The importance of importance

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CS 247

Thanks to Scott Klemmer and Michael Bernstein
Sketch workshop:
Tue 6pm

Gates 415, Bring Laptops
Web technologies workshop: Thu 6pm

Gates 415, Bring Laptops
A4: Interaction

- Focus on building interactive explanation

- Part 1: (2 weeks - Mon May 22)
  - Choose concept and prototype direction from any A3 made by teammates
  - Identify scope of explanation: the set of sub-concepts (and interactions) you will explain
  - Hand sketch 3 different storyboards of the complete explanation site
  - Create 2 pixel-perfect mockups of the complete site
  - Implement 1 key interaction and evaluate it

- Part II: (2 weeks - Mon June 5)
  - Fully implement your interactive explanation site
  - Create video and poster for final presentations
Team dynamics

- Teams have been reset (A4)
  - A goal of this class is to learn to work with new teammates
  - Teammate assessment is important and considered in grading

Coping with Hitchhikers and Couch Potatoes on Teams, by Oakley
http://hci.st/hitchhikers
Act IV: Interaction Design

The nitty gritty
What you know already
Designing in increasing fidelity

- Sketches
- Low-fidelity prototypes (paper, balsamiq)
  - often a role prototype
- High-fidelity prototypes (pixel-perfect mockups)
  - often a look and feel prototype
- Implementation (code)
  - often focuses on tech prototype
Information design and layout

Some things must be made less important, so that other things can be made more important.
Information scent
At U.N., Putin and Obama Trade Criticism Over Syria

By GARDINER HARRIS and SOMINI SENGUPTA 12:57 PM ET

President Obama and Vladimir V. Putin of Russia spoke bluntly before the General Assembly, essentially blaming each other for the war in Syria and the refugee crisis it helped to spawn.

376 Comments

Watch Live: U.N. General Assembly
Text of President Obama’s Speech

Limited Progress Seen on Climate Despite New Efforts

By JUSTIN GILLES and SOMINI SENGUPTA

Pledges to battle climate change would still let the world heat up.
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The Opinion Pages

Too Much Must-See TV
With the variety of shows to watch, can the morning-after, water-cooler conversation still exist?

- Blow: Jeb Bush, ‘Free Stuff’ and Black Folks
- Cohen: Unreliable, Troubling Germany
- Krugman: The Blackmail Caucus, a.k.a. the G.O.P.

Close Formula One Cockpits, Save Lives
BY ETHAN BRICKMAN
A certain romance in Formula One racing is no reason for our friends and colleagues to die.

MORE IN OPINION
- Editorial: An Ambitious Development Agenda
- The Stone: Pascal’s Wager 2.0
Information Scent

- Can people figure out how to get to the information they want?
- Do they realize what options are available?
How can you detect poor scent?

- Flailing
- Low confidence
- Excessive use of back button
Low-Scent Navigation

- Surprising categories
- Short links
- Hidden navigation
- Icons provide little additional information
Generic Icons Rarely Help
Improving scent: don’t be clever

- With specific, recognizable terms
- Trigger words, not “clever” terms
- This also helps accessibility
Does location matter?
Eyetracking
Design for glanceability
Prime Real Estate

- Above the fold
- Where people expect
  - Where other pages put similar content
  - Not where ads usually

- People are more than happy to scroll if they think they’ll be rewarded
Negative space

Wherein negatives beget positives
If it’s not adding to the design, it’s subtracting from it.

- Whitespace is the single best way to emphasize an element of a design. Remove everything around it.
First, choose iPhone 7 or iPhone 7 Plus.

Get free next business day delivery on any in-stock iPhone ordered by 5:00 p.m.
Digest

Digest is a brand new, A3-sized magazine: a seasonal digest of culture that surrounds the world of the creative professional; a lifestyle publication that provides inspiration for the discerning traveller; a reminder that the world away from our computers is ripe for exploration.

