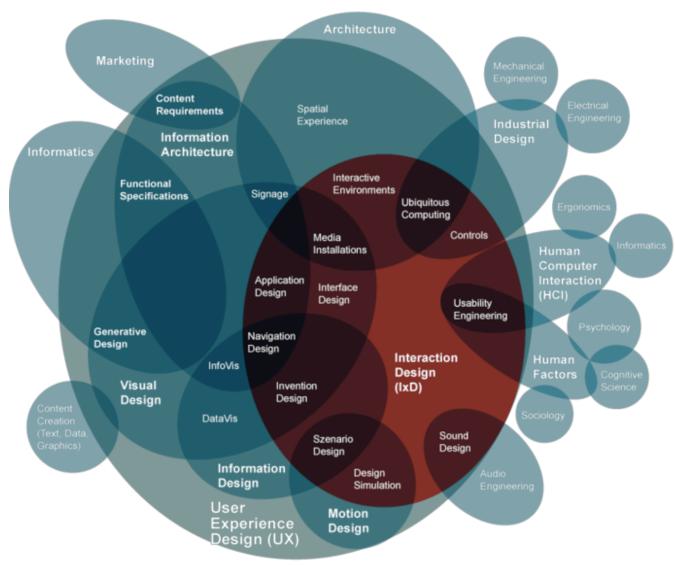
interaction design

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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

Frames big ideas for stakeholders

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?

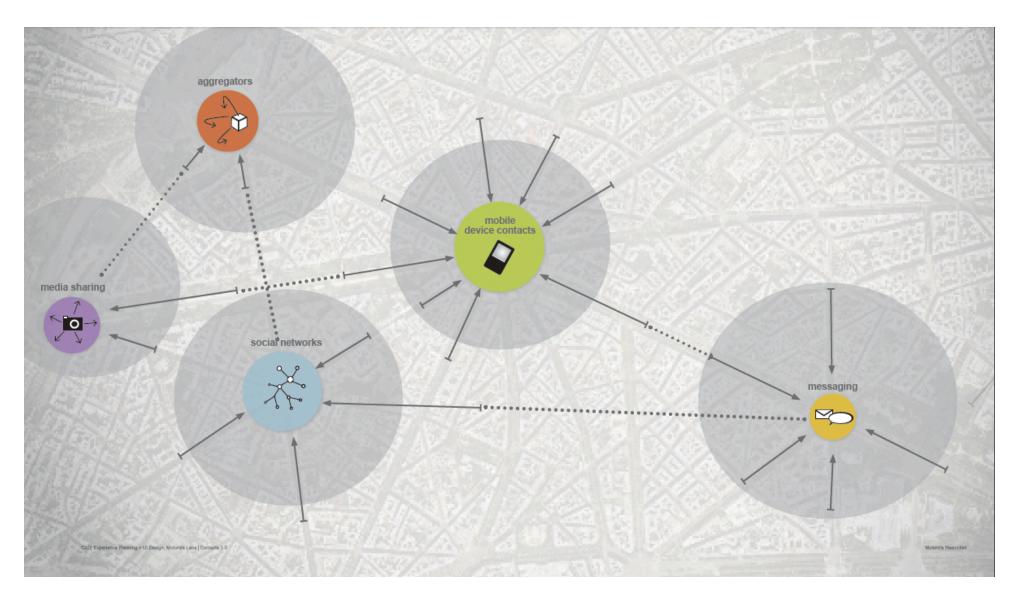
What are the different modes in which they might use it?

What are the different phases that your system might address?

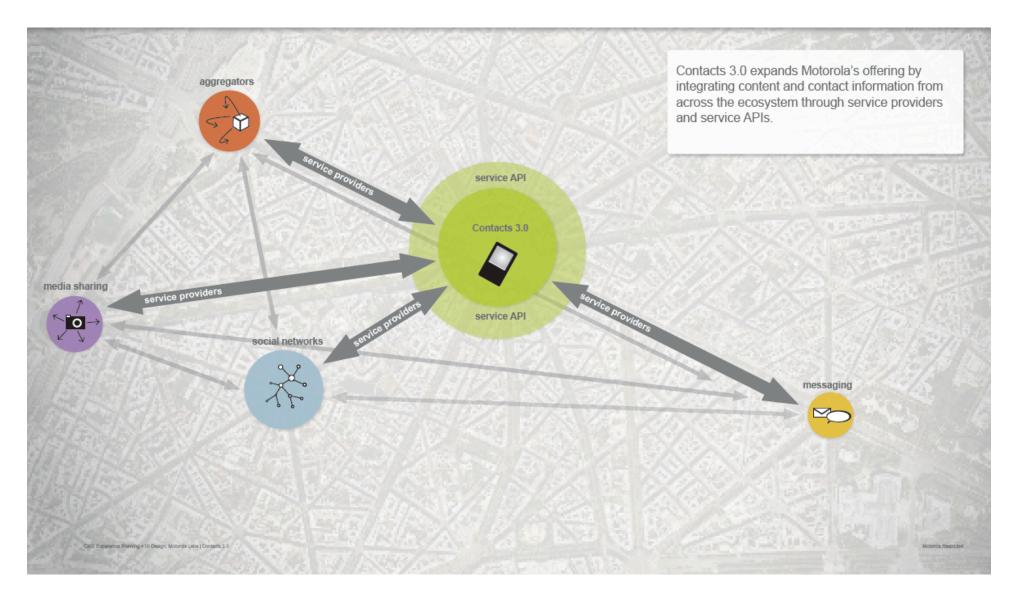
How is it different than what they used before?

