



IS-104: DIGITAL INTERACTION DESIGN

LECTURE 4: DESIGN FOR USER EXPERIENCE

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GOALS FOR TODAY

- A. Design for user experience (Chapter 6):
 - Experience
 - Engagement
 - Pleasure
 - Aesthetics
 - Lifestyle
- B. Second deliverable and presentation
- C. Project report

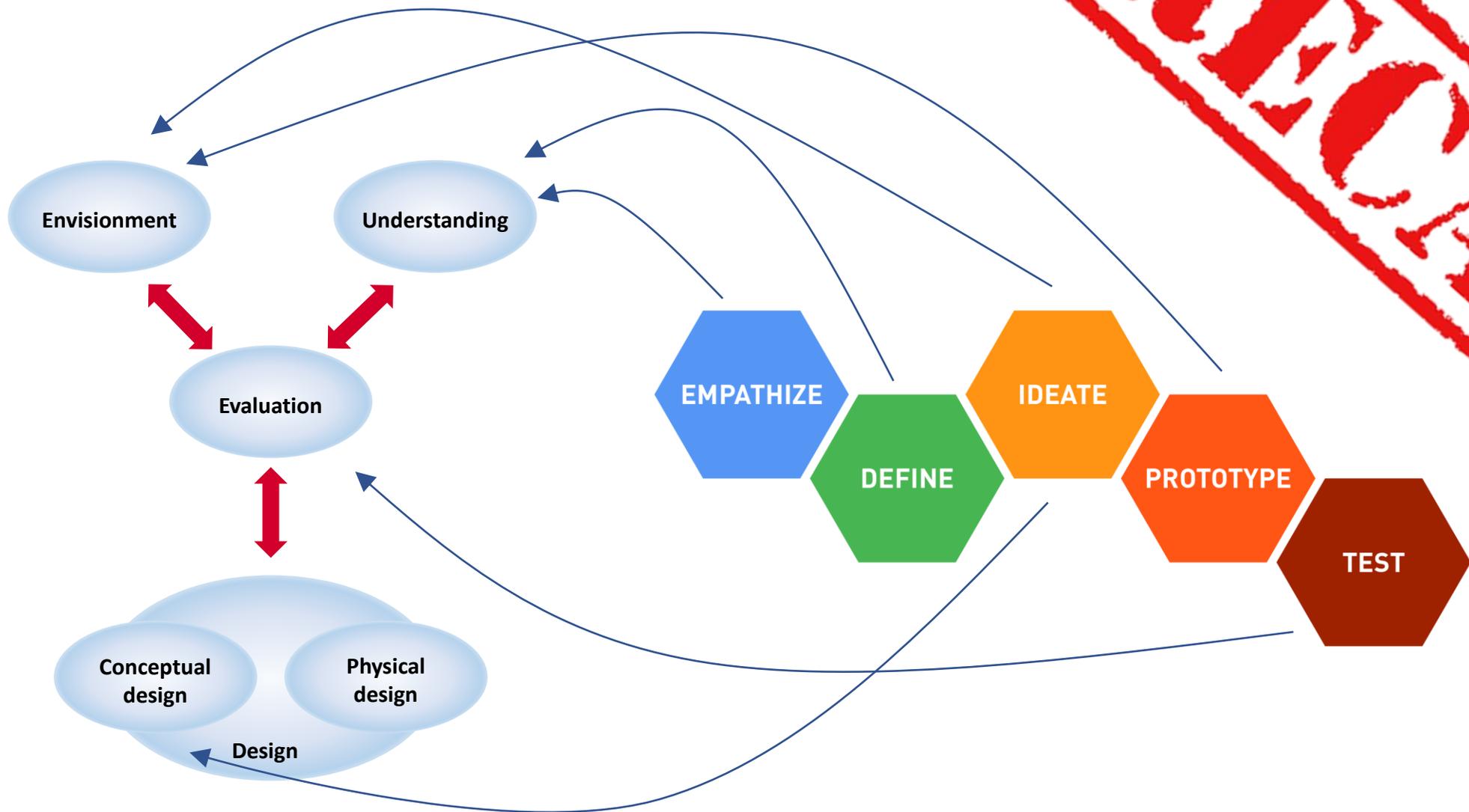


RECAP FROM LAST LECTURE

- Understanding
- Requirements analysis
- Feature creep
- Interviews
- Questionnaires
- Observation
- Ethics and code of conduct

