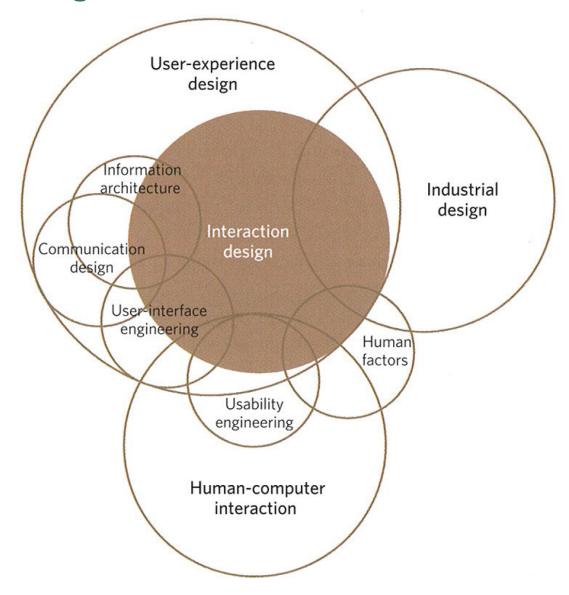
interaction design

JoEllen Kames

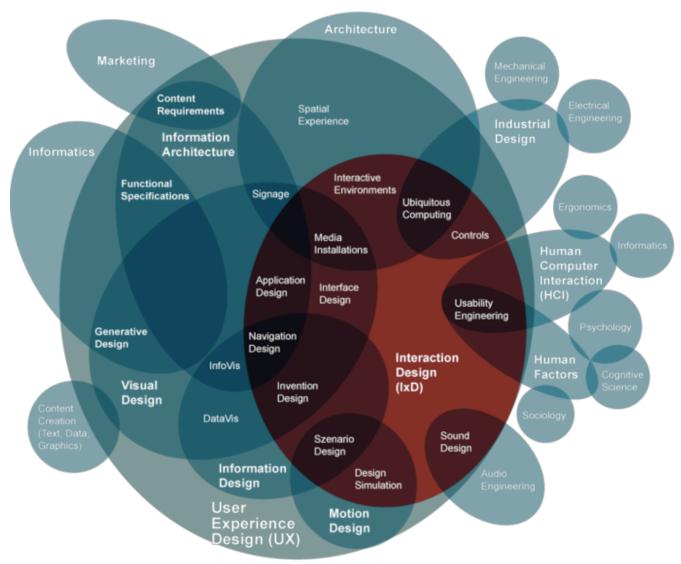
Director of Digital Design Research

Motorola Mobility | Consumer eXperience Design
joellen.kames@motorola.com

interaction design



interaction design



interaction design > interface design

Structured ways for effectively taking what you have learned about people and transforming it into something that provides value + delight

Modeling

Framing the solution space What is it? How does it connect to other things? How does it meet users' goals?

Structure...Flow...Process

Designing how the system will work How big is it? What can I do with it?

Screen design

Designing how the screens will work What goes where? Why?

modeling

modeling: what is it + why is it important

Modeling

Defining an visual abstraction of your solution that provides the big picture of your system

Framing the solution in context of the environment + other systems

Frames the solution in the end user's context

Why do it?

Helps define initial scope of the system

Defines other influences on the system or on users of the system

Builds consensus among team members

modeling: human centered concept models

How do users think about your system?

What are the activities that they can do?

What are the different types of users that will use your system?

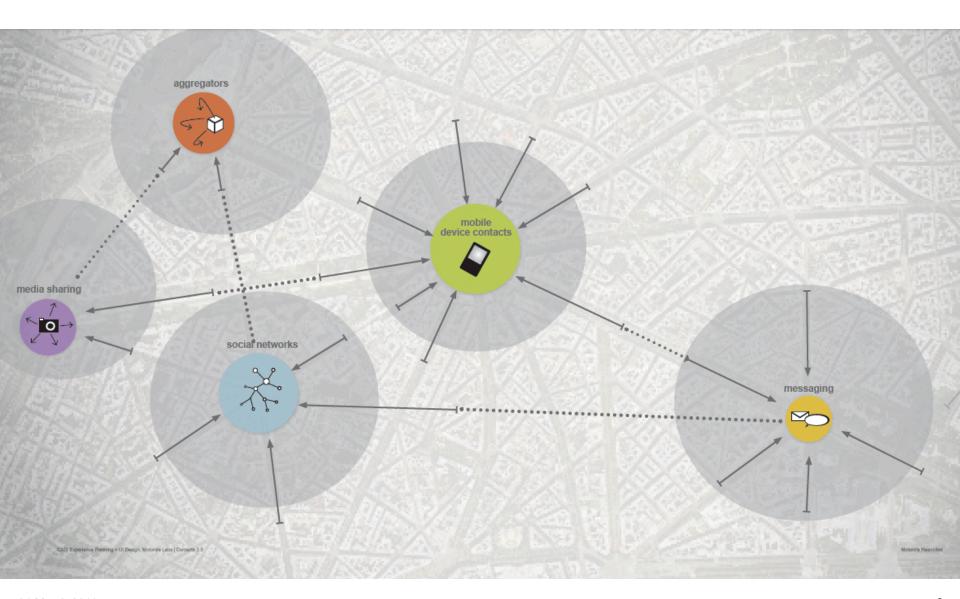
What are the different modes in which they might use it?

What are the different phases that they might associate with your system?

