

Human-to-Human Design

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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)



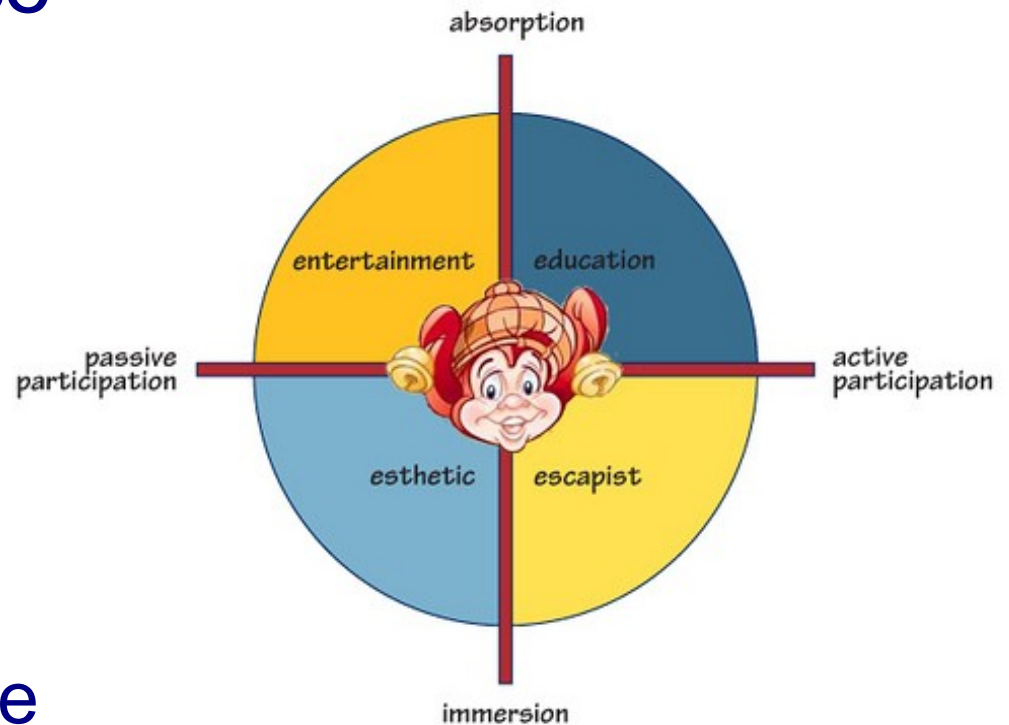
Dimensions of Experience

- 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”

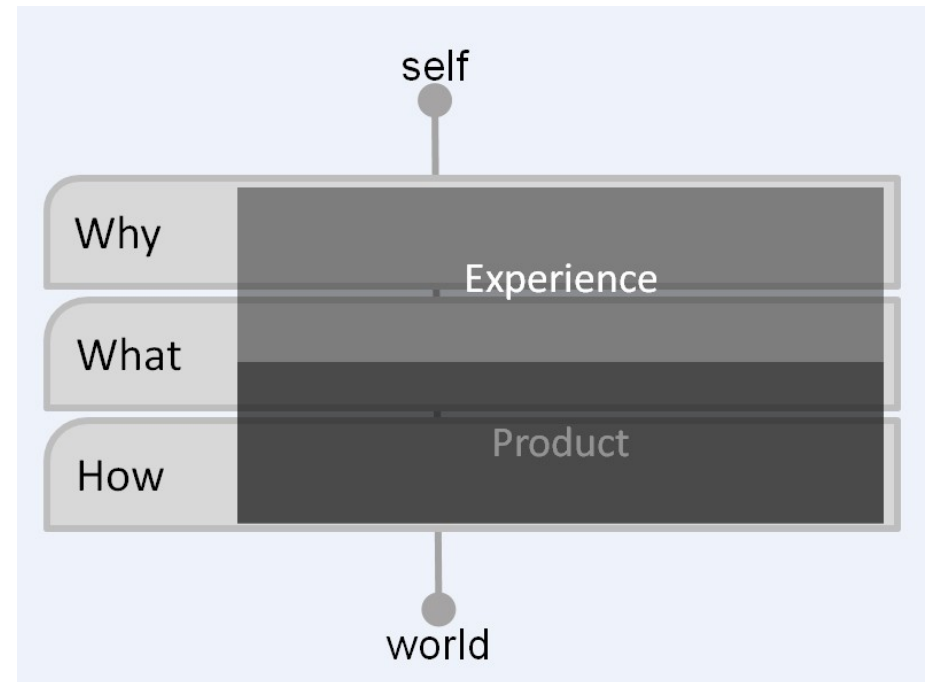
Anderson (2009)

