Breakoutsession No. 08

Recap

Plan for Today

- there will be a question/item on each slide
- raise your hand if you know the answer
- and what is it good for?
  - recap of some important topics
  - preparation for the exam
  - Gummi Bears

Question 1

Why is sketching useful?

- **Early** ideation
- **Think** through ideas
- **Force** you to visualize how things come together
- **Communicate** ideas to others to inspire new designs
- **Active** brainstorming

Question 2

What are Buxton’s Sketch Properties?

- Quick
- Timely
- Inexpensive
- Disposable
- Plentiful
- Clear vocabulary
- Distinct gesture
- Minimal detail
- Appropriate degree of refinement
- Suggest and explore rather than confirm
- Ambiguity

Question 3

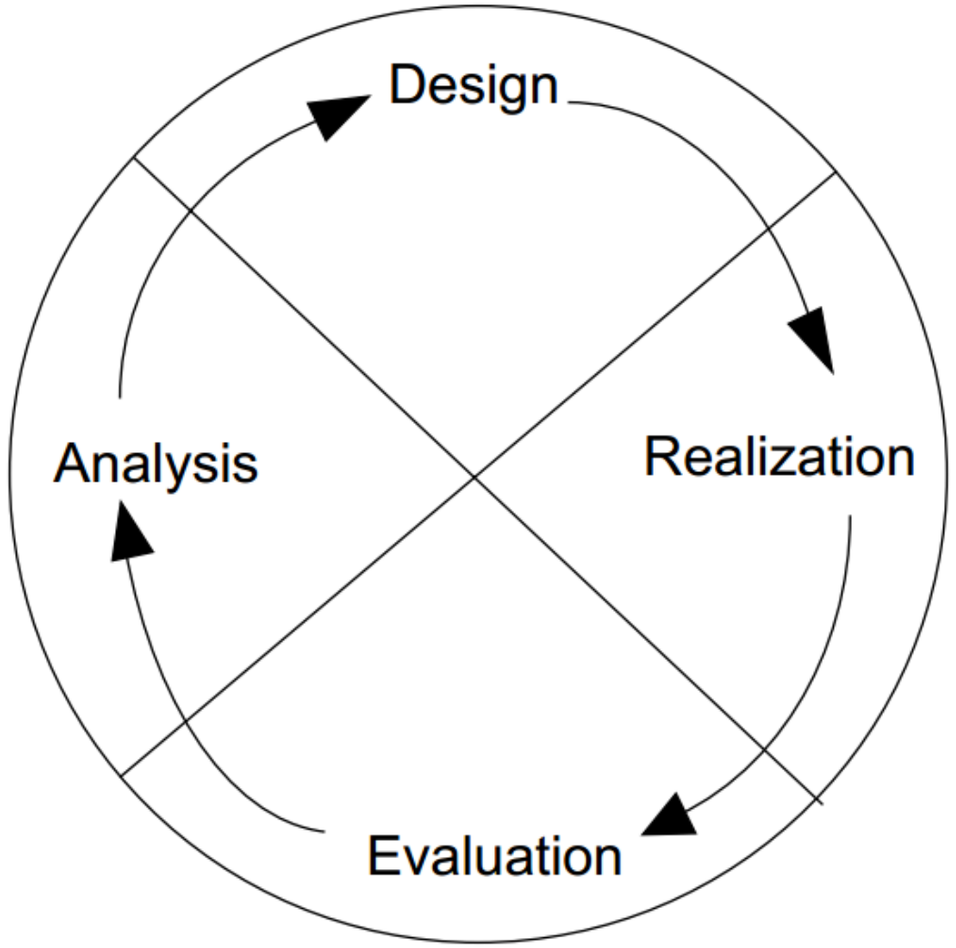
What are the main approaches to IxD?

- User Centered Design (UCD)
- Genius Design
- Systems Design
- Activity Centered Design

