HUMAN COMPUTER INTERACTION

MAREK AUGUSTIN
MARKÉTA KUČEROVÁ

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

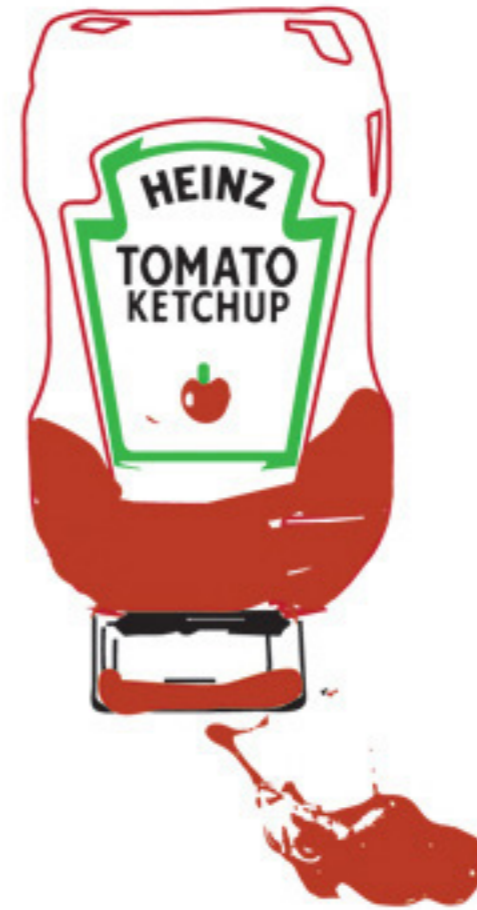**20+ — extra points for the exam**

HCI UX

PART 1

RESEARCH

user research vs. market research

your are not the user

observations, interviews, surveys

overlap with marketing (customer research)

PERSONAS

BRANDI TYLER — MUNRO AMERICAN

PROFILE — Narrow Feet

GENDER — Female

AGE — 36

LOCATION — Los Angeles, CA

OCCUPATION — Receptionist; $38k

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

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

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

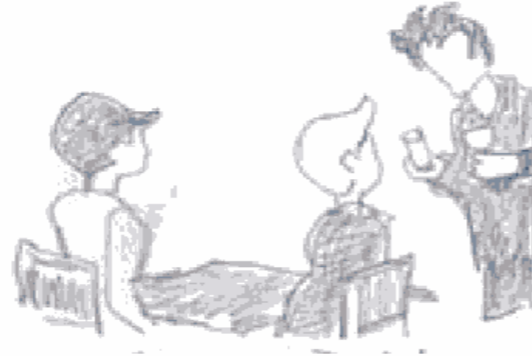**doesn't contain phrases — "click the button..." or "scroll down..."**

STORYBOARDS

short storyboard

doesn't have to be detailed

6 – 10 steps

NOW!

Using Internet browser solve the following tasks:

What will be the weather in London this Saturday ?

Insure fictious 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 signle 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!