

Task. The structured set of activities or high-level actions required to achieve a high level user goal.

what a user wants to do

Task-based Design & Evaluation

- Real tasks customers have faced / will face
 - collect any necessary materials
- Do your tasks support the problem you are solving?
- Mixture of simple & complex tasks
 - simple task (common or introductory)
 - moderate task
 - complex task (infrequent or for power customers)

Token (Concept Video)

TOKEN
 DISCOVER, RELIVE, AND SHARE MEMORIES
 OVER TIME AND SPACE

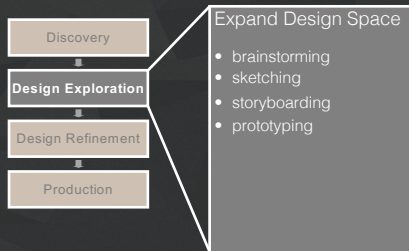
Token

OUR REPRESENTATIVE TASKS

- Personal Memories**
Create and share personal photos and videos!
- Shared Experiences**
View content shared by your friends!
- Location Discovery**
Engage with a location through public content!

Questions on Tasks or Concept Videos

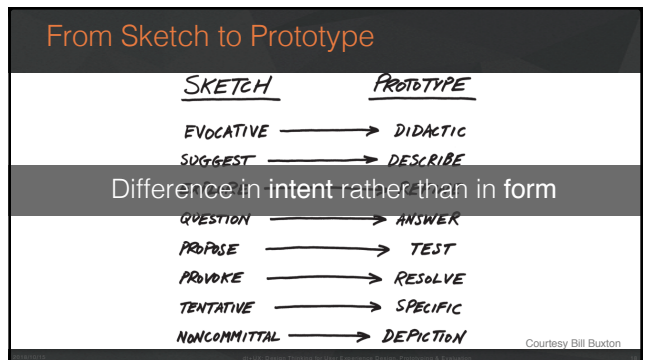
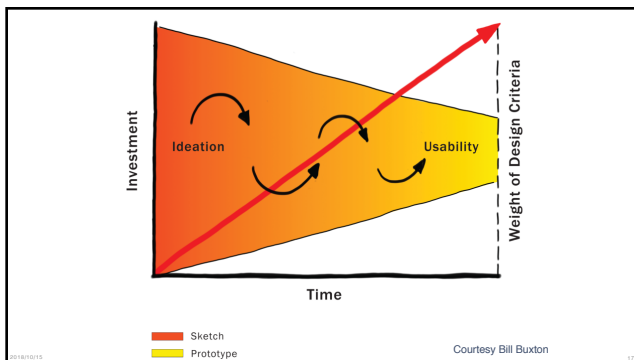
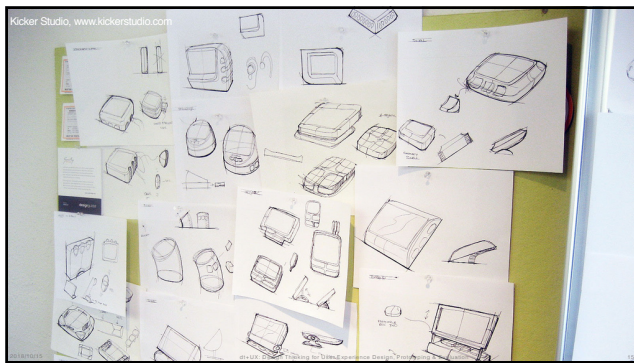
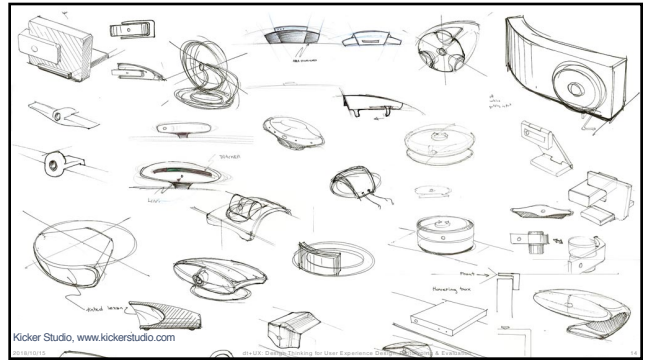
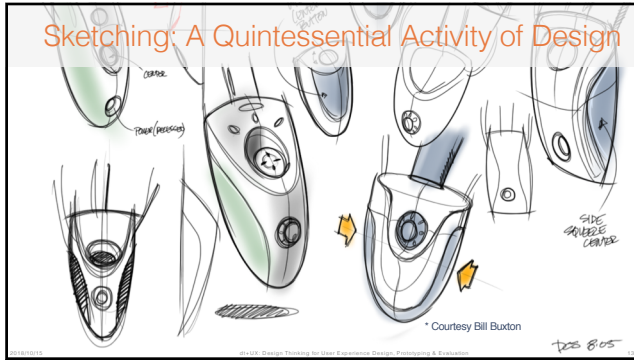
Design Process: Exploration