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



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)

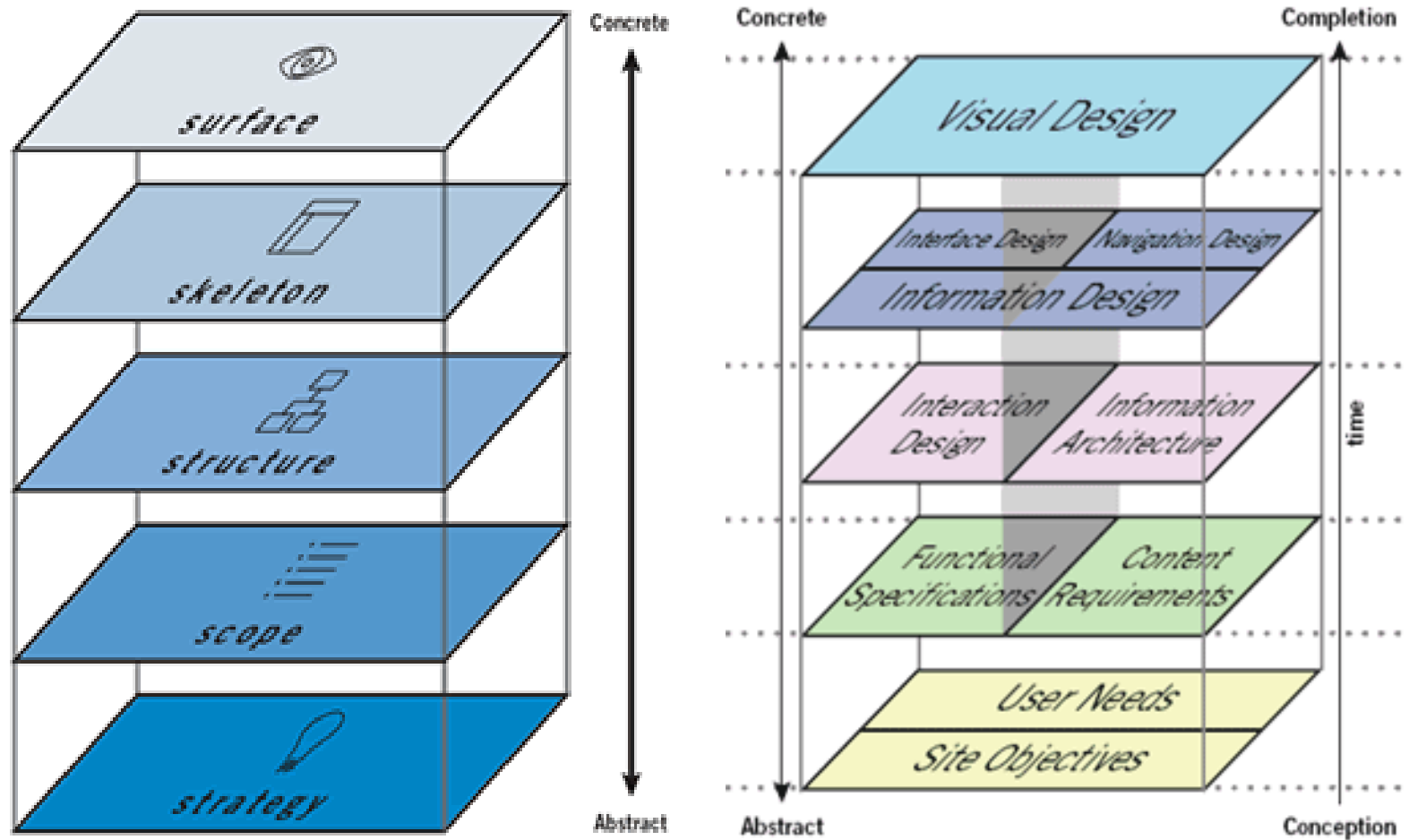
YES

- 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

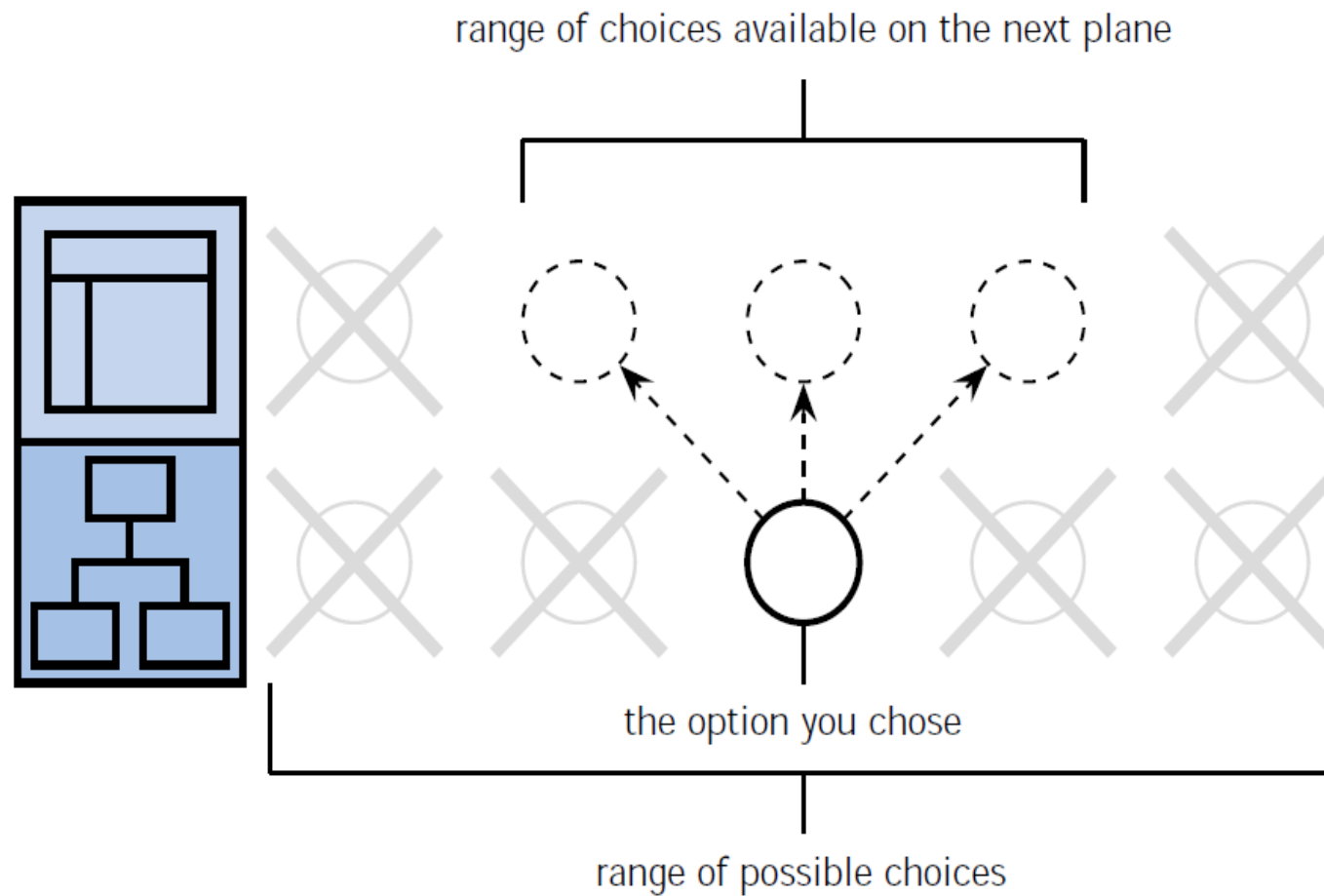
NO