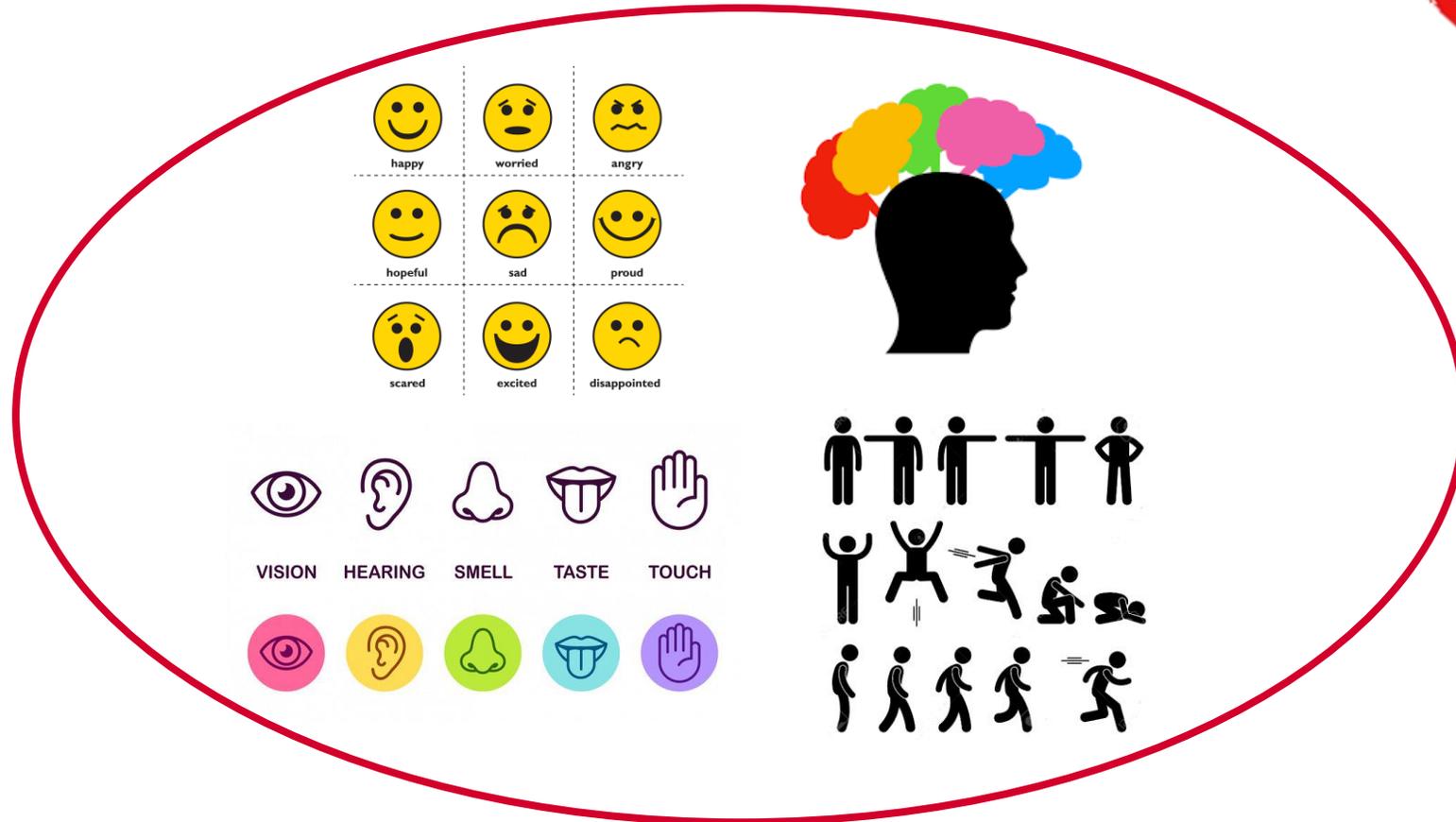


GUEST LECTURE LAST WEEK



A. DESIGN FOR USER EXPERIENCE

USER EXPERIENCE (UX)

