

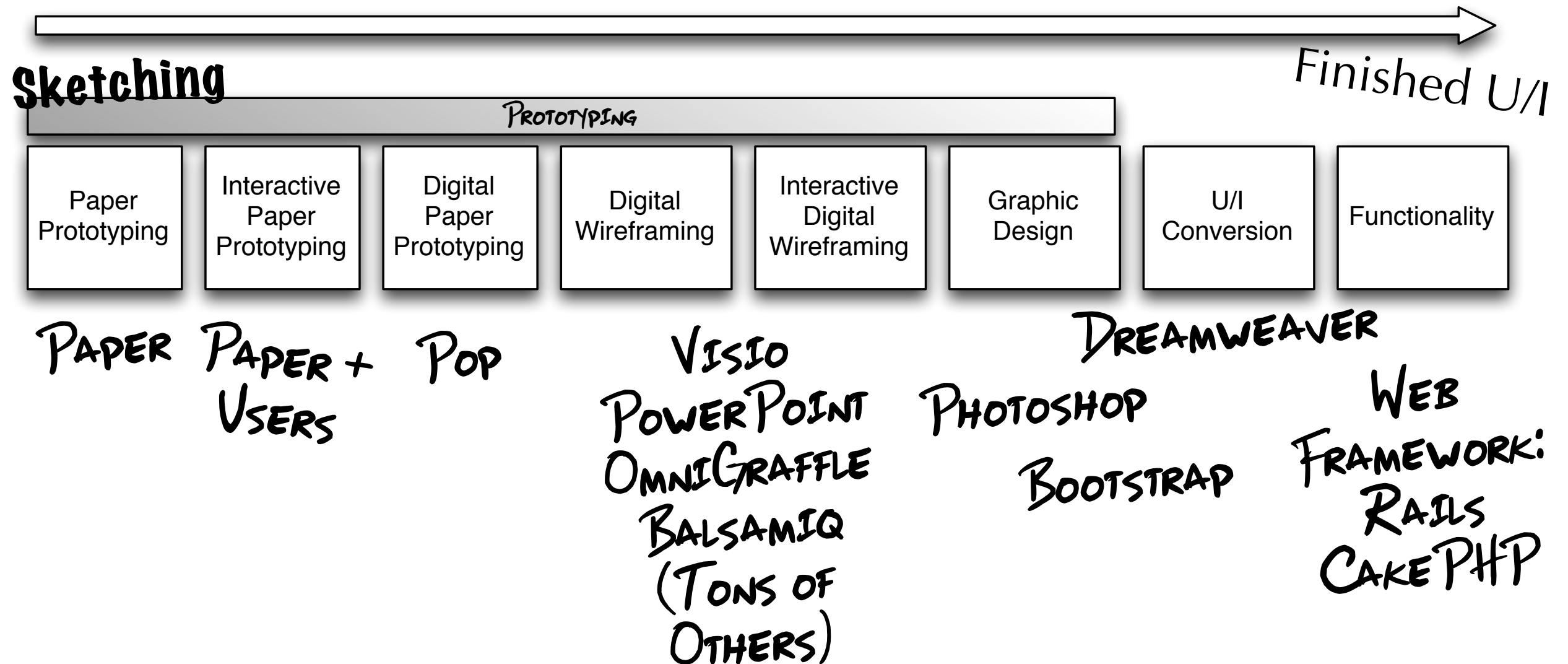
User Interface Software Projects

Assoc. Professor Donald J. Patterson
CS 130 Fall 2015



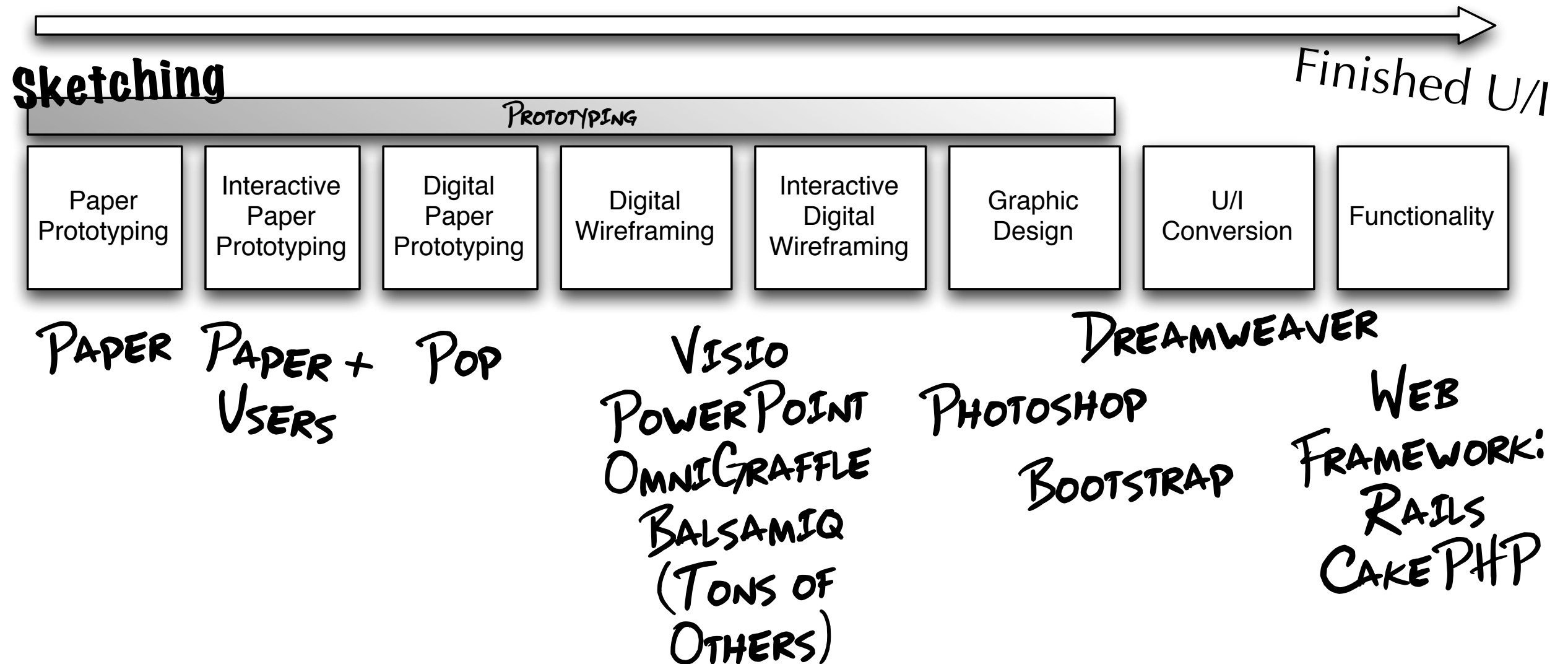
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Prototyping



