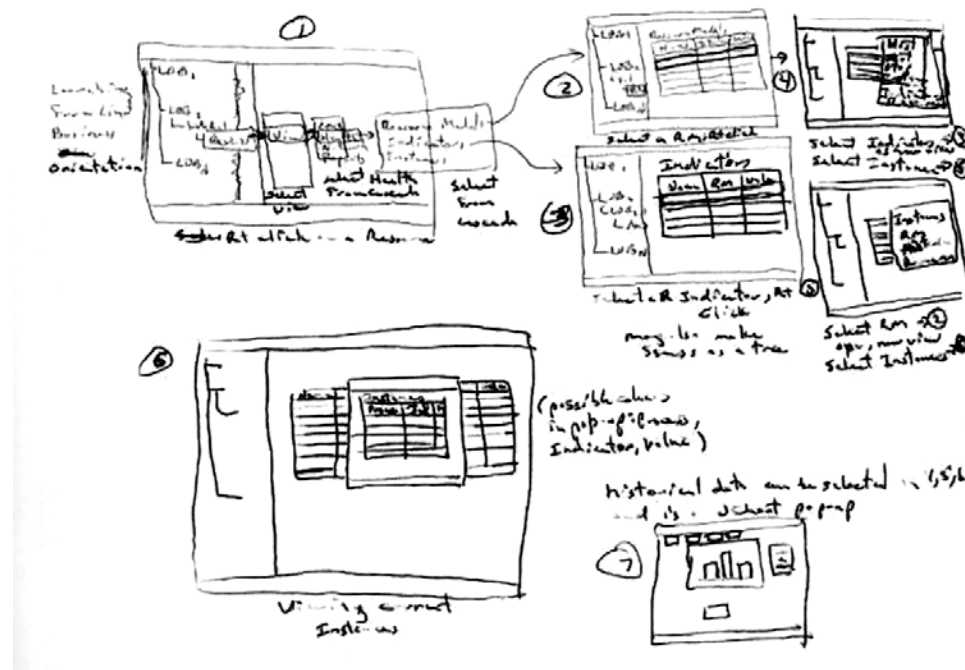


Questions?