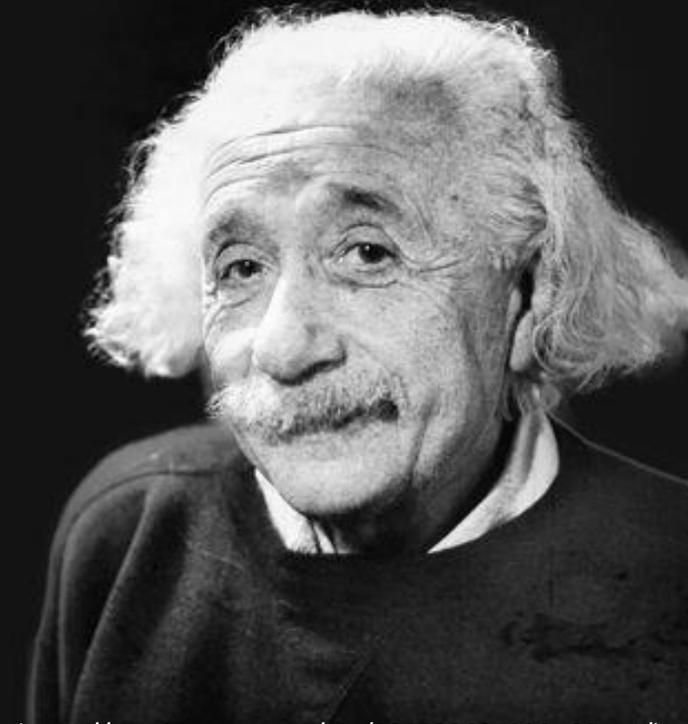


EXPERIENCE

- We live our lives through experiences
- We develop our values and self-worth through experiences
- Experience is concerned with all the qualities of an activity that really pull people in

The only source
of knowledge is
experience.

ALBERT EINSTEIN



EXPERIENCE DESIGN

- Experience design is about recognizing that interactive products and services do not just exist in the world, they affect who we are; they influence our culture and identity
- Experience cannot be designed. We design **for** experience
- Ethical issues?

NEVER FORGET



2/9/2014



ENGAGEMENT

- Usability is concerned with optimizing or balancing the PACT elements
- Engagement is when the PACT elements are truly harmonized
- Engagement is about ensuring that the interaction flows



ENGAGEMENT

- Identity
 - Reinforces our identities (e.g., Mac vs PC)
- Adaptivity
 - Can be used with different situations / skill levels
- Narrative
 - A good story
- Immersion
 - Total engagement
- Flow
 - Smooth movement