Question 5

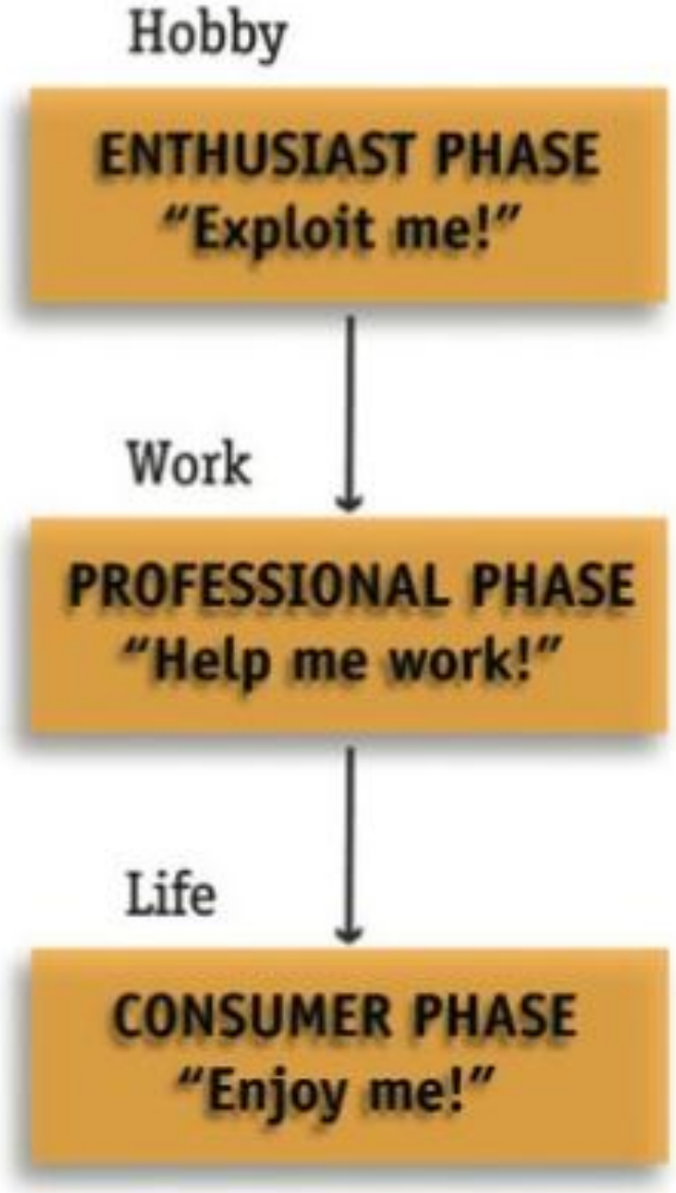
What are the basic activities of UCD?

- Identifying needs and establishing requirements
- Developing alternative designs
- Building interactive versions of the designs
- Evaluating designs



Question 6

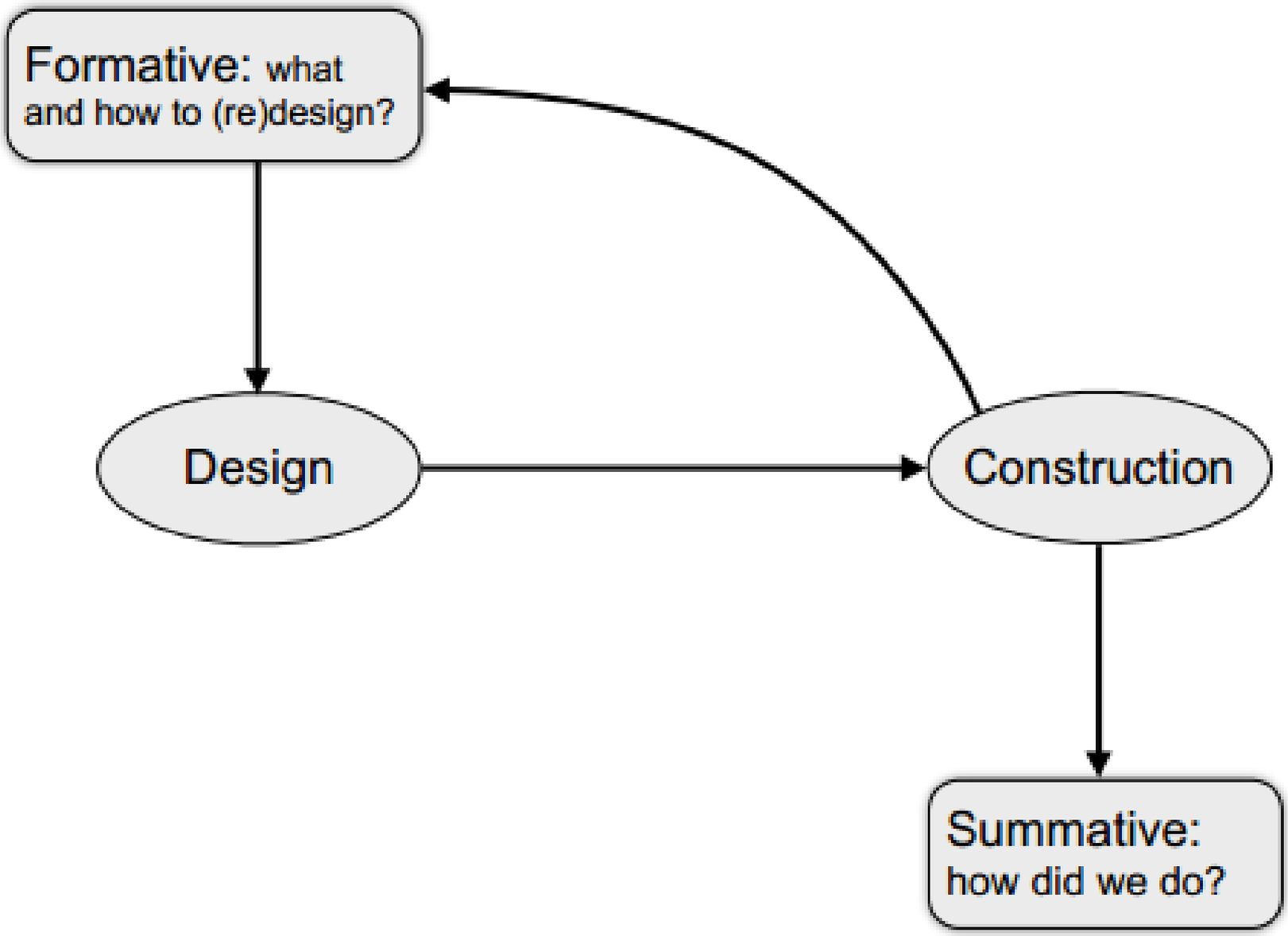
What are the typical consumer phases of the adaption of a new product group?