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

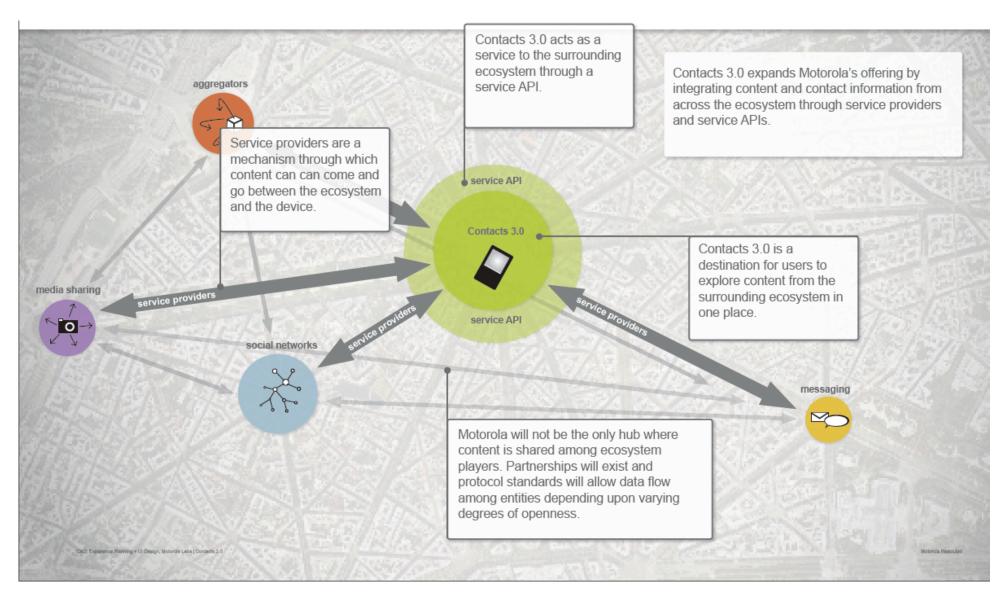
modeling: using metaphors



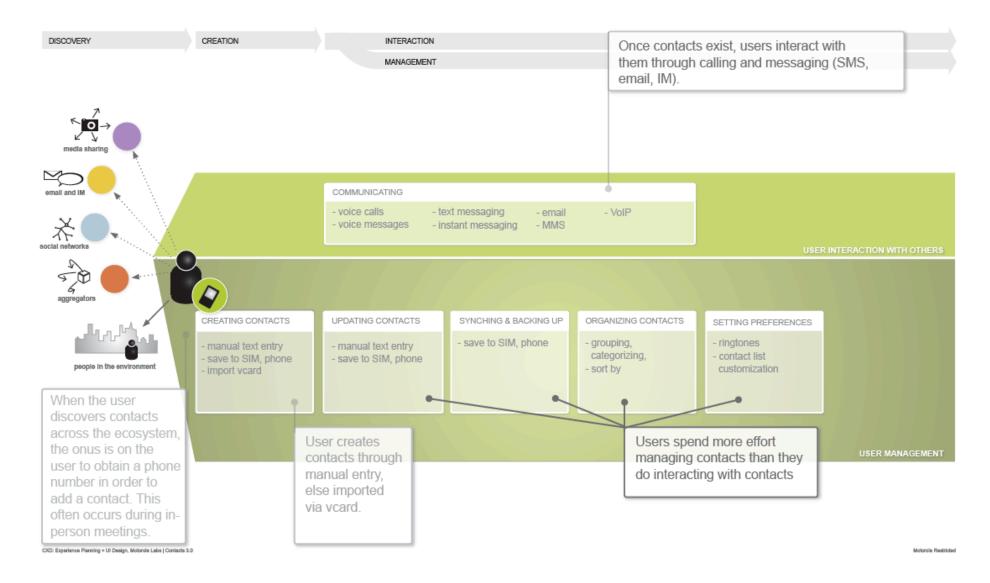
modeling: using metaphors



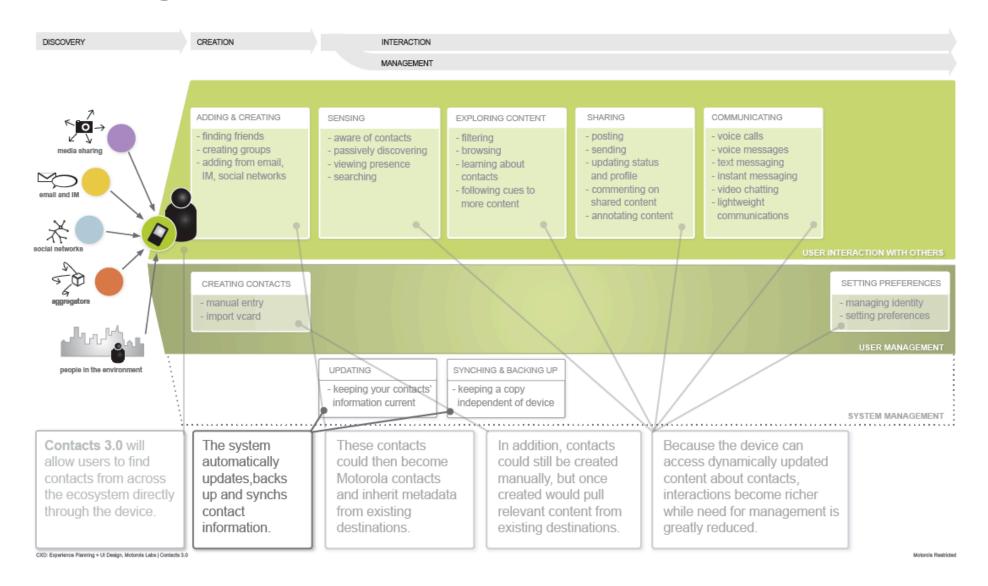
modeling: using metaphors



modeling: before + after



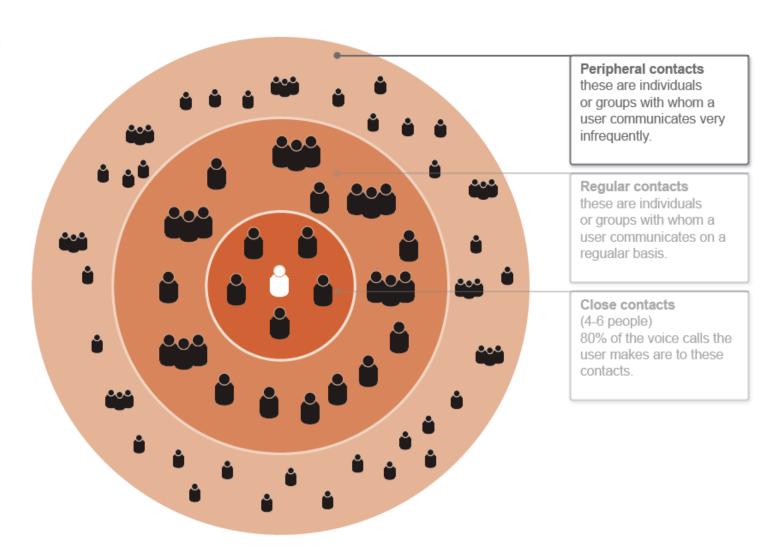
modeling: before + after



modeling: mental models

User Mental Model

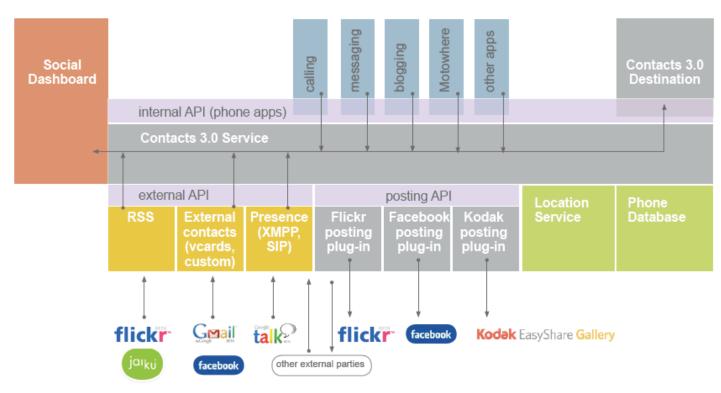
- > Close contacts
- > Regular contacts
- > Peripheral contacts



modeling: system diagrams

Software Architecture: Destination and Service





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

13

modeling: content types



Demanding

You need to know about me right now!

