Nametags and Intros
Wednesday, January 25, 2012
Instructor: Jon Froehlich
TA: Kotaro Hara
Class Activity

Design your own namebadge

Jon Froehlich
Objective: design and personalize your own namebadge

Rules

1. Your name (at least first and last initial) must be legible and visible to front of classroom
2. You must use at least three types of material and no more than five
3. You cannot irreparably damage plastic nameholder
4. Your final design must be implementable in 15 minutes
5. Your final design must be robust: these name tags must last the whole semester!

Materials
- Toothpicks
- Pipe cleaners
- Yarn
- Construction paper
- Colored stickers
- Resistors
- Popsicle sticks
- White paper
- Markers / Pen

Tools
- Scissors
- Tape
- Glue sticks
Objective: design and personalize your own name badge

Threes Stages

1. Ideate & Sketch.
   You must create at least 10 sketches.

   10 minutes

2. Share & Critique.
   You can use your partner’s feedback to improve your design.

   5 minutes

3. Refine & Implement.
   Refine your favorite idea and implement it.

   15 minutes
Class Activity

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2. Share & Critique. Use feedback to improve your design.  
3. Refine & Implement. Refine your favorite idea and implement it.

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Thoughts about activity?

What worked, what didn’t?
Did your designs change in stage 3?
Why did we do this?
Was this difficult? Why or why not?
Kotaro’s Sketches

Jon’s Sketches
Many benefits of sketch

Lightweight
Lo-fidelity
Easy, fast to translate ideas to paper
Conducive for annotation / markup

More on this later in the semester
Why did we have to make at least 10 sketches?
Design Experiment

**Quantity** Group
Graded solely on the quantity of work they produced

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Design Experiment

**Quantity Group**

Graded solely on the quantity of work they produced

“It seems that while the quantity group was busily churning out piles of work — and learning from their mistakes — the quality group had sat theorizing about perfection, and in the end had little more to show for their efforts than grandiose theories and a pile of dead clay.”

- Bayles and Orland, 2001, p.29
Fail early, fail often...

...learn from your mistakes
What is HCI?

**Human–computer Interaction (HCI)** involves the study, planning, and design of the interaction between people and computers

- Wikipedia
hci
psychology

computer science

engineering

design

social science

hci
And more...

Art
Economics
Physiology
Human Geography
Ergonomics
Why should you care?
Computation is now everywhere
Moore's Law

Exponential Growth FTW!
Moore’s Law

Human Abilities

Exponential Growth FTW!
Moore’s Law

Human Abilities & Computers

# of transistors

Exponential Growth FTW!
Another motivation*

*This one a lot more scary.
Air France 447
“The real focus of this investigation is the man-machine interface, and why the pilots didn't have everything they needed to understand what was happening”

- Air France Lawyer Fernand Garnault

[The Sydney Morning Herald, Oct 6, 2011]
Important HCI Questions

- Why were the alarms confusing?
- Why were the warning messages not followed?
- Why and how were the cues on the display unclear?
- Why wasn’t there an interface to tell the pilots the orientation of the airplane with respect to the ground?

Some of these questions from [Applied Human Factors and Ergonomics, June 2011]
Mobile Touchscreen “Pocket-sized” Devices

Who got their first? Microsoft or Apple?
1993
“The iPhone is certain to fade into history... The iPod mp3 player is an industry Apple essentially created, the iPhone isn't. Too many major players are in the mobile phone market, who have and will bring iPhone-like products to market”

“Microsoft's put a lot of thought into how to make the mobile phone interface more intuitive and easier to use, even more so than Apple's iPhone”
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[Why Windows Mobile Rules, May 2009]
Apple’s Profit Doubles on Holiday iPhone 4S Sales

By NICK WINFIELD
Published: January 24, 2012

It turns out Apple didn’t need an iPhone 5 to bolster sales.

The company reported on Tuesday that its profit for the holiday quarter more than doubled. And that was largely thanks to sales of the iPhone 4S, which, when it was introduced in October, was greeted with grumbling from pundits and some users for lacking the dazzle-dazzle that many had expected.

Related
The Economy: How the U.S. Lost Out on iPhone Work (January 22, 2012)
Times Topic: Apple Incorporated
Quarterly Revenue: $46.3 billion
Fiscal 2012 first quarter
**Homework**

1. Sign-up for Piazza
2. Take demographic / background survey
3. Read Vannevar Bush *As We May Think* and prepare a reading response
4. Start thinking about what kind of *social value* project you want to work on this semester

Details for the above will be sent via email to the course emailing list and posted to the class website