SWE 632 - Design & Development of User Interfaces

Class will start in:

00:35



George Mason University

Instructor: Dr. Kevin Moran

Teaching Assistant: David Gonzalez Samudio Welcome to Class!

SWE 632 - Design & Development of User Interfaces

Class will start in:

00:35



George Mason University

Instructor: Dr. Kevin Moran

Teaching Assistant: David Gonzalez Samudio Welcome to Class!

SWE 632 - Design & Development of User Interfaces

Fall 2020





Dr. Kevin Moran







- Project Checkpoint 4 due next week
- Midterm Grades out this week (more details soon)
- Discussion Question 7 Posted to Piazza

Class Overview



- 1. Overview of Second Half of the Course: Design Principles
- 2. Overview of Site Design Principles: A User Centered Approach
- 3. Navigation: Guiding the User
- 4. Metaphors & Idioms: Modeling What we Know
- 5. Ordering User Actions: Defining Task Flows

Overview of Second-Half of Course



Iterative Model of User-Centered Design

Observation

(Re)Define the Problem Understand User Needs

<u>Test</u>

Evaluate what you have built



Idea Generation

Brainstorm what to build



Build

Iterative Model of User-Centered Design

Observation

(Re)Define the Problem Understand User Needs

<u>Test</u>

Evaluate what you have built



Idea Generation

Brainstorm what to build



Build

Iterative Model of User-Centered Design

Observation

(Re)Define the Problem Understand User Needs

<u>Test</u>

Evaluate what you have built



<u>Prototype</u>

Build

Idea Generation

Brainstorm what to build

<u>Analytical</u>

Heuristic Evaluation (Week 1) Designing for Action (Week 2) Principles & Theories (Weeks 8-14)

Theories and Principles



• Offer ways to better explore design space

- Design principles offer guidance on which design choices are more effective in a particular context
 - e.g., User control and freedom

• Sometimes informed by underlying theories of human psychology

Plan for Second Half of Course

Examine principles, theories, design goals for different types of interaction design

- Site design (today)
- Interaction techniques
- Preventing errors
- Visual design
- Information visualization
- Community design

Overview of Site Design Principles





Exercise: How Should a Shopping App be Organized?



Exercise: How Should a Shopping App be Organized?

• Items organized into categories



Exercise: How Should a Shopping App be Organized?

- Items organized into categories
- Shopping cart for collecting items you want to buy

- Items organized into categories
- Shopping cart for collecting items you want to buy
- Secure way to enter payment information

- Items organized into categories
- Shopping cart for collecting items you want to buy
- Secure way to enter payment information
- An easy way to search for items

Design space



- Space of **alternatives** that might potentially exist
 - All potential aspects of design (dimensions) that might vary
 - All potential choices for each design dimension
- Choosing a point in this space requires choosing <u>design</u> <u>goals</u>
 - Thus far: task performance
 - Achieving this can often be decomposed into smaller design goals
 - e.g., minimize user errors, support more efficient navigation
 - And sometimes other design goals
 - Help users relax
 - Confuse users to teach them something
 - Encourage contributions to community

- Can use user-centered design to explore design space
 - Identify needs, sketch / prototype solution, evaluate
 - But large, so hard to enumerate every value for every variable





- What's a design space?
- How do you help users understand if it is possible to do what they'd like to do?
- How do you help users find what they're looking for?
- How do you balance tradeoffs between competing objectives in site design?

Interaction Techniques



- Way in which user interacts with user interface
- Examples
 - Search
 - Tabs
 - Progressive disclosure
 - Direct manipulation
- Represents a specific solution for a specific problem
 - May or may not be the best solution for a specific set of user needs and design goals
 - But helps reduce size and complexity of search space by offering standard choices

What can you do with this app?

$\leftarrow \rightarrow$	C Secure https://consol	le.cloud.google.com/appe	ngine/taskqueu	es?project=crowd-cod	ling-dev&serviceId=	default&versionId=	1&tab=PUSH			☆ [A E
≡	Google Cloud Platform	se crowd-coding-dev -	٩					5. 🥠	?	٠	: 👰
-@ `	App Engine	Task queues		I							
!i!	Dashboard	Push Queues Pull Queue	es Cron Jobs								
*	Services									Sho	w quotas
0	Versions	Queue Name	Tasks In Queue	Completed In Last Min.	Oldest Task ETA 🔞	Maximum Rate 🔞	Enforced Rate 📀	Bucket S	ize 🕜	Maximun	n Concurrent
8	Instances	default	0	0		1/s			1		
:=	Task queues	U subscription-queue	0	0		0/s			5		
0	Security scans										
88	Firewall rules										
	Quotas										
	Blobstore										
0	Memcache										
۹	Search										
۵	Settings										

Analogy: Buying a Chainsaw



You walk in to a hardware store to buy a chainsaw. What do you do?

