Ch 6 SAQs (Pop Quiz)

1. What is the significance of the Xerox Star interface?
2. What are the five main principles proposed by the Xerox Star team?
3. What does GOMS stand for and what does it involve?
4. What are the ten main principles of efficient design?
5. How do these principles differ from Shneiderman's rules?

UX from 30,000ft Principles of Affective Experience (part 2)

How Does This Make You Feel?

'Spot' Boston Dynamics

Collated Principles

Concepts	Appears in Source
Aesthetic	Sharp, Rogers and Preece[1]; Nielsen[2]; Norman[3].
Emotionally Fulfilling	Sharp, Rogers and Preece; Khaslavsky & Shedroff[4].
Enjoyable	Sharp, Rogers and Preece.
Entertaining	Sharp, Rogers and Preece.
Enticing	Khaslavsky & Shedroff.
Facilitate Touch-points	Reeves & Nass[5]; Fogg[6]; Jordan[7].
Flow (Enhance)	Csikszentmihalyi[8].
Form Relationship	Khaslavsky & Shedroff.
Fun	Sharp, Rogers and Preece; Norman.
Helpful	Sharp, Rogers and Preece.

Collated Affective Principles, Guidelines, and Rules Harper 2014

Collated Principles

Memory (Evocation)	Norman.
Minimalist Design	Nielsen.
Motivating	Sharp, Rogers and Preece.
Personalisation and —Customisation	Norman.
Pleasing	Jordan; Norman.
Rewarding	Sharp, Rogers and Preece.
Satisfying	Sharp, Rogers and Preece; Norman.
Self-Image	Norman.
Supports Creativity	Sharp, Rogers and Preece.

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Collated Principles

[a] H. Sharp, Y. Rogers, and J. Preece. Interaction design: beyond human-computer interaction. Wiley, Chichester, 2nd ed edition, 2007.

[b] J. Nielsen. Usability engineering. Academic Press, Boston, 1993.

[c] D. A. Norman. Emotional design: why we love (or hate) everyday things. Basic Books, New York, 2004.

[d] J. Khaslavsky and N. Shedroff. Understanding the seductive experience. Commun. ACM, 42:45–49, May 1999.

[e] B. Reeves and C. I. Nass. The media equation: how people treat computers, television, and new media like real people and places. CSLI Publications, Stanford, Calif., 1996.

[f] B. J. Fogg. Persuasive technology: using computers to change what we think and do. Morgan Kaufmann Publishers,, Amsterdam, 2003. Touch-points include – Physical, physiological, language, social dynamics, and social roles.

[g] P. W. Jordan. Designing pleasurable products: an introduction to the new human factors. Taylor & Francis e–Library, London, 2003. Touch-points include – physio pleasure, socio-pleasure, psycho pleasure, Ideo pleasure.

[h] M. Csikszentmihalyi. Flow: the psychology of optimal experience. Harper & Row, New York, 1st ed edition, 1990.

Table 6: Affective Concepts Collated by Source

Collated Affective Principles, Guidelines, and Rules Harper 2014

Potted Principles

- **'Quality'** Does the artefact feel like Quality?
- **'Aesthetics'** Is it aesthetically pleasing?
- **'Flow'** Do you encourage flow?
- **'Pleasantness'** Is it interactively pleasing?
- **'Satisfaction'** Will users feel satisfied with their interactions?
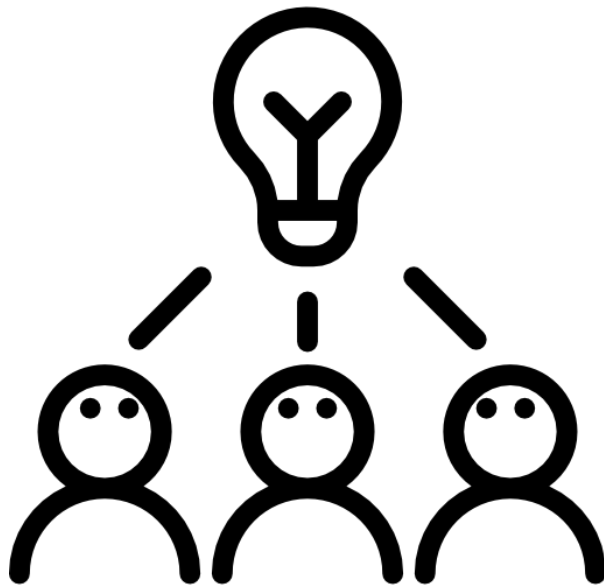
Notes - In your own words!

