Human-to-Human Design

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ICS 616 Special Topic
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Human-to-Human Design

“"A good website is built on two basic truths - that the internet is an interactive medium and that the end user is in fact human. In other words, it is meant to be an experience" (Lee, 2007, para. 3)
Dimensions of Experience

- Time/Duration
- Interactivity
- Intensity
- Breadth/Consistency
- Sensory and Cognitive Triggers and
- Significance/meaning

Shedroff (2009)
Realms of Experience

- 4 realms of experience
  - Entertainment
  - Educational
  - Esthetic
  - Escapist
- User participation
  - Active & Immersive
  - Passive & Absorptive

Pine & Gilmore (1998)
Experience Design

- Pine & Gilmore
  - Stage experiences
  - Memorable
  - Personal
  - Sensations

- Braz and Lee
  - Respect Users
  - Tell a story
  - Engage
  - Inspire
  - Enchant
Fundamentals of Experience Design

“Its all about People, their Activities and the Context of those activities”

- Experience should focus on People
- Activities can be anything you do
- Context for Activities & Context for People

Anderson (2009)
Experience Design

- **Why** – clarify needs and emotions involved in an activity
- **What** – determine functionality that will be able to provide the experience
- **How** – appropriate way to put functionality to action

Hassenzahl (2011)
Experience Design in Web

- User Experience Design is a subset of Experience Design
- Others say both are one and the same
- Theoretical grounding and practical grounding
User Experience Design (UXD)

**YES**

- Applies same approach as Experience Design
- Computer-related interaction between user and technology interface
- Helps you design more efficiently for your target group
- Simple design that has character and power of persuasiveness

**NO**

- Not a remedy that turns products to miracles that everybody likes
- Does not kill individuality of perception
- Not about aesthetics and brands
- Cannot be assessed using traditional metrics
- Not the same as Usability
Elements of User Experience

Garrett (2010)
User Choice & Experience

- **Art of choosing through “priming”**

The choices you make on each plane affect the choices available to you on the next plane above it.

Rashmi C
Human to Human Design

Iyenger (2010)
Quality of User Experience

usable

useful

desirable

valuable

findable

accessible

credible

Morville (2004)
Measuring User Experience (UX)

- Many UX designers believe user experience cannot be accurately measured but several methods have been developed.

- Tullis & Albert (2008) talk about choosing the right Metrics for measuring UX:
  - Performance Metrics
  - Issues-Based Metrics
  - Self-Reported Metrics
  - Behavioral & Psychological Metrics
  - Combined & Comparative Metrics
Measuring UX – Four Elements

- Robin Rubinoff (2004) talks about quantifying UX to measure it
- Measuring UX objectively is made up of four interdependent elements:
  - Branding
    - Aesthetic and design-related items
  - Usability
    - General ease of use of all site components & features
  - Functionality
    - Technical and behind-the-scenes processes & applications
  - Content
    - Actual content & structure/IA
Measuring UX – Three Stages

- Giovani Calabro (2011) provides a 3-stage User Experience Measurement Hierarchy

<table>
<thead>
<tr>
<th>Stages</th>
<th>Need</th>
<th>Recommended Tools</th>
<th>Ideally Suited For…</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stage One</strong></td>
<td>Provides a basic sense of site or web application performance</td>
<td>- Hueristics</td>
<td>Getting a big picture sense of performance and major weaknesses</td>
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<td></td>
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<td>- Expert Review</td>
<td></td>
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<td></td>
<td></td>
<td>- Web Hits/Usage Analysis</td>
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<tr>
<td><strong>Stage Two</strong></td>
<td>Identify what users are doing and where problems exist</td>
<td>- User Testing</td>
<td>Documenting user behavior and understanding why users are not completing tasks</td>
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<tr>
<td></td>
<td></td>
<td>- Session Analysis</td>
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<td></td>
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<td>- Online Surveys</td>
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<td></td>
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<td>- A/B and Multivariate Testing</td>
<td></td>
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<tr>
<td><strong>Stage Three</strong></td>
<td>Determine whether a website or application is compelling</td>
<td>- Eye Tracking</td>
<td>Measuring user thinking to compel and persuade users to act</td>
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<tr>
<td></td>
<td></td>
<td>- Emotion/Trust Measurement</td>
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<td>- Neuro-Marketing</td>
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Measuring UX – Practical Approach

- Richard Dalton (2011) presents a practical approach to measure UX
- Focus on Goals, Emotions and Capabilities
- Pick a capability, identify objectives and define measures
- Evaluate experience against something you care about
- Measure how well tasks are satisfied by capabilities and not the entire project
- Measuring outcomes can tell you if a capability is failing. Measuring drivers can tell you why
# Measuring UX – Practical Approach

<table>
<thead>
<tr>
<th>Goals</th>
<th>Users have goals</th>
<th>... and the business has goals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Are realized through</td>
<td></td>
</tr>
<tr>
<td>+ Emotions</td>
<td>Users also have feelings about their goals &amp; tasks</td>
<td>... and the business wants to encourage certain feelings</td>
</tr>
<tr>
<td></td>
<td>Are enabled &amp; encouraged by</td>
<td></td>
</tr>
<tr>
<td>Capabilities</td>
<td>Capabilities help users to do the tasks they want to do</td>
<td>... and encourage users to do the tasks the business wants them to do</td>
</tr>
<tr>
<td></td>
<td>Are created &amp; changed by</td>
<td></td>
</tr>
</tbody>
</table>
Measuring UX – Practical Approach

User-driven tasks

Research an item
  Get information on the item
  Find out how much the item costs
  Compare the item to others like it
  See if other people like the item
  Save the item to look at later
  Print details about the item
  See related items

Ready to buy
  Buy the item
  Find out shipping costs and times
  Find out how to pay

Tell others
  Tell a friend about the item

Capabilities

Item profile (web)

Business-driven tasks

Close the sale
  Buy the item

Cross sell
  See related items

Trust us
  Believe that the site is safe and secure

Spread the word
  Tell other people about the item
Measuring UX – Practical Approach

User-driven tasks

- Find an investment company
- Make good investment decisions
- Monitor my investments
- Act on my investments
- Stay current on news and commentary
- Deal with taxes
- Help other people be successful investors
- Help my heirs be successful at Vanguard

90 tasks grouped into 8 categories

Business-driven tasks

- Follow Vanguard’s investing principles
- Learn why Vanguard is great
- Bring assets to Vanguard
- Use Vanguard’s products & services
- Self-provision on the web
- Spread the word about Vanguard
- Trust Vanguard

45 tasks grouped into 7 categories

Capabilities

- Web
- Phone
- Paper
- E-mail
- Mobile devices
- Radio/TV

635 capabilities and counting...
Measuring UX – PULSE & HEART

- Google uses the PULSE Metrics, a large-scale metrics to measure user experience
  - Tracks overall product health/IT & stakeholder concerns
  - PULSE metrics: Page view, Uptime, Latency, Seven-day active user, Earnings

- Rodden, Hutchinson & Fu (2010) also presented a large-scale user-centered metrics for web applications called HEART
  - A complimentary metrics framework for PULSE metrics
  - HEART metrics: Happiness, Engagement, Adoption, Retention, Task-success
Design Contributions to UXD

Paluch (2006)

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Examples of UXD

- Discover Tennessee Trails and Byways
- Word Folio
- Scrolling with momentum & Pull down to refresh
- Panic (drag & drop)
- Tinder teaser page
- Slidedeck
- Full Cycle Experience in Netflix
References


Pau!

Questions?

Thank you!