Challenges in Site Design

M

- Sometimes large space for users to navigate to find information.
- No spatial sense of scale. 50 pages? 500 pages? 50,000 pages?
- No sense of direction. Which way did I just go?
- No sense of location. No spatial anchoring of where I am now and how that relates to where I could go.
- No place to check if something is *not* present or supported.





- Some key design dimensions
 - Organization of content into pages / screens
 - Organization of content within pages / screens
 - Ways in which users navigate between pages / screens

- Key design goals
 - Reduce the time / cost for users to reach content
 - Reduce the irrelevant information users must read





- Help users determine what they can do
 - Is this the right site for my goals? Is this the right page where I should spend my time?
- Support users in how they **determine** what to do
 - If this is the right place, how do I reach goal?

Information Foraging

M

- Mathematical model describing navigation
- Analogy: animals foraging for food
 - Can forage in different patches (locations)
 - Goal is to maximize chances of finding **prey** while minimizing time spent in hunt
- Information foraging: navigating through an information space (patches) in order to maximize chances of finding prey (information) in minimal time

Information environment



- Information environment represented as <u>topology</u>
 - Information <u>patches</u> connected by traversable <u>links</u>
- Examples
 - Web pages, connected by links
 - Menu options & dialogs connected by commands
 - Locations on map, connected by search, scroll, move interactions with map



Traversing Links



- Patch a space in the environment where a user is located (e.g., a page, a dialog)
- Links connection between patch offered by the information environment
- Cues information features associated with outgoing links from patch
 - E.g., text label on a hyperlink
- User must choose which, of all possible links to traverse, has best chance of reaching prey

Scent



- User interprets cues on links by likelihood they will reach prey
 - e.g., do I think that the "Advanced options" page is likely to have the option I'm looking for?



Simplified mathematical model

- Users make choices to maximize *possibility* of reaching prey per cost of interaction
- Predators (idealized) choice = max [V / C]
 - V value of information gain, C cost of interaction
- Don't usually know ground truth, have to estimate
- Predator's desired choice = max [E[V] / E[C]]



- Organize information into functionally *related* groups
 - If information required is already on same page, no need to go elsewhere
- Design effective <u>cues</u>, helping users predict what will be found by traversing links
 - Better cues --> better ability to navigate to correct pages
- Match <u>expectations</u> of user's mental model
 - Cues are interpreted relative to mental model
- Provide <u>search</u>
 - In large spaces, faster to search than traverse links

Search Increases Competition

M

 Users often enter sites through search engines, looking for site that will help accomplish goals

• Users form first impressions of sites rapidly

 Users will try another site if they perceive the value of continuing to forage in patch is low





M

Common Navigation Usability Problems

- User can't find desired location
- User loses track of location
- User can't remember information from another location





- Information in sites is hierarchical
 - Different pages at different levels of hierarchy
 - May be different navigation elements that lead into different subtrees

- Important to signal
 - what are hierarchies are present
 - which navigation elements are part of the same hierarchy
 - where the user currently is on each hierarchy

Example: Wikipedia



Ω

WIKIPEDIA The Free Encyclopedia

Main page Contents

Featured content Current events Random article Donate to Wikipedia Wikipedia store

Interaction

Help About Wikipedia Community portal Recent changes Contact page

Tools

What links here Related changes Upload file Special pages Permanent link Page information Wikidata item

Did you know...

mammal known?

period the Zettabyte Era?

Today's featured picture

digging latrines near Stonehenge?

afloat?

than face enemy fire evacuating him?

headquarters in Manhattan, across the East River?

Saori Önishi to pursue a voice acting career?

Print/export

Create a book Download as PDF Printable version

In other projects

Wikimedia Commons MediaWiki

Meta-Wiki Wikispecies

Wikibooks

Wikidata Wikinews

Wikiquote

Wikisource

Wikiversitv Wikivoyage Wiktionary

Languages العربية

Български Bosanski Català Čeština

Dansk

Deutsch Eesti

Ö.

