

Designing Interactive Systems I

Lecture 7: DIA Cycle, Observing Users, Brainstorming, Storyboards

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Winter term 2015/2016

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

Roadmap

Cognition

- Performance
- Models of interaction
 - Affordances
 - Mappings
 - Constraints
 - Types of knowledge
 - Errors
- Design principles

History

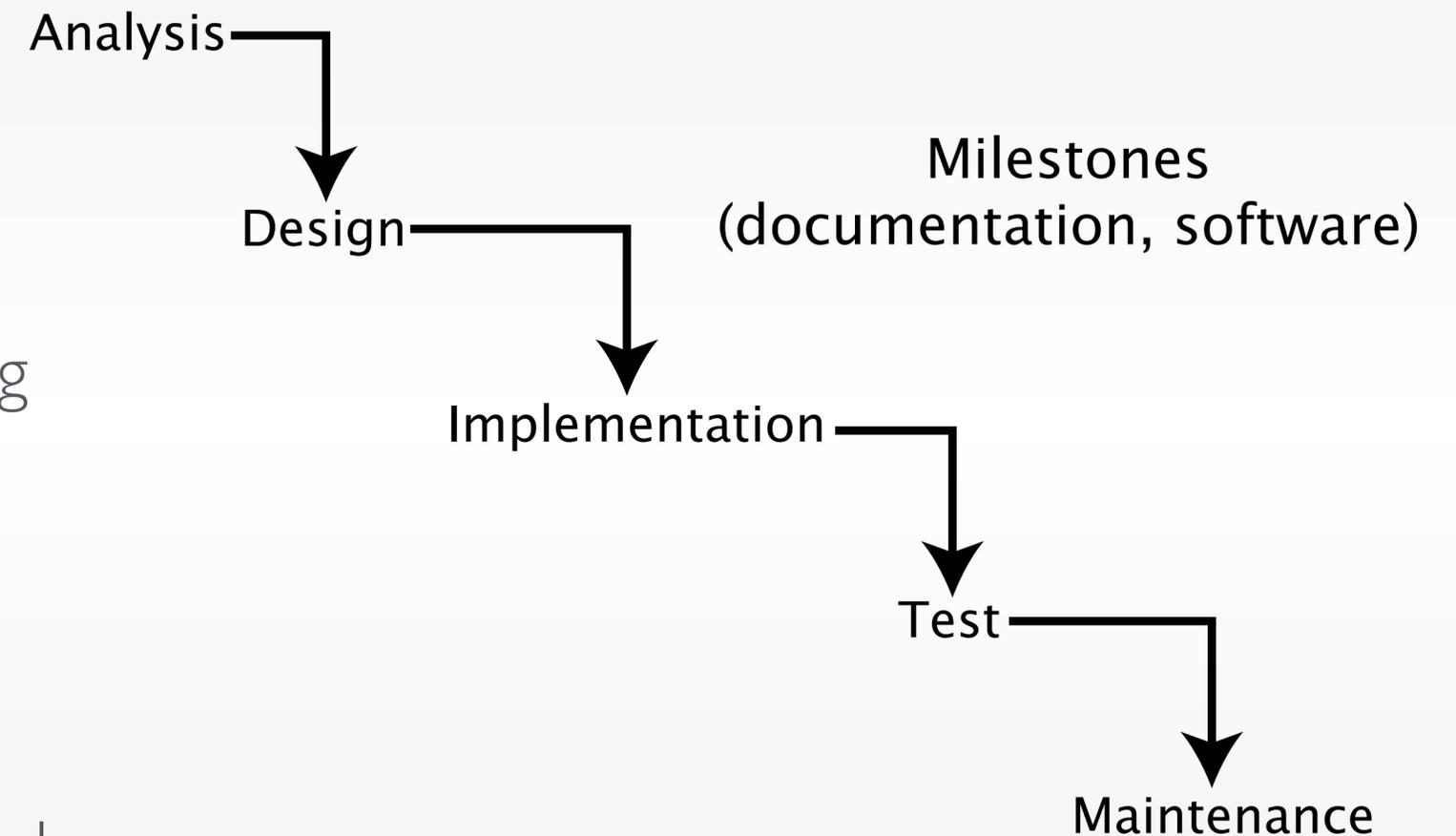
- History of HCI
- Visions
- Phases of Technology