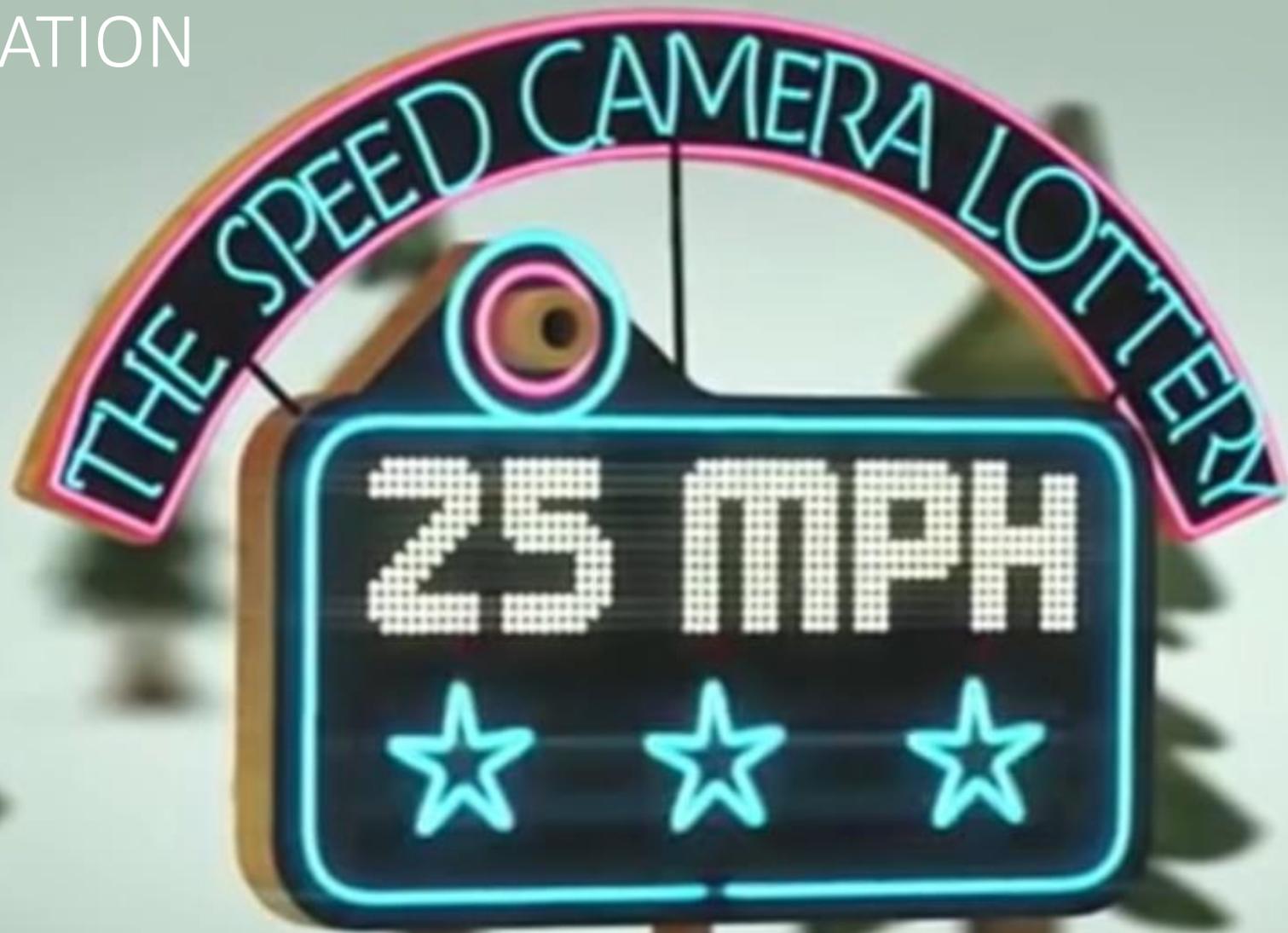


GAMIFICATION

- Games are designed to be engaging
- Gamification uses the principles of gaming to interest and motivate people
- Gamification has become an important part of design far beyond design of computer games



GAMIFICATION



GAMIFICATION — FOUR FUN KEYS

Key emotions
contributing to high-
quality user experience:

- Fiero
- Curiosity
- Amusement
- Excitement

Hard fun

Fiero
Frustration
Relief

Easy fun

Curiosity
Wonder
Surprise

People fun

Amusement
Admiration
Competition

Serious fun

Excitement
Focus
Relaxation

(source: buffer.com)

GAMIFICATION

Designing **mechanisms** for to evoke fiero, curiosity, amusement, and excitement:

- Deciding on the challenges to include
- Dealing with the varying skills and accommodating changing skill levels
- Rewards
- Collect things or complete things, including rewards
- Relation to others (competitions and/or cooperation)