- 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



User Choice & Experience



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

- Art of choosing through “priming”

Quality of User Experience



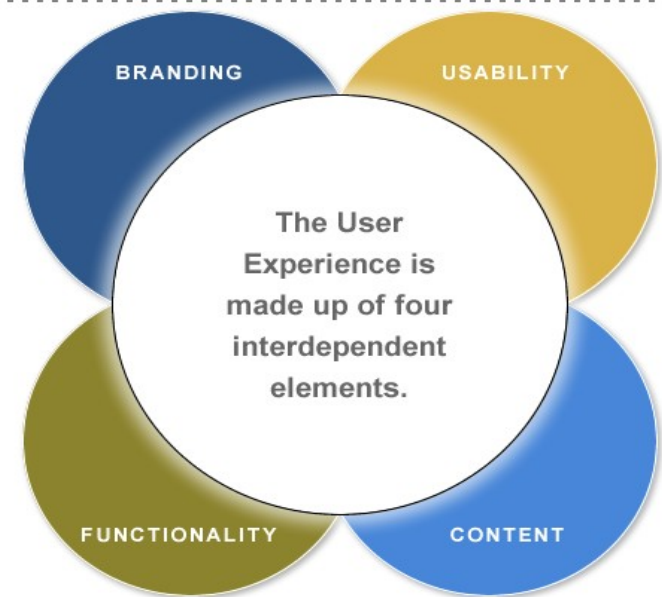
Measuring User Experience (UX)