Moggridge, B. Designing Interactions, MIT Press, 2006.

Question 7

Describe the terms ‘formative’ and ‘summative’ in the context of evaluation.



M. Scriven: The methodology of evaluation, 1967

Question 8

What is your understanding of Heuristic Evaluation?

#	Review Checklist	Yes No N/A	Comments
1.1	Does every display begin with a title or header that describes screen contents?	O O O	
1.2	Is there a consistent icon design scheme and stylistic treatment across the system?	O O O	
1.3	Is a single, selected icon clearly visible when surrounded by unselected icons?	O O O	
1.4	Do menu instructions, prompts, and error messages appear in the same place(s) on each menu?	O O O	
1.5	In multipage data entry screens, is each page labeled to show its relation to others?	O O O	
1.6	If overtype and insert mode are both available, is there a visible indication of which one the user is in?	O O O	
1.7	If pop-up windows are used to display error messages, do they allow the user to see the field in error?	O O O	
1.8	Is there some form of system feedback for every operator action?	O O O	
1.9	After the user completes an action (or group of actions), does the feedback indicate that the next group of actions can be started?	O O O	
1.10	Is there visual feedback in menus or dialog boxes about which choices are selectable?	O O O	
1.11	Is there visual feedback in menus or dialog boxes about which choice the cursor is on now?	O O O	

Question 9

What’s this and what’s so cool about it?

- Pie Menu
- any segment can be reached in a short amount of time

Question 10

Which law of IxD might have been helpful in the design process of the pie menu?

- Fitts' Law

Question 11

What’s the formula for Fitts’ Law?

Distance ↓

Time ⟶ $T = a + b \cdot log_2 (2 \frac{D}{W})$

↑ Coefficients
a: Intercept
b: Slope

↑ Width

Question 12

Describe the Aesthetic-Usability Effect.

- Aesthetic designs look easier to use and have a higher probability of being used, whether or not they actually are easier to use.

Question 13

What's this: $T = b * \log_2(n+1)$

- Hick's Law

- Describes the time it takes to make a decision depending on the number of choices provided

Question 14

Who’s that:

- Donald Norman
- Basic Book “The Design of Everyday Things”
- Feedback, Mapping, Affordances, ...

Question 15

What does the word ‘affordance’ mean according to Don Norman respectively James Gibson?

An affordance is a property, or multiple properties, of an object that provides some indication of how to interact with that object or with a feature on that object.

Question 16

Name three different kinds of prototypes we discussed during the lecture!

- Paper Prototypes
- Video Prototypes
- Hardware Prototypes

Question 17

What is Shadowing?

- Tag along with people to observe and understand their day-to-day routines, interactions, and contexts

- reveal design opportunities and show how a product might affect or complement user’s behavior

Question 18

What is a controlled experiment? Is it an analytical or an empirical kind of evaluation?