Iteration

At every stage!

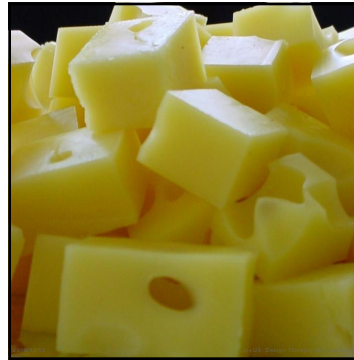




The Anatomy of "Sketching"

- Quick / Timely
- Inexpensive / Disposable
- Plentiful
- Clear vocabulary. You know that it is a sketch (lines extend through endpoints, ...)
- No higher resolution than required to communicate the intended purpose/concept
- Resolution doesn't suggest a degree of refinement of concept that exceeds actual state
- Ambiguous

Courtesy Bill Buxton



If you want to get the most out of a sketch, you need to leave big enough holes.

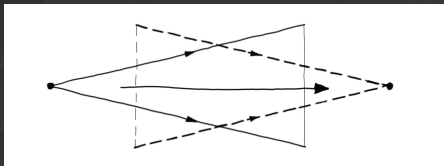
There has to be enough room for the imagination.

Courtesy Bill Buxton

Design as Choice

Elaboration ("Flare")

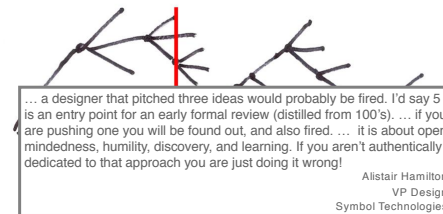
Reduction ("Focus")



Courtesy Bill Buxton

Laseau (1980)

Exploration of Alternatives

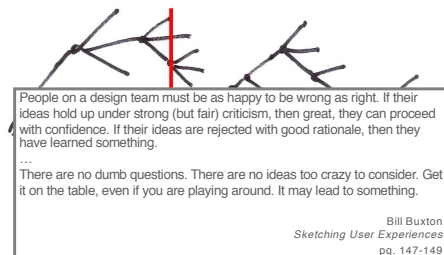


... a designer that pitched three ideas would probably be fired. I'd say 5 is an entry point for an early formal review (distilled from 100's). ... if you are pushing one you will be found out, and also fired. ... It is about open mindedness, humility, discovery, and learning. If you aren't authentically dedicated to that approach you are just doing it wrong!

Alistair Hamilton
VP Design
Symbol Technologies

Courtesy Bill Buxton

Exploration of Alternatives



People on a design team must be as happy to be wrong as right. If their ideas hold up under strong (but fair) criticism, then great, they can proceed with confidence. If their ideas are rejected with good rationale, then they have learned something.

...
There are no dumb questions. There are no ideas too crazy to consider. Get it on the table, even if you are playing around. It may lead to something.

