Questions?

- Homework #4 due today
- Homework #5 out
- Project #2
- Midterm
  - Closed book, up to last class.
- Flash
Today

Design Process

- Acceptance
- Analysis (interview)
- Definition (personas & goals)
- Idea selection
- Ideation
- Implementation
- Evaluation
Implementation

- Depending on the phase of the project
  - Low fidelity prototyping (I)
  - Medium fidelity prototyping (II)
    - *Director, Flash*
    - *Wizard of Oz*
  - High Fidelity prototyping, (III)
  - Full implementation (IV)
Low fidelity prototypes

• Paper/plastic based interface simulation
  – Using sketches, foamcore, transparency, and PICTIVE*

• Mode of operation

*Plastic Interface for Collaborative Technology Initiatives through Video Exploration” Muller, CHI 91
Low fidelity tools
Low fidelity interface elements

2. Select the Actions for your rule
- Copy it to the specific folder
- Delete it
- Forward it to people
- Highlight it with color

3. Rule Description (click underlined value to edit):
Apply this rule after the message arrives
where the from line contains Craig Duncan
highlight it with color

Find & Replace
Find what:
Find next
Cancel
More+
Wizard of Oz (I, II, III)

• Testing a system that does not exist
  – Voice recognition, face identification, handwriting recognition

• Mode of operation
  – Users use the interface as intended
  – A wizard (sometime hidden) responds to users behavior
    • *Follow an algorithm*
    • *Reproduce the expected capability of the system*
  – Example: the on-cart assistant in the IDEO video
Low fidelity prototypes (summary)

- Inexpensive
- High level feedback about the dynamic of the interface
- Trigger users reactions
  - Debrief users
- Might be inaccurate
  - Speed, human-human interferences…
Medium fidelity prototypes (II and III)

- Using prototyping tools (Flash, Director, JavaScript, …)
  - Vertical prototype: Provide answer about a specific question
    - *Is dialog box design A faster than dialog box design B?*
  - Horizontal prototype: the full interface without the functionality
    - *Is the command structure OK?*
  - Scenario
Medium fidelity prototypes (Summary)

• Time consuming
• Be careful about user expectations
  – Developer might resist change
  – Management might think it is real
• Do not get distracted by too small a detail
  – Color, font,…
High fidelity prototypes

- Piecewise prototype
  - Horizontal, vertical, scenario
  - Controlled setting

- Alpha and Beta releases
  - Small scale distribution
    - Quicken

- Final product?
  - Monitor help line
  - Monitor sell rep.

- Costly
  - Problem can be deeply rooted in the software architecture
Design a “way finder” for airport customers

• Problem statement:
  
  *When passing through airports, people often have difficulty finding the services they need. The availability of these services, as well as how to get to them, is not obvious, which can result in missed flights, weary travelers, and a stressful customer experience.*

• Target persona: Angela, ~30, PR on the west coast
  
  – Wants to be on time for client meetings
  – Wants to travel without hassle
  – Does not want to feel stupid
Constrains

- PDA/Smart phone class hardware
- Wireless infrastructure available
- Low resolution location information available
Process

• Group size: 4

• What to do:
  – 4 minutes to refine key goals
  – 6 minutes to brainstorm on how to serve this goals
  – 10 minutes to create the initial low fidelity prototype
  – 10 minutes to debug the interface with a user

• Presentation to the class
  – Several group will present their solution to the class
Solution from Cooper Design

Angela taps here to view a list of the types of services available in the airport.

Or she can write the name of the service she is looking for here.

Services in the selected category are listed here. The location closest to her appears at the top of the list.

To choose a destination, Angela taps her choice in the list.

After making a selection on the List screen, Angela sees the Map screen, which shows her position, her destination, and the major landmarks on her route.

Angela can navigate by looking at the map, or by following the simple written directions below.

As she moves along her route, the appropriate direction moves to the top of the list.
Cooper Design’s storyboard