Things I have to or should acknowledge

- Calls
- Messages
- Reminders



Patient

I'm here when you need me.

Tracking information

- Weather
- Call logs
- Location information
- Battery
- Patterns of use



Collected

I've got what you need to know and you should know this.



Cool

Let's go check some stuff out.

Tapping the collective consciousness: learning, connecting, discovering...

- ...with a librarian
- Structured, organized information
- News
- SN updates

- ...with a DJ
- •Recommended content
- Media from friends

modeling: user types







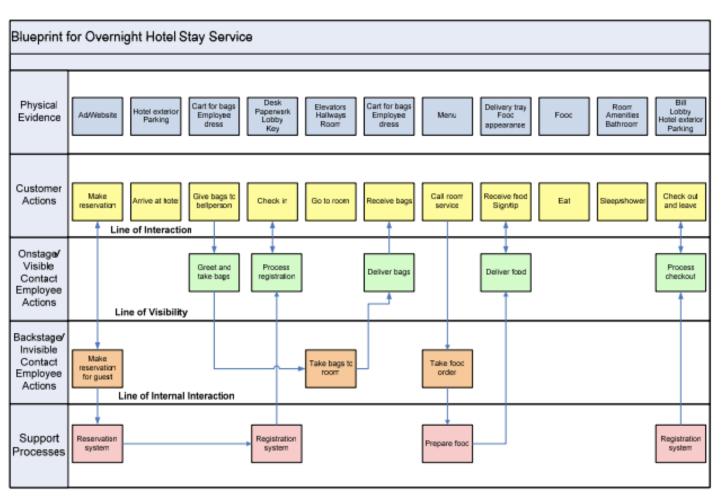






modeling: service blueprints

Actions users take and steps needed to support these actions by various parts of your service