Bill Buxton
Sketching User Experiences
pg. 147-149

Courtesy Bill Buxton

Administrivia

- Concept Videos due Thur/Fri
 - We will watch the top ones in class on Monday
 - Vote on awards
- Project Selection Criteria
 - novelty
 - significant UI component
 - e.g., bad if all smart AI but no UI
 - impact (e.g., frequency, density & pain)
- Workshops coming up (dates & times TBD)
 - Web Site
 - Figma/Sketch
- Each team needs 1 person to fill out this form today
 - <http://bit.ly/cs147-18au-team-name>
- Landay office hours (390 Gates)
 - Open door policy & by email
 - Fixed hours will be posted this week

Team Break

- Reflect on last week's assignment (5-10 min)
 - what did you like about your team work?
 - what do you wish could be improved?
 - share out
- This weeks assignment (25 min)
 - work on your tasks
 - TA will come around and give feedback

Design

What does the customer want to buy?



Courtesy Bill Buxton

Experience Design



"The experience of even simple artifacts does not exist in a vacuum but, rather, in dynamic relationship with other people, places, and objects"
– Buchenau & Suri 2000

Courtesy Bill Buxton

Experience vs. Interface Design



CitrusMate Plus



Mighty OJ Manual Juicer



OrangeX Manual Juicer

Experience Design for a Phone App?



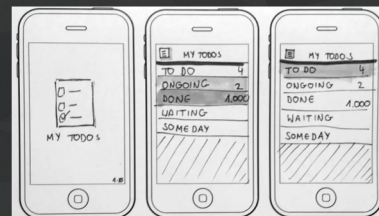
- Draw my phone
- Draw my app's interface
- Draw the experience of using my app
- Which is the true object of design?

<http://www.liststicapp.com/>

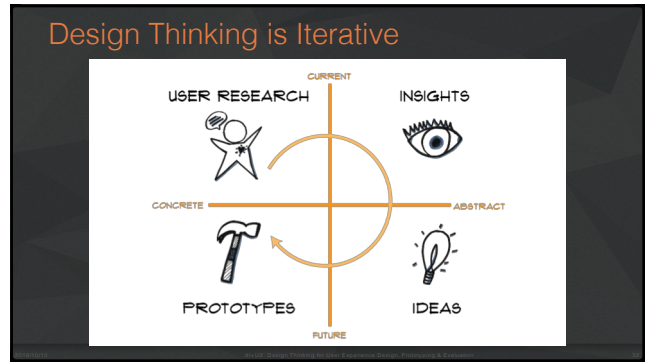
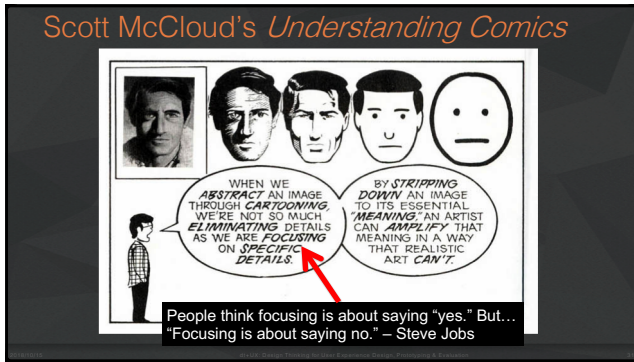
Courtesy Bill Buxton

Minimal Detail

Include only what is required to render the intended purpose or concept



<http://www.smashingmagazine.com/2013/06/sketching-for-better-mobile-experiences/>



- Summary
- Sketching allows exploration of many concepts in the very early stages of design
 - As investment goes up, need to use more and more formal criteria for evaluation

- Next Time
- Lecture
 - Lo-fi Prototyping
 - Read
 - ["Involving Customers with Iterative Design"](#) (Ch 4) of *The Design of Sites*
 - ["Making a Paper Prototype"](#) (Ch 4) from *Paper Prototyping* by Carolyn Snyder
 - Project (due Thur/Fri in studio)
 - Concept Video
 - Short (90 seconds ideal)
 - Tell a **story** more than show an interface
 - Storyboard first!
 - Glad to look at rough cuts