Introduction & Course Overview

CS 194H – User Experience Design Project

Prof. James A. Landay
Computer Science Department
Stanford University

Spring 2022
March 29, 2022
Outline

• Survey
• Who are we?
• Course overview & schedule
• Introductions
• Teams
Who are We?
James Landay
he/him

- Professor in Computer Science at Stanford
  - formerly professor at Cornell Tech, University of Washington, & Berkeley
  - spent 3 years as Director of Intel Labs Seattle
- PhD in CS from Carnegie Mellon '96
- HCI w/ focus on ubiquitous computing, web design (tools, patterns, etc.), HAI
- Founded NetRaker, 1st in web experience management (sold to Keynote)
- Co-authored *The Design of Sites* with Doug van Duyne & Jason Hong
- Office Hours: TBD
- Email: landay@[insert usual Stanford email domain]
Kristina Inouye
she/her

- CS Coterm (HCI, MS&E) & CS Undergrad (HCI)
- Interested in product design, manufacturing, and social impact
- I’m a 5-year varsity athlete, so I love anything related to sports!
- Office Hours: Mon 8 - 9 PM, Thur 10 - 11 AM, and by appointment (https://calendly.com/kinouye3/cs194h-oh)
How to Design and Build UIs

• UI Development process
• Usability goals
• User-centered design
• Need finding & task analysis
• Rapid prototyping
  • Evaluation
  • Programming
Iteration

At every stage!

Design

Prototype

Evaluate
Goals of the Course

• Learn to prototype, evaluate, & build UIs
  - the needs & tasks of prospective users
  - cognitive/perceptual constraints that affect design
  - technology & techniques used to prototype UIs
  - techniques for evaluating a user interface design
  - importance of iterative design for usability
  - how to work together on a team project
  - communicate your results to a group
    • key to your future success

• Understand where technology is going & UIs of the future
Course Format

• Quarter long project & individual homework
• Interactive lectures / Project presentations
• Studio design critiques
• Readings (very small number & short)
• All material will be online
  - slides, exercises, readings, schedule
  - https://hci.stanford.edu/courses/cs194h/ or cs194h.stanford.edu
• Also use the slack channels!

• Have fun & participate!
Project Description

• We will continue work on projects from CS 147
  - existing groups will stay intact
  - we will assign “new” students to existing teams

• Groups
  - 4 students to a group → 4-5 groups
  - groups meet with teaching staff every week
    • often in class, but also sometimes scheduled outside

• Cumulative
  - apply several HCI methods to a single interface
Project Process Overview

• Project Recap (next Tuesday)
• Business Model
• Web Site (including 147 material)
• Lab Usability Study*
• Hi-Fi Prototype #2
• Field/Remote Usability Test*
• Hi-Fi Prototype #3
• Hi-Fi Video Prototype
• Final posters/presentations & Launch Party w/ industry guests

*user testing funding ~$150/team
http://hci.stanford.edu/courses/cs194h/2022/sp/calendar.html
Books

• *Universal Principles of Design* by Lidwell, Holden & Butler
  - “hand out” ~8 chapters we will use
• We will also hand out other papers, give you web links & refer to slides
• Other recommended refs on web page
Assignments

• Individual
  - 5 short studio tasks + one individual talk

• Team
  - 9 team assignments including web site
    • 5 team presentation/demos + 1 write-up
    • video
    • poster
  - team web site graded
  - all work handed in online
    • team work on team web site
    • individual work shared w/ teaching staff on GDocs
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**WEEK 1**

- **Tue**: Course Overview & Intro
- **Fri**: Hierarchy & Tagging
- **Sat**: Presentation #1 due 4/8

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**WEEK 2**

- **Fri**: Website due 4/7

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**WEEK 3**

- **Fri**: Website due 4/15

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**WEEK 5**

- **Fri**: Visual design crash course

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Grading

• No exams
• Individual assignments (30%)
• Group project (50%)
  - demos/presentation (team component)
  - project write-up
  - team web site
  - ratings given by other team members
• In class participation (20%)
  - beyond simply attending
Tidbits

• Late Policy
  - no lates on team assignments
  - individual assignments lose one letter grade/day

• Cheating policy
  - Stanford honor code
Introductions & Teams

• Which 147 teams are represented?
• How many team members?
• Mingle & meet potential teammates
• Teammate preference form due Wed at 7PM
Next Time (Wed)

- **Studio assignment #1** – Hierarchy & Tagging
- Read *How to Survive a Critique* by Karen Cheng
- Read *Hierarchy* from Universal Principles of Design
- Share assignment w/ KINOUYE3@STANFORD.EDU so we can access during class