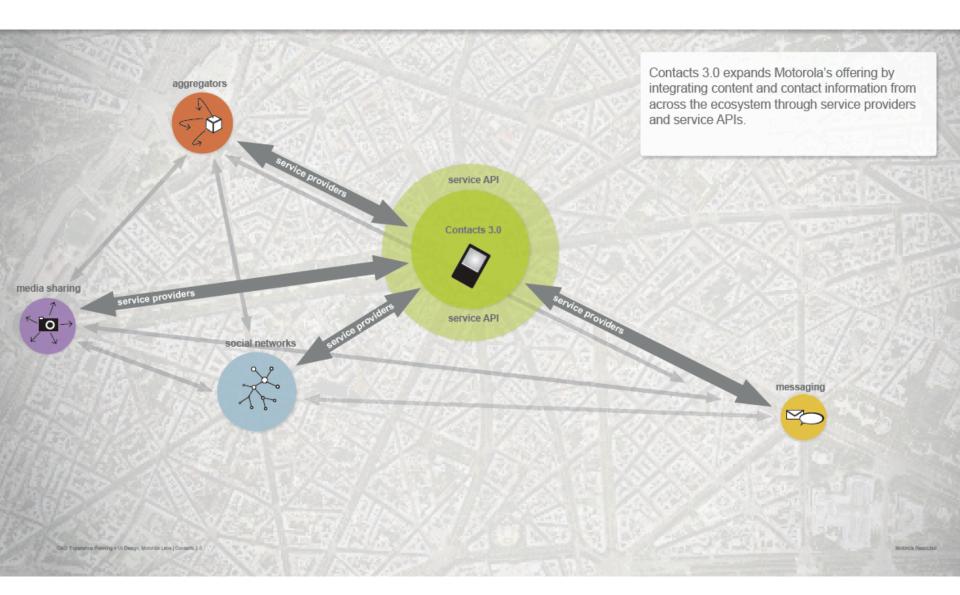
How is it different than what they used before?

Is there a familiar metaphor that will help users understand your system?