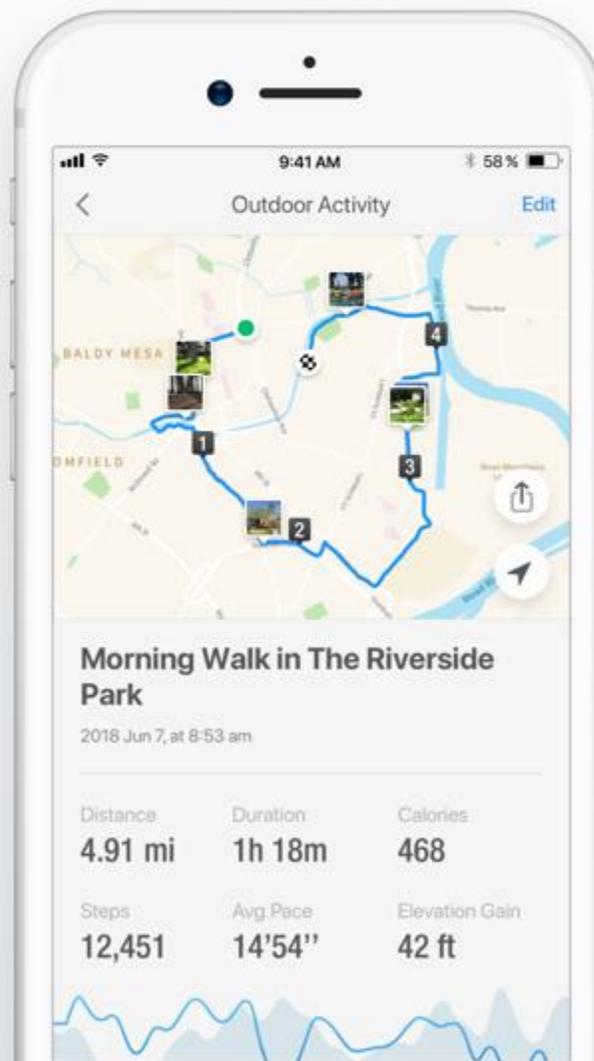
Be Active

Feel Awesome



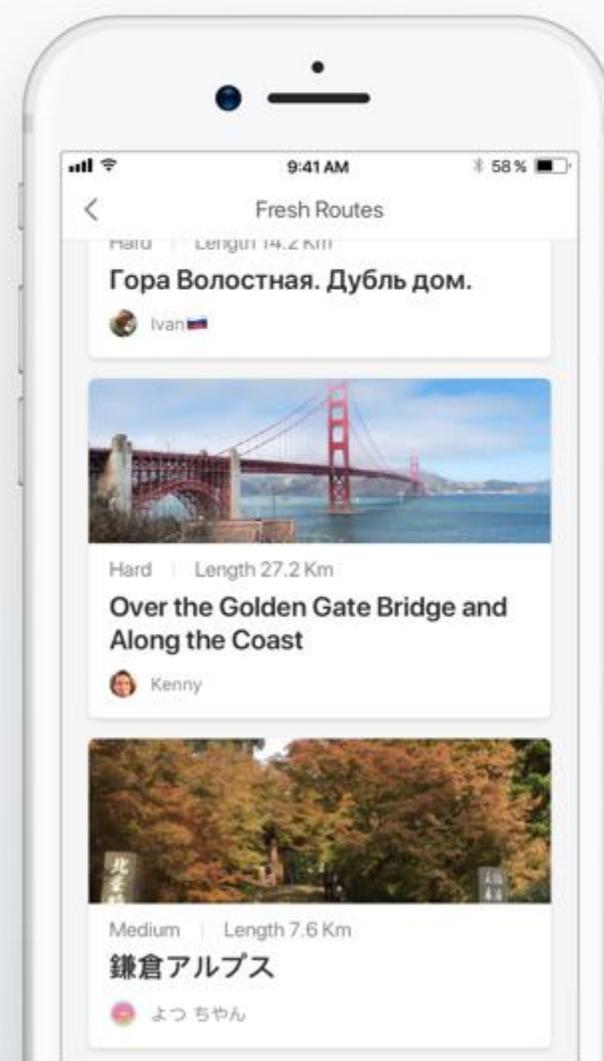
Record Your Activities

Photos, Maps & Data



Discover Routes

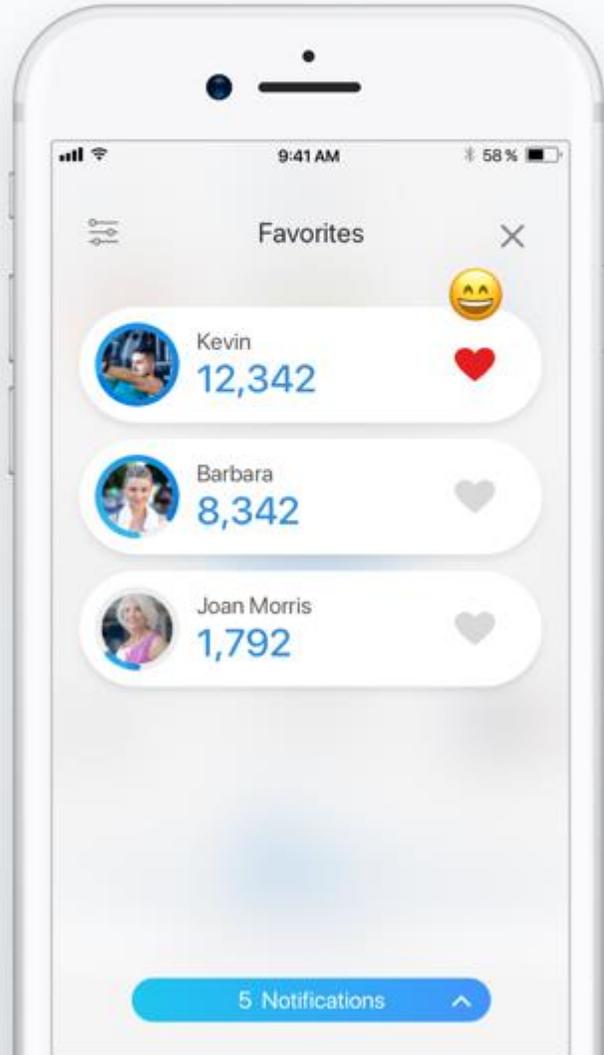
From Around the World





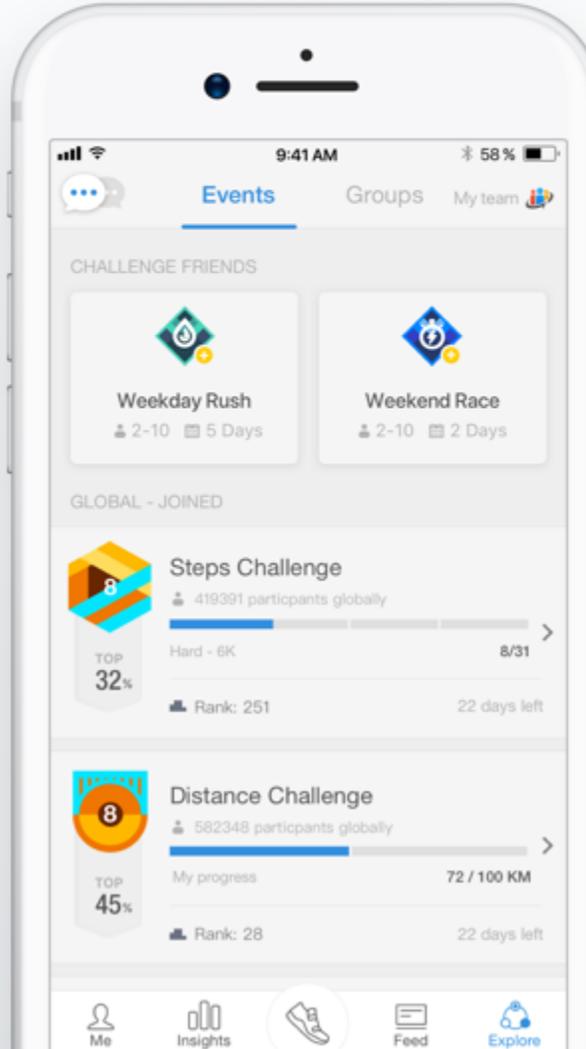
Instant Motivation

For Friends & Loved Ones



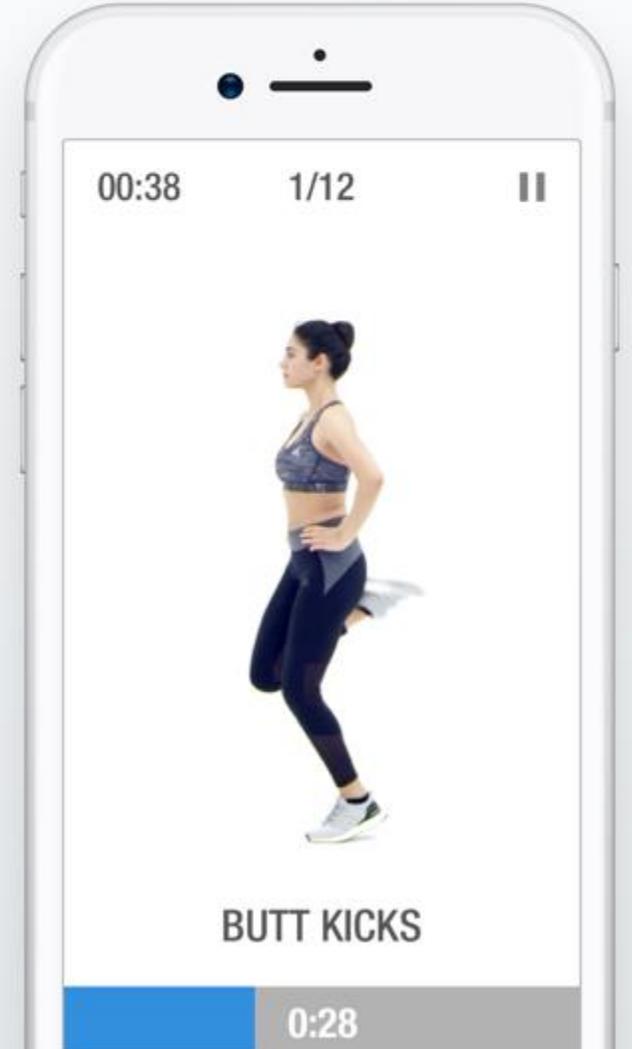
Fun Challenges

Beat Your Activity Goals



Exercise Anywhere

Guided Video Workouts



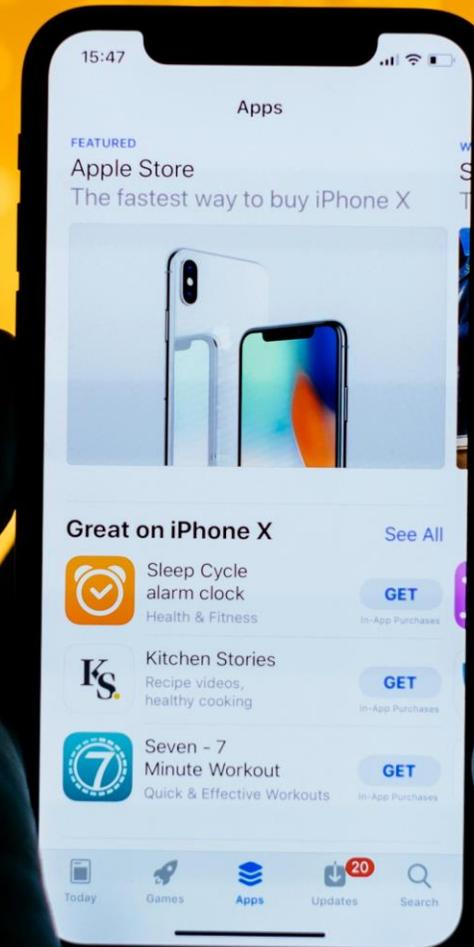
DESIGNING FOR PLEASURE

- Physio-pleasure
- Socio-pleasure
- Psycho-pleasure
- Ideo-pleasure



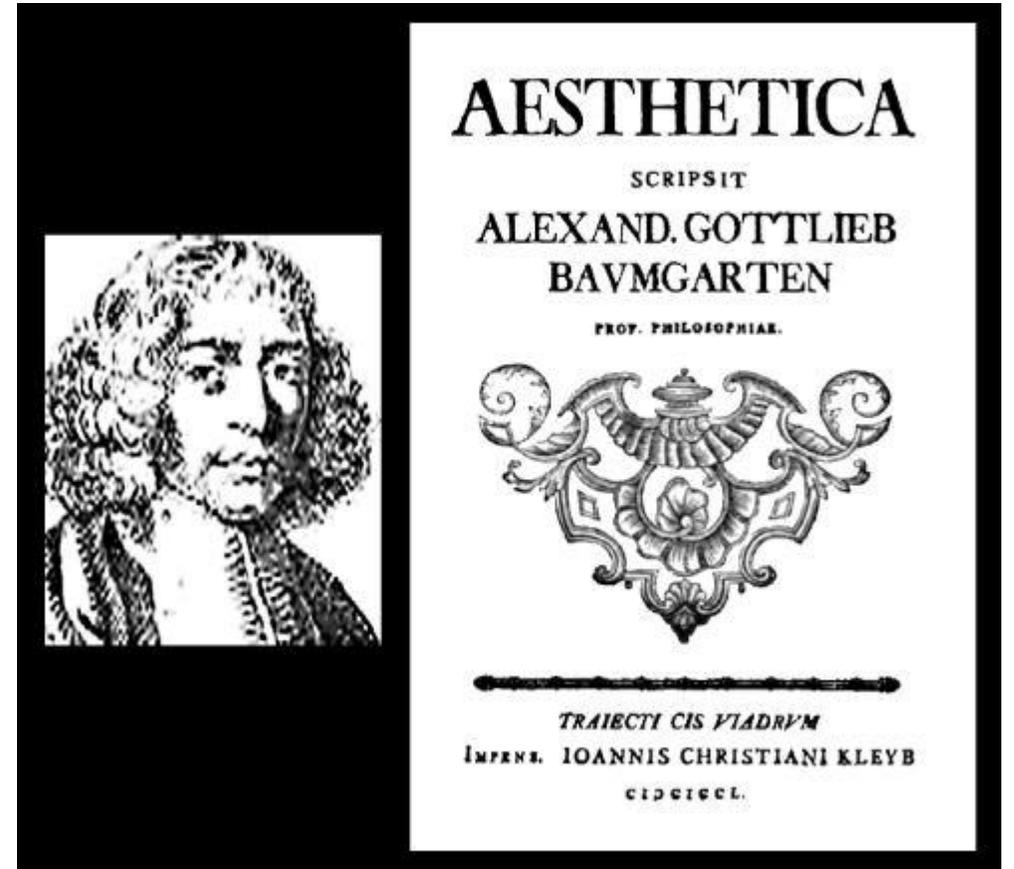
EXERCISE

- Physio-pleasure
 - Physical appearance
 - Ergonomic
- Socio-pleasure
 - Relations to others
- Psycho-pleasure
 - Cognitive/emotional
 - Ease of use, effectiveness
 - Learning new skills
- Ideo-pleasure
 - Fitting human values



AESTHETICS

- “a branch of philosophy dealing with the nature of beauty, art, and taste and with the creation and appreciation of beauty”
- Baumgarten defined taste, in its wider meaning, as the ability to judge according to the senses, instead of according to the intellect



AESTHETICS



