

HUMAN COMPUTER INTERACTION

SAMUEL ANTOL
MAREK AUGUSTIN

ORGANIZATION

compulsory seminar attendance

seminars every two weeks

possibility of attending the other seminar after an agreement

<http://www.fi.muni.cz/~sochor/PV182/> (czech)

<http://www.fi.muni.cz/~sochor/PV182E/> (english)

SEMESTRAL PROJECT



semestral project

the task is the same for everybody

periodic homeworks for the next seminar

POINTS

7 — excellent work

5 — good work

3 — shitty work

After deadline -2 points!

16 — compulsory minimum

20+ — extra points for the exam

HCI

UX

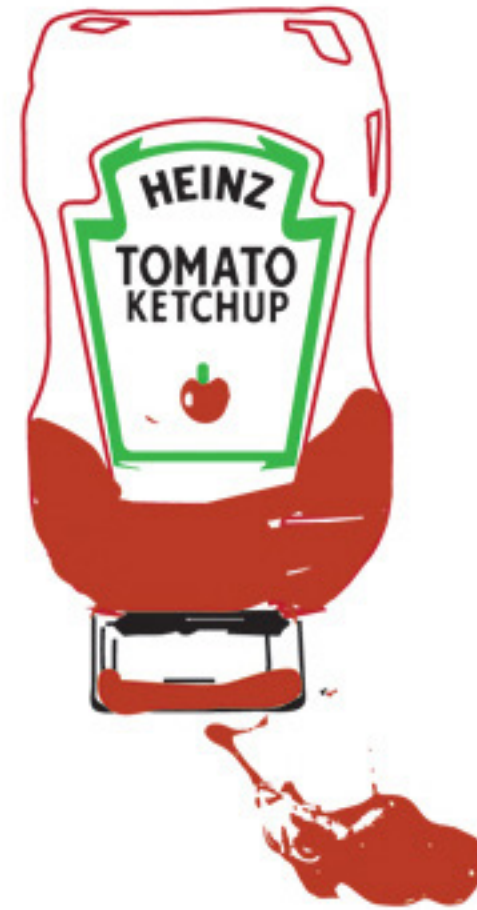
UI



UX



Usability



PART 1

PERSONAS

BRANDI TYLER

MUNRO
AMERICAN

PROFILE Narrow Feet

GENDER Female

AGE 36

LOCATION Los Angeles, CA

OCCUPATION Receptionist; \$38k

MOTIVATIONS

Brandi gets very emotional about shopping for shoes in retail stores because she rarely can find a pair that fits her narrow feet. Recently, she's turned to online shopping to avoid the hassle of shopping in stores. Brandi found Munro after Googling "narrow width shoes" and reading other reviews online about the company.

GOALS

- Needs an SS (4A) width shoe
- Would like to purchase several pairs to fit occasion, style, and color
- Hoping to find that she doesn't have to sacrifice style or options when searching by fit

FRUSTRATIONS

- Not being able to filter available shoes by width
- Getting far fewer options when she applies width filter
- No other recommended shoes when she's looking at a pair she particularly likes



"It's SO difficult to buy shoes that fit my feet."

REAL MUNRO CUSTOMERS

"My whole life has been a choice between fit and style - when I was younger, I went for style & my feet killed me. As an adult, I tried for fit & the styles were for 95 year olds. This shoe is the 1st time I could get both."

"I wear a 4A and I have struggled my entire life finding shoes narrow enough for my feet and more so in recent years. I stumbled onto this Munro brand sandal and was shocked to find it comes in up to a 4A width and it actually fit and is like wearing a glove! I now have two pairs in different colors."

"Love these slides so much I went out and bought two more pairs. I have very narrow feet and they fit perfectly. They're very stylish and I get compliments whenever I wear them."

**your target group
representing whole spectrum of end users
personas have to be distinguishable
be specific!**

1 — demography

2 — goals

3 — frustrations

4 — expectations

5 — limatations

6 — quote

TYPICAL TASKS



task — a goal the person wants to achieve

example — Buying gaming computer with good graphic card under \$1000

TASK SCENARIOS



detailed tasks

the procedure to test the prototype

**doesn't contain phrases — “click the button...” or
“scroll down...”**

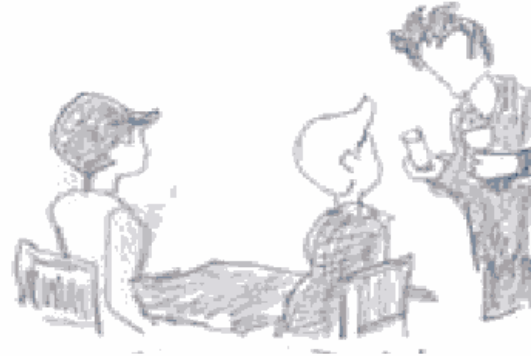
STORYBOARDS

Zen: Multiple Courses Storyboard



Sit & Order

First time customers Ann and Andy are taken to their table where they browse the menu on the iPad and place an order for drinks and appetizers.



Beverages Delivered

The waiter brings over their drinks promptly.



Apps Delivered

The appetizers are brought to their table.



Second

Next up entrees.



Dinner is Served

The waiter brings out the entrees.



Swipe & Done

Andy swipes his card to pay and opts for an email receipt.

short storyboard

doesn't have to be detailed

6 – 10 steps

CARD SORTING

NOW!

Using Internet browser solve the following tasks:

What will be the weather in London this Saturday ?

Insure fictitious family - father, mother and 1 kid - for a trip abroad.

Buy something in an e-shop (cloth, book ...).

Apply the following questions to previous tasks and record the answers in a single text file using some editor (e.g. Notepad):

Is this a good or bad design?

Do you go by gut feel?

Do you go by how it looks?

Do you judge it by familiarity to other interfaces?

If there are problems, are they minor or serious?

Did you miss anything that you really shouldn't have?

Is your opinion correct?

How can you tell?

PROJECT!

HOMEWORK!

1 — motivation

2 — process and conclusions of research

3 — personas and tasks

4 — scenarios of chosen tasks

5 — storyboard