

Designing Interactive Systems I: Lab 2

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<http://hci.rwth-aachen.de/dis>



- Thursday, 10 November 2011, 13:00–17:00
 - 6th floor, SuperC
- Keynote by Bruce Tognazzini 13:15–14:15
- HCI research exhibition
- Please register
 - <http://worldusabilityday.de/groups/aachen>



Furniture Exhibition, Cologne, 2008

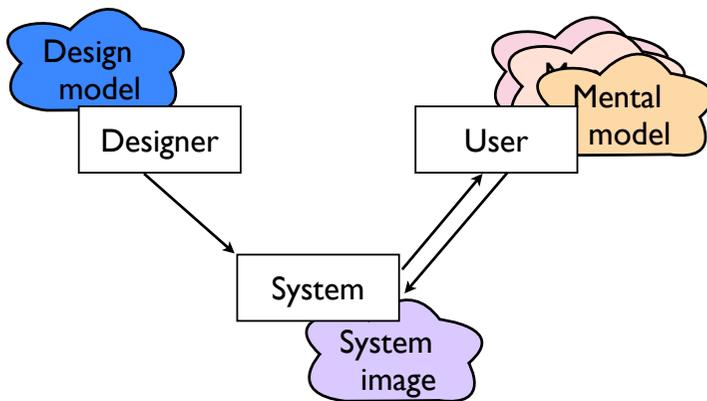


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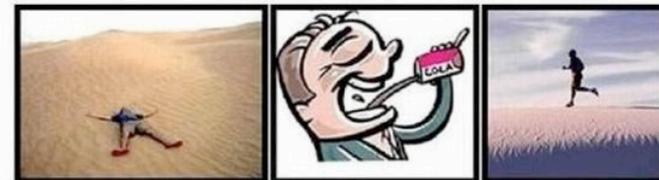
“It hurts when I press this button.”

Conceptual Models



A disappointed salesman of Coca-Cola returned from his assignment to Saudi Arabia.

A friend asked, "Why weren't you successful with the Saudis?" The salesman explained, "When I got posted, I was very confident that I would make a good sales pitch. But I had a problem. I didn't know how to speak Arabic. So I planned to convey the message through three posters.



First poster : A man lying in the hot desert sand totally exhausted and fainting.

Second poster : The man is drinking Coca-Cola.

Third poster : Our man is now totally refreshed. And then these posters were pasted all over the place.

"Terrific! That should have worked!" said the friend.

"The hell it should have!" said the salesman.
"No one told me they read from right to left!"



Constraints



Logical vs. Semantic Constraints

- Semantic constraints
 - Meaning of the current situation \Rightarrow possible actions
 - Antithesis: "It doesn't make sense!"
- Logical constraints
 - Deduce the conclusion from the given information
 - Natural mapping

Through the keyhole User research activity

Detailed Observation Framework

- **Space:** What is the physical space like and how is it laid out?
- **Actors:** What are the names and relevant details of the people involved?
- **Activities:** What are the actors doing and why?
- **Objects:** What physical objects are present, such as furniture?
- **Acts:** What are specific individual actions?
- **Events:** Is what you observe part of a special event?
- **Time:** What is the sequence of the event?
- **Goals:** What are the actors trying to accomplish?
- **Feelings:** What is the mood of the group and of individuals?

Persona

- Name
- Age
- Occupation
- Family situation
- Country
- Town/city
- Main personality traits
- Hobbies and interests
- Values
- Things they care most and least about
- Favorite saying or catchphrase
- Their idea of a perfect day
- Dream holiday
- Things that annoy them
- Things that make them happy
- Favorite food and entertainment
- Media interests – newspapers, magazines, films, music
- Attitude to fashion
- Personal strengths and weaknesses
- Next major life event
- Next major purchase
- Attitude to technology



Assignment 2: A Remote Control for Who?



- Two-part assignment
 - A02: User observation + design
 - A03: Prototype + evaluation
- Select a public place with public screen
 - Bar, cafeteria, waiting areas
 - Concrete place, concrete users
- Observe users
 - Create 3 persona
- Redesign + reflect