Design Process

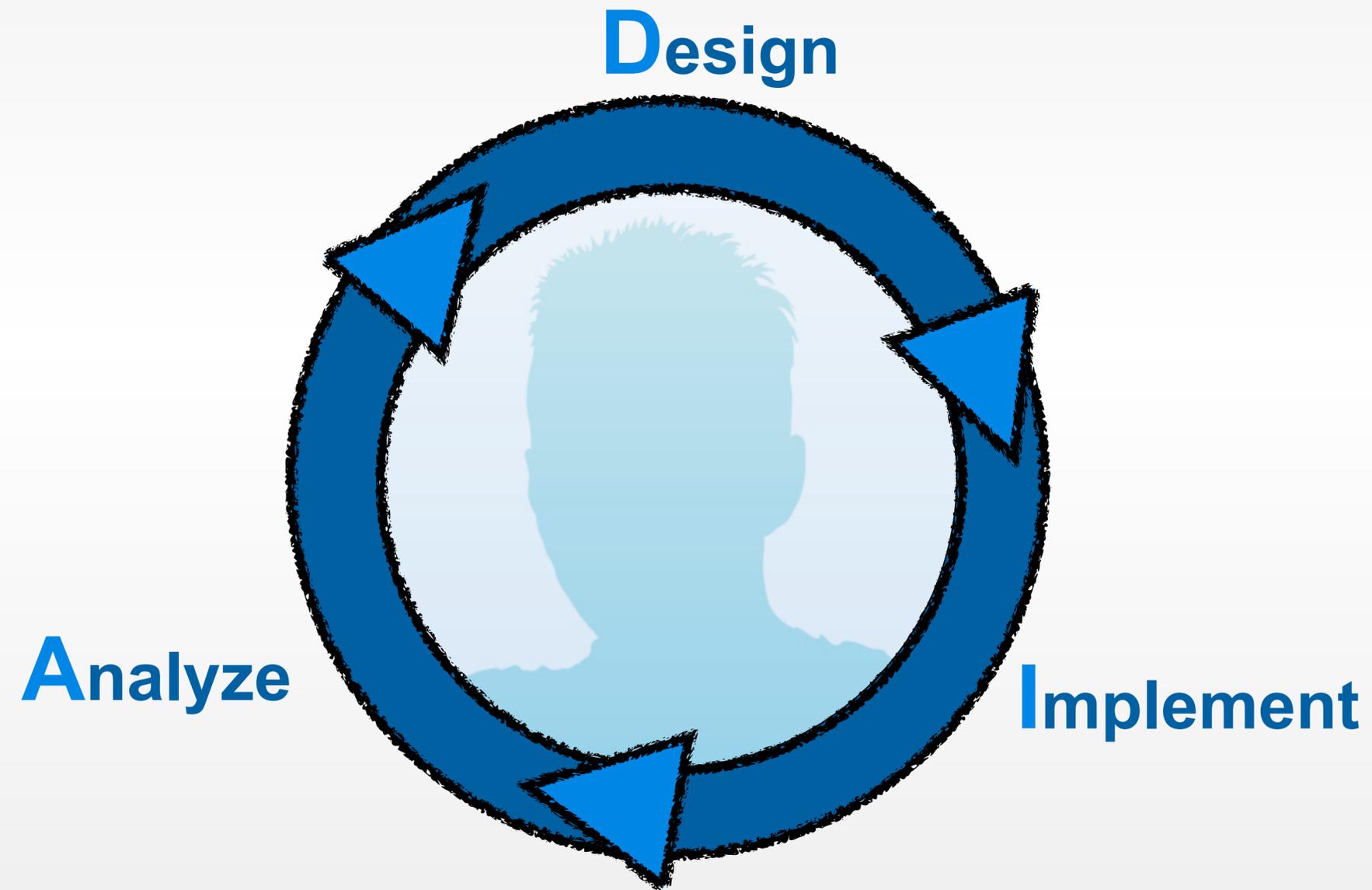
- Iterative design
- User observation
- Ideation
- Prototyping
- User studies and evaluation
- Interaction design notation

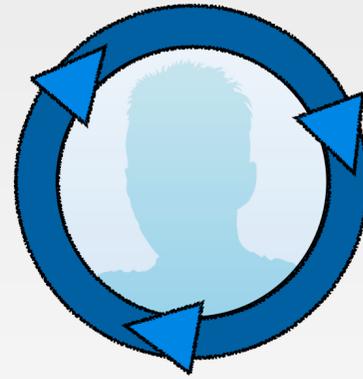
The Wrong Way

- Waterfall Model (since 80s)
- Phases idealistic, reality requires backtracking
 - Plans change
- Usage scenarios often too abstract
- Wrong assumptions hard to detect & fix early