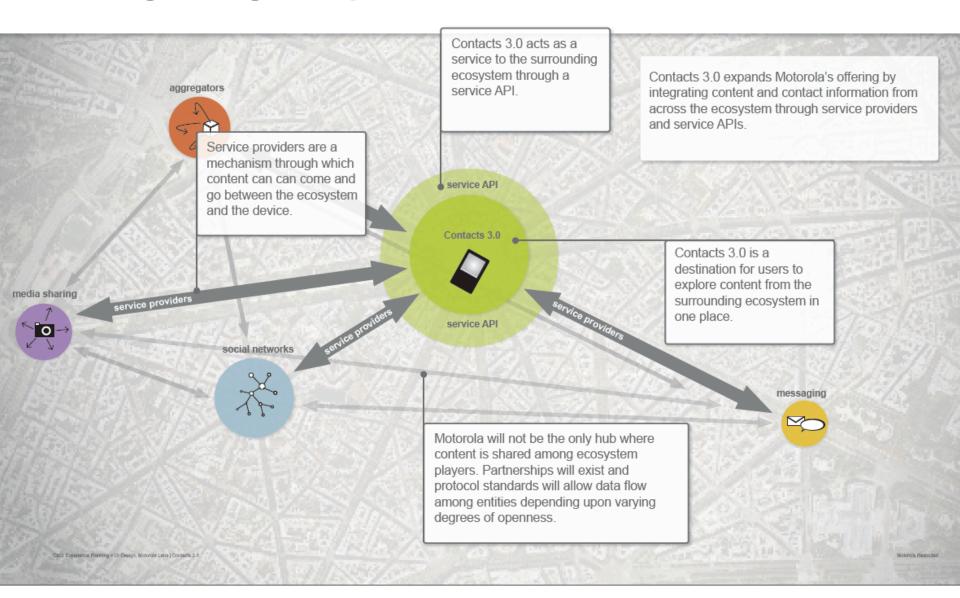
modeling: using metaphors



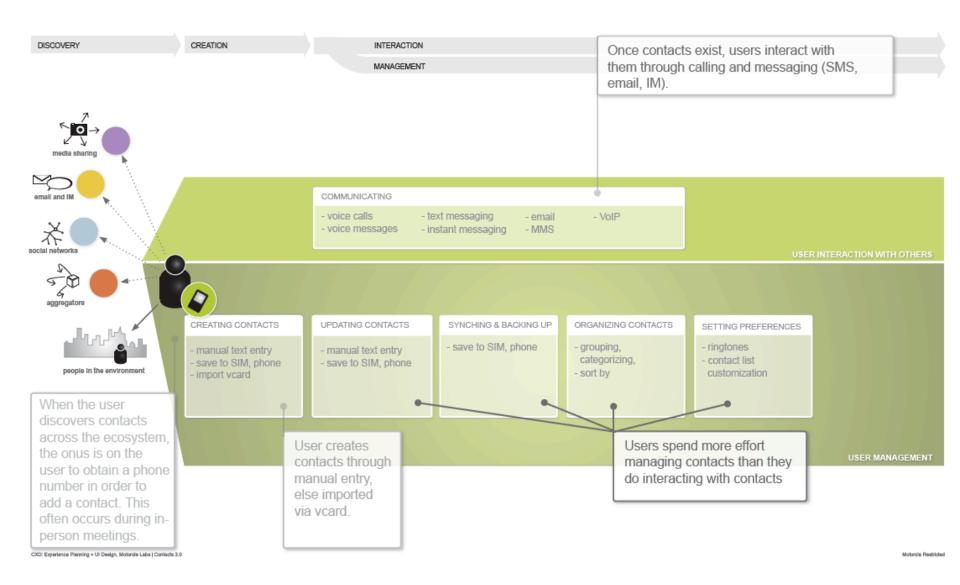
modeling: using metaphors



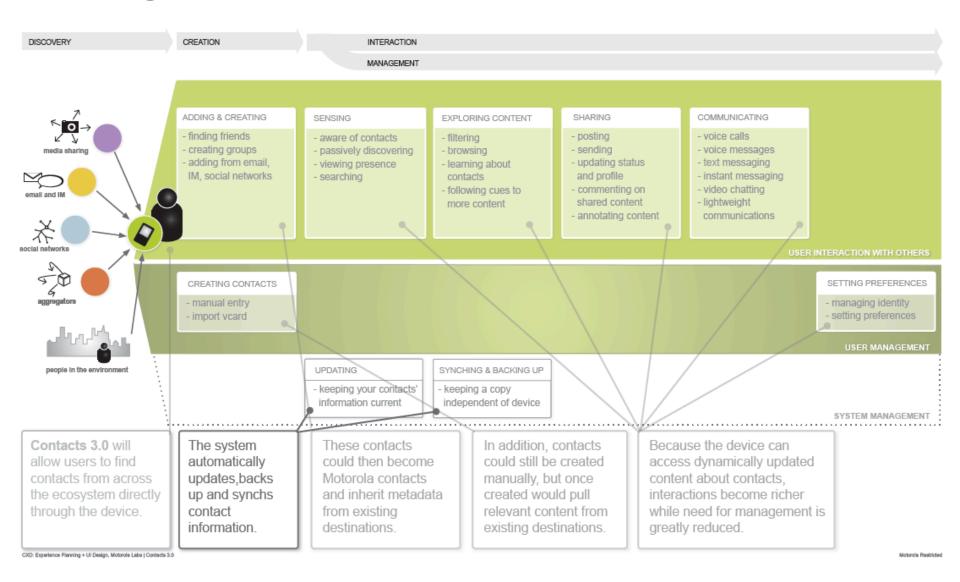
modeling: using metaphors



modeling: before + after



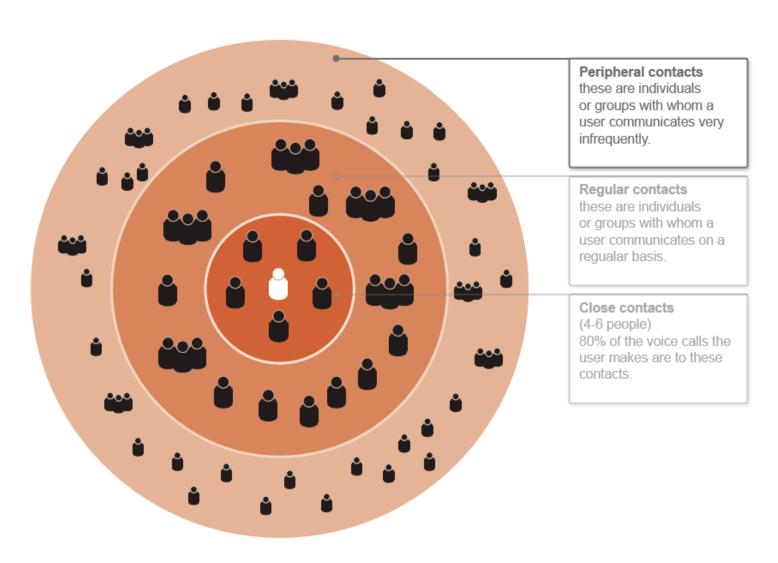
modeling: before + after



modeling: mental models

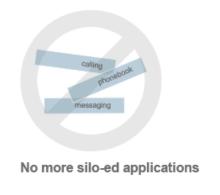
User Mental Model

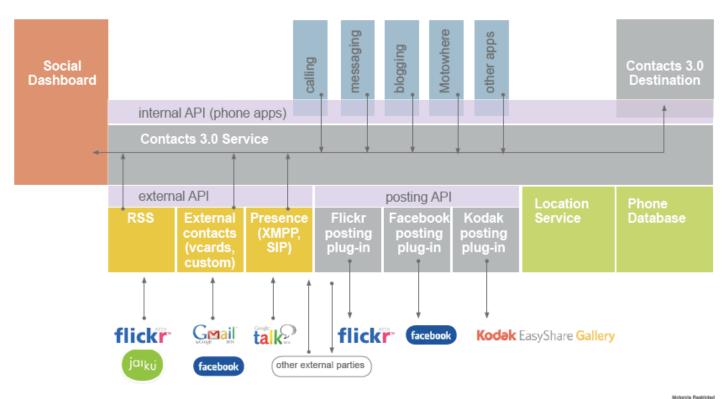
- > Close contacts
- > Regular contacts
- > Peripheral contacts



modeling: system diagrams

Software Architecture: Destination and Service





CXD: Experience Planning + UI Design, Motoroils Labs | Contacts 3.0

structure...flow...process

structure...flow...process: user goals

What should your system do?

Functionality should map to user goals

life goals: beyond the system, but help explain why trying to accomplish end goals

experience goals: how someone wants to feel while using the product

end goals: outcomes users expect from using the system

structure...flow...process: interaction framework

How should your system be structured?