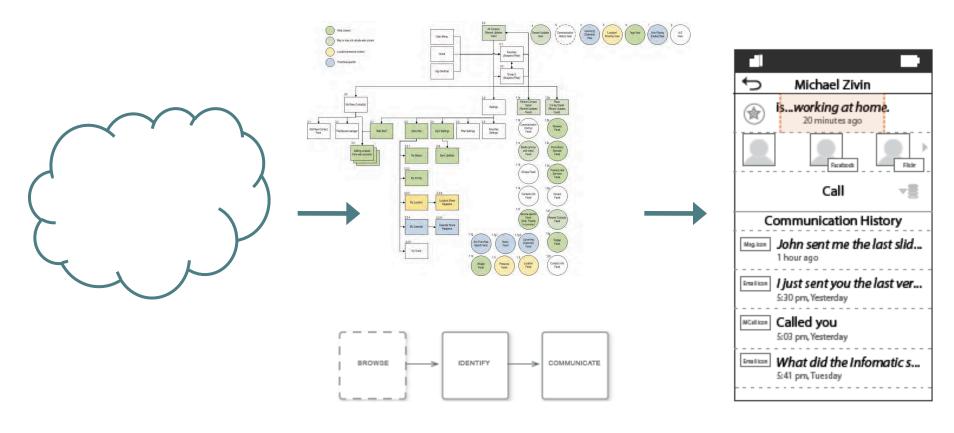
making models

Take 15 minutes in your groups and create some simple models for your app

before + after (how is life different with your app)
mental models (how do users think about a key part of your system)
system model (how is your system architected)
user types (what different types of users would use your app in what ways)
content types (what different types of content and interactions are in your app)
service model (what are all of the user touchpoints with your system)

structure...flow...process

structure...flow...process: putting it all together

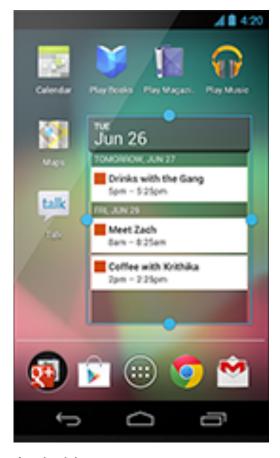


concept models

information architecture use cases + user flows

screen wireframes

structure...flow...process: know your sandbox



Android



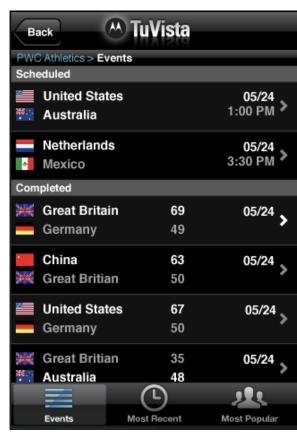
iOS



Windows Mobile

structure...flow...process: know your sandbox







Blackberry

Android iOS

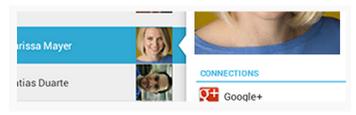
structure...flow...process: patterns + guidelines



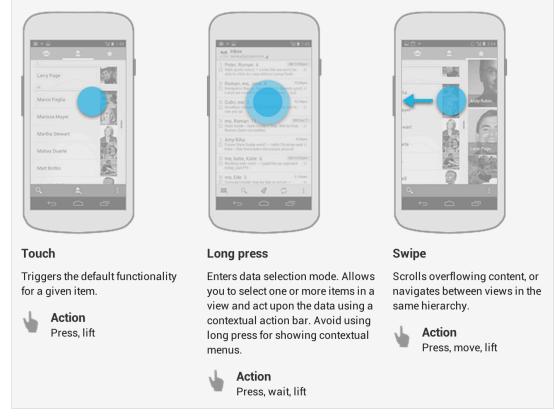
Navigation bar



Action bar



Multi-pane layout



Gestures

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?
- 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.

Key

C = Core I = Important N = Nice to have

Communicating	Priority
Call a Contact	C
Send Message (or reply to) a Contact (SMS/MMS)	C
Send Message a Group (SMS/MMS)	C
Email a Contact	- 1
Email a Group	- 1
Send Lightweight Communication to Contact	N
Send Lightweight Communication to Group	N
Instant Message a Contact	N
Instant Message a Group	N
Send Voice note to a Contact	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.)	- 1
Comment on Contact's media	C
Learning	
View Contact's Status Message from online services (i.e. Facebook)	0
View Contact's Mood	h
View Contact's exact Location (cross-streets, address, dot on map)	1
View Contact's vague Location (City, State)	
View Contact's user-defined Location (home, store, tag, etc.)	
View Contact's time zone	- 1
View Contact's distance from me (exact2 mi)	
View Contact's distance from me (general - same city, near, etc.)	
View Contact's Motion Presence (moving/not moving; duration)	i
View Contact's preferred communication method	
View Contacts Music Status	
View Contact's current/recent photos	
View Contact's comment on a photo	,
View Contact's recent posts/online activities (short: eq. Twitter)	
View Contact's recent posts/online activities (long: eg. Pwicer)	
View Contact's recent posts/online activities (long; eg. blog) View Contact's comment on a Blog post	
View Contact's Facebook Profile update	
View Communication History with Contact (Recent Calls, etc.)	
View Business specific data (Hours, Locations, etc.)	
View Contact's IM Status now	
View Contact's Calendar availability View Contact's Calendar	- 1
	N
View Contact's contacts, network	N
View Contact's online profiles (Facebook, Myspace, Linkedin)	0
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.)	(

