

Intro to Human Computer Interaction

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Overview

- Big Ideas
- What this course covers
- What this course doesn't cover
- Core concepts of HCI
- Our class mantra
- A word about software culture
- Industrial design as a backdrop for HCI

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Big Ideas

- Design is an iterative process
- There's more to design than making stuff look good
- As designers, our intuition is often wrong :(

boo.com:



- raised \$120 million (I!) in 1999

- created an all flash website, with "cool features" that let customers see 3d photos and zoom in on mannequins

- **went out of business in 2000**
(less than **six months** after launching!)

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Big Ideas



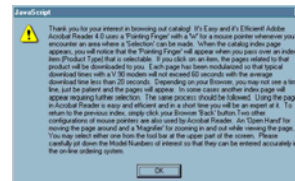
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Big Ideas

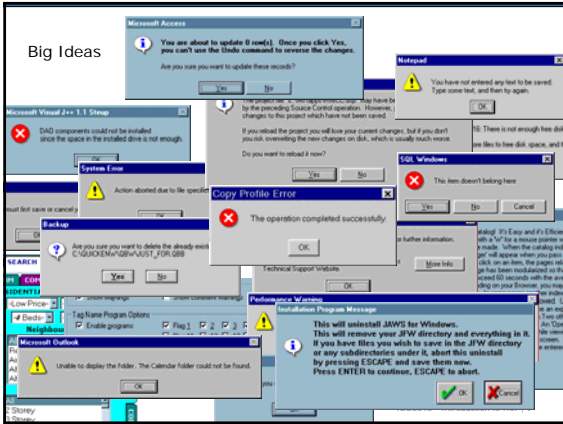


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Big Ideas



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Big Ideas

How does this happen ?!

- Lack of awareness
- Lack of understanding
- Too much awareness!
- Too much understanding!

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Big Ideas

Designers & Artists ..

care about how it feels

Marketing & Sales ..

care about how it sells

Developers & Engineers ..

care about how it works

But the user doesn't care about it at all!

What does the user care about?

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Big Ideas: Iterative Process

Design:

- Understanding People
- Competitive Analysis
- Mental Models
- Personas
- Scenarios

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Big Ideas: Iterative Process

Build:

- Storyboarding
- Prototyping

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Big Ideas: Iterative Process

Test:

- Think Aloud Protocol
- Heuristic Evaluation
- Cognitive Walkthrough
- Experiments
- Model Human Processor
- GOMS

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What This Course Covers

- Methods & techniques to make designs more **useable, useful and desirable**
- **Examples** of designs that are particularly good or bad at **demonstrating the techniques discussed**
- Readings and discussions from **various HCI figureheads**
- Ways to present **logical arguments for interaction designs**

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What This Course Doesn't Cover

- How to use flash, proEngineer, or any other particular software package
- How to make a sexy webpage
- How to make a self-expressive piece of art

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This Course Is Academic

(that means you have to **read!**)

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This Course Is Demanding

(that means you have to **work!**)

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Core Concepts of HCI

- People don't care about technology
- An interface will always be more usable if you design and test it with real users in real settings
- Any user testing is better than no user testing

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Our Class Mantra

The User Is Not Like Me.

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A word about the software culture

Computer Scientists & Engineers are a weird species:

- Computer Scientists like technology
- Computer Scientists like solving difficult problems
- Computer Scientists never took this course
- Computer Scientists generally don't like to think about the user interface until they absolutely have to
- Software is generally not "designed" at all – the UI is slapped on at the last minute
- Practicing HCI in the software industry is 20% design, 80% evangelizing

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Industrial Design as a backdrop for HCI

- Historically, HCI dealt only with Software. The web brought HCI to the forefront of the news media, various colleges (such as SCAD), and made Usability a household term.
- Now, the convergence of products and technology opens the doors for HCI in everyday items.



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Wrap-up

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