Cooper's Interaction Framework

- 1. What is the form factor and input methods?
- 2. What are the different views?
- 3. What are the functional and data elements? (basically, parts of a larger key path)
- What are the functional groups and hierarchy? (sequence, groupings of containers, functionality – based on form factor and input methods)
- 5. What does the interaction framework begin to look like?
- 6. What are the key path scenarios? (primary actions and pathways through the system, e.g. viewing and composing emails)

structure...flow...process: a few notes

It's not a linear process – iterate back and forth between user flows + preliminary wireframes

Showing user experience flows vs system/business flows

Flows demonstrate users movement through time – how the user begins, ends and the clearly marked path that they take

Demonstrating cause + effect

Consistency is key in diagramming systems – there is no "right" visual language

Visual vocabulary – borrowing and adapting to make it your own

structure...flow...process: use cases

Use Case Catalog

Click here to access this document on Compass.

C = Core

I = Important N = Nice to have

Communicating	
Call a Contact	Priority C
Send Message (or reply to) a Contact (SMS/MMS)	c
Send Message a Group (SMS/MMS)	c
Email a Contact	i
Email a Group	- i
Send Lightweight Communication to Contact	, N
Send Lightweight Communication to Group	N
Instant Message a Contact	N
Instant Message a Contact	N
Send Voice note to a Contact	N N
Send voice note to a Group	N
Send Message to a Contact through an online service (i.e. Facebook)	c
Post on someone's Wall on Facebook (or equivalent for another Service	
Request info from a contact (Location, Contact Info, etc.)	, .
Comment on Contact's media	c
Continent on Contact stredia	
Learning	
View Contact's Status Message from online services (i.e. Facebook)	C
View Contact's Mood	N
View Contact's exact Location (cross-streets, address, dot on map)	- 1
View Contact's vague Location (City, State)	- 1
View Contact's user-defined Location (home, store, tag, etc.)	- 1
View Contact's time zone	- 1
View Contact's distance from me (exact2 ml)	- 1
View Contact's distance from me (general - same city, near, etc.)	- 1
View Contact's Motion Presence (moving/not moving; duration)	- 1
View Contact's preferred communication method	- 1
View Contacts Music Status	- 1
View Contact's current/recent photos	C
View Contact's comment on a photo	
View Contact's recent posts/online activities (short: eg. Twitter)	C
View Contact's recent posts/online activities (long: eg. Blog)	C
View Contact's comment on a Blog post	
View Contact's Facebook Profile update	
View Communication History with Contact (Recent Calls, etc.)	C
View Business specific data (Hours, Locations, etc.)	- 1
View Contact's IM Status now	1
View Contact's Calendar availability	- 1
View Contact's Calendar	N
View Contact's contacts, network	N
View Contact's online profiles (Facebook, Myspace, Linkedin)	C
View Contact's weather where they are (attach Widget to a Contact?)	- 1
View Contact's Ring Profile (Ring, Vibrate, etc.)	N
View basic Contact Information (Phone number, Email, IM, etc.)	C

Sharing	
(From My Info section on the Social Dashboard)	
Set my Status (make avail. OR push)	C
Set my photo (to appear in others' Contact lists)	c
Set my Mood (make avail OR push)	N
Share (make avail. OR push) my exact Location	ï
Share (make avail. OR push) my user-generated Location	- i
Share (make avail.) my Motion Presence	- i
Share (make avail, OR push) my vague Location (City, State)	- i
Share (make avail. OR push) my Vague Escation (City, State)	\pm
Share (make avail. OR push) my Calendar	- ;
Share (manage permissions for) my current media	ċ
(what I'm watching, Blogs, Music?)	
Share my preferred communication method Share (make avail.) my IM Status	N
	ċ
Share my online identities	
(url to any online profiles that a user has)	
Share myself as a Contact (my Vcard)	
Share my Contacts/my Network	
Make an introduction to a Contact (like Linkedin)	- 1
(sending Contact Info (like sending Vcard))	_
Send content to a contact (link to media, Blogpost, etc.)	c
Send content to a group (link to media, Blogpost, etc.)	C
Send Meeting/Event Invite	
Share business-specific data (if Contact is a business)	N
Searching/Finding/Browsing	
	Priority C
Searching/Finding/Browsing	Priority
Searching/Floriting/Browsing Search for a Contact on-Device	Priority
Searching/Rin/ing/Browsing Search for a Contact on-Device Search for a Contact off-Device	Priority
Searching/Rinding/Rinewsing Search for a Contact on-Device Search for a Contact off-Device Search by Tag Browse Contacts	Priority C
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Creating	
Create a Group (from Tags)	C
Create a Group from a shared group (a Contact send/shares the Group	C
with another member)	
Create a Group from a Message (sending to multiple recipients)	C
Publish Group (notify Contact that they are in a Group and give option	- 1
to add group)	
Create a Group from scratch	C
Create a Contact from Web Service (custom API for Facebook, etc.)	C
Create a Contact from another Device	N
(including "kissing" and tagging location)	C
Create a Contact from scratch	C
Create a Contact from Structured Data	C
Request an Introduction to a Contact	- 1
(requesting Contact Info for another person)	
Rate Contacts (make Favorite)	N
Block a Contact	C
Block particular feeds for a Contact	C
Block a Group	C
Disband a Group	C
Symcing/Backing up/Storing	
	с
Sync/update Contacts with Web Service	_
Sync/update Contacts with Web Service Sync/update Contacts with another Device (PC or second phone)	C I C
Sync/update Contacts with Web Service	- 1
Sync/update Contacts with Web Service Sync/update Contacts with another Device (PC or second phone) Save Contacts to SIM Save Contacts to Phone	C
Sync/update Contacts with Web Service Sync/update Contacts with another Device (PC or second phone) Save Contacts to SIM Save Contacts to Phone Save Contacts to Service (NGP - back-up?; carrier?; 3rd party?)	C
Sync/update Contacts with Web Service Sync/update Contacts with another Device (PC or second phone) Save Contacts to SIM Save Contacts to Phone Save Contacts to Service (NGP - back-up?; carrier?; 3rd party?) Customize/set preferences for Contacts Detail	C C
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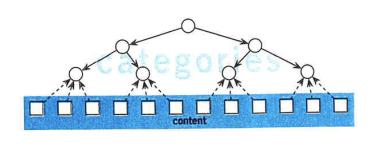
structure...flow...process: use cases