- Reading
- Project #1
- Homework #1 due today, Homework #2 due 09/30

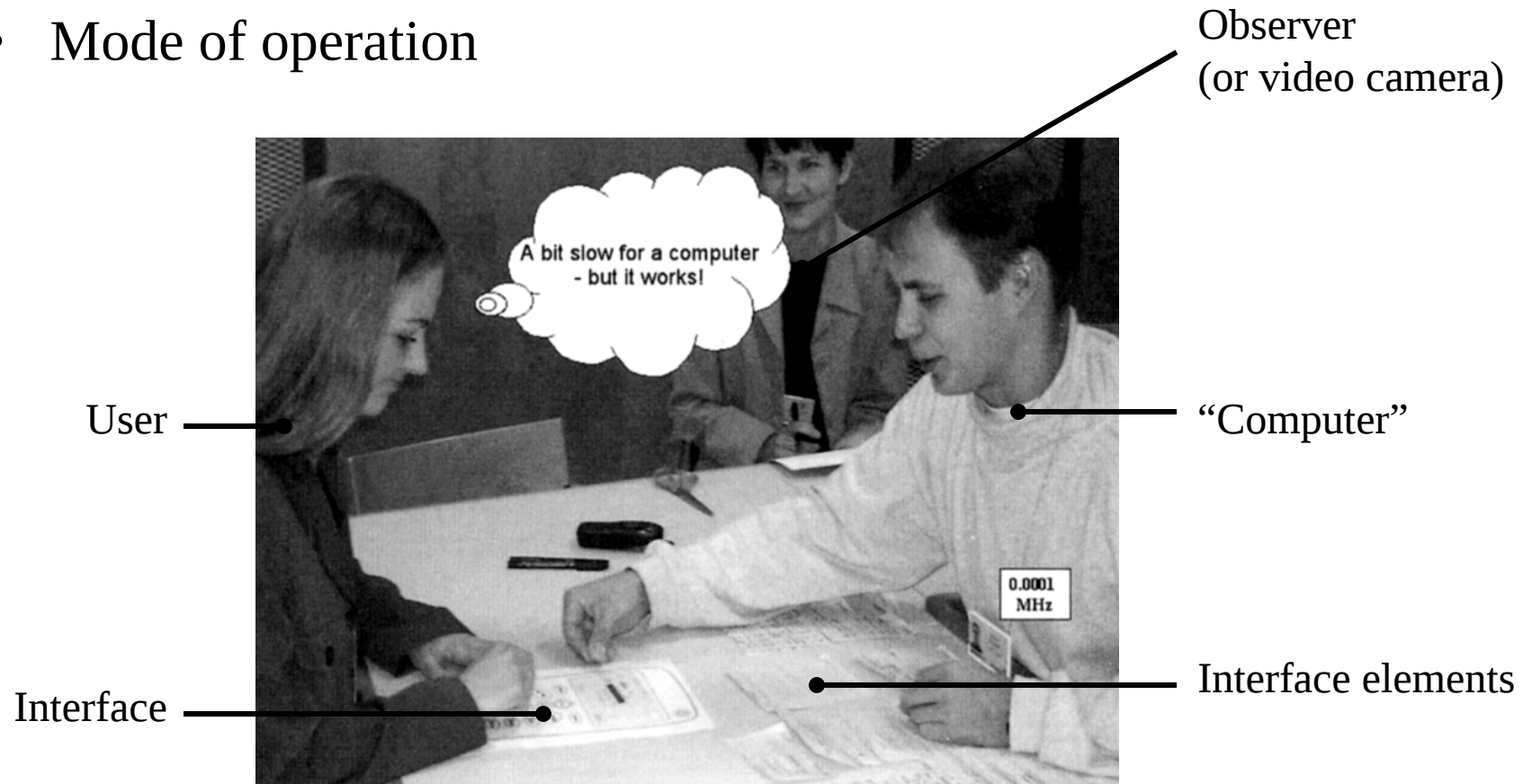
Storyboarding exercise

- What did the storyboarding process force you to do?
- Was it useful?



Low fidelity prototypes

- Paper/plastic based interface simulation
 - Using sketches, foamcore, transparency, and PICTIVE*
- Mode of operation