					Solution Not logged in Talk	Contributions Cr	eate account Log in
N	Main Page Talk	Read	View source	View history	Search Wikipedia		Q
	Welcome to Wikipedia, the free encyclopedia that anyone can edit. 5,594,019 articles in English		ArtsBiograpiGeograpi	hy phy	HistoryMathematicsScience	SocietyTechnoAll por	/ Nogy tals
	From today's featured article	In the	enews				
	Barry Voight (born 1937) is an American geologist, volcanologist, author, and engineer. He was a professor of geology at Pennsylvania State University from 1964 until his retirement in 2005. He still conducts research on rock mechanics, plate tectonics, disaster prevention, and geotechnical engineering. In April 1980, Voight's publications on landslides, avalanches and other mass movements convinced Rocky Crandell of the U.S. Geological Survey (USGS) to ask him to look at a growing bulge on the Mount St. Helens volcano in the state of Washington. Voight predicted the collapse of the	 Vlad Braz killed In re ager 	Russia. Franco is n a nerve mats.				

mountain's north flank as well as a powerful eruption. After his predictions were realized in May 1980, he

was hired by the USGS to investigate the debris avalanche that initiated the eruption. His work at St.

Helens brought him international recognition, and he continued researching and guiding monitoring

and Soufrière Hills, a volcano on the Caribbean island of Montserrat. (Full article...)

... that a badly wounded Major Shaitan Singh (statue pictured), who was later

awarded the Param Vir Chakra, ordered his soldiers to leave him behind rather

... that Citicorp chose to build a tower near the Court Square-23rd Street

station in Queens because it was one subway stop away from the company's

... that the performances of Maaya Sakamoto and Sanae Kobayashi inspired

... that the Orange College of Breda was founded by Frederick Henry, Prince of Orange?

... that the inland free-tailed bat can survive the most extreme range of body temperatures of any

... that upon her completion in 1885, the French cruiser Milan was considered the fastest warship

. ... that in 2016, annual global internet traffic reached 1.2 zettabytes, leading some to label the current

. ... that Charles Phillips, who excavated the Sutton Hoo ship-burial, was tasked as a schoolboy with

efforts at several active volcanoes, including Nevado del Ruiz in Colombia, Mount Merapi in Indonesia,

Recently featured: Resident Evil: Apocalypse · Elcor, Minnesota · Freedom Planet

Q

• British physicist and cosmologist Stephen Hawking dies at the Vladimir Putin age of 76.

Ongoing: Rif Dimashq offensive · Turkish military operation in Afrin · UK higher education strike

Recent deaths: Avaz Soomro · Sudan · Mike MacDonald · Adrian Lamo

Nominate an article

On this day ...

March 20: March equinox (16:15 UTC, 2018); Independence Day in Tunisia (1956)

- 235 Maximinus Thrax succeeded to the throne of the Roman Empire, a so-called barracks emperor who gained power by virtue of his command of the army.
- 1852 Uncle Tom's Cabin by Harriet Beecher Stowe (pictured) was first published, profoundly affecting attitudes toward African Americans and slavery in the United States.
- 1922 The United States Navy commissioned its first aircraft carrier, USS Langley.
- 1987 The antiretroviral drug zidovudine (AZT) became the first antiviral drug approved for use against HIV and AIDS.
- 1993 The Troubles: The second of two bomb attacks by the Provisional IRA in Warrington, England, killed two children.

Adrienne Lecouvreur (d. 1730) · Paul von Lettow-Vorbeck (b. 1870) · Willie Brown (b. 1934)

More anniversaries: March 19 · March 20 · March 21 Archive · By email · List of historical anniversaries

Statue of Shaitan

Sinah

Archive · Start a new article · Nominate an article

Archive · By email · More featured articles



The Acacus Mountains are a mountain range in western Libya, part of the Sahara. Situated east of the city of Ghat, they stretch north from the border with Algeria, about 100 kilometres (60 mi). The mountains have a large variation of landscapes, from different-coloured dunes to arches, gorges, isolated rocks and deep wadis. The area has a particularly rich array of prehistoric



- Harriet Beecher Stowe

30

Web navigation conventions



• • •

Web navigation conventions



Site ID You are here

Local navigation



Footer navigation

Conditions of Use Privacy Notice Interest-Based Ads © 1996-2016, Amazon.com, Inc. or its affiliates



Mason Home VSE Home Contact Give

Q

About People Research Prospective Students Current Students Academics Community Resources