Geir I. Hausvik, 2019

AESTHETICS IN INTERACTIVE SYSTEMS

- Classical aesthetics
 - Clean, clear, pleasant, symmetrical
- Expressive aesthetics
 - Original, sophisticated, fascinating, special effects, creative
- “What is beautiful is usable”?
(Lavie & Tractinsky, 2004)



AESTHETICS IN INTERACTIVE SYSTEMS

- Classical aesthetics
 - Clean
 - Clear
 - Pleasant
 - Symmetrical
 - More?
- Expressive aesthetics
 - Original
 - Sophisticated
 - Fascinating
 - Special effects
 - Creative
 - More?



<http://arngren.net/>



<https://www.blivakker.no/>

LIFESTYLE

- People take ideo-pleasure in different things
- This pleasure reflects their values, motivations, desires, and dislikes
- Lifestyle concerns aspirations and achievements over time
- Designers need to think of the UX they create for different people with different lifestyles

LIFESTYLE



B. DELIVERABLE 2

DELIVERABLE 2

- Document the actual encounters you had with your selected people groups (i.e. number and type of interviews, observation sessions, number of questionnaires collected, distribution of respondents etc.).
- Document the findings from activities related to “Understanding” in the form of 3-4 personas (synthesizing people who have been interviewed, questioned observed or researched in some way) and 4-5 concrete scenarios in the form of stories of how your system will be used based on personas’ needs and goals (so, the personas will have to drive the stories not the system features and capabilities). A scenario is a concrete, realistic story that sets up a situation involving a persona with a goal to satisfy, and then follows the persona through the activities they do to satisfy that goal. Your scenario should be concrete, complete with imaginary details (e.g. "Espen is going to the concert with 3 of his friends. He needs to buy a train ticket, but the station is packed with commuters and other music fans, he decides to use the new train app to buy the ticket ..."). Based on your scenarios, decide and explain if you will prepare your designs for mobile phones or computer screens.
- Document and explain deviations from the initial plan and system concept if applicable.
- Include an annex with samples from the material collected (e.g. notes, interview transcripts, responses to questionnaire). The annex pages are not included in the page limit for the deliverable.