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	- 1
Share (make avail. OR push) my user-generated Location	- 1
Share (make avail.) my Motion Presence	- 1
Share (make avail. OR push) my vague Location (City, State)	- 1
Share (make avail. OR push) my Time Zone	- 1
Share (make avail. OR push) my Calendar	- 1
Share (manage permissions for) my current media	C
(what fm watching, Blogs, Music?)	
Share my preferred communication method	N
Share (make avail.) my IM Status	- 1
Share my online identities	C
(url to any online profiles that a user has)	
Share myself as a Contact (my Vcard)	- 1
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, Biogpost, etc.)	C
Send content to a group (link to media, Blogpost, etc.)	c
Send Meeting/Event Invite	ī
Share business-specific data (if Contact is a business)	N
Shale business-specific data (ii contact is a business)	"
Searching/ Finding/ Browsing	
Swarcharg rinnary arowsary	Priority
Search for a Contact on-Device	Priority C
Search for a Contact on-Device	
Search for a Contact on-Device Search for a Contact off-Device	
Search for a Contact on-Device Search for a Contact off-Device Search by Tag Browse Contacts	c
Search for a Contact on-Device Search for a Contact off-Device Search by Tag	c
Search for a Contact on-Device Search for a Contact off-Device Search by Tag Browse Contacts Filter/sort Contacts Main by:	c
Search for a Contact on-Device Search for a Contact off-Device Search by Tag Browse Contacts Filter/sort Contacts Main by: Tag Location	C C
Search for a Contact on-Device Search for a Contact off-Device Search by Tag Browse Contacts Filter/sort Contacts Main by: Tag Location Now (or recently) Playing [media]	c c c
Search for a Contact on-Device Search for a Contact off-Device Search by Tag Browse Contacts Filter/sort Contacts Main by: Tag Location Now (or recently) Playing [media] Recency of communication	C C C I
Search for a Contact on-Device Search for a Contact off-Device Search by Tag Browse Contacts Filter/sort Contacts Main by: Tag Location Now (or recently) Playing [media] Recency of communication Recent Updates	c c c c l l c c
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Search for a Contact on-Device Search for a Contact off-Device Search by Tag Browse Contacts Filter/sort Contacts Main by: Tag Location Now (or recently) Playing [media] Recent Opdates Calendar (Upcoming) Franchise Specific activity (Now playing media) Group	c c c c l
Search for a Contact on-Device Search for a Contact off-Device Search by Tag Browse Contacts Filter/sort Contacts Main by: Tag Location Now (or recently) Playing [media] Recency of communication Recent Updates Calendar (Upcoming) Franchise Specific activity (Now playing media) Group Favorites (suggested by frequency)	c c c c l l c c
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Search for a Contact on-Device Search for a Contact off-Device Search by Tag Browse Contacts Filter/sort Contacts Main by: Tag Location Now (or recently) Playing [media] Recency of communication Recent Updates Calendar (Upcoming) Franchise Specific activity (Now playing media) Group Favorites (suggested by frequency) Filter/sort Social Dashboard Content (Device + Social/Web updates) by: Group (from Contacts App) Media Type (off-Device) Recency (time-based by default) Communication Type (on-Device: Calls, Messages) Web (off-Device)	0 0 0 0 0
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Greating	
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 I
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
Syncina/Backina un/Storina	
Syncing/Backing up/Storing Sync/update Contacts with Web Service	с
Sync/update Contacts with Web Service	c
Sync/update Contacts with Web Service Sync/update Contacts with another Device (PC or second phone)	ī
Sync/update Contacts with Web Service Sync/update Contacts with another Device (PC or second phone) Save Contacts to SIM Save Contacts to Phone	I C
Sync/update Contacts with Web Service Sync/update Contacts with another Device (PC or second phone) Save Contacts to SIM	I C C
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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 Customize/set preferences for Contacts Main Satting up Import Contacts from Online Service Reconcile/merge Contacts across information sources (matching John on Facebook to John in Contact List) Set which content sources I want from a given Contact Receive notification that a Contact has edited their Contact Info and	C C 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 Customize/set preferences for Contacts Main Setting up Import Contacts from Online Service Reconcile/merge Contacts across information sources (matching John on Facebook to John in Contact List) Set which content sources I want from a given Contact Receive notification that a Contact has edited their Contact Info and there is a conflict (following Auto-Sync)	C C 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 Customize/set preferences for Contacts Main Satting up Import Contacts from Online Service Reconcile/merge Contacts across information sources (matching John on Facebook to John in Contact List) Set which content sources I want from a given Contact Receive notification that a Contact has edited their Contact Info and there is a conflict (following Auto-Sync) Respond to conflict alerts following automatic sync/updateswith	C C C
Sync/update Contacts with Web Service Sync/update Contacts with another Device (PC or second phone) Save Contacts to SIM Save Contacts to Fhone Save Contacts to Service (NGP - back-up?; carrier?; 3rd party?) Customize/set preferences for Contacts Detail Customize/set preferences for Contacts Main Satting up Import Contacts from Online Service Reconcile/merge Contacts across information sources (matching John on Facebook to John in Contact List) Set which content sources I want from a given Contact Receive notification that a Contact has edited their Contact Info and there is a conflict (following Auto-Sync) Respond to conflict alerts following automatic sync/updateswith online services (in background)	C C C
Sync/update Contacts with Web Service Sync/update Contacts with another Device (PC or second phone) Save Contacts to SIM Save Contacts to Fhone Save Contacts to Service (NGP - back-up?; carrier?; 3rd party?) Customize/set preferences for Contacts Detail Customize/set preferences for Contacts Main Satting up Import Contacts from Online Service Reconcile/merge Contacts across information sources (matching John on Facebook to John in Contact List) Set which content sources I want from a given Contact Receive notification that a Contact has edited their Contact Info and there is a conflict (following Auto-Sync) Respond to conflict alerts following automatic sync/updateswith online services (in background) Set sync (Web services) option to manual	C C C
Sync/update Contacts with Web Service Sync/update Contacts with another Device (PC or second phone) Save Contacts to SIM Save Contacts to Fhone Save Contacts to Service (NGP - back-up?; carrier?; 3rd party?) Customize/set preferences for Contacts Detail Customize/set preferences for Contacts Main Satting up Import Contacts from Online Service Reconcile/merge Contacts across information sources (matching John on Facebook to John in Contact List) Set which content sources I want from a given Contact Receive notification that a Contact has edited their Contact Info and there is a conflict (following Auto-Sync) Respond to conflict alerts following automatic sync/updateswith online services (in background)	C C C