- 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

Four Elements of the User Experience



Measuring UX – Three Stages

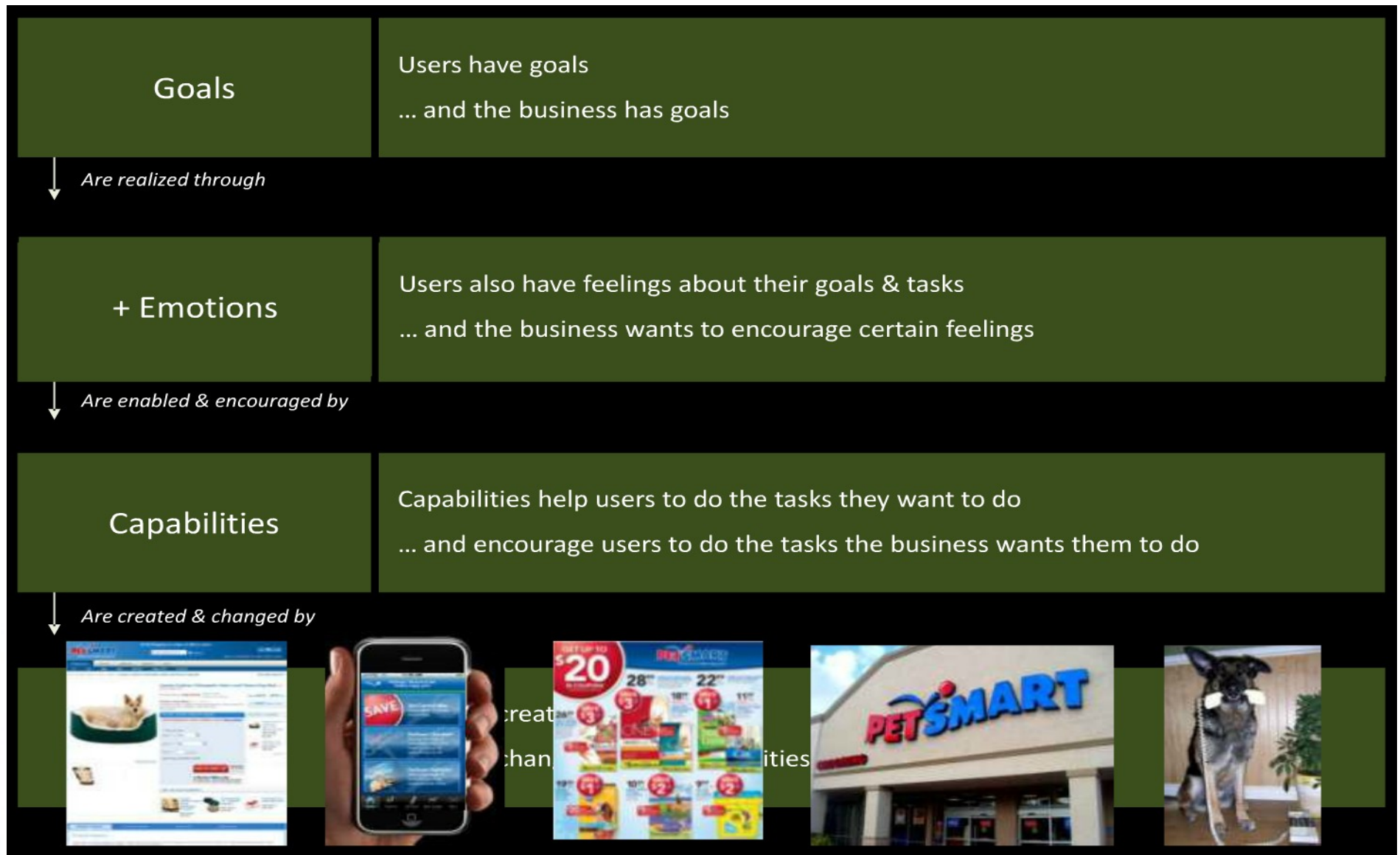
- Giovani Calabro (2011) provides a 3-stage User Experience Measurement Hierarchy