		Priority		
Identifier		+ +		\$
Communica	ting			
Α	Call a Contact	С	х	x
В	Text Message (or reply to) a Contact (SMS/MMS)	С	х	x
С	Text Message a Group (SMS/MMS)	С	х	x
D	Email a Contact	1	х	x
E	Email a Group	1	х	x
F	Send Lightweight Communication to Contact	N	х	x
G	Send Lightweight Communication to Group	N	х	х
Н	Instant Message a Contact	- 1	х	x
1	Start a Group chat from Group Detail	1		x
J	Send voice note to a Contact	N		x
K	Send voice note to a Group	N		x
L	Message a Contact on online service (i.e. Facebook)	С	х	х
М	Communicate via service specific methods (i.e. Post on someone's wall on Facebook)	С	х	x
Р	Request information from a Contact (exact location; duration, contact info)	1	х	х
	Request information from a Contact (Introduction to another Contact)			x
Q		С	х	x

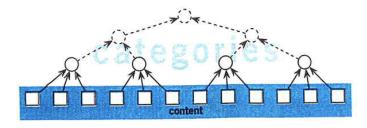
structure...flow...process: organizing info + user flows

Information architecture

Especially important for heavy content (more at the interface level)



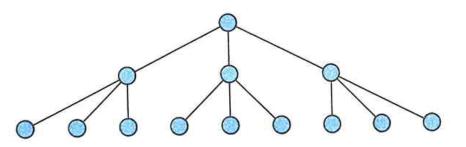
top down



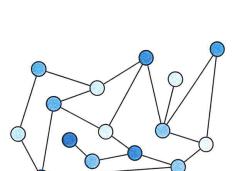
bottom up

structure...flow...process: organizing info + user flows

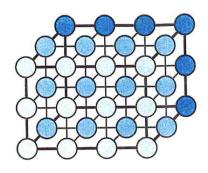
Architectural Approaches



Hierarchical parent and child relationships



Organic no consistent pattern

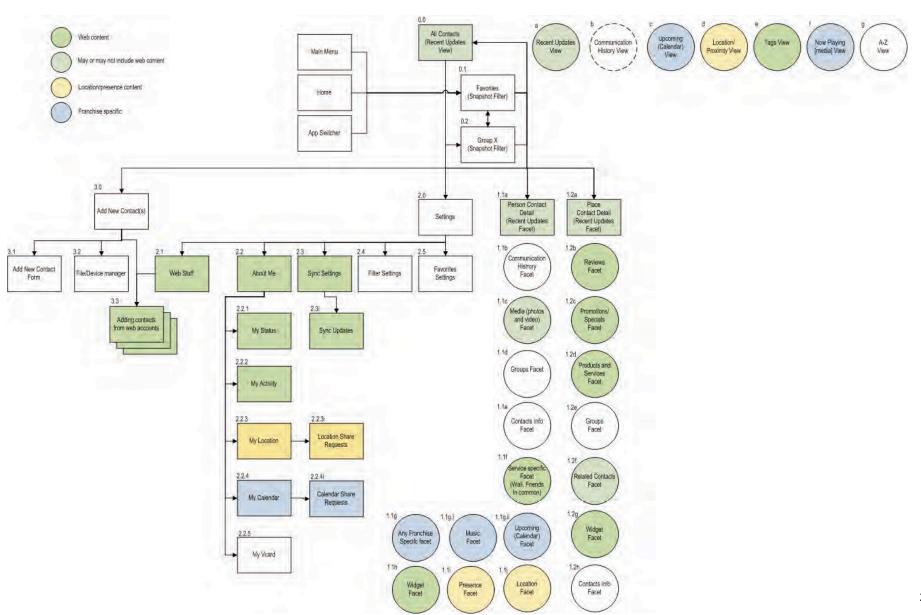


Matrix 2 dimensions (sometimes 3?)