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

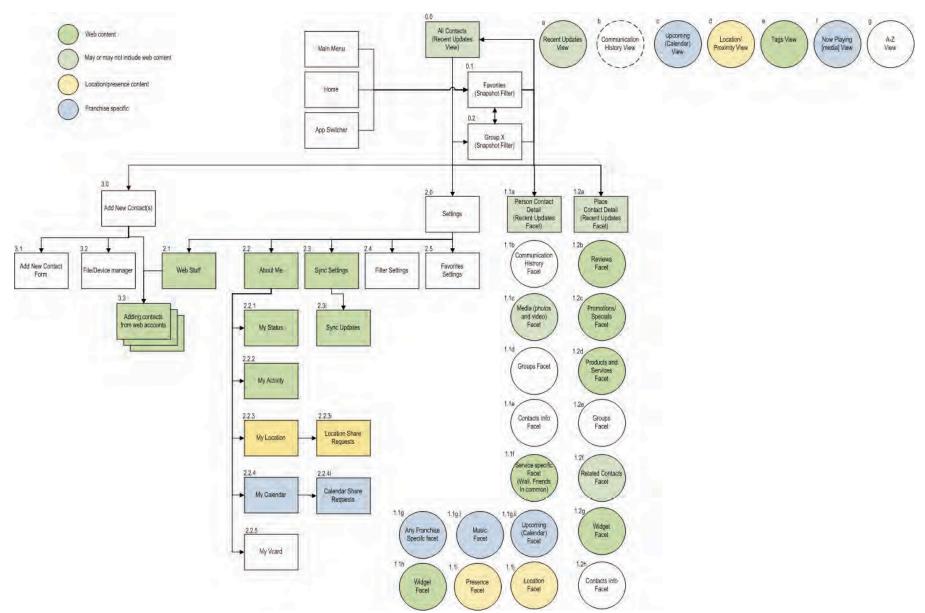
Identifier	♦ Use Case	Priority	•	•		
Communicating						
Α	Call a Contact	С	x	x		
В	Text Message (or reply to) a Contact (SMS/MMS)	С	x	x		
С	Text Message a Group (SMS/MMS)	С	х	x		
D	Email a Contact	1	х	x		
E	Email a Group	1	х	x		
F	Send Lightweight Communication to Contact	N	х	x		
G	Send Lightweight Communication to Group	N	х	x		
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	x		
	Request information from a Contact (Introduction to another Contact)			х		
Q		С	х	х		

use cases

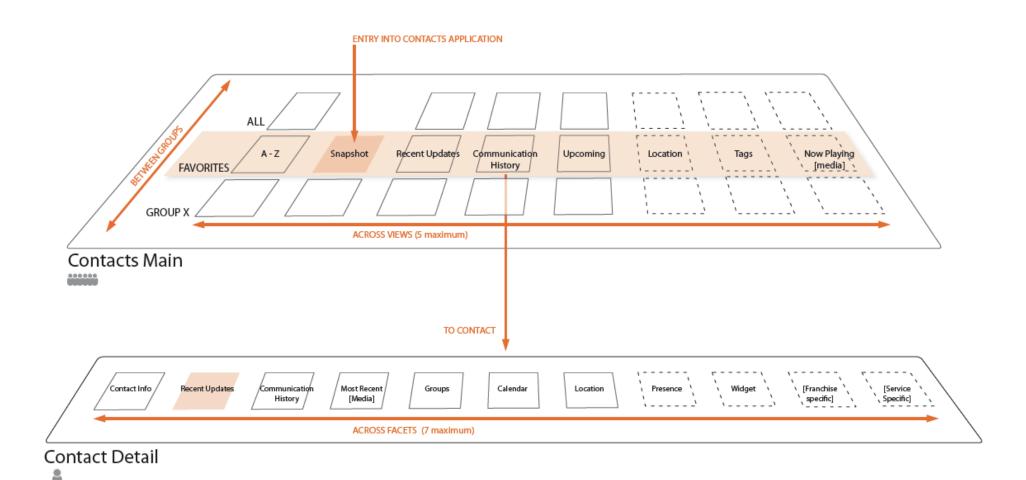
Take 10 minutes in your groups and list out all the use cases you can think of for your app

