

# OPEN FORUM

Presenter: Andrea Peer  
HCI596 Summer 2011

# QUESTIONS

- What questions are you left with about
  - User-centered design
  - HCI
  - Usability
  - Other
- What challenges do you face in terms of HCI in your current work?

# USER EXPERIENCE

(SOMETHING TO CONSIDER)

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GOOD USABILITY  
DOES NOT  
A GOOD  
USER EXPERIENCE  
MAKE

# WHAT IS USER EXPERIENCE?

- CHI2011 Panel: Designing for User Experience: Academia & Industry
  - Based on work done at Schloss Dagstuhl - Demarcating User eXperience workshop
  - <http://www.dagstuhl.de/en/program/calendar/semp/?semnr=10373>
  - Started with a scenario

# UX ACCORDING

- Kuniavsky defines User Experience as:  
“The user experience is the **totality** of end-users’perceptions as they interact with a product or service. These perceptions include effectiveness (how good is the result?), efficiency (how fast or cheap is it?), emotional satisfaction (how good does it feel?), and the quality of the relationship with the entity that created the product or service (what expectations does it create for subsequent interactions?)”

# UX ACCORDING

- NN/g

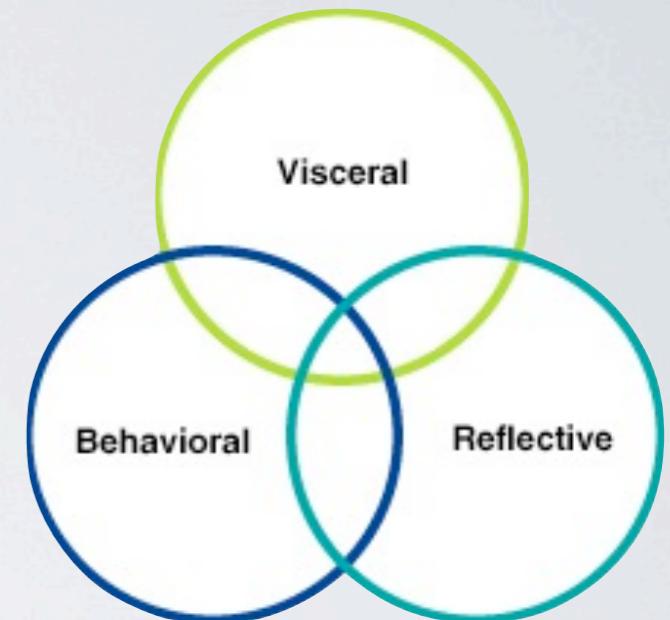
"User experience **encompasses all aspects** of the end-user's interaction with the company, its services, and its products. The first requirement for an exemplary user experience is to meet the **exact needs** of the customer, without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience **goes far beyond** giving customers what they say they want, or providing checklist features. In order to achieve high-quality user experience in a company's offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design."

# UX ACCORDING

- Jettie Hoonhout, Researcher at Philips Research - “the wow”
- Scott Jenson, Design lead at Google - “the art of the possible”
- Elizabeth Buie, Founder of Luminanze Consulting - the process
- Kristina Hook, Designer - “go for the shallow and the deep and include a pricetag”
- Virpi Roto, University of Helsinki - diminish the risk of failure and recognize designer freedom