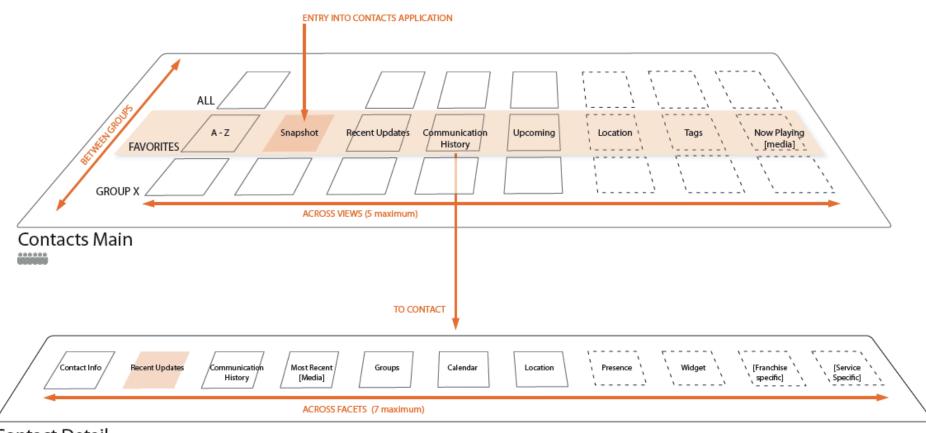


Sequential step by step

structure...flow...process: information architecture



structure...flow...process: interaction model



Contact Detail

screen design

affordances/interface design: interface design principles

Wodtke's 8 principles

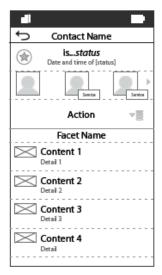
- 1. Design for way-finding where you are, where you can go, how to get there
- 2. Set expectations and provide feedback
- 3. Ergonomics design
- 4. Be consistent and consider standards
- 5. Provide error support prevent, protect, and inform
- 6. Rely on recognition rather than recall
- 7. Provide for people of varying skill levels- intermediate is fine
- 8. Provide meaningful and contextual help and documentation

Blueprints (or user flows and wireframes) are just good thinking written down

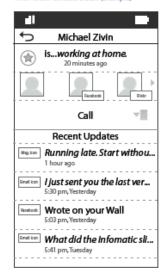
Beware of easy-to-get, easy-to-remember answers.

Anatomy of the Contact Detail screen (for a person - 1/6)

1.1 Person Contact Detail (Generic)



1.1a Person Contact Detail (Example)



Basic

The next stx pages will step you through the Contact Detail screen, explaining necessary widgets and interactions.



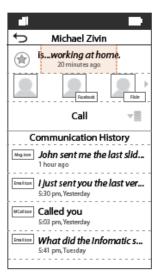
In this example, the contact has been nominated by the system as a "suggested Favorite" (striped star indicates their nomination).
Go to Groups Settings (2.41) for more on how a contact becomes nominated a Favorite.

- ☆ If the selects nominates the friend as a Favorite, they will appear in the Contacts Main "Eavorite list"
- If the 'Not a Favorite' option is picked, the user goes back to being just an average Yoo-hoo.

1.1b Person Contact Detail, Favor/Block Dropdown



1.1b Person Contact Detail + Status touch area



Favorite/Block functionality

 If the block option is picked, the Contact profile will grey out and only this dropdown will be accessable to the user (to Unblock).

The icon of whichever option is picked, will remain on-screen to show what's active.

The Favor/Block Dropdown will time-out after a few seconds of inactivity. Otherwise, closed by pressing the top of the menu (top star).

The "Blocked" strategy requires proper investigation and design solution (see the Next Steps section).

Facebook Status

This area contains the latest update to the Contact's status (coming from Facebook, or other services that provide live presence/ status information). If the Contact does not have an account with one of these services, this space will display the last contact/communication (sent or received) with that Contact or their last social update (Web activity).

and design solution (see the Next Steps section)

Anatomy of the Contact Detail screen (for a person - 2/6)







1.1f Person Contact Detail



Find Contact's [x] Account

The first photo in the row is the default profile photo for that Contact (what appears with incoming communication, such as the photo you see when Michael Zivin calls).

When the first photo in the row pressed the Recent Updates Facet (1.1a default) is displayed.

Rule: The profile image of the first service added to the Contact automatically becomes the default image for that Contact.

The default photo can be changed via the Contact Information Facet (1.1e) or the Media Facet (1.1c) within the Contact Detail. This may seem redundant, but the reason for both is to keep what's familiar while providing an alternative that Just makes more sense.

Account Profile

Users can scroll horizontally through multiple accounts if more than two accounts are linked to the contact.

When pressed, the Facet for that Service becomes visible (i.e. when the Facebook Profile Photo Is pressed, the Facebook Facet (1.1f) appears).



1.1a Person Contact Detail



1.1a Person Contact Detail, Action Dropdown



Action line item

If a phone number is stored for the Contact, the Action line item will be 'Call' if pressed a call will be placed to the Contact in view.

If there is no phone # for the Contact but the user has an email address or is a friend on Facebook, the Action line Item will be 'Send Message.'

Action Dropdown

The Action Dropdown is lightly dynamic. The first option will always be 'Call' (If a # is stored) or 'Send Message', but the remaining options will vary based on the facet that's available.

See the Action Dropdown Detail section of this document for the rules around what

options will appear, when.

Anatomy of the Contact Detail screen (for a person - 3/6)

What is a Facet?

Facets are similar to Views. They share a common interaction (swiping), and information sets (Social Updates, Location, etc.). What makes a Facet different is that it is specific to a Contact, displaying content for one person only. A Facet is also visually unique in that it is situated on the bottom half of the screen. Each Facet contains a dynamic and focused set of information about a Contact that can come from local and/or Web sources. For example, the Communication History Facet is a log of all incoming communication from a Contact. This information is largely drawn on local on-device information and relies little on the Web. The Friends in Common Facet, on the other hand, is a list of Friends that the user and a Contact share on Facebook, is completely reliant on the web and the Facebook Service.

Facets are not to be confused with applications or lite-versions of applications. In some instances, such as the Calendar or Location Facet, the View may look similar to a device application, but it just provides a preview of information about a contact and does not replicate full functionality of the Calendar or Location application. It is possible to launch the full Calendar or Location application from those facets.