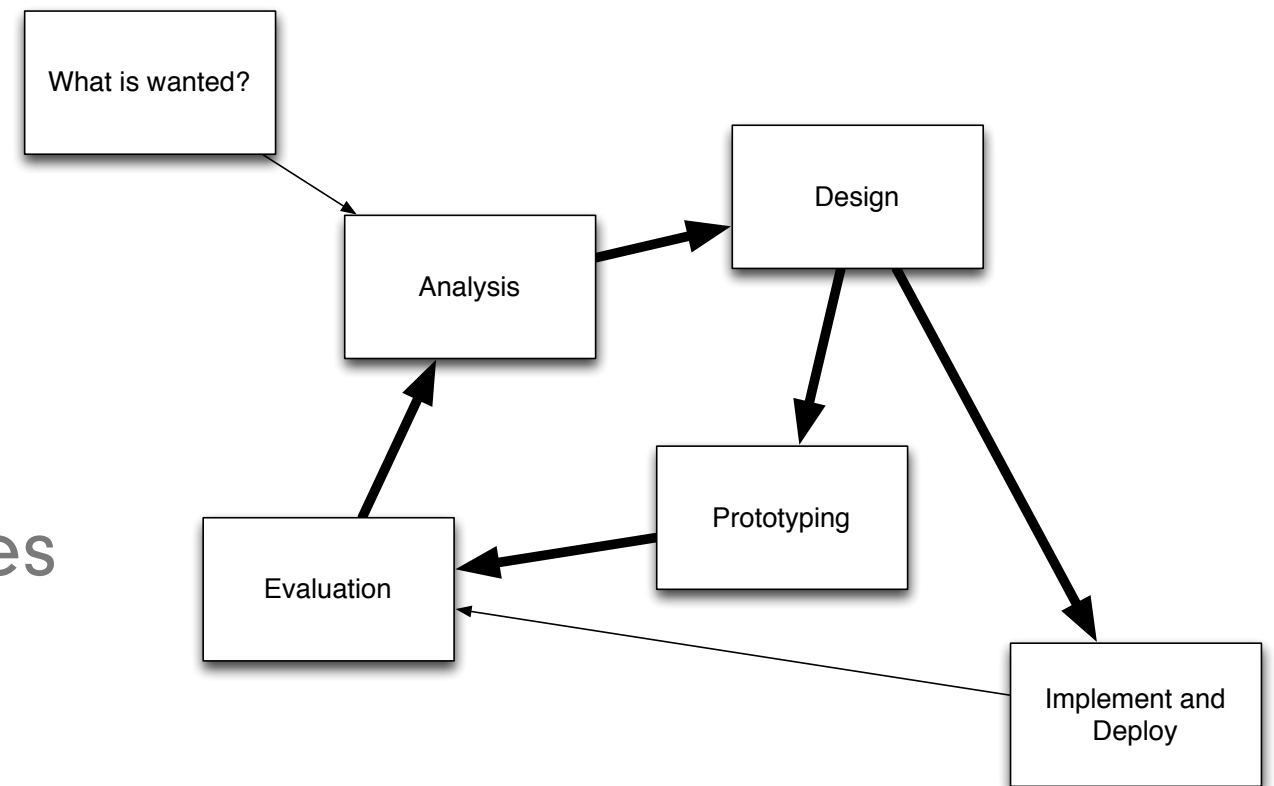


Prototyping



Online questionnaires

- Can be used to:
 - Gather requirements
 - “What is wanted”
 - Evaluate prototypes
 - “Evaluate”
 - Understand user experiences
 - “Analysis”



Advantages of online questionnaires

