CS 350: Computer/Human Interaction
Lecture 13 Overview

- Information design and SBD
- Explore information design space
- Information scenarios
- Information claims
- Refining information scenarios
- Consistency and coherence

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In-class Exercise

- Exercise 2 on page 156 of textbook:
  - Make a screen dump of your online course schedule (use transcript instead). Analyze the display from the perspective of the Gestalt principles in Table 4.1. Can you see any examples of these principles in action? If so, are they helping or hurting perception? Can you see any opportunities for improvement?

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Gestalt Principles

- Proximity – elements close together tend to be grouped together.
- Similarity – elements with shared visual characteristics tend to be grouped together
- Closure – tend to organize elements into closed groups
- Area – tend to organize elements to form smallest group
- Symmetry – tend to group symmetric elements
- Continuity – tend to organize elements into repeating patterns

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Information Design and SBD

- Transform activity scenarios (stories about new functionality, new needs) into information scenarios (same stories with visual, auditory, or other presentation details)
- Specify representations of task’s objects and actions that help users perceive, interpret, and make sense
- Make claims regarding presentation features and analyze consequences

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Example

- Problem scenario: Dr. Hwang builds a circuit by getting a breadboard, getting parts from the stockroom... She inserts parts connected to same node into same row of breadboard...
- Activity scenario: Dr. Hwang builds a circuit using a simulation program... She chooses a part and places it. She repeats this for another part, then she connects them...

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Explore Metaphors

- Again, brainstorm as in activity design – often the same metaphors
- Concentrate on what they suggest with regard to presentation
- Example:
  - Electrical circuit looks like...
- Use sketches to illustrate metaphors
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Explore Technology

- Elaborate what technology being considered looks like
- Example:
  - Electrical circuit looks like...

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Information Scenarios

- Identify claims features of activity scenario that can be supported by specific choices of presentation
- Rewrite scenario with presentation details
- Consider consequences, side effects

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Claims Analysis

- Same as before: identify feature of information scenario, consider consequences of feature
- Pros and cons from the point of view of the information being presented as related to activity claims
- Goal is to maximize overall pros and minimize overall cons

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Example

- Information scenario: Dr. Hwang builds a circuit using a simulation program... She notices that it looks very much like a drawing program like OpenOffice Draw. It has toolbars containing buttons with different shapes... The shapes appear to be the different circuit element types...

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Example

- Information claim: Toolbar buttons for each circuit element type
  + ...
  - ...

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Refining Information Scenarios

- “Picture is worth a thousand words”
- Sketches are quick and inexpensive
- Sketch multiple important views
- Insert details about individual information elements into scenarios and sketches. E.g. icons, menu items
- Again, participatory design – ask end users what they think
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Consistency and Coherence

- Individual display elements and overall visual design programs should be internally consistent.
- Externally, want coherence – the constructed pieces should look related; however, do not want to stifle individual, task-specific creativity

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Homework 3

- Exercises 3 & 5 on page 156 of textbook
- Due at beginning of class next Thursday after fall break, will discuss and compare