The Right Way: DIA Cycle





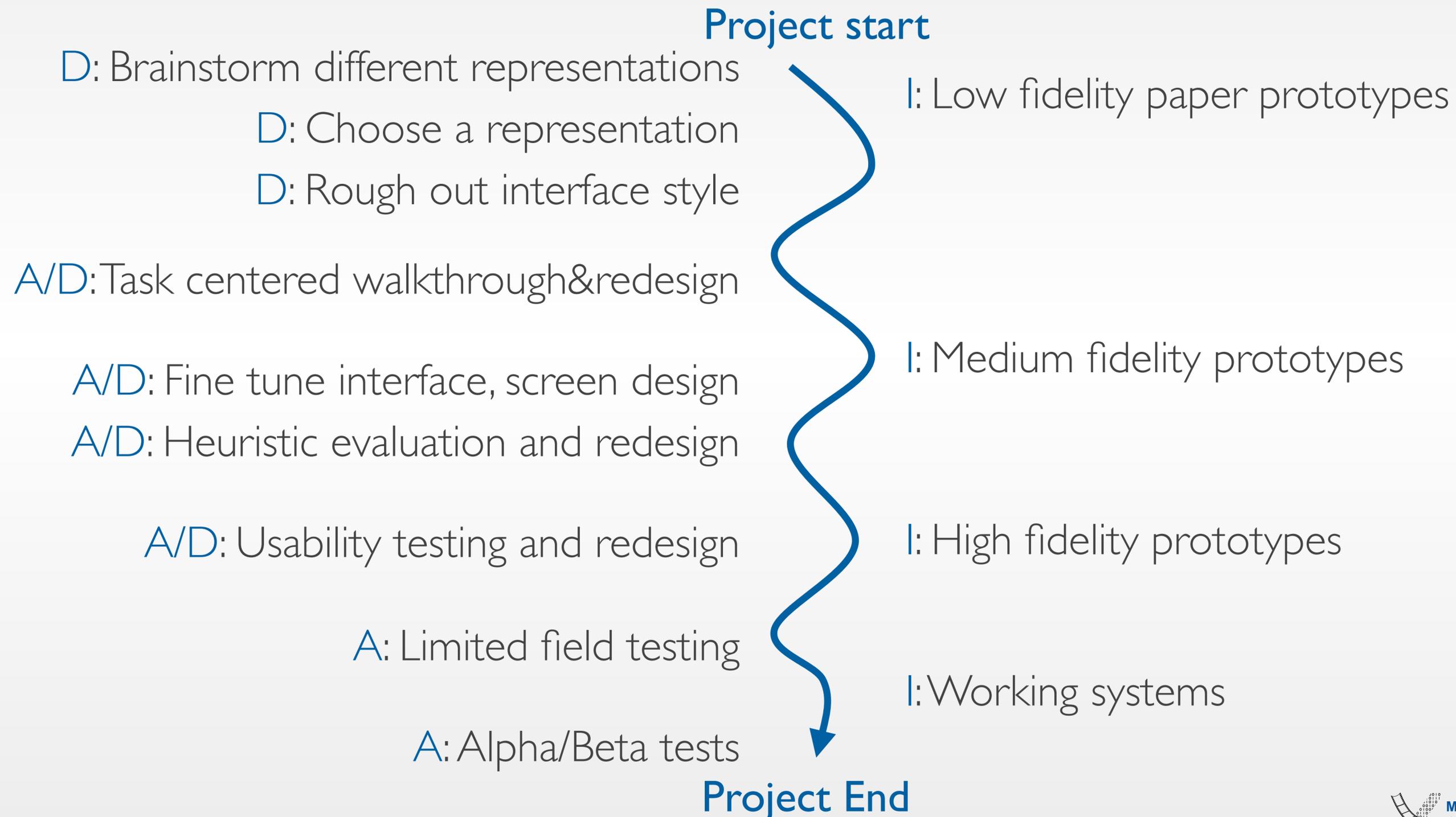
DIA Cycle

- Usually many iterations necessary
- With each iteration:
 - Design becomes more concrete & precise
 - Analysis and user feedback focuses on smaller and smaller problems
 - Implementation (prototype) gets more detailed and technically complex
- Fix big design bugs first, small ones later

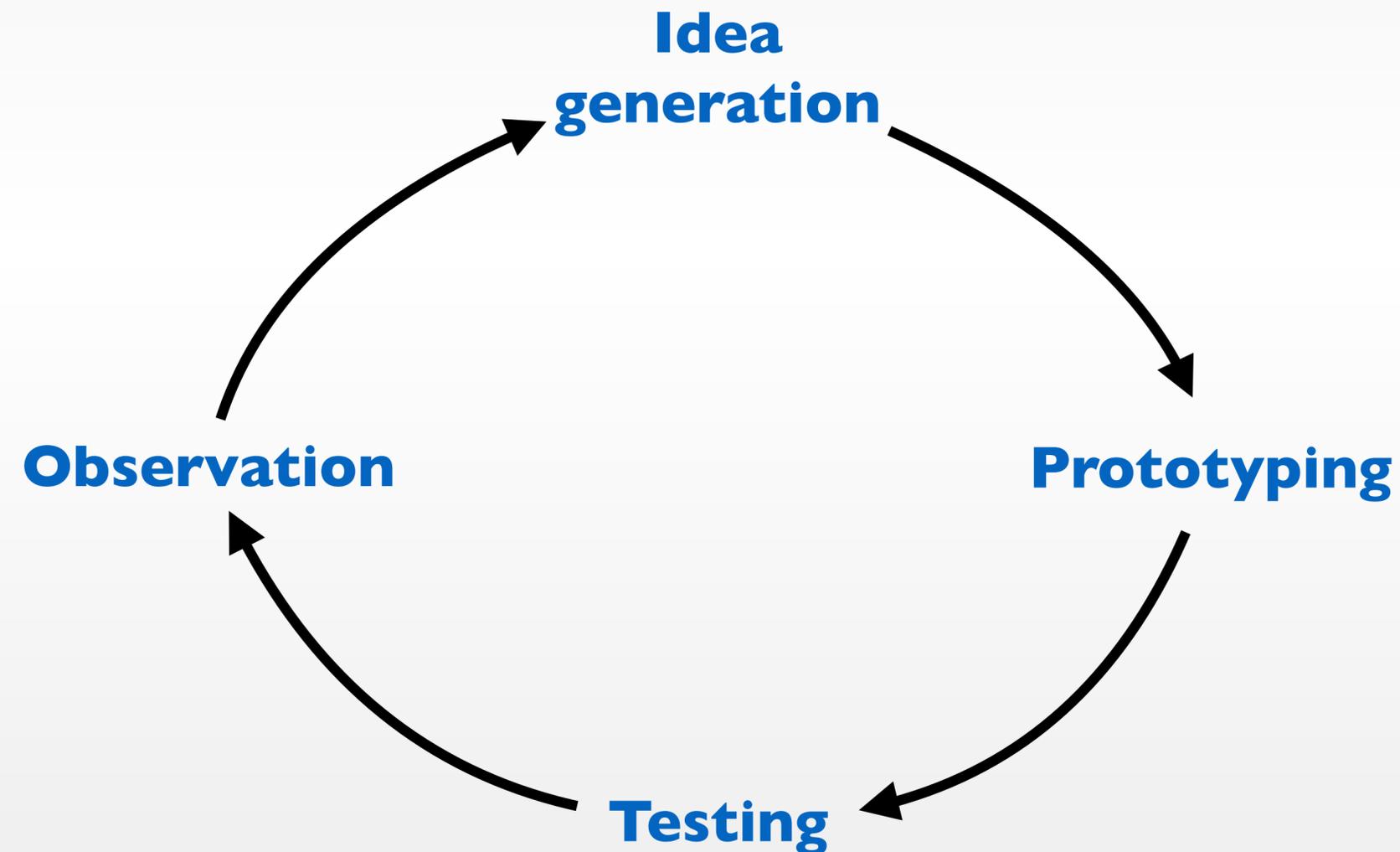
DIA Cycle in Our Projects

- Assignments and in-class activities for brainstorming, storyboarding, prototyping, user observation, and testing
- Feeding back into project design
- Real projects would require many more iterations

Prototyping in DIA Iterations



DIA Cycle in Norman's Book: Human-Centered Design Process



“One of my rules in consulting is simple:
never solve the problem I am asked to solve.”