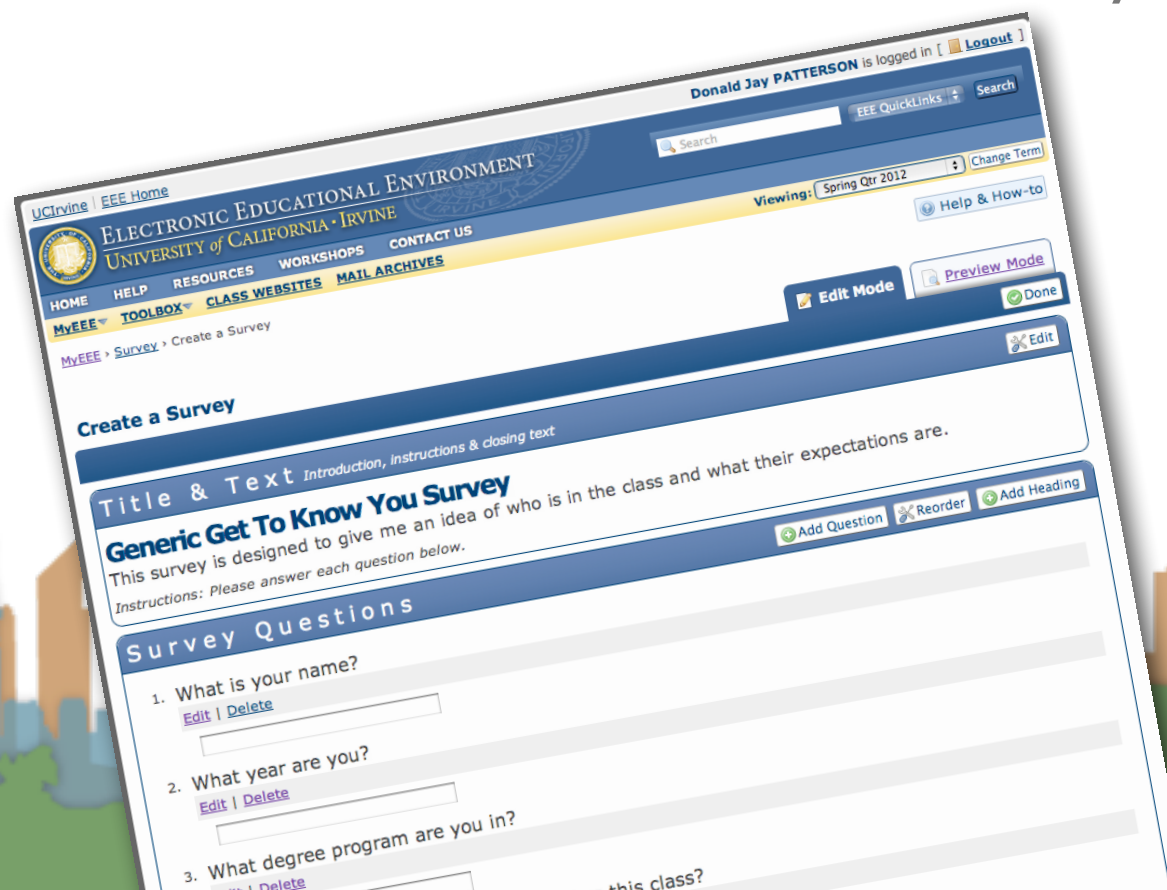
- Responses are usually received quickly
- No copying and postage costs
- Data can be collected in database for analysis
- Time required for data analysis is reduced
- Errors can be corrected easily