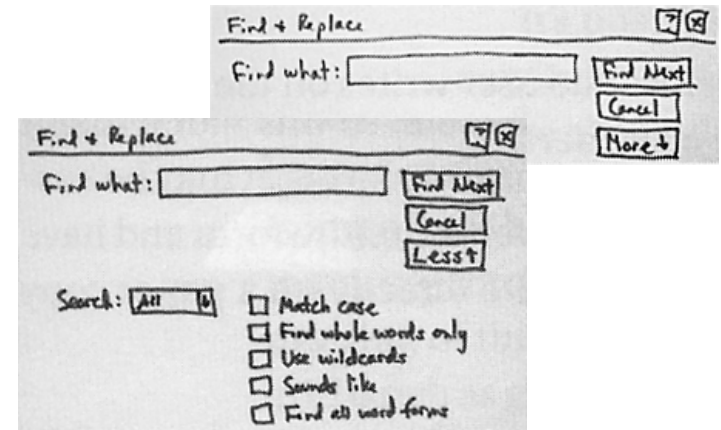
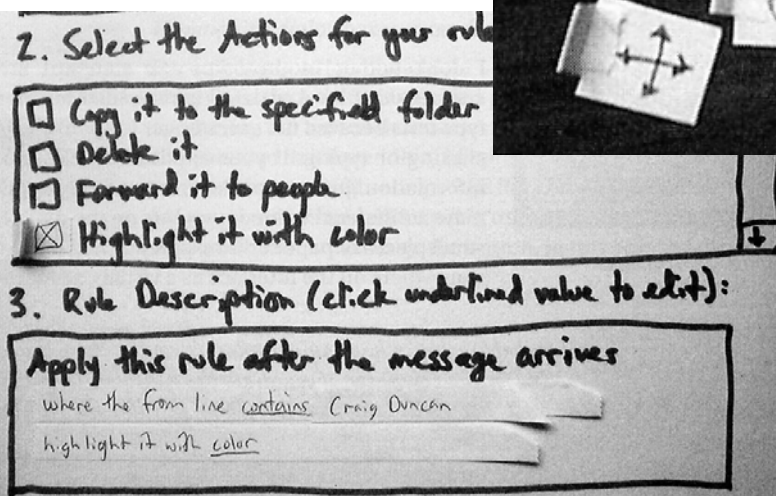
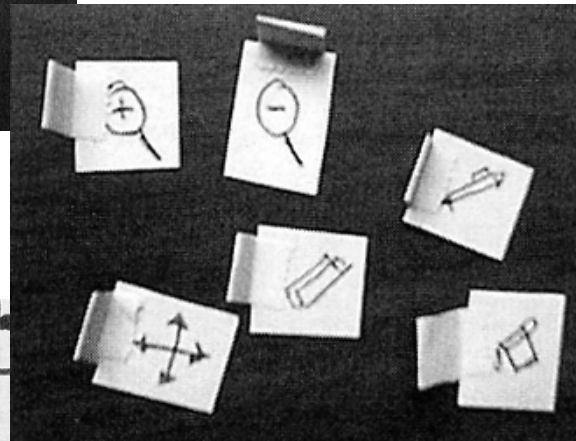
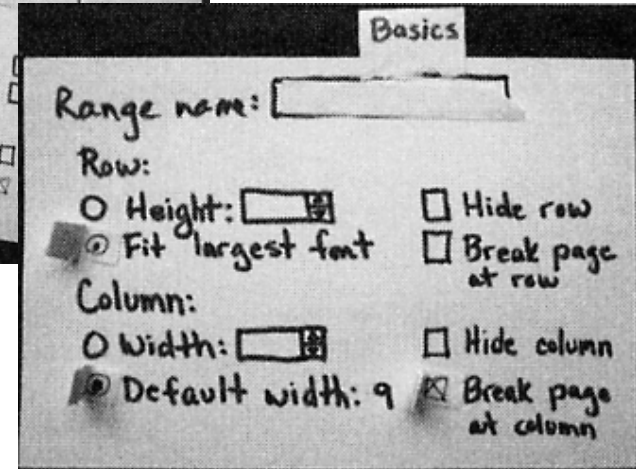
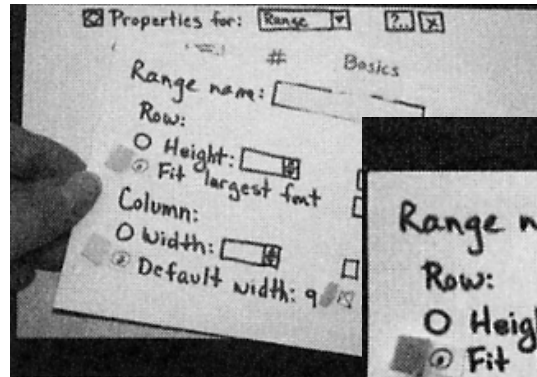
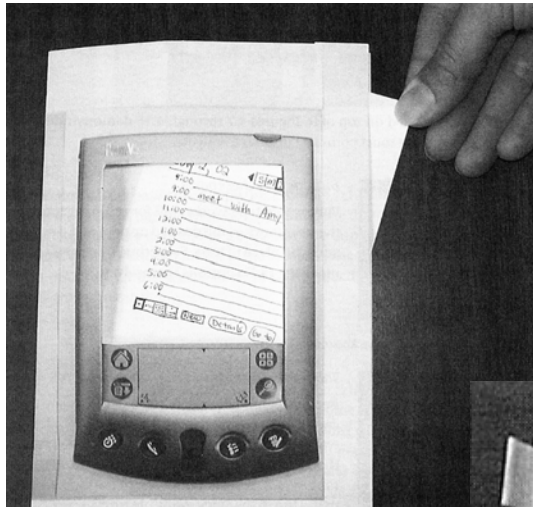
Paper prototyping (Carolyn Snyder)

*Plastic Interface for Collaborative Technology Initiatives through Video Exploration” Muller, CHI 91