Stages	Need	Recommended Tools	Ideally Suited For...
Stage One General Knowledge	Provides a basic sense of site or web application performance	<ul style="list-style-type: none"> Hueristics Expert Review Web Hits/Usage Analysis 	Getting a big picture sense of performance and major weaknesses
Stage Two Understand User Behavior	Identify what users are doing and where problems exist	<ul style="list-style-type: none"> User Testing Session Analysis Online Surveys A/B and Multivariate Testing 	Documenting user behavior and understanding why users are not completing tasks
Stage Three Influence Your Users	Determine whether a website or application is compelling	<ul style="list-style-type: none"> Eye Tracking Emotion/Trust Measurement Neuro-Marketing 	Measuring user thinking to compel and persuade users to act

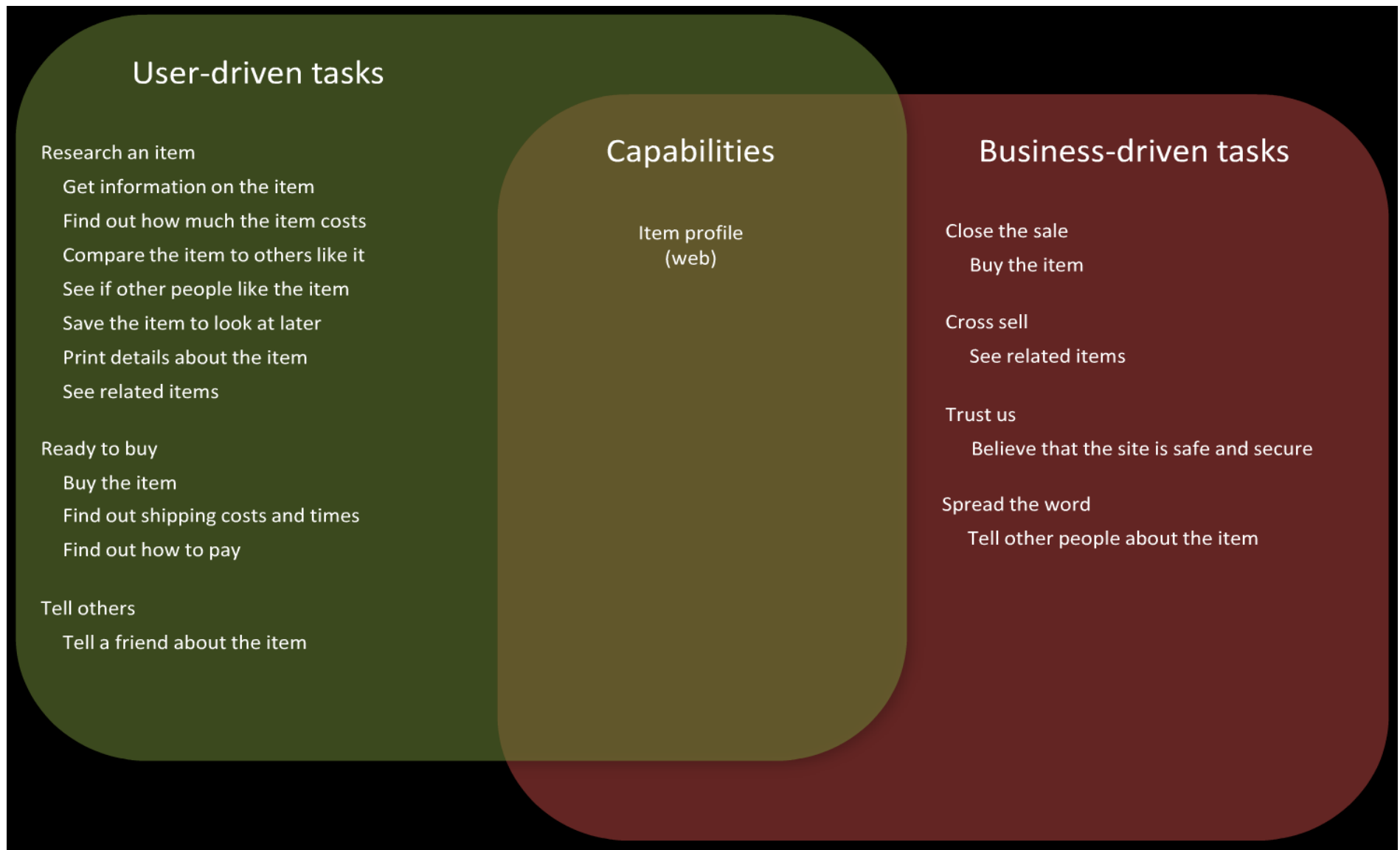
Measuring UX – Practical Approach

- 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

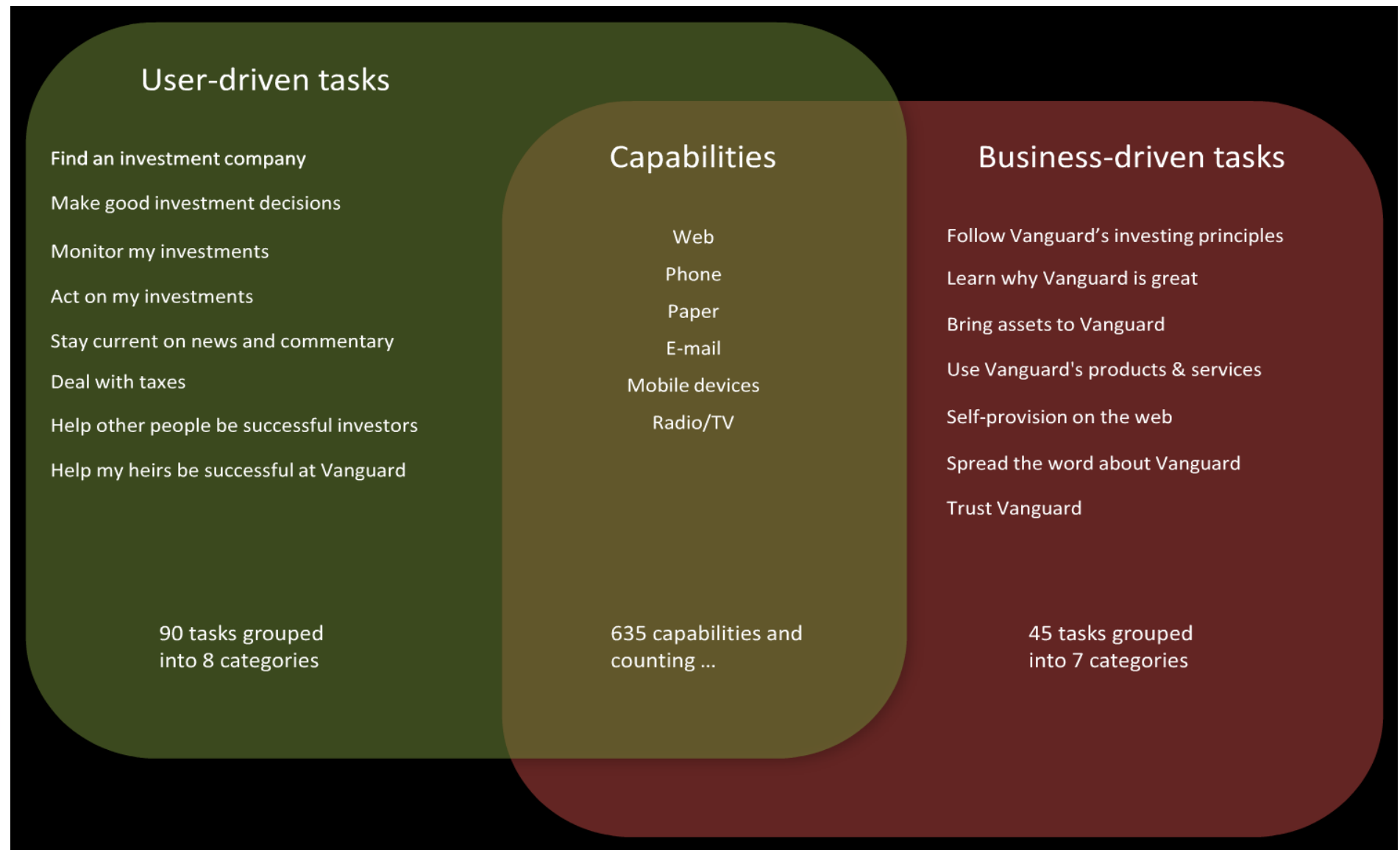
Measuring UX – Practical Approach



Measuring UX – Practical Approach