Example Questions & Results:

How likely are you to cancel your Netflix subscription in the next 3-6 months?			
		Response Percent	Response Count
Extremely likely	<div></div>	5.7%	15
Very likely	<div></div>	5.7%	15
Moderately likely	<div></div>	13.7%	36
Slightly likely	<div></div>	26.3%	69
Not at all likely	<div></div>	48.5%	127

Why do you think you might cancel your Netflix subscription in the next 3-6 months?			
		Response Percent	Response Count
Price is too high	<div></div>	23.7%	32
May move to a competitor	<div></div>	5.2%	7
Don't use enough	<div></div>	20.0%	27
Content I want is not available	<div></div>	27.4%	37
Poor video or audio quality	<div></div>	5.2%	7
Poor customer service	<div></div>	0.0%	0
Poor technical support	<div></div>	0.7%	1
Other (please specify)	<div></div>	17.8%	24



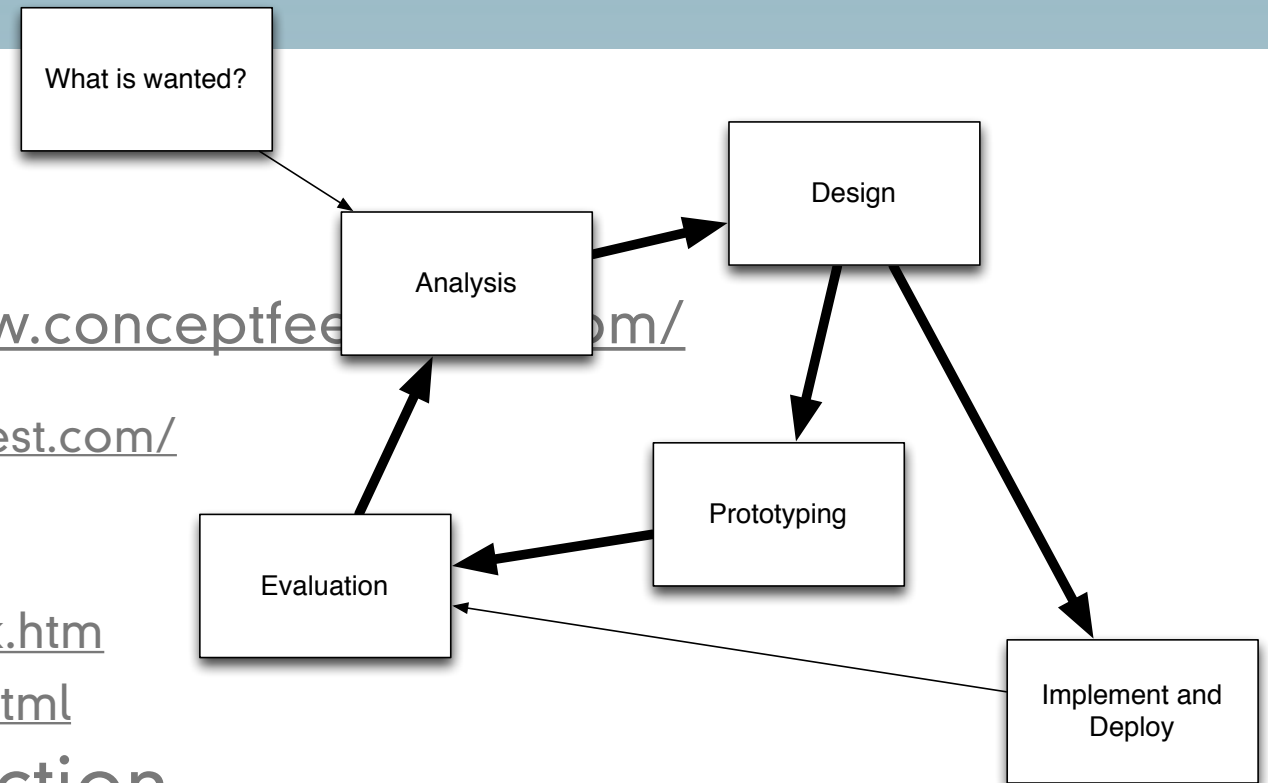
Survey Tools

- Survey Monkey
 - <http://www.surveymonkey.com/>
 - Supports Targeted Audiences
- Google Forms
 - <http://youtu.be/xEY10Ub-k-U>
- Mechanical Turk
 - <https://www.mturk.com/mturk/welcome>
- Audiences
 - mailing lists
 - Survey Monkey
 - Lotteries



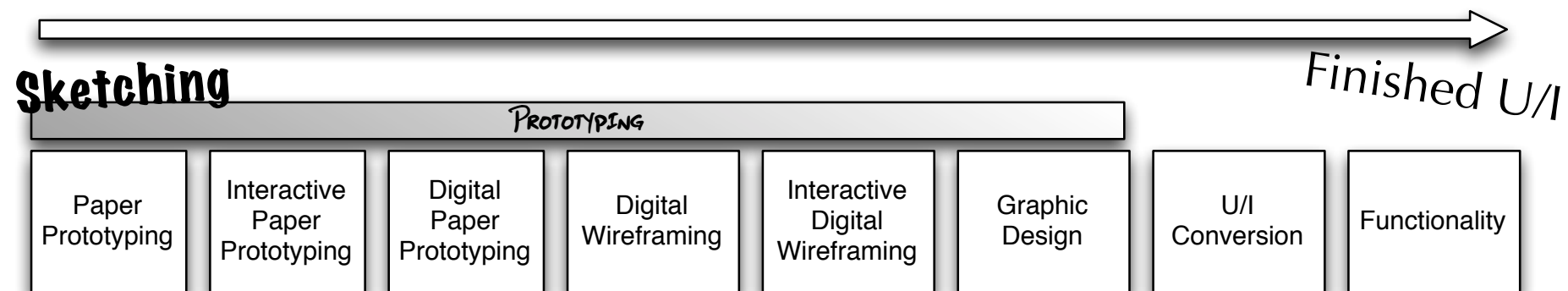
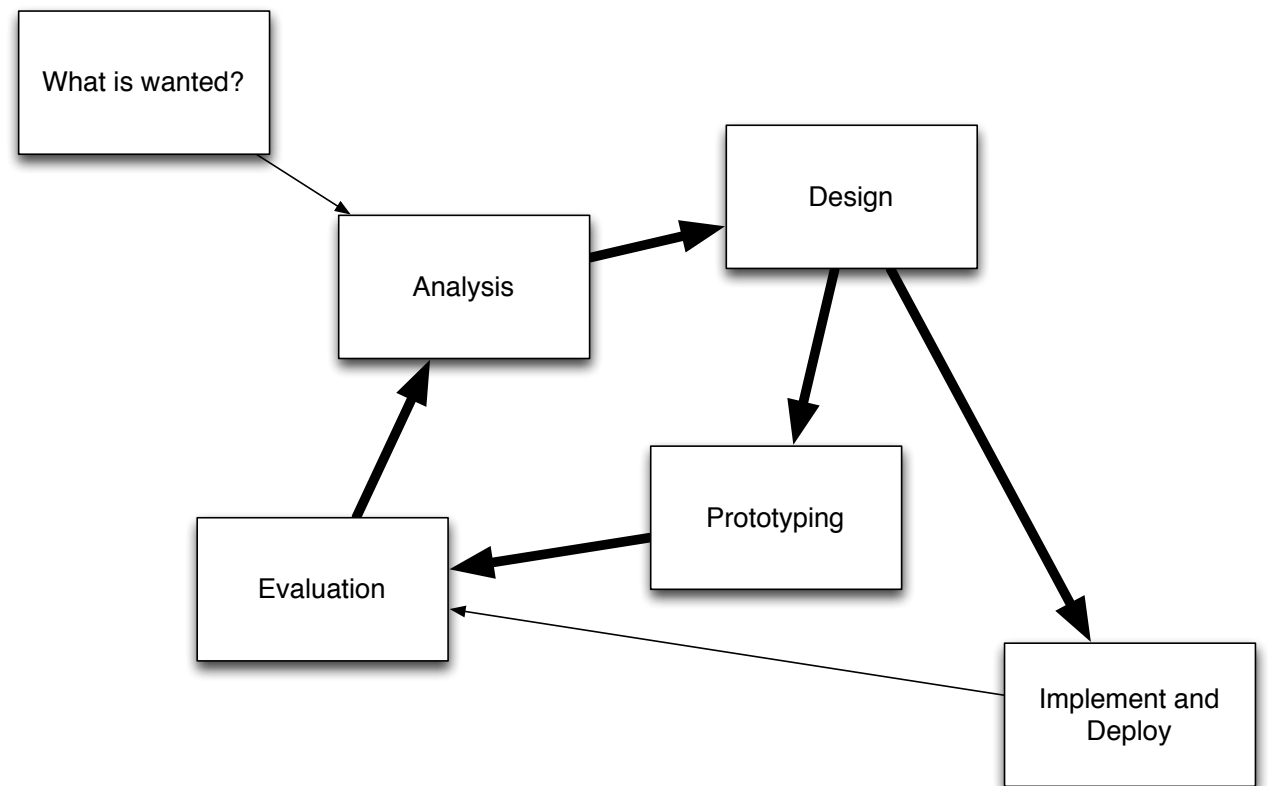
Analysis