— Donald Norman, “Design of Everyday Things”

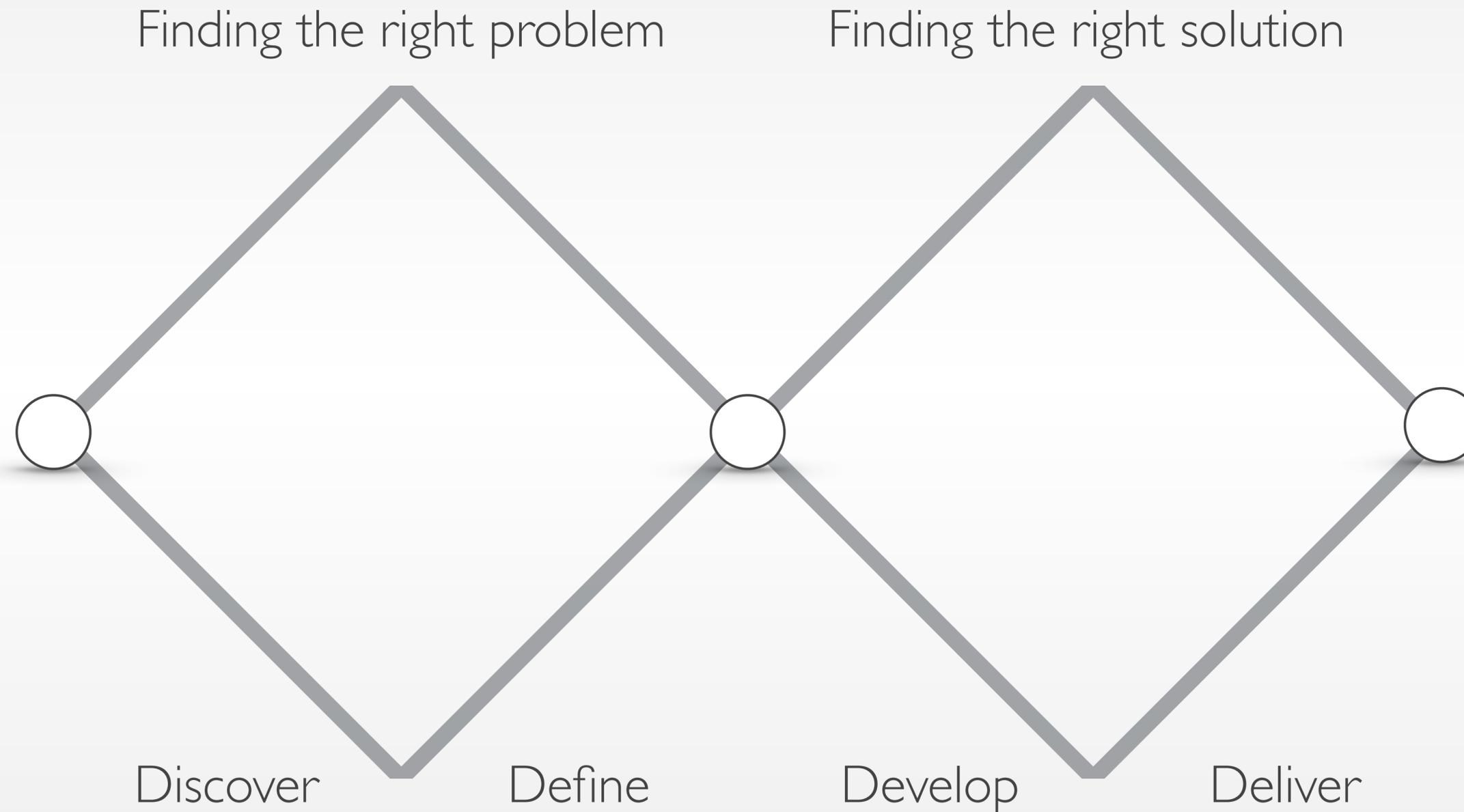
Root-Cause Analysis

- In the real world, problems need to be *discovered*
- We rush to solving a given problem without questioning if it is the *correct* problem to solve.
- Instead:
 1. Find the right problem (*root-cause analysis* to find the *root problem*)
 2. Find the right solution to it