If you have time, prioritize these as Core, Important, or Nice to Have

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



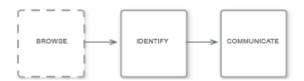
structure...flow...process: interaction model



affordances/interface design: early definition + sketches

Basic Call

A user could place a basic call directly from the Social Dashboard if a contact shows up as a result of a recent update. Otherwise, the user would go into Contacts Main to find a contact and place a call.

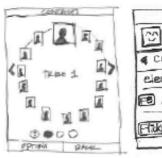




81. Calling contact directly from Social Dashboard through send key



d2. Calling screen with presence Information to provide context



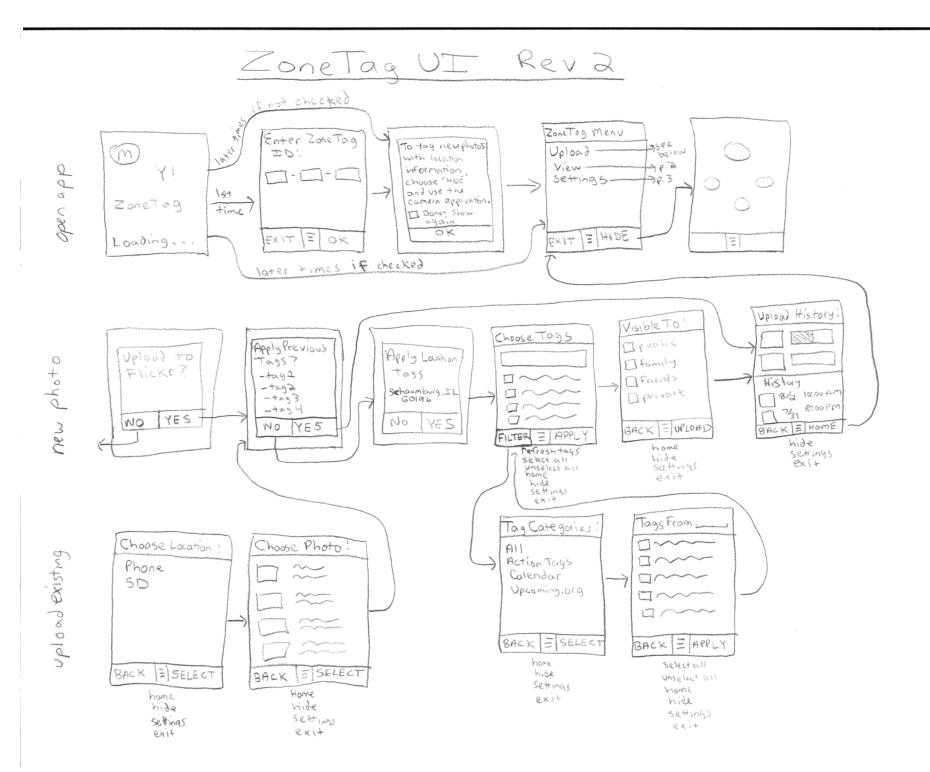
d3. Contacts Main



d3. Contact Detail shows a voice call is suggested method



d3. Calling screen with presence linformation to provide context



flow models

In your groups, take 15 minutes to create a flow model for your app

What are the screens involved?

How do you move from screen to screen to complete a task?

screen design

affordances/interface design: interface design principles

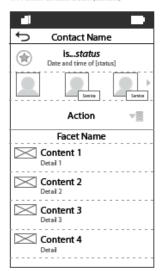
Wodtke's 8 principles

- 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

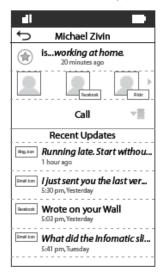
Blueprints (or user flows and wireframes) are just good thinking written down

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

1.1 Person Contact Detail (Generic)



1.1a Person Contact Detail (Example)

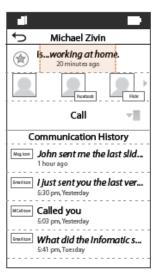




1.1b Person Contact Detail, Favor/Block Dropdown



1.1b Person Contact Detail + Status touch area



Basic

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

Favorite/Block functionality

- 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 "Favorite list"
- If the 'Not a Favorite' option is picked, the user goes back to being just an average Yoo-hoo.
- 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).

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 Racet (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.

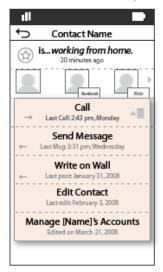
When pressed, the Facet for that Service becomes visible (i.e. when the Facebook Profile Photo is pressed, the Facebook Facet (1.1f) appears).



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.