# UX ACCORDING

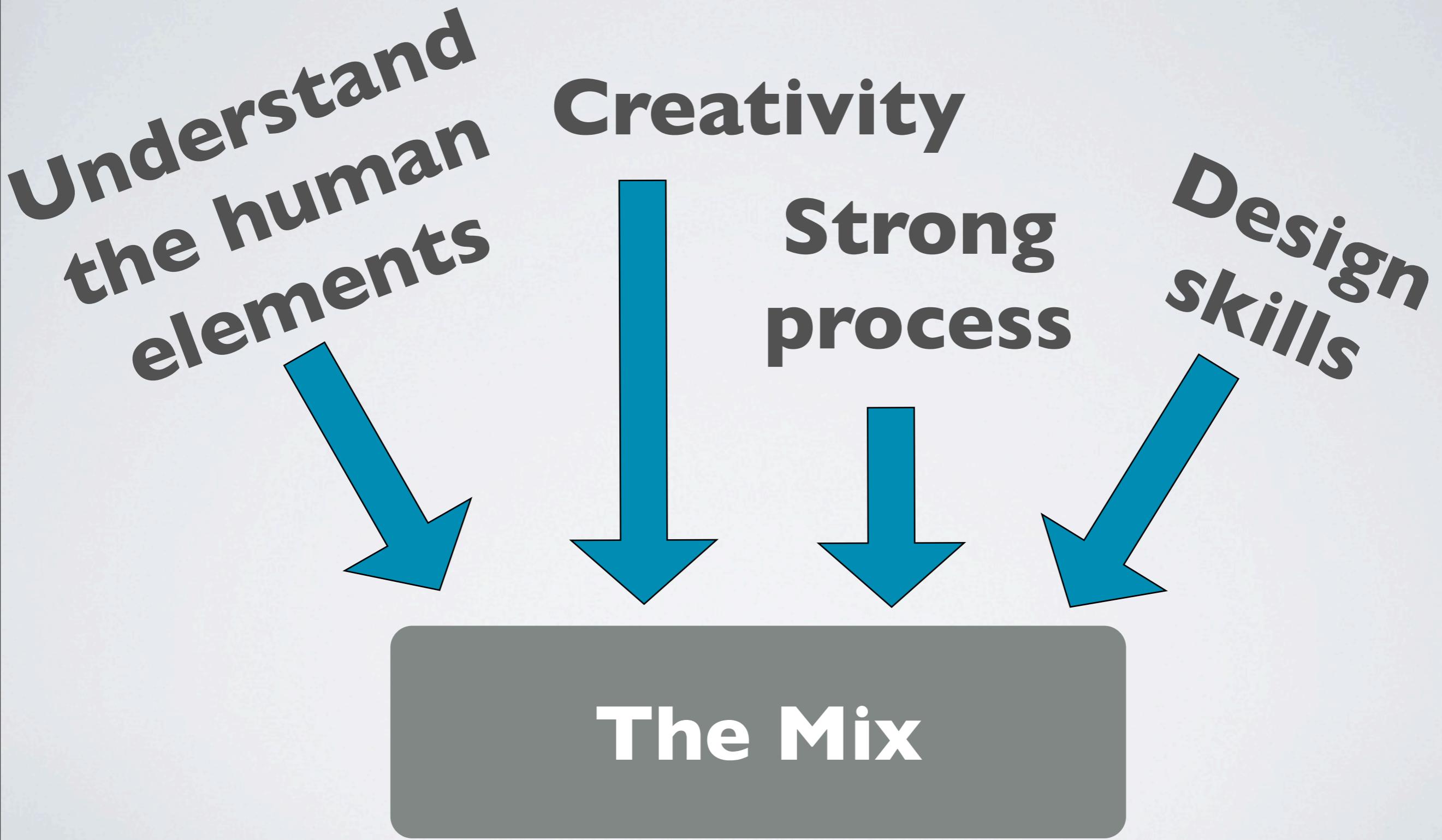
- Norman: <http://www.youtube.com/watch?v=RIQEoJaLQRA&feature=related>
  - Visceral, Behavioral, and Reflective
- Google: <http://www.youtube.com/watch?v=697KX4Ciws>



# UX ACCORDING

- What do you think? How would you describe the phenomena of user experience?

# ANDREA'S TAKE ON UX



# HCI SMORGASBORD OF RESOURCES

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# HCI HISTORY

- Jack Carroll's page - [http://www.interaction-design.org/  
encyclopedia/human computer interaction hci.html](http://www.interaction-design.org/encyclopedia/human_computer_interaction_hci.html)
- Brad Myer's - [http://www.cs.cmu.edu/~amulet/papers/  
uistory.tr.html](http://www.cs.cmu.edu/~amulet/papers/uistory.tr.html)
- HCI BIB - <http://hcibib.org/hci-sites/HISTORY.html>
- SIGCHI Education - <http://old.sigchi.org/cdg/>

# HCI GENERAL

- Gary Perlman - <http://www.hcibib.org/>
- Dix 3rd ed online - <http://www.hcibook.com/e3/>
- IBM white papers- <http://www-03.ibm.com/support/techdocs/atsmastr.nsf/Web/WhitePapers>
- Microsoft development via Vimeo
- SIGCHI - <http://www.sigchi.org/resources>
- NSF HCC - [http://www.nsf.gov/funding/pgm\\_summ.jsp?pgms\\_id=503302&org=IIS&from=home](http://www.nsf.gov/funding/pgm_summ.jsp?pgms_id=503302&org=IIS&from=home)
- Google Reader Feeds

# HCI GENERAL

- NNG - <http://www.nngroup.com/>
- Nielsen - <http://www.useit.com/alertbox/20030825.html>
- Boxes and Arrows - <http://www.boxesandarrows.com/>
- HFI - <http://www.humanfactors.com/home/usability.asp>
- Usability.gov - <http://www.usability.gov/>
- UPA - <http://www.upassoc.org/>
- Usability First - <http://www.usabilityfirst.com/>
- Usable Web - <http://usableweb.com/>
- Usability Net - <http://www.usabilitynet.org/home.htm>

# HCI GENERAL

- Usernomics - <http://www.usernomics.com/usability.html>
- Optimal Usability - <http://www.optimalusability.com/resources/useful-links/>
- Usability & User Experience - <http://www.stcsig.org/usability/>
- Usability planner - <http://usabilityplanner.org/#home>
- Usability Body of Knowledge - <http://www.usabilitybok.org/>

# ISU HCI UX LAB SERVICES & FACILITIES

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# HCI UX LAB



- Usability Testing
- Omnigraffel - Low fidelity prototyping
- Just In Mind - Low, medium, and high fidelity prototyping
- UserZoom - Usability testing and analysis (web based)
- Morea - Usability testing and analysis (lab)

# HCI UX LAB



- Eyetracking - Eyetech DS
- Noldus - Observer XT, Face Reader
- Audio Equipment - lapel mics & mini recorders
- Web cams
- Library ([http://uxlabcam.vrac.iastate.edu/viewer\\_index.shtml?id=121](http://uxlabcam.vrac.iastate.edu/viewer_index.shtml?id=121))