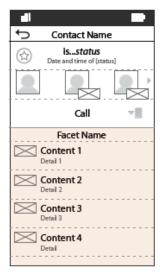
Basic Rules: 1. Facets should have a title at the top. 2. Facets are scrollable. 3. Every Contact Detail can have a maximum of 7 facets, 4, Facets are sticky, 5. Facets affect the what options are available in the Action Dropdown (see the Action Dropdown Detail for more information). Default facets (Standard Contact): Recent Updates, Communication History, Media, Groups, and Contact Information

Connected facets (Web Contact): Main [Service] Facet (1 per service), Additional [Service] facets and Widgets

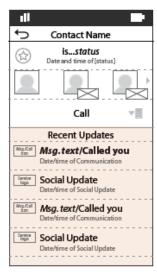
Future facets (Eventual Contact): Calendar (Shared), Location and Presence



1.1 Person Contact Detail (Generic)



1.1a Person Contact Detail



Facet Basics

The following facets are covered in this design:

- Recent Updates (All web and device activity)
- Communication History
- Media
- Groups
- Calendar
- Location
- Presence - Widgets
- Franchise specific
- Main [Service] Facet
- Additional [Service] Facet (i.e. Friends in common - Facebook)
- Contact Information

Recent Updates Facet

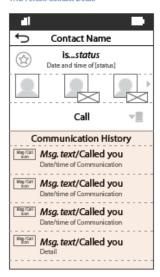
The Recent Updates Facet logs all Incoming Web and device activity. Updates that have not been viewed have bold titles. When the update has been viewed, it is not longer bolded.

The number of updates in this list will be

determined by time or capacity.

Anatomy of the Contact Detail screen (for a person - 4/6)





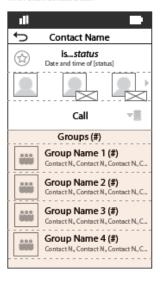
Communication History Facet

Communication History Includes all private one-to-one communication, such as Calls, Messages (Email, SMS/MMS, Racebook Messages), IM Conversations (+ small group chats), etc. A Wall post, which is considered one-to-one is not included because the message/post is public. This list only includes incoming communication.

Communication History updates are always chronological, with the most recent at the top.

When an update is selected, a detail of that update is revealed (Content Detail).

1.1d Person Contact Detail

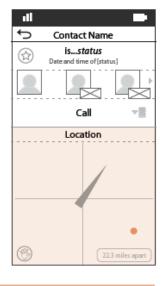


Groups

The groups facet includes groups that were created on the device and system suggested groups. This list does not contain groups from Facebook or other social networks. Group Info. from social networks is used as metadata.

Regardless of whether or not a contact is in a group or is suggested by the system to be in a group, every contact will always have a Groups Facet.

1.1J Person Contact Detail



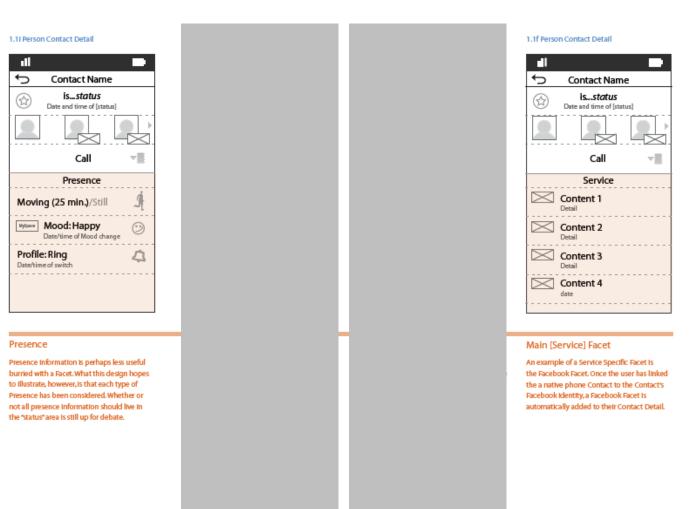
Location

Although this area has yet to be finalized, there are a lot of ideas floating around about how it might be approached.

in this concept the phone acts like a compass so that the user might face the other contact (directionally) and send lightweight comm. such as a wave. The users may be 22, one hundred or thousands of miles apart, but they may feel closer if they know that they are facing one another.

If user doesn't have permission to see contact's location, here they can request location permissions (2.2.3).

Anatomy of the Contact Detail screen (for a person - 5/6)