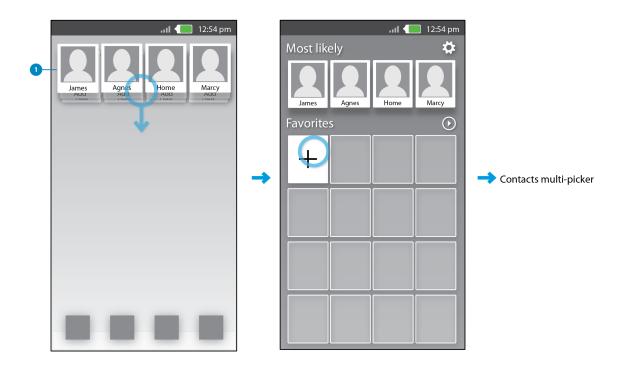
If there is no phone # for the Contact but the user has an email address or is a friend on Facebook, the Action line item will be 'Send Message.'

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.

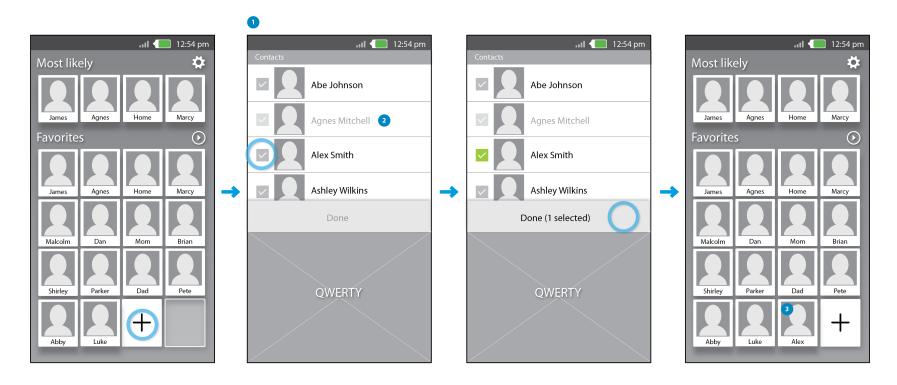
Out-of-box experience: Contacts on device, Most likely contacts are appearing, no Favorites



Out-of-box widget, contacts on device but no favorites, and Most likely are appearing
Swiping down on the widget invokes the quickview animation. If no favorites are selected on device, then the favorites sections displays a 4x4 grid of tiles with an "Add" tile in the upper left that links to Contacts' multi-icker. Once any favorites are selected, those appear in the grid and only one "Add" thumbnail appears in the last position and he other placeholder tiles drop away.

Adding a Favorite from the widget via the Contact Multi-picker

v. 17. 3/9/2011



- Contacts Multi-picker
 - This is a framework element from the Contacts app
- Current Favorites grayed out

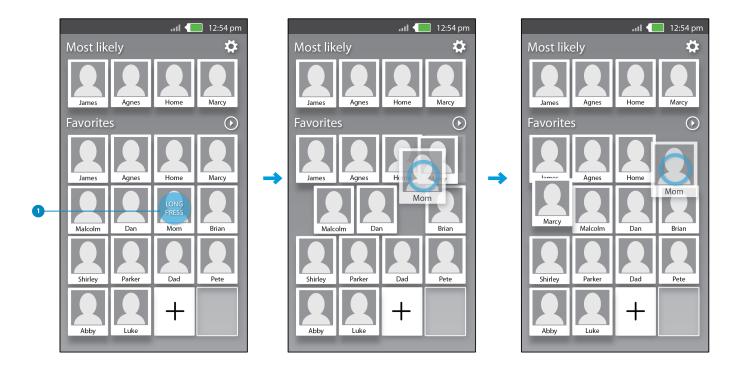
If possible, disable current Favorites. This is a nice to have feature.

3 The added Favorite shows up in the widget

If the user selects more contacts in the multi-picker than can display in the widget, then the allowable number will display in the widget (prioritized alphabetically). So if there was room for 2 more contacts, and the user selected 5, then the first 2, in aphabetical order, would display in the last 2 available slots of the widget.

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Primary screens: Contacts widget quickview state, rearranging Favorites



Longpress to reorder

Longpressing on a contact tile allows the user to reorder favorites via insert. The user cannot drag a Favorite into the Most likely row. Longpress on a Most likely contact does not allow reordering, but does allow user to add the contact to favorites.



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	team members key stakeholders	early, to uncover major conflicts a	

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

Android User Interface Guidelines

http://developer.android.com/quide/practices/ui_quidelines/index.html

Android Design Patterns

http://developer.android.com/design/patterns/index.html

Google I/O 2010: Android UI design patterns (older but good video for how to think about design patterns)

http://www.youtube.com/watch?v=M1ZBjlCRfz0

iOS Human Interface Guidelines

http://developer.apple.com/library/ios/#documentation/UserExperience/Conceptual/ MobileHIG/Introduction/Introduction.html

iOS Mobile Patterns Library

http://pttrns.com/

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

UX Sketching And Wireframing Templates For Mobile Projects

http://uxdesign.smashingmagazine.com/2012/09/18/free-download-ux-sketching-wireframing-templates-mobile/

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

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 few good books

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

Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules, Jeff Johnson

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

in sections

Finish models, flows, screen design

For next week, create a full paper prototype of your system, each screen hand drawn on a separate sheet of paper with separate cut outs for overlays/menus/etc.

Next week's class will cover usability testing of prototypes