- Answering specific, often quantitative, questions
- Selected participants carry out well-defined tasks
- Specific values are measured and compared
- Example: Comparing input/output devices
- Empirical Evaluation

Question 19

There are two kinds of variables in controlled experiments. Name and explain both.

- Variables are manipulated and measured
- The conditions of the experiment are set by **independent** variables
- The **dependent** variables are the values that can be measured

Question 20

What is visual clutter?

- Clutter creates visual noise and makes an application hard to use

Question 21

What can an interaction designer use to reduce visual clutter?

Proximity

Grouping

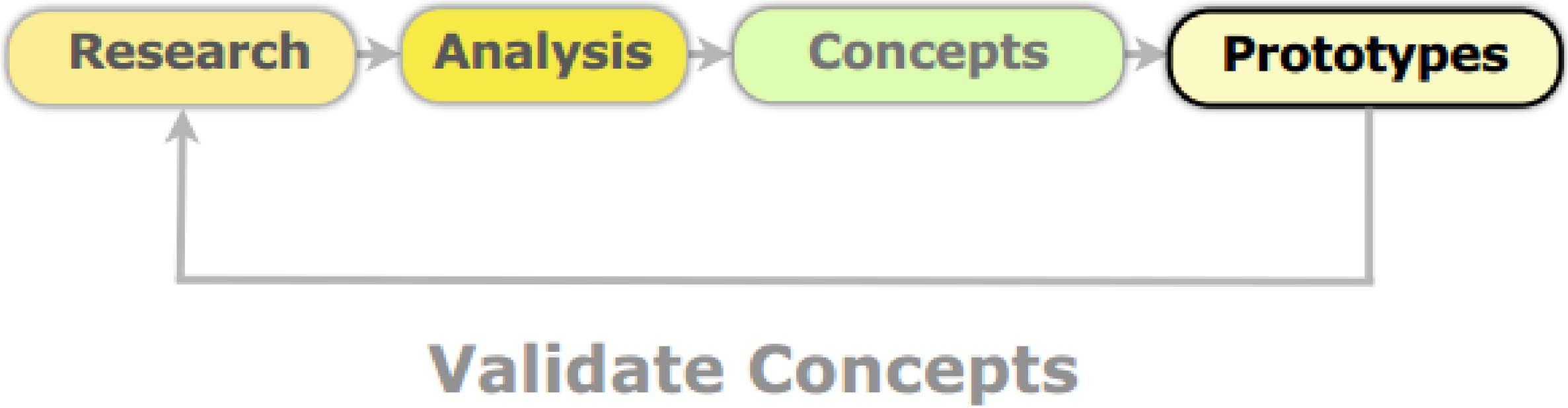
Question 22

Who is considered to be the inventor of the computer mouse?

Doug Engelbart (1925-2013) pictured here circa 1998 [Photo credit: Getty]

Question 23

What is important about the process of how the computer mouse was developed?



Question 23

What are the three questions that an Interaction Designer needs to answer?

INTERACTION DESIGN

Question 24

A paradigm is an example that serves as a pattern for the way people think about something. The basic question is: What is a computer?

- Intelligence (smart, does things for me)
- Tool (direct manipulation)
- Media (look and browse)
- Life (Virus, Evolution)
- Vehicle (Standards, Infrastructure)
- Fashion (Design, Style)

Name:

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3) Nennen und erklären Sie kurz (1-2 Sätze) drei Charakteristika eines Service laut D. Saffer (6 Punkte).

- **Intangible**: Although services are often populated with objects, the service itself is ephemeral, customers can´t see or touch the service itself-only the physical embodiments
- **Provider Ownership:** Customers who use a service may come away from it with an owned object such as a cup of coffee or used car, but they don´t own the service itself.
- **Co-Created:** Services aren´t made by the service provider alone; they require the involvement and engagement of the customers as well.
- **Flexible:** Each new situation or customer requires that the service adapt to it
- **Time Based:** Each new situation or customer requires that the service adapt to it
- **Active:** Services a created by human labor and are thus difficult to scale.
- **Fluctuating demand:** Services a created by human labor and are thus difficult to scale.

Sketch Books

- 5% Bonus possible for Sketchbooks
- Please hand in the books today
- we will look through them quickly
- you can pick them up at 3:30pm in my office (Amalienstraße 17, 2. Stock)

Klausur

- **Termin:** Montag, 28.07.2014, 14-16 Uhr
- **Frist zur Anmeldung:** Montag, 21.07.2014
- **Ort:** Theresienstraße 41, Raum C 123
- closed book, also keine Hilfsmittel zugelassen

- **Abmeldefrist:** 23.07.2014