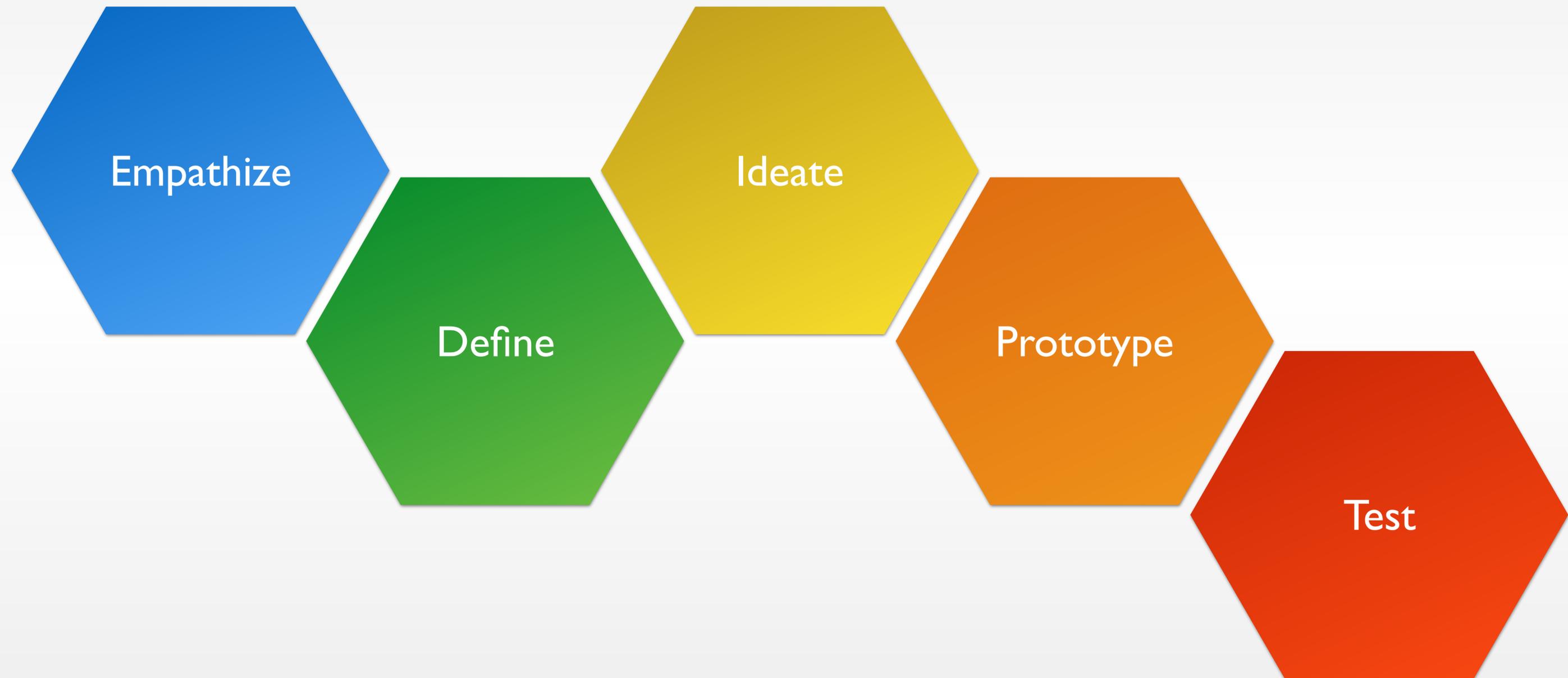
In-Class Exercise

- Think about a daily problem people face. Use root-cause analysis to identify the actual root problem behind it!
- Keep asking why until you discover the root problem.

Double-Diamond Model of Design



Design-Thinking



The First Three Questions

- Whenever designing an interactive system, ask the following three questions first:

1. Who are the users?

2. What do they want to do with the system?

3. What is the context?

- Many projects fail because these questions have not been answered!
- All three questions requires asking!

Classifying Users

- Experience: Most central criterion
 - **Newbies** (no task knowledge) / first-time users (task knowledge): don't know UI, anxiety
 - ➔ simple UI, few features, small consistent vocabulary, extensive feedback, help, and documentation
 - **Average** experienced users: know task well, UI so-so, forget functions
 - ➔ clear menu structures, consistency, see & choose instead of remember & type, continued error protection
 - **Experts**, regular users: know task & UI well
 - ➔ speed, efficiency, short nonintrusive feedback, shortcuts, macros, customizability, extendability

More Dimensions to Classify Users

- Background
 - Name, age, sex, nationality, education, income
- Computer experience
 - Particular apps, duration, depth (see before), special functions (printing, ...)
- Task experience
- Personality
 - Introvert/extrovert, systematic/spontaneous, risk threshold, early/late adopter

Observing Users

- Setting goals
 - How will you analyze the data from the observation?
- Identifying users
 - Who will you observe?
- Triangulation
 - Use multiple sources and methods (interviews,...) to confirm your observations
- Pilot observation
 - Do a small-scale observation to debug the process

Simple Observation Framework

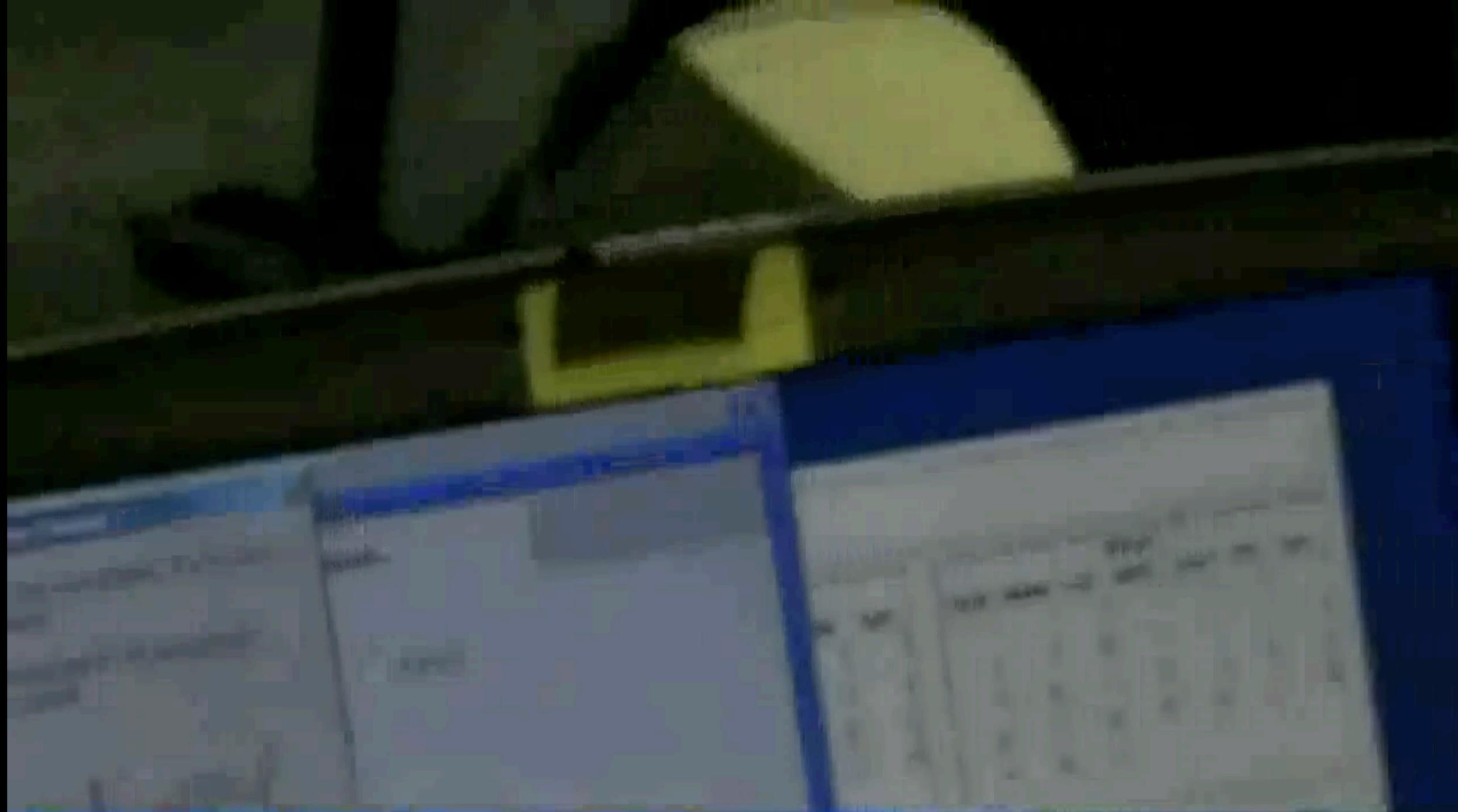
- **People:** Who is using the technology at any particular time?
- **Places:** Where are they using it?
- **Things:** What are they doing with it?