3 minutes

Facilitate Quality

Questions to think about as you design your prototype:

1 minute

Facilitate Quality

Questions to think about as you design your prototype:

1. Do you feel that the interface exhibits current best practice?
2. Is the interface design fit-for-purpose for each stakeholder?
3. Did the best people for each job work on the interface and it's interactions?
4. Is the underlaying code cleanly built?
5. Has quality been maintained at every level?

Facilitate Aesthetics
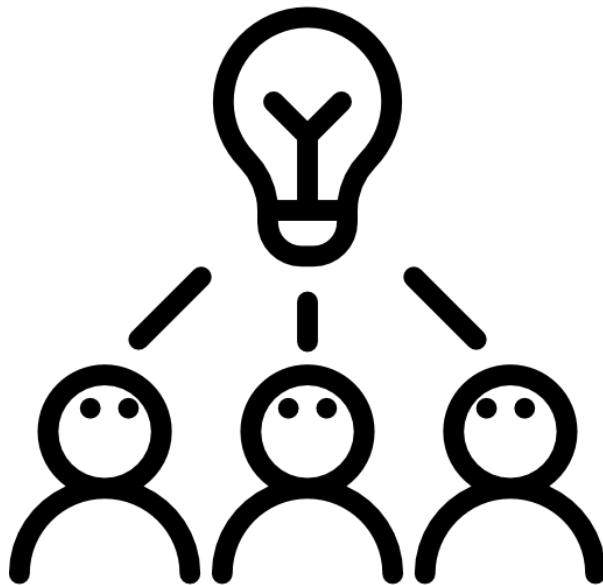
Questions to think about as you design your prototype:

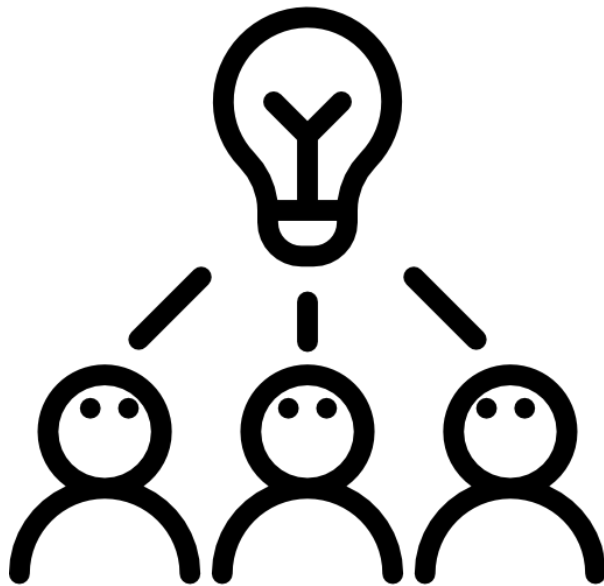# 1 minute

Facilitate Aesthetics

Questions to think about as you design your prototype:

1. Is the design beautiful?
2. Does the design maximise enticement?
3. Does the visual design reduce complexity and is the design minimalist?
4. Will the user perceive aesthetic quality?
5. Is the design current and does it convey the desired 'image'?

Facilitate Flow

Questions to think about as you design your prototype:

1 minute

Facilitate Flow

Questions to think about as you design your prototype:

1. Does the visual flow support the interactive flow?
2. Do real world and virtual world touch-points drive the flow?
3. Is there a defined beginning and end?
4. Is there a narrative flow (people remember narratives better than instructions)?
5. Is there an absence of cyclic or repetitious flow?