MS in Computer Science

Masters Students	The MS in Computer Science prepares students for research and professional practice in
Advising	and advanced work in the areas of artificial intelligence and databases, programming
• FAQs	languages and software engineering, systems and networks, theoretical computer science, and visual computing.
Foundation Courses	De mue De muinemente
MS in Computer Science	Degree Requirements
Core Courses	Students are required to complete 30 credits corresponding to 10 graduate courses. Courses are divided into basic courses , which have no graduate course prerequisite,
 Pre-approved Courses 	and advanced courses, which have a graduate course as a prerequisite.
CS Course Descriptions	Courses are grouped in the following five broad areas:
Accelerated BS/MS Programs	 Artificial Intelligence and Databases Programming Languages and Software Engineering
MS in Information Systems	Systems and Networks
MS in Information Security and Assurance	 Theoretical Computer Science Visual Computing
MS in Software Engineering	All the following requirements should be satisfied for the MS in CS degree:
Graduate Certificates	 CS 583 - Analysis of Algorithms (from the Theoretical Computer Science area) and two additional core courses from two other areas must be successfully completed
	 With a grade of B- or better. At least four courses (12 credits) must be chosen from the advanced courses in the
	list of preapproved courses from at least three different areas.
	 At least six courses, including two advanced courses, must be designated CS.
	 At least eight courses must be taken from the list of preapproved courses. Up to two
	computer science-related courses that are not on the list of preapproved courses
	Project/Thesis (optional):
	Three to six credit hours of the advanced classes may be replaced by a project or thesis
	The project or thesis must be guided and approved by a committee of three appropriate
	faculty members and presented at an appropriate forum. The thesis must meet relevant university requirements.
	For additional information on the degree requirements of the MS in CS:
	 The MS CS section of the Mason Catalog is the official source for the degree requirements of the program
	 These slides from the orientation for new MS students provide an overview of the
	program, as well as additional useful information.
	Academic Advising
	A plan of study form for the MS degree should be completed and submitted by the
	student soon after admission to the program. This serves as a planning guide for the
	student. This plan should be kept up to date by regular consultation with the academic
	graduation application.
	Plan of Study forms for all the MS degrees offered by the CS department are available at this web page.
	For more information, please see the <u>academic advising pages</u> and the <u>FAQ</u> for Masters students.



epartment of Computer Science Nguyen Engineering Building 4400 University Drive Fairfax, VA 22030

703-993-1530 (P) 703-993-1710 (F)

Privacy Statement Student Consumer Information

Persistent Navigation



- Forms a common idiom users already understand
- Gives instant confirmation that still on the same site
- Supports consistency and standards
 - If all of your pages function same way, users know how to do actions & what to expect
 - Ok for specialized page like forms that are clearly different to not follow conventions.



Tabs

	7 🚺 NEW 8	INTERESTING FINDS ON AMAZON EXPLORE
	amazon	LED & LCD TVs - Ig tv 4k
	Departments -	Browsing History - Thomas's Amazon.com Today's Deals
-	Televisions & Video Deals	Best Sellers Televisions - Streaming Media Players - Blu-ray Players - Home
	1-24 of 147 results for Electro	onics : Television & Video : Televisions : LED & LCD TVs : "Ig tv 4k"
	Show results for	

- Example of a metaphor: tab dividers in a three ring binder or folders in a file drawer
- Partition into sections
- Advantages
 - Easily understood and self-evident
 - (Usually) hard to miss

Breadcrumbs

- Offer trail of where the user has been and how they got there
- Shows hierarchy of information space
- Shows current location





Progressive Disclosure



- a.k.a. details on demand
- Separate information & commands into layers
- Present most frequently used information & commands first

Bullets and Numbering	Customize Bulleted list	
Bulleted Numbered Outline Numbered List Styles	Bullet Character	•
None •	· · · · = · · ·]
	Font Bullet Picture Bullet Position	
Customize	Indent at: 0.25" C Text Position Indent at: 0.5" C Add tab stop at: 0.5" C	
Reset Cancel OK		Cancel OK

Effective Site Design



- Answers to the following should be obvious for a good site design
 - What site is this? (Site ID)
 - What page am I on? (Page name)
 - What are the major sections of this site? (Sections)
 - What are my options at this level? (Local navigation)
 - Where am I in the site? ("You are here" indicators)
 - How can I search?