DELIVERABLE 2

- Total length of report: 5-7 pages text, including the scenarios and personas + annex with the samples of the empirical material
- Please use 12pt fonts and 1,5 line spacing
- Provide a cover page of your document, including student names and emails
- Either the cover page or the annex do not include in the page limit
- Submit one docx or pdf-file per group

PRESENTATION OF DELIVERABLE 2

- Present your idea of the interactive system you will be designing
- Present the number and types of interviews/questionnaires/observations
- Present two personas and scenarios
 - Persona 1 and a respective scenario
 - Persona 2 and a respective scenario
- Present the key challenges you encountered and how you addressed them

- All group members must participate in the presentation
- 14 minutes in total: half of the time for presenting and half for questions and answers
- Presentation plans will be announced in Canvas

C. PROJECT REPORT

PROJECT REPORT

- A collection of the deliverables
- Includes an introduction and reflections
- You may modify your deliverables in the project report based on the feedback
- **PS: if you modify individual deliverables, make sure that the report is consistent** (e.g., modification in Deliverable 1 will probably require modifications in Deliverable 2-5 as well)
- Length: do not exceed the length requirements from the individual deliverable (i.e., the “understanding” section of the report must be between 5-7 pages, etc.)
- Submission deadline is December 6. 14:00
- **Submission of project report in Inspira (not Canvas)**
- Project report template: <https://uia.instructure.com/courses/4762/files/806937/download?wrap=1>
- Individual written exams are on December 20.

USING REFERENCES

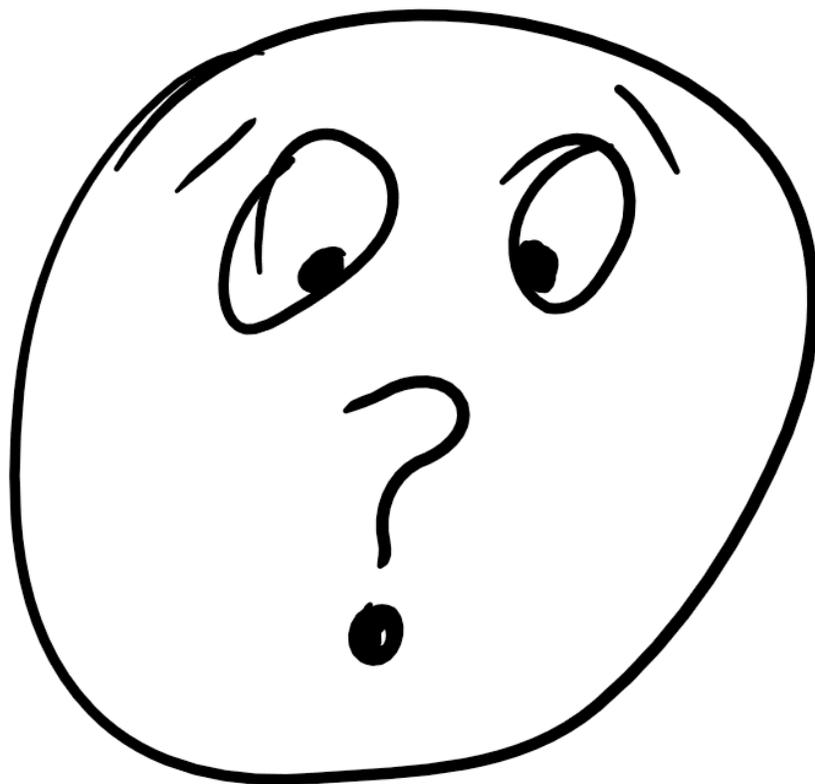
- www.Kildekompasset.no
- APA6th
- In text:
 - This is a statement (Repstad, 2014).
 - According to Repstad (2014), this is a statement.
 - “This is the exact statement from the source” (Repstad, 2014, p. 53)
- In literature list (in alphabetical order)

Repstad, P. (2014). *Sosiologiske perspektiver for helse- og sosialarbeidere* (3. utg.). Oslo: Universitetsforlaget.



- Experience
- Experience design
- Engagement
- Gamification
- Designing for pleasure
- Aesthetics
- Lifestyle

QUESTIONS?





- Design for usability and accessibility