Source: Preece et al., Interaction Design, 3rd ed., 2001

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?

Source: Preece et al., Interaction Design, 3rd ed., 2001



A study of Projector Use

Video can be found in L2P under "Media Library"

Interview: Preparation

- Create interview protocol: What will you ask?
- For initial input, do not focus on presenting your design ideas, but on learning about the **task**
- Pilot interview
 - Interview one student inside/outside your group
 - A separate observer to note the pitfalls

How to Ask Questions

- Clear and simple, not too broad
 - “How do you like the UI?” is too general!
- Users don’t always answer truthfully
 - Lack of knowledge, bad estimates, embarrassment
 - So formulate questions carefully, maybe indirectly
- No leading questions!
 - E.g., Want to ask: Do we need to add audio playback to an ebook reader?
 - “Do you want audio playback in an ebook reader?” ← Leading question (bad)
 - “Do you listen to audio while you are reading an ebook?” ← Better question

Interview Results

- User profile
- Task profiles
- If system involved:
 - Problem areas with the system
 - Ideas for improvement
- In our case: an idea of the task our system should support

Personas: Who Are the Users?

- Precise description of users
- Act as stand-in for real users
 - Guide design decisions
- Fictitious, but based on knowledge of real users from observations
- Personas are not elastic
 - Avoids stretching users' assumed abilities, instead of creating a good design

BACKGROUND

- 15, Female
- Ongoing Private Education
- Ambitious
- Comfortable using technology to communicate

MOTIVATIONS

- Keeping in touch with her network
- Fashion/street cred
- Keeping up with peers.

FRUSTRATIONS

- Sad people trying to be 'friends' on Facebook
- Having to be in bed @ 11pm
- Being swamped in friends updates
- Missing important status updates

Ginnie

Receives private tutoring in Maths and English as these are not her strong subjects. Enjoys playing for the school's 2nd teams for netball and Lacrosse and is good at art.

She loves recording her favourite shows: ER and Sun Valley High on Sky+ and spends some of her time on her Laptop that Daddy bought her watching videos on YouTube, downloading music, keeping up to date with her friends on Facebook and chatting via MS IM to her cousin who is at University in Leeds.

She loves Ugg boots and Abercrombie & Fitch and uses the Internet to shop and find the cheapest prices.

"I want to easily hook up with my friends whilst watching TV"

Icons: A laptop, an Abercrombie & Fitch t-shirt, a box set of the TV show ER, a pair of brown Ugg boots, a Windows Live Messenger window, and a mobile phone.

Preece et al., Interaction Design, 3ed., 2011

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“I want to easily hook up with my friends whilst watching TV”



Brainstorming: An Initial Design Technique

- Goal: Collect as many ideas on a given topic as possible
- Relax, have fun, invite good brainstormers
- Defer judgment, don't criticize or argue
 - Instead, leapfrog on each other's ideas
- Quantity, not quality; include crazy ideas
 - Go for a certain number of ideas, say, 100
- Scribe collects ideas visible for all
- Limit to 5–10 minutes

To Help You Brainstorm

- Think of habits
 - Positive
 - Negative
- Think of physical gadgets and how the habits can be linked to the them
- Stick to a particular domain (e.g., diet, exercise, drinking, smoking, hygiene, etc.)
- Try to answer: “Who?” “What?” “Where?”

Structuring Brainstorms: Concept Mapping

- Used since 1500s by Spanish monks
 - **Mind Mapping** trademarked by Tony Buzan in 70's
- Uses both brain sides, structures note-taking for overview, planning, learning... with a visual “gestalt”
 - Use A3 landscape, subject in middle, aspects on branches, subtopics on subbranches (software?)
 - Connect additional relationships with arrows
 - Use images/icons for keywords where they work
 - Use color for branches & connections (after pencil version becomes stable)
- Grows over time, combine individual maps

Styles of Thinking

- When thinking about a problem, we try to do too much at once
 - Emotion, information, logic, hope, creativity,...

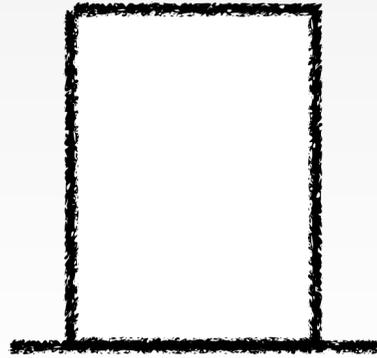
⇒ Instead: Think in *one* style at a time!

