TOPICS

- Why should we care?
- Usability Heuristics
- It’s all about Context
- The Visual
- Applied Psychology
- The Pursuit of Product Design
WHY SHOULD WE CARE?

(IT’S ALWAYS THE DESIGNER’S FAULT)
HOW DO YOU USE THESE?
FUNCTIONS

Turn Signal
- Left
- Right

Headlights
- Regular
- High Beams On
- High Beams Flash
- Hazard Lights?

Windshield wipers
- Off
- Slow
- Fast
- Fastest
- Manual
- Cleaning Spray
WHAT WERE THEY THINKING?

(probably)

Drivers need to be able to do a lot of things really fast.
So let’s put all these functions together!

Drivers can take advantage of muscle memory.
So it’s okay if there’s a learning curve!
PROBLEMS

Too many functions with subtle distinctions on the same pair of handles.

Annoying
  • “I basically just try everything until it works.”

Dangerous!
  • What if it’s a rental/borrowed car?
  • Need fast reaction times on the road
SELF-SERVE PARKING
PRETERM PLANNING: IMPROVED?

PTP Pre-Term Planning

To submit your PTP Information, visit the Student Planning Portal on the Registrar’s Office website and select the PTP tab.

If you have questions about PTP, visit the Frequently Asked Questions.

How:
Tutorials – There are online tutorials available to watch on the Registrar’s website that demonstrate how to use the tool.

What:
The information that students submit will be used for planning purposes only and will not affect your opportunity to sample a variety of courses during the first week of classes. Your choices are non-binding and you may change any or all of the courses during the first week of classes, before study cards are due. At the same time, choices communicated during this process will not give students

When:
Students must submit their PTP information by the indicated below. Please consult the Handbook for additional information.

Planning for Spring 2012

PTP opens

All undergraduates Nov 2
PRETERM PLANNING: LOL JK!
YALE’S ART SCHOOL SHOWS US HOW IT’S DONE

This website is the continuously evolving effort of many people from many disciplines within the Yale School of Art and its wider circles. It is a wiki, meaning that every graduate student, staff person, and faculty member of the School can change this website’s content or add to it at any time. (Logins for other friends, alumni, and members of the School are coming soon.)

When you click “Edit this page” on any page, you’ll be prompted to log in using your Yale ID. Then you can proceed to make changes or additions to that page, which everyone else will see.

For practical reasons, not everyone in or associated with the School has access to edit every part of every page. For example, while students may offer their views on a course’s page, or add information or resources, they cannot create official course descriptions. (At the moment, locked areas and content types are the exception rather than the rule.)

That said, we, as a collaborative community, are confident that the information on this website is as reliable as that on any website and more open to diverse voices and perspectives than most. In order that it remains so, the site’s interactivity is to be used freely but wisely. As you move through it, you may, in consequence of such openness, encounter content that surprises you or with which you don’t agree. That will be the sign that this website reflects life in our institution in all its heterogeneous
ARE WE DOOMED?

How can we avoid usability disasters?
USABILITY HEURISTICS

(THE TEN COMMANDMENTS OF USER EXPERIENCE)
VISIBILITY OF SYSTEM STATUS

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
MATCH BETWEEN SYSTEM AND THE REAL WORLD

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms.

Follow real-world conventions, making information appear in a natural and logical order.
Table
- Insert table
  - Insert row above
  - Insert row below
  - Insert column left
  - Insert column right
- Delete table
USER CONTROL AND FREEDOM

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue.

Support undo and redo.
Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.
Delete Confirmation

You are about to delete this item.
It cannot be restored at a later time! Continue?

Yes  No
Are you sure?

Allowing instant personalization will give you a richer experience as you browse the web. If you opt-out, you will have to manually activate these experiences. Please keep in mind that if you opt out, your friends may still share public Facebook information about you to personalize their experience on these partner sites unless you block the application. Learn more.

Confirm  Cancel

Adobe Flash CS4

Are you sure you want to delete the Internet?

OK  Cancel
Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.
<table>
<thead>
<tr>
<th>Track</th>
<th>Added</th>
<th>User</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instant</td>
<td>Wed Mar 16</td>
<td>You</td>
</tr>
<tr>
<td></td>
<td>Wed Apr 6</td>
<td>You</td>
</tr>
<tr>
<td>This To Memory...</td>
<td>Thu Apr 7</td>
<td>You</td>
</tr>
<tr>
<td>On Transmission</td>
<td>Thu Apr 7</td>
<td>You</td>
</tr>
<tr>
<td>Legacy: Reconfigured</td>
<td>Wed Apr 13</td>
<td>You</td>
</tr>
<tr>
<td>Legacy: Reconfigured</td>
<td>Thu Apr 14</td>
<td>You</td>
</tr>
<tr>
<td>Gonna Go Far, Kid</td>
<td>Thu Apr 28</td>
<td>You</td>
</tr>
<tr>
<td>Pieces</td>
<td>Wed May 4</td>
<td>You</td>
</tr>
<tr>
<td>City Of Bliss (From the Game)</td>
<td>Wed May 4</td>
<td>You</td>
</tr>
<tr>
<td>White Snowboard...</td>
<td>Sun May 8</td>
<td>You</td>
</tr>
<tr>
<td></td>
<td>Tue May 10</td>
<td>You</td>
</tr>
<tr>
<td>Electric Spectacular</td>
<td>Sat May 14</td>
<td>You</td>
</tr>
<tr>
<td>Knights</td>
<td>Sun May 15</td>
<td>You</td>
</tr>
<tr>
<td>The Bend – Ep</td>
<td>Mon May 16</td>
<td>You</td>
</tr>
<tr>
<td>Heart</td>
<td>11 days ago</td>
<td>You</td>
</tr>
<tr>
<td>In Fire</td>
<td>9 days ago</td>
<td>You</td>
</tr>
<tr>
<td>Garbage</td>
<td>8 days ago</td>
<td>You</td>
</tr>
<tr>
<td>2.0</td>
<td>8 days ago</td>
<td>You</td>
</tr>
<tr>
<td>Fiction</td>
<td>3 days ago</td>
<td>You</td>
</tr>
<tr>
<td>History</td>
<td>1 hour ago</td>
<td>You</td>
</tr>
<tr>
<td></td>
<td>2 minutes ...</td>
<td>You</td>
</tr>
</tbody>
</table>
Aficio MP C6501SP

