CS377E – Designing Solutions for Global Grand Challenges
Spring 2016
Prof. James A. Landay and Julie Stanford
Stanford University

May 2, 2016

CS377E: DESIGNING SOLUTINS TO GLOBAL GRAND CHALLENGES

Medium-fi Prototyping

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Outline

- Medium-fi prototyping
- Designing with tasks
- Exercise

Fidelity in Prototyping:
Instagator

Fidelity in Prototyping
Task 1: Support Destination Polls

Selecting Tasks

- Real tasks customers have faced / will face
  - collect any necessary materials

- Should provide reasonable coverage
  - compare check list of functions to tasks

- Mixture of simple & complex tasks
  - simple task (common or introductory)
  - moderate task
  - complex task (infrequent or for power customers)

What Should Tasks Look Like?

- Say what customer wants to do, but not how
  - allows comparing different design alternatives

Good   Bad

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What Should Tasks Look Like?

- Say what customer **wants to do**, but **not how**
  - allows comparing different design alternatives

- Be specific – stories based on facts!
  - say who customers are (use personas or profiles)
    - design can really differ depending on who
    - name names (allows getting more info later)
    - characteristics of customers (job, expertise, etc.)
  - forces us to fill out description w/ relevant details
    - example: dentists forms

- Some should describe a complete goal
  - forces us to consider how features work together
    - example: phone-in bank functions

Tasks Describe a Complete Goal
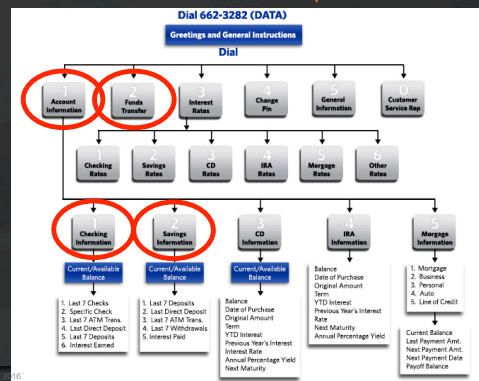
Tasks Describe a Complete Goal
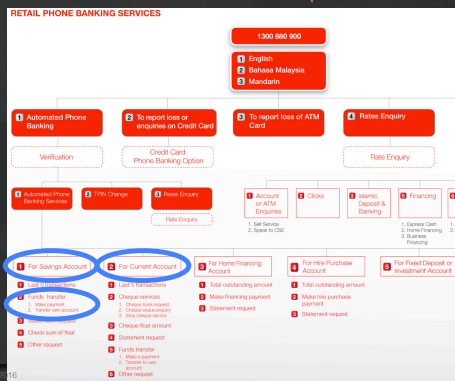
Using Tasks in Design

- Write up a description of tasks
  - formally or informally
  - run by customers and rest of the design team
  - get more information where needed

Check missed calls and call back
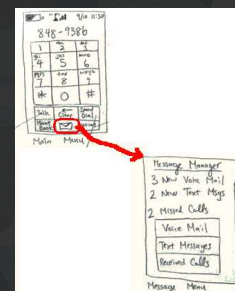Manny is in the city at a club and would like to call his girlfriend, Sherry, to see when she will be arriving a the club. She called from a friends house while he was on the subway, so he couldn't answer the phone. He would like to check his missed calls and find the number so that he can call her back.

Using Tasks in Design (cont.)

- Rough out an interface design
  - discard features that don't support your tasks
    - or add a real task that exercises that feature
  - major screens & functions (not too detailed)
  - hand sketched
  - at *least 30 sketches* on the low-fi assignment!

- Produce *task flows* for each task
  - what customer has to do & what they would see
  - step-by-step performance of task
  - illustrate using storyboards
    - sequences of sketches showing screens & transitions

Task Flows Show How to Do the Task

- Task Flows are *design specific*, tasks aren't
- Task Flows force us to
  - show how various features will work together
  - settle design arguments by seeing examples
    - only examples → sometimes need to look beyond
- Show users storyboards of task flows to get feedback

2

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Exercise: Task Definition

- 1 Easy task
- 1 Moderate task
- 1 Expert task

Next Time

- Lecture
  - Heuristic Evaluation

- Read
  - Nielson on HE

- Project
  - Define your tasks
  - Create a rough draft medium-fi prototype by Wed. (final version w/ 3 tasks submitted by Friday, May 6)