- “Expert Review”
- Concept Feedback: <http://www.conceptfeedback.com/>
- FiveSecondTest: <http://fivesecondtest.com/>
- Chalkmark/ClickHeat
 - <http://www.optimalworkshop.com/chalkmark.htm>
 - <http://www.labsmedia.com/clickheat/index.html>
 - Test user understanding of action
 - screen shot + heatmap
- Action Tracking
 - ClickTale: <http://www.clicktale.com/default.aspx>



Prototyping

- Each time you do a prototype it becomes more refined
 - from Sketching
 - to deployment
 - and beyond



PAPER PAPER + POP
USERS

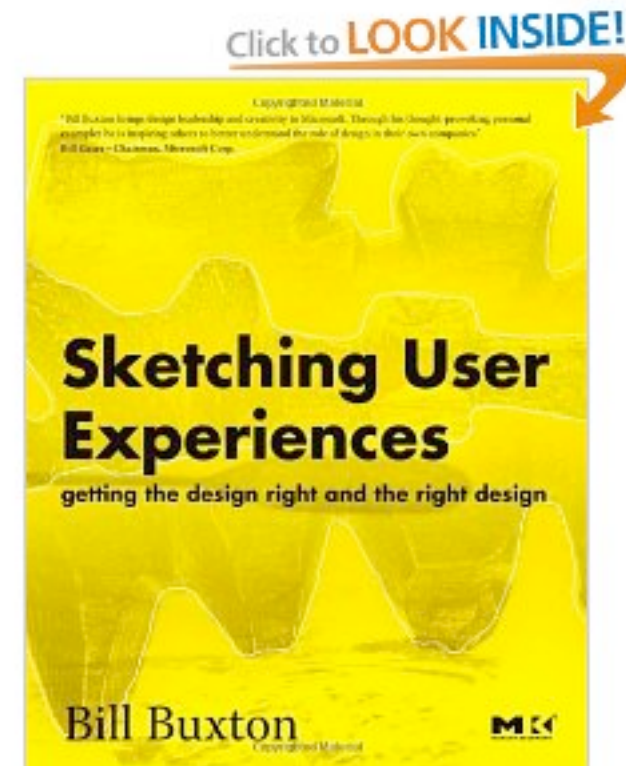
VISIO
POWERPOINT
OMNIGRAFFLE
BALSAMIQ
(TONS OF
OTHERS)