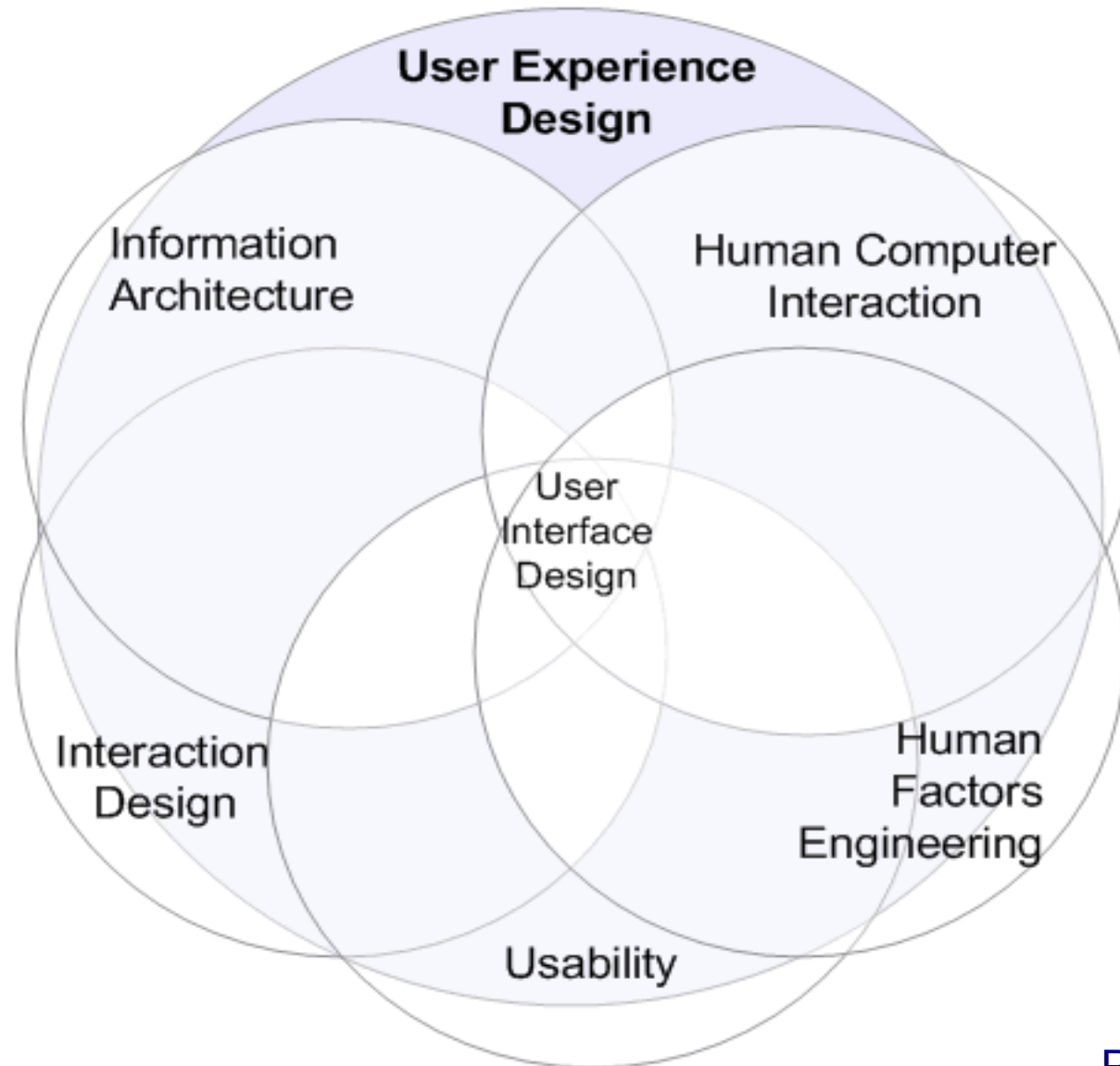
Measuring UX – Practical Approach



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 : **P**age view, **U**ptime, **L**atency, **S**even-day active user, **E**arnings
- 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: **H**appiness, **E**ngagement, **A**doption, **R**etention, **T**ask-success

Design Contributions to UXD



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

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Pau!

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Questions?