Facilitate Pleasantness
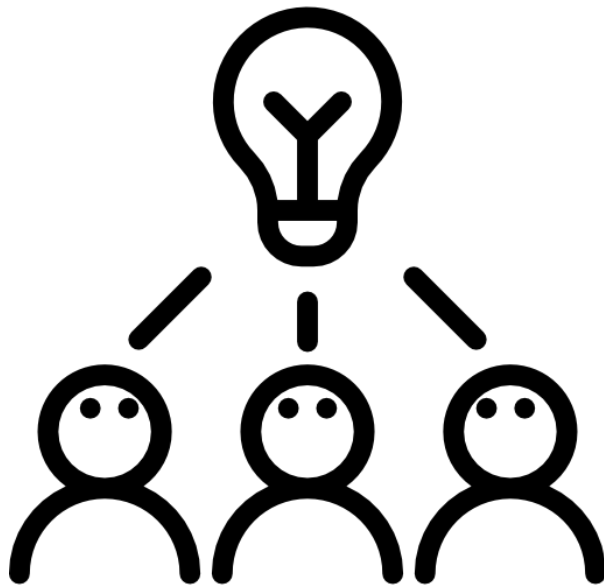
Questions to think about as you design your prototype:
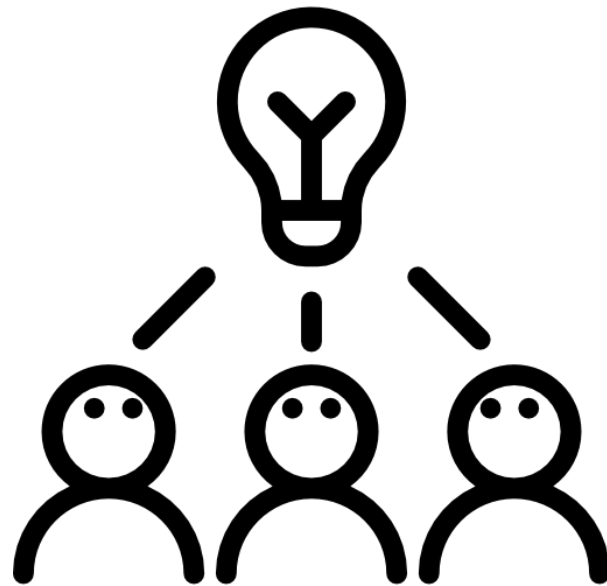
1 minute

Facilitate Pleasantness

Questions to think about as you design your prototype:

1. Do you expect this design to fulfil and please the user?
2. Will the expected emotions support positive anticipation?
3. Will they be satisfied as they progress through the interactivity?
4. Do you dovetail into their perceived satisfaction?
5. If nothing else will the emotional responses here be positive?

Facilitate Satisfaction

Questions to think about as you design your prototype:

# 1 minute

Facilitate Satisfaction

Questions to think about as you design your prototype:

1. Will the user find the interactions rewarding?
2. Will the expected emotions support positive remembrances?
3. Will the user remember a pleasing experience, if the the system is work based?
4. Are there any tangible rewards?
5. Have you allowed them to register satisfaction (or not) buy using, say, a `star' rating?

So What's with 'Lings Cars'?

So bad but so successful?

1 minute
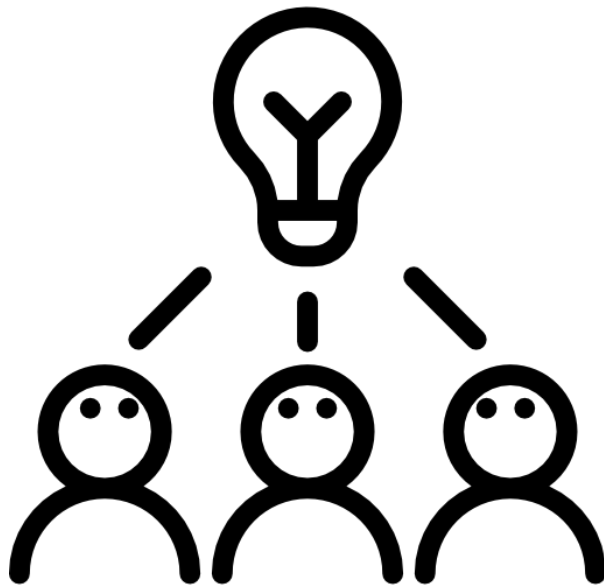
Facilitate Personality

The 'King' Principle

This principle is the most superior in this section, possibly of all the principles listed in this text. If your interface can exude personality, such that it seems to be a meme -- or an avatar -- of who you are, a direct window into your personality, then this principle is superior to the rest.

If your interface has personality, good or bad aesthetics, quality, flow, satisfaction, or fulfilment are not important; I'd probably even go as far as saying that usability is not important either. Personality trumps all the rest because it is the only one that can give the user an emotionally valuable engagement with the software engineering artefact. There are no questions for this principle, if it has personality you'll know it!

To Do

1. Read Next Chapter.
2. Be Ready to Answer the Chapter SAQs (Pop Quiz).
3. Is there a Discussion Topic.

See You Next Time!

Open House / Surgery - 2.60

Friday 09:00-11:00

@sharpic

Break Time - Pause Recording

Back in 10 Minutes!

Come see me now if you have Questions Regarding this Lecture!