Low fidelity tools



Low fidelity interface elements



Wizard of Oz

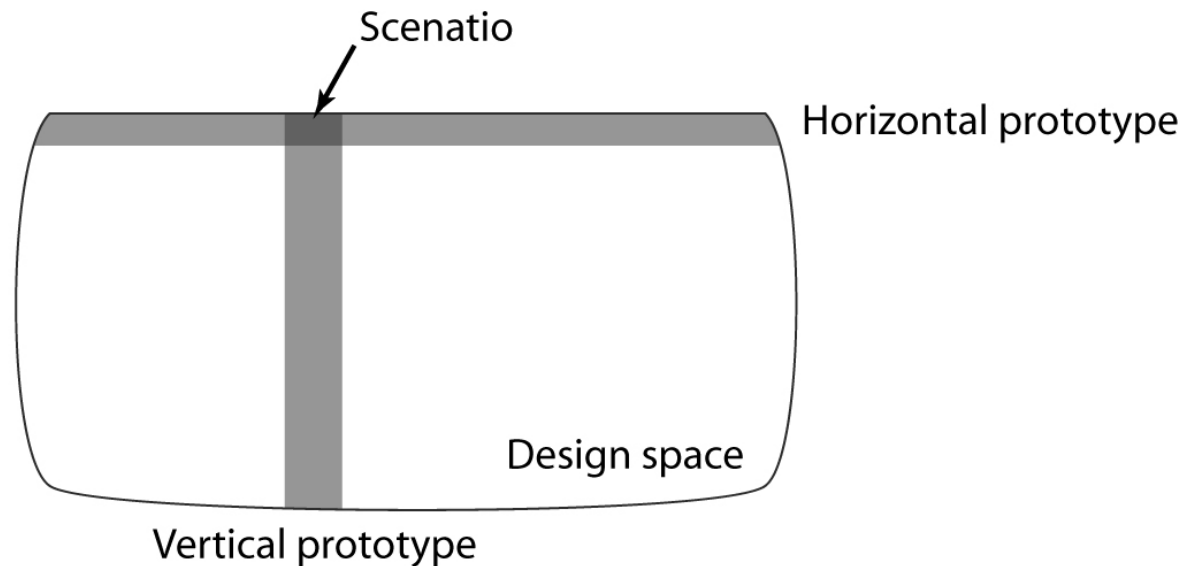
- Testing a system that does not exist
 - Voice recognition, face identification, handwriting recognition
- Mode of operation
 - Users use the interface as intended
 - A wizard (sometime hidden) responds to users behavior
 - *Follow an algorithm*
 - *Reproduce the expected capability of the system*
 - 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

- 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)

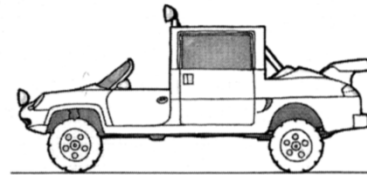
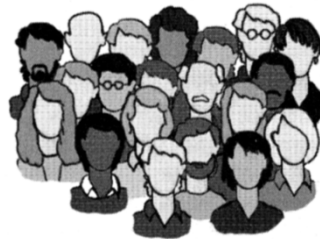
- Time consuming
- Be careful about user expectations
 - Developer might resist change
 - Management might think it is real
- Do not get distracted by too small a detail
 - Color, font,...

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

Why personas?