PRINT £8  PDF £4  READ ONLINE (MULTI-DEVICE) £4

BUNDLE (EVERYTHING) £12

READ ONLINE
Let’s practice subtraction.

Go to http://hci.st/247english for instructions

Use the Chrome debugger to set items to:

- `visibility: hidden; /* hides it but leaves it in place */`
- `display: none; /* entirely removes it */`
- `margin: 10px 9px 8px 7px; /* margin pixels: top right bottom left */`
As an English major at Cal State Fullerton, you enter a community of researchers and educators who care intensely about the study of literature and writing and who value the learning that happens in the classroom and in the hallways and walkways between classrooms. At Cal State Fullerton, you will have the opportunity to take classes from faculty who have completed advanced study in literature from a variety of cultural and historical traditions, including literary studies, literary theory, creative writing, rhetorical studies, and English education. You will also have the chance to develop leadership skills in English service organizations and academic programs and to hone advanced research and communication techniques through collaborative research with your fellow students and with faculty.

Our major program emphasizes the production of academic, professional, and creative writing and the study of the literatures of England and America, and intersecting countries across the globe. Faculty will ask you to examine the diverse ways in which writing and literature let us see the past, understand advanced rhetorical and linguistic techniques, and make sense of the world through narrative.
Making mocks

From wireframes to pixel-perfect
Wireframes: shifting ground

- This is what a wireframe used to look like:
Wireframes: shifting ground

- This is where things are going:

https://dribbble.com/shots/1773563-Sketch-Mobile-Wireframe-Checkout-Template
What’s the difference?

- Basic UI elements are now included as stock
- Even a wireframe chooses some elements to instantiate more carefully
Paper

- Sketch on paper, take photos, and load it into a digital solution with hotspots to make it interactive

Video from: Prototyping on Paper
Wireframe

- Use a digital tool to sketch out the basic interactions and visuals
Music in your pocket, from the Cloud.


Download Now

Access your music from the place you trust the most.

Donec a dolor lobortis, pharetra eros in, cursus magna. Quisque in tristique arcu. Vestibulum auctor elit quis a libero pharetra pulvinar nibh. Suspendisse vitae enim, dapibus a dui.

email@example.com

Sign Up

1. Connect to the Cloud

Simply enter your email address and password of your favourite service to login quickly and securely.

2. Create playlists

Creating playlists doesn’t need a lot of effort. The only thing you need to do is order tracks in folders.

3. Listen and enjoy

Yay. No more steps required. It’s up to you, now, enjoy beautiful moments with your own customized playlists.
"Wireframing with Sketch3" by Masaaki Komori on YouTube
Wireframing: goals

- Instantiate the major design elements
- Hash out the central interaction and visual design problems
- Utilize UI components from kits
- Still relatively quick to iterate on and explore with
Pixel-perfect mocks

- After your wireframe has settled
- Pixel-perfect mocks are a spec for development
- Focus on low-level visual design and interaction design decisions
Hike & Ride challenge
15.03.13 / MAIN UNION SQUARE

City select
- BUCHAREST

Events this week 14.13 / 21.13
- ENTER THE RABBIT HOLE
- ALCHEMIA DRAMA PARTY
- SUBSOUL PARTY
- SUBSOUL PARTY
- HERE TO GROOVE
- HERE TO GROOVE
- REDBULL MUSIC ACADEMY
- REDBULL MUSIC ACADEMY
- HIKE & RIDE CHALLENGE
- HIKE & RIDE CHALLENGE

https://dribbble.com/shots/937610-Student-Guide
Prototypes have politics.

- Wireframe: communicate high-level ideas
- Pixel-perfect: orient the viewer to detail
- Get comfortable with both of them.
Summary

- Recognize what must be important, so that other things can be made less important
- Information scent reinforces that notion of importance
- Negative space reinforces that notion of importance
- Wireframes and mocks have politics