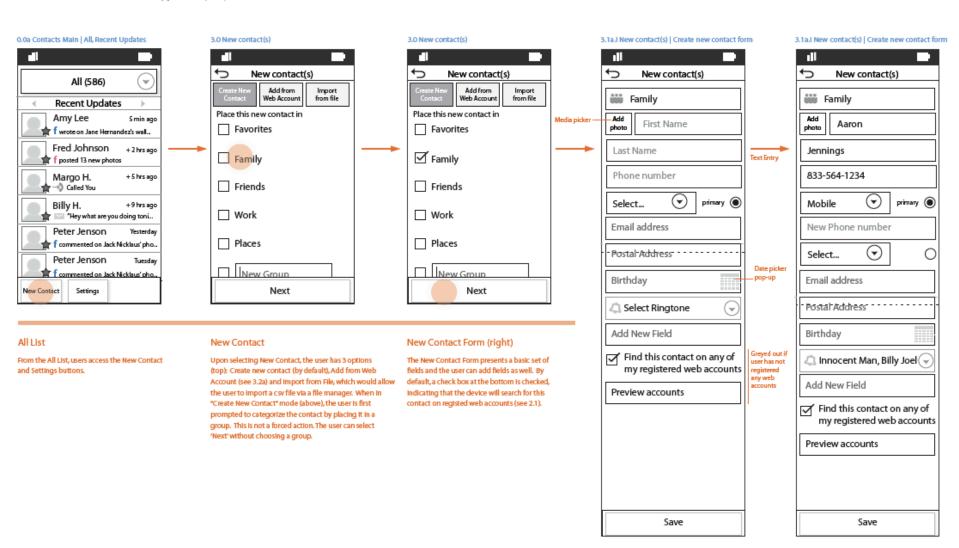
1.1f Person Contact Detail



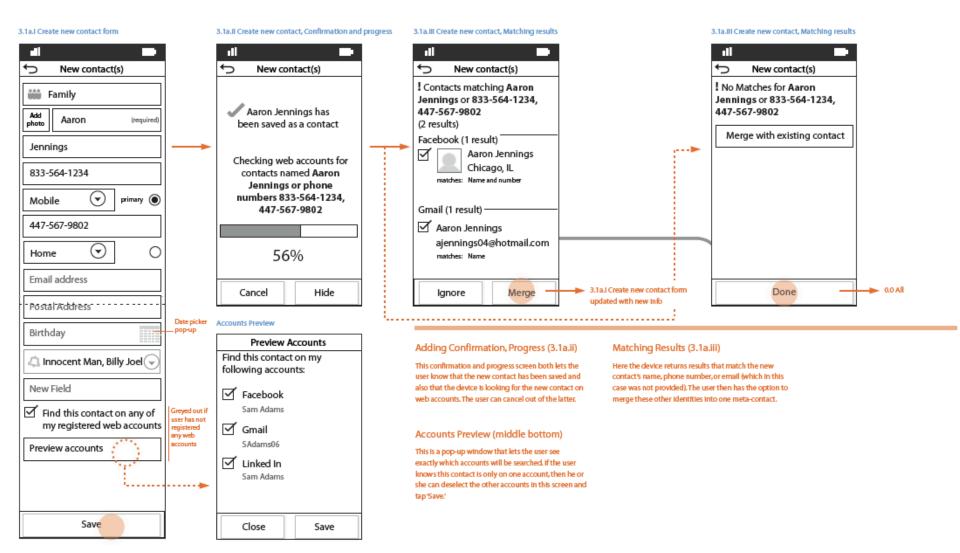
Anatomy of the Contact Detail screen (for a person - 6/6) he Person Contact Detail



Create a contact from scratch, person (1/2)



Create a contact from scratch, person (2/2)



iterating with users

iterating with users: prototyping framework

Prototype	Function	Characteristics	Communicates with	Design stage	Examples
Conceptual	 externalizes idea shows overall plan with interrelationships instrumental for getting early team focus and agreement 	 often diagrammatic highly abstract holistic presentation of idea goes through many quick iterations 	client team members	early and when substan- tial structural changes are needed	
Behavioral	 supports interaction uncovers users' intuitive cognitive operations and expectations 	 seldom holistic often a critical segment of the design idea often crudely designed but with enough context for use often looks nothing like the object being designed 	 users (elicits natural action and feedback) client (shows alternatives) designers (answers questions) team members (facilitates decision-making) 	early and intermittment as behavioral questions arise	
Procedural	 verifies the logic of sequences identifies patterns of use 	exhaustive integrated presentation of options and consequences	users (elicits choice and planned consequences) team members (facilitates execution)	later, but much before production — iterate as often as needed	
Appearance	 assists in aesthetic development confirms sensory impact 	 highly detailed highly realistic selected functionality to scale, often 1:1 	 users (verify quality) team members (explore visual detail and consistency) client (proof of concept) 	late, but before produc- tion — iterate as often as needed	
Scenarios	 establishes context for use connects early vague idea with details of life embeds developed idea into daily life 	 narrative real-to-life story sufficient detail to be believable 	 team members (helps to establish context) client (helps to understand concept) public (promotes idea) 	early, to understand how the concept fits in user lives middle, to communicate real life issues to team late, to spin the idea in a public setting	
Games	•supports speculation on relationships between complex and interactive aspects of a situation	 rule driven includes chance, decision and consequence simulates key aspects of a situation 	team members key stakeholders	early, to uncover major conflicts a	

structure...flow...process: a few web resources

First Principles of Interaction Design

http://www.asktog.com/basics/firstPrinciples.html

Views and Forms: Principles of Task Flow for Web Applications Part 1

http://www.boxesandarrows.com/view/

views and forms principles of task flow for web applications part 1

Wizards and Guides: Principles of Task Flow for Web Applications Part 2

http://www.boxesandarrows.com/view/

wizards and guides principles of task flow for web applications part 2

A visual vocabulary for describing information architecture and interaction design http://www.jjg.net/ia/visvocab/

A few good books

About Face 3: The Essentials of Interaction Design, Alan Cooper

Designing for Interaction: Creating Smart Appliances and Clever Devices, Dan Saffer

Elements of User Experience, Jesse James Garret

Information Architecture: Blueprints for the Web, Christina Wodtke

Designing Interactions, Bill Moggridge

Sketching User Experiences, Bill Buxton

Envisioning Information, Edward R. Tufte – all Tufte books are fantastic