Color Copier with Simple to Use Operation

This color copier prints up to 60 ppm in full color and 65 ppm in black and white, associated with supporting multiple color printers.
FLEXIBILITY AND EFFICIENCY OF USE

Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
Welcome to Tumblr!

To get started, why don't you try uploading a photo you took recently, or just add a text update about what you did today.

(Then I'll show you some other neat things!)
Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.
Search results for **PCNL surgery bangalore**

⚠️ No video results for "PCNL surgery bangalore"

Results for: **PCNL surgery bangalore**
Oops! Google Chrome could not connect to movies.netflix.com

Try reloading: movies.netflix.com/WiHome
Other users are also experiencing difficulties connecting to this site, so you may have to wait a few minutes.

Additional suggestions:
• Go to netflix.com
• Search on Google:
Even though it is **better if the system can be used without documentation**, it may be necessary to provide help and documentation. Any such information should be **easy to search, focused** on the user's **task**, list **concrete steps** to be carried out, and not be too large.
Welcome to the WordPress Codex, the online manual for WordPress and a living repository for WordPress information and documentation.

What You Most Need to Know About WordPress

<table>
<thead>
<tr>
<th>WordPress Features</th>
<th>WordPress Support Forums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Download WordPress</td>
<td>Troubleshooting</td>
</tr>
<tr>
<td>Installing WordPress</td>
<td>About WordPress</td>
</tr>
<tr>
<td>Current WordPress Version</td>
<td>Glossary</td>
</tr>
</tbody>
</table>

Learn How to Use WordPress

- Getting Started with WordPress
- New To WordPress - Where to Start
- Creating and Using Posts
- Creating and Using Pages

Contents

- 1 What You Most Need to Know About WordPress
- 2 Learn How to Use WordPress
- 3 Working With Themes
- 4 Write a Plugin
- 5 Contribute to Development
- 6 Give Back
IT’S ALL ABOUT CONTEXT.

(THAT’S WHY WE CALL IT EXPERIENCE)
THE ENVIRONMENT

Users who are walking/running are able to hit points slower and less accurately.

How do we cope with this?
THE ENVIRONMENT

Make the buttons bigger!
How would users with arthritis peel potatoes comfortably?
THE VISUAL

(OOOH PRETTY)
Minimalism.
Make things that matter stand out.

Works when:

- People expect it
- Don’t consciously notice (subtle)
UMM WHAT?
NICE.
EVEN WITH A LOT OF INFO:

Which Vimeo is right for you?

**Plus**  
(for creators who need the best)

- Even higher quality video
- 5GB/week upload space
- Unlimited HD uploading/embedding
- Advanced statistics
- Faster, priority uploading
- Original file storage and downloading
- Super-customizable video player
- Privacy with domain-level control

**Basic**  
(for the casual creator)

- High quality video
- 500MB/week upload space
- Upload 1 HD video/week
- 3 albums, 1 group, 1 channel
- No bandwidth or time limits
- Basic video player customization
- Password-protected videos
APPLIED PSYCH.

(This one goes out to all you non-CS concentrators)
HUMAN BEHAVIOR

- Attractive people are believed to be nicer and smarter.
  - [halo effect]

- If you ask someone for a favor, they’ll like you more.
  - [cognitive dissonance]

- Peer pressure is one of the best persuasive tactics.
  - [normative social influence]

- Groups often make poorer decisions than individuals.
  - [unshared information in group decision making]
INSPIRATION

Use psychological thinking to figure out why users behave the way they do.

Make inferences on how they’ll behave with your product.

Always keep emotions and the situation of the user in mind: how do they feel at each moment?
THE PURSUIT OF PRODUCT DESIGN.

( = HAPPINESS)
Where it all begins.
PRODUCT DESIGN FIRMS

IDEO / IDEO.org / OpenIDEO
- Apple’s first mouse
- Palm PDA

Continuum Innovation
- Swiffer
- One Laptop Per Child

Check out their TED talks!
IN EVERYTHING

Startups

Projects

Creations
REFERENCE

(BECAUSE WE ALL NEED INSPIRATION)
A FEW SOURCES

- **Core77.com**: best design magazine ever
- **Littlebigdetails.com**: Your Daily Dose of UI Inspiration
- **CS179**: introducing you to the world of product design
THANK YOU!

GO DESIGN SOME COOL STUFF.