DREAMWEAVER
PHOTOSHOP
BOOTSTRAP

WEB
FRAMEWORK:
RAILS
CAKEPHP

Prototyping

- Paper Prototyping
 - Post it video
 - Tektronics video
 - <http://www.elsevierdirect.com/companion.jsp?ISBN=9780123740373>
 - iPhone:
 - <http://www.youtube.com/watch?v=6TbyXq3XHSc>
 - Pop!
 - <http://popapp.in/>
- Digital Sketching Prototyping
 - Balsamiq:
 - http://www.youtube.com/watch?v=70hfU7_95Gw
 - PowerPoint:



Interactive Paper Interfaces

- Why sketching?

- Quick

- Timely
 - Inexpensive
 - Disposable
 - Plentiful
 - Clear Vocabulary
 - Distinct Gesture
 - Minimal Detail
 - Appropriate degree of refinement
 - Suggest and explore, not confirm
 - Ambiguity

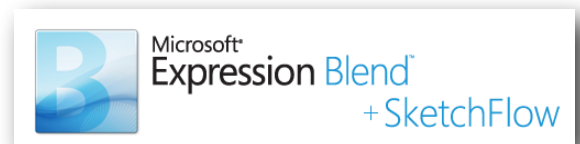
Quick to make (at least after some practice)



Prototyping - Enterprise Tools - post sketching

- Expression Blend - MS family of products
 - <http://expression.microsoft.com/en-us/cc136530>
 - <http://youtu.be/47Luwq85NCs>
- SketchFlow - Silverlight - deprecated
- Adobe Catalyst - Flash - deprecated
 - For creating Flash/Flex interaction design
 - <http://www.adobe.com/products/flashcatalyst.html>
- Adobe Dreamweaver - HTML
 - <http://www.adobe.com/products/dreamweaver.html>

- http://www.adobe.com/products/dreamweaver.html#nerolimedia_split_dw-updates-cc_708x398-1300.mp4
- <http://www.adobe.com/products/dreamweaver/features.sl.id-contentfilter.sl.featuredisplaytypes.sl.new.html#content-dotcom-en-fe>



What is wanted

Analysis

Design

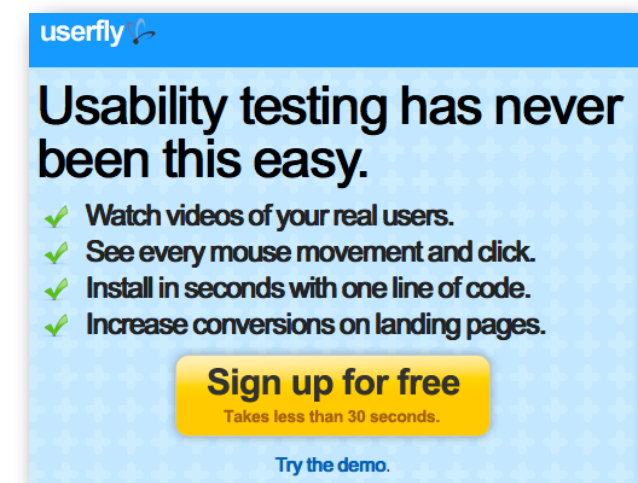
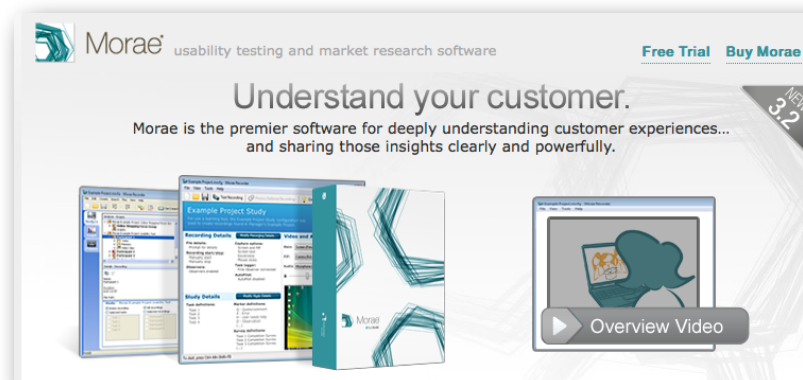
