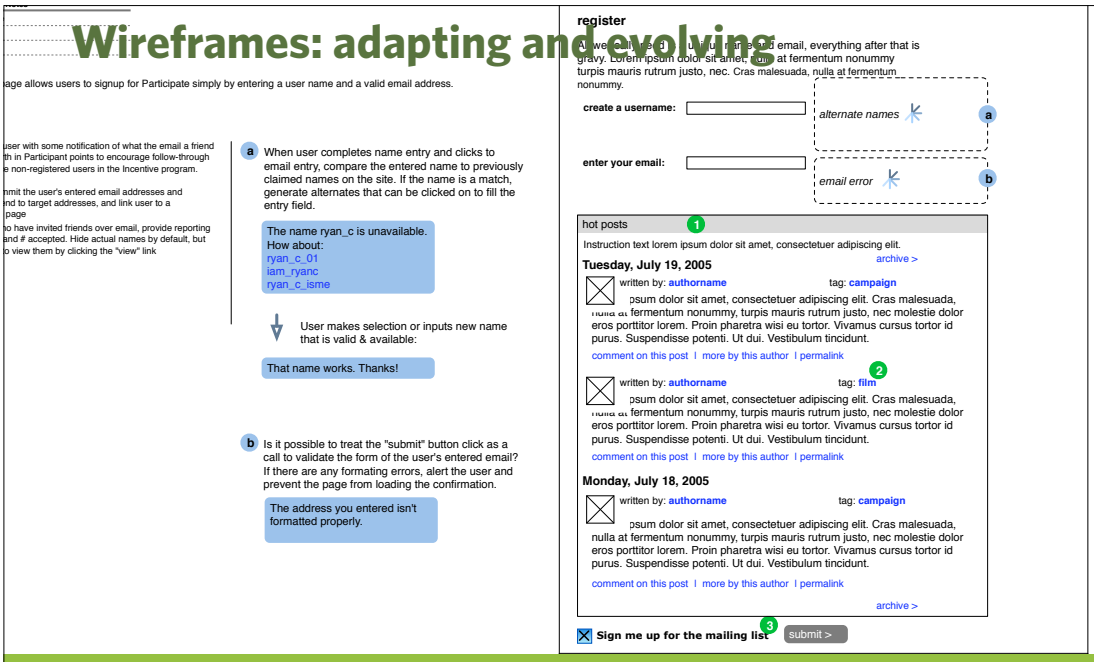

Hide me
Fill in:
Pickles
x
Add

Add doesn't work at this point, so you either need to **hide** the control or delete (x) the Pickles entry

ADVANTAGES
No Need for Working Prototype
Great ROI
Easily Understood
Can Compliment Other Docs

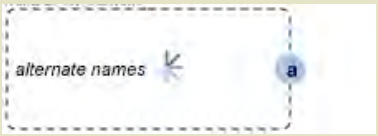
DISADVANTAGES
No Detail
No Discrete Steps
No Technical Notes
Non-Standard Deliverable

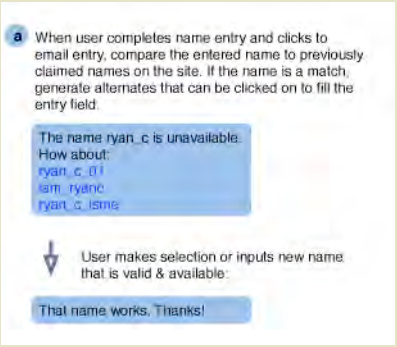
Wireframes: adapting and evolving



WIREFRAMES WITH KEY FRAMES

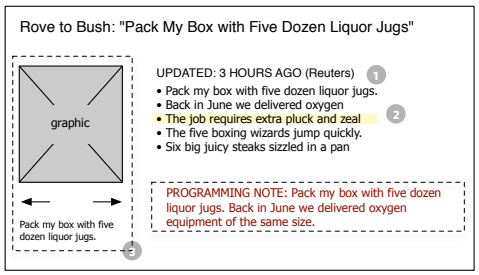
Explaining key frames

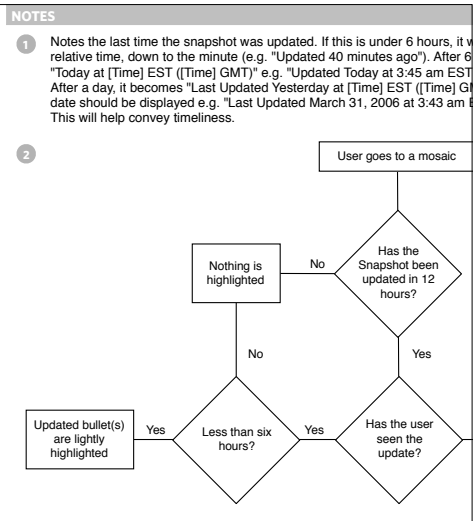




KEY FRAMES

Explaining key frames





SHOWING CONTEXT

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

DISADVANTAGES
Tough with Many Microstates
Wireframes are Crowded
Timing is Lost

Documenting Ajax

Wireframes with key frames
for CONTEXT

Storyboards
for DETAIL

Lo-fi animations
for TIMING

STILL NO ONE RING

Thank You!

Peter Merholz

peterme@adaptivepath.com