- Moving from
 - Too many conflicting goals



- To
 - A clear set of personas, each with a well articulated set of goals



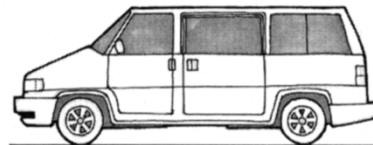
Alessandro's goals

- Go fast
- Have fun



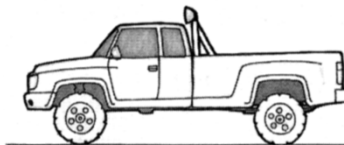
Marge's goals

- Be safe
- Be comfortable



Dale's goals

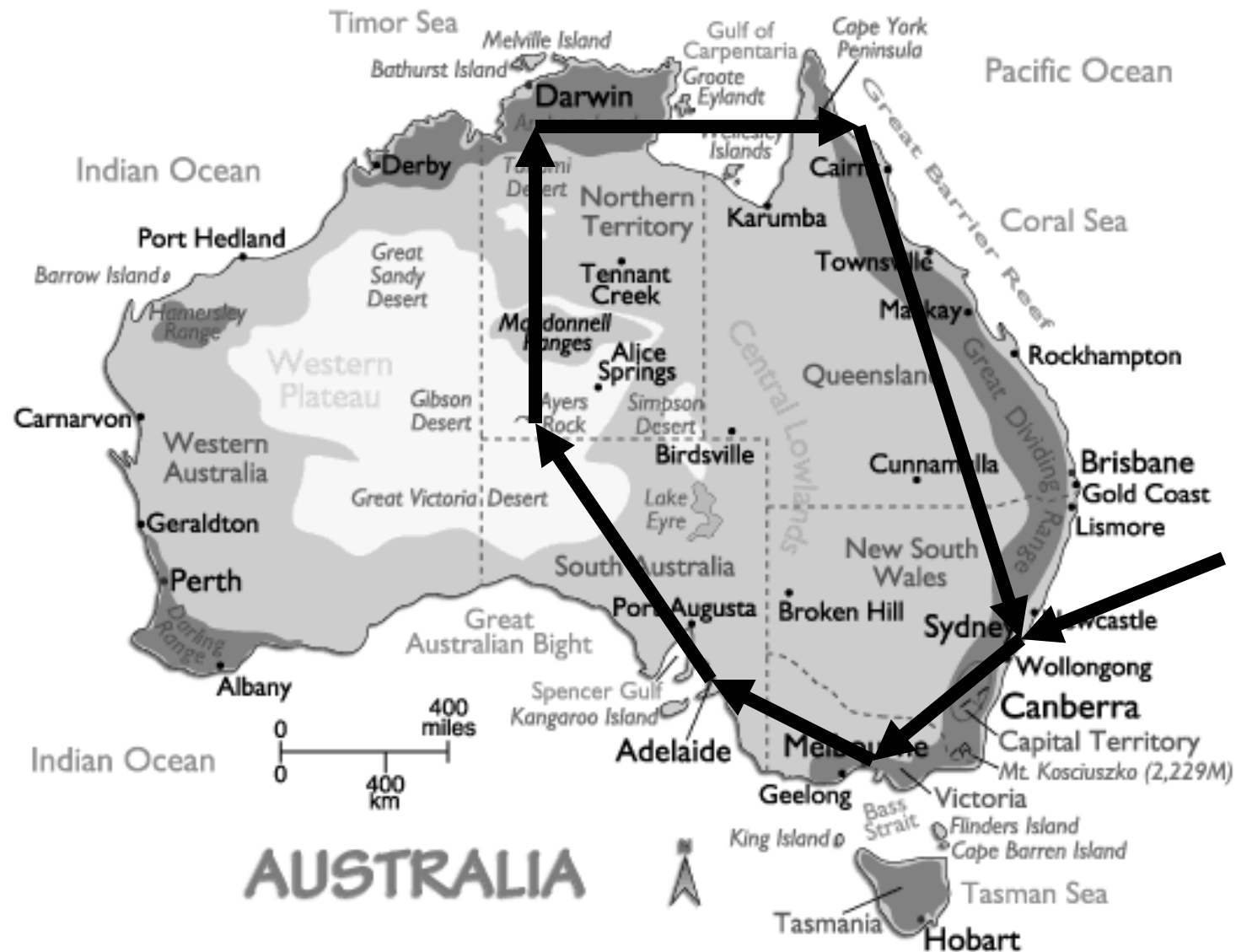
- Haul big loads
- Be reliable



Key persona attributes

- Archetype users
 - Exploring a specific range of behaviors
 - Express the corresponding motivations
 - Describe the corresponding goals
- How to find them?
 - Identify major clusters from user interviews
 - Synthesize their goals
 - Check for completeness
 - Try them out by developing narrative
- Design each interface for a single primary persona
 - Yet other type might use the interface

Planning a trip to Australia



Original example from Rodden et al. CHI'03, pp 57–64, map from <http://www.worldatlas.com>