Metaphors & Idioms







- One way to communicate what interface can do is through metaphors to the real world
- Uses existing mental models from the real world



Metaphors - Advantages



- Leverages understanding of familiar objects & their functions
 - File cabinets, desks, telephones
- Provides <u>intuitive</u> understanding of possible affordances & eases mapping tasks to actions
 - Open a folder, throw file in trash, momentum scrolling

Metaphors - Disadvantages



- Tyranny of metaphor: ties interactions closely to workings of physical world
- Adds useless overhead in extra steps, wastes visual bandwidth
- Taken literally, becomes nonsensical
 - e.g., nesting folders 10 levels deep



Alternative - Idioms



- A consistent mental model of how something works
 - e.g., Files: open / close / save / save as
- Offers intuitive understanding of affordances & interactions
- Provides consistent vocabulary for describing interactions
- Only have to learn it once
- Might have originated in real world, but thought of in terms of mental model for UI interactions

Examples of Idioms



• Email

- Clipboard: cut / copy / paste
- Format painter
- Newsfeed
- Follow item











Ordering User Actions



Task Structure



- In some cases, users must take actions in specific sequence
- Must input some information before being able to access subsequent information
 - e.g., must select a shipping method before seeing a final price
- To the extent possible, want to leave users in control of task (user control and freedom)
- But also do not want to distract users by making unrelated decisions in random order (flexibility and efficiency of use)
- And do not want to overwhelm users with too many options at a time (minimalist design)
- Good designs need to balance tradeoffs

Separate long tasks into sequences

- Reduce short term memory demands by having user only work on one aspect of larger task at a time
- Don't interrupt users in the middle with unrelated tasks
- Provide closure of each subtask at the end



Design for flexibility & efficiency

- Users may take paths never envisioned by designer
- Using studies to identify different task flows, design flexible support for each



Keep users in control



- Important users do not feel constrained
- Want users to feel that they can do things the way they want to do them, not as software dictates to them

			Home Login	Hello, THOMAS 🔻	English 🔻	Search aa.co	m 🔎
American	Airlines 🔪	Plan Travel	Trave	I Information	AAd	vantage	oneworld
k							
Find Flights	Choose Flights <u>Travel</u>	ers Trip C	ptions	Select Seats	Review & P	Pay Fini	sh
Travelers	5						
() Check below	for errors						
Washing 1 Adult Sunday Ja	Yo	Your Trip Price: \$203.70 USD					
					Bag	ggage and Optional Cha	rges (2)
Show Trip Detail:	s						
AAdvantage 🔪	Earn 40,000 bo	nus miles,	Castalaad	1 h = = 6 = = *1	Y	'our Trip Price: atement Credit:	\$203.70 USD - \$100.00 USD
A HALES	Learn More 🖗	Trip Options Select Seats Review & Pay Finish eigh/ Durham Your Trip Price: \$203.70 USD - Monday January 11, 2016 Your Trip Price: \$203.70 USD Bacaace and Octomal Charges @ 0,000 bonus miles, Your Trip Price: \$203.70 USD in statement credits, and your first checked bag free*! Your Trip Price: \$203.70 USD					
Passenger D Please enter all passenger TSA Privacy Notice *Required	etails ③ r names as they appear on the passe	enger's government-issued	photo identification	n. More details on passer	nger names		

Orchestration & Interaction Flow

- Interaction flow the next thing the interface wants to do is exactly what user expects
 - Follow users' mental model
 - Let user direct software
 - Keep all related tools available
- Surprises interrupt interaction flow
- Interfaces should be invisible

Anticipate Likely Next Actions

 Based on typical observed task flows, surface options for user to take likely next steps

What if folder does not exist?

Save As Save file to another location.			
Enter or select the parent folder: CrowdCoding/src/com/crowdcoding/commands CodeExchange CodeExchange CodeExchange CodeExchange CodeExchange CodeExchange Commands Comm	VS.	Image: Second state of the second s	activitie images include idex.ht iatoza-c old www papers styles.cc talks

		Save As:	Document2		^		
		Tags:					
<> ःः ≡ ш ःः∽			www	٥		Q Searc	h
Favorites Dropbox Cloud Drive Desktop Cloud at Comments Documents Downloads Downloads Pictures Devices Thomas LaToza's MacBook Remote Disc Shared All	activities.html images include index.html latoza-bio.pdf latoza-cv.pdf old www papers papers.html styles.css talks						
	Orline Locations		File Format: Wor	d Document (.docx)	©		
Hide extension New F	older						Cancel Save

Interaction Flow Guidelines



- Don't use dialogs to report normal behavior
- Separate commands from configuration
- Don't ask questions, give users choices
 - Give users default input, show possible options
- Make dangerous choices hard to reach
- Design for the probable, provide for the possible





Slides adapted from Dr. Thomas Latoza's SWE 632 course