- Maximizes sensitivity of the brain in that direction
- Everybody has their own preferred styles of thinking
 - Correlated with personality, training, professional background, role, situation,...
- When people think in different styles, they argue

⇒ *Parallel thinking*:

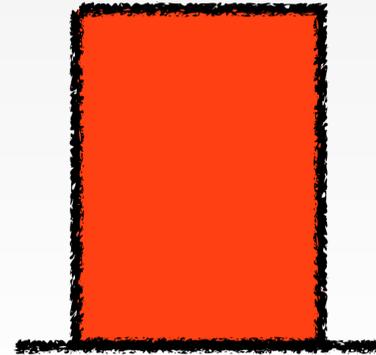
- Let everybody think in the same style for a while
- Then move to the next style of thinking, to cover all styles

Six Thinking ‘Hats’ (Styles)



Paper

Objective, facts and figure



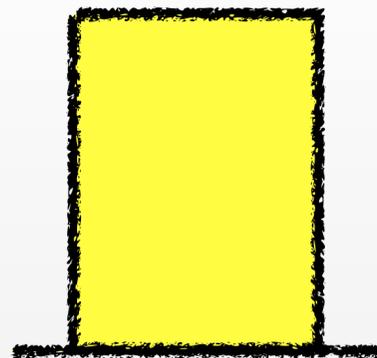
Blood

Intuition, gut feeling, emotion



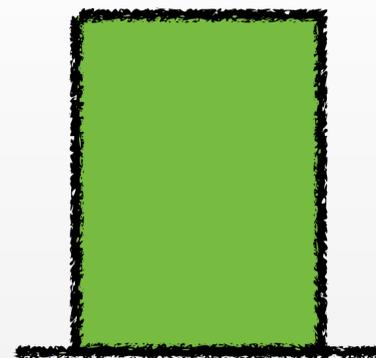
Serious

Cautious, critical



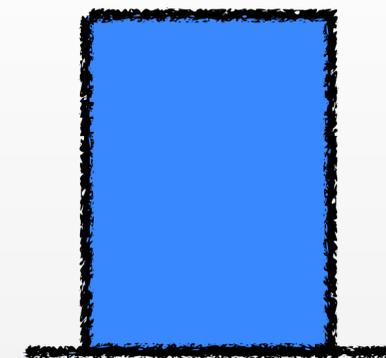
Sun

Hope, benefits, positive thinking



Growing Grass

Creativity, new ideas



The Sky Above

Organize other hats

[de Bono, 2001]

Six Thinking Hats

- Use hats to refer to thinking styles instead of people
 - ✓ “That was good black hat thinking; now let’s put the yellow hat on.”
 - ✗ “You are too critical. You should see the benefits of this.”
 - ✗ “You are a black hat!”
- When to use which hat?
 - Preset: Determine hat sequence before meeting
 - Evolving: Determine next hat on-the-fly (not for beginners)

Six Thinking Hats Guideline

- Only moderator can trigger hat changes
- Short time per hat (1 min per participant)
 - Extend when new things come up — do not limit creativity
 - Red hat: Keep time short. Make statements as definite as possible.

- Example sequence
 - Blue: organize the meeting and hats
 - Red (if there is a strong pre-existing feeling): let people lay down emotional burden
 - White: bring everyone up-to-date with information
 - Yellow, then Green, and then Black (benefits motivate people to overcome difficulties, get the ideas, criticize the ideas)
 - White: assess the idea against existing information
 - Blue: conclude and summarize
 - Red: reflect on thinking performance

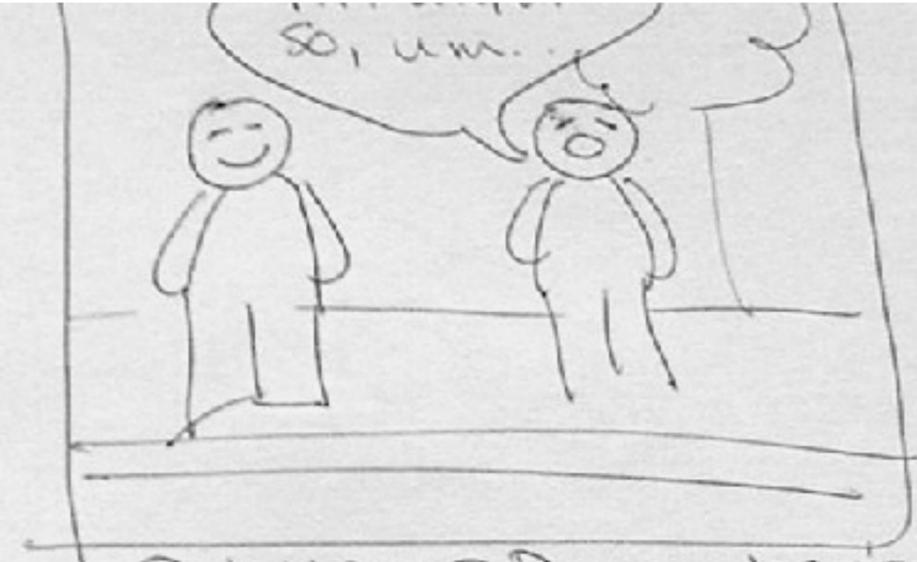
Storyboard:

What do they want to do with the system?

- What?
 - Sequence of single images, like visual outline of a film
 - Visual representation of a script, illustrates interaction
- Why?
 - Describes task showing environment, user, and computer
 - Or describes UI as series of screen images (but include user representation)
 - Helps working out interaction details
 - Great at-a-glance overview of interaction
 - Helps developing usage scenarios, tasks, and tools
- When?
 - After describing a task, storyboard it, take it back to the user. Did you get the story right?



Bob walking somewhere

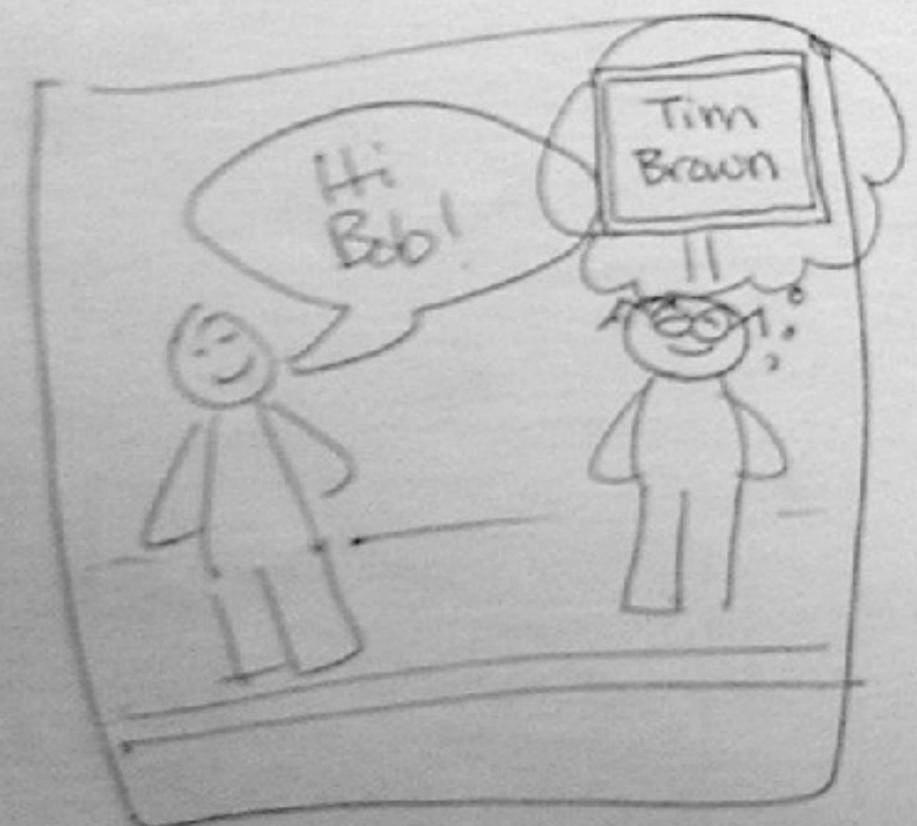


Bob Never Remembers Faces...

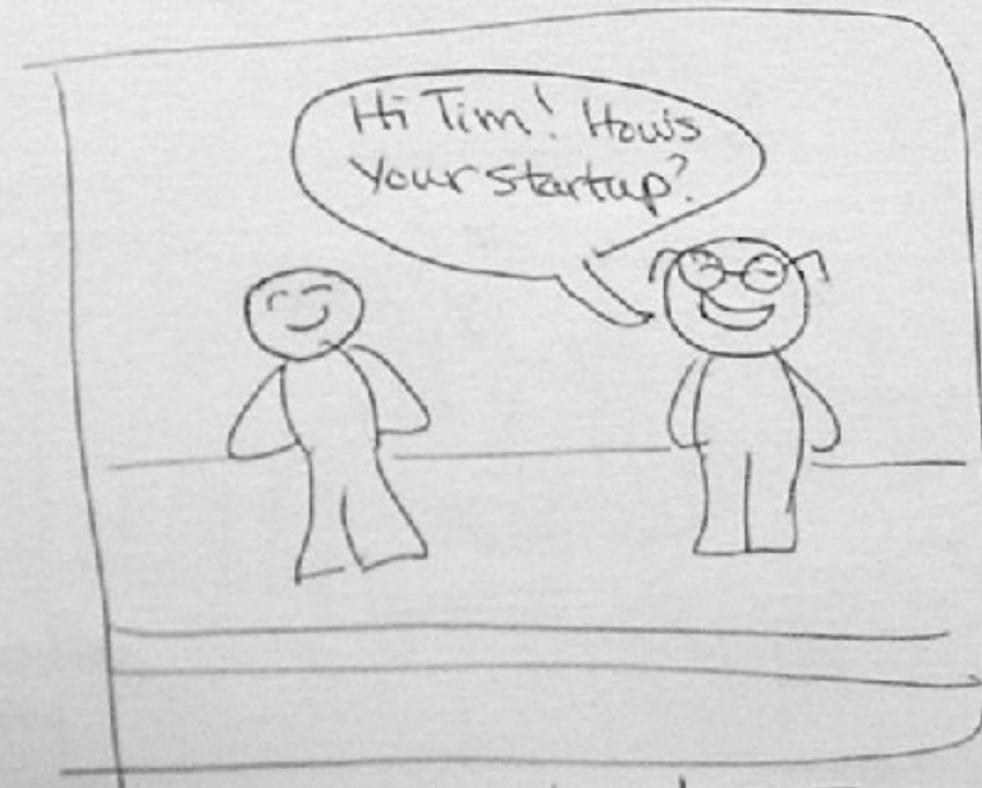


Bob is embar
Tim is up
a moron

If he had Recognition Glasses, ...



glasses register Tim's Name



Bob Remembers Tim Brown's Start-up, 'Brown.com'



Bob is impor
needs

How To Draw Users

- Star Man and friends (interactive blackboard interlude)
 - Stick Man (bad)
 - Star Man
 - Sad, happy Star Man
 - Star Man pressing a button
 - Star Trek Man, Simple Star Trek Man
 - Family, users around an exhibit
 - Architect Man, Suits
 - A hand

References on Storyboarding

- Full version of Bill Verplank's sketching guest talk: <http://hci.rwth-aachen.de/verplank>
- More examples:
Brenda Laurel, "The Art of Human-Computer Interface Design"
- Learning to draw:
Betty Edwards, "The New Drawing on the Right Side of the Brain"
- Digital storyboards: <http://www.storyboardthat.com/>
 - But: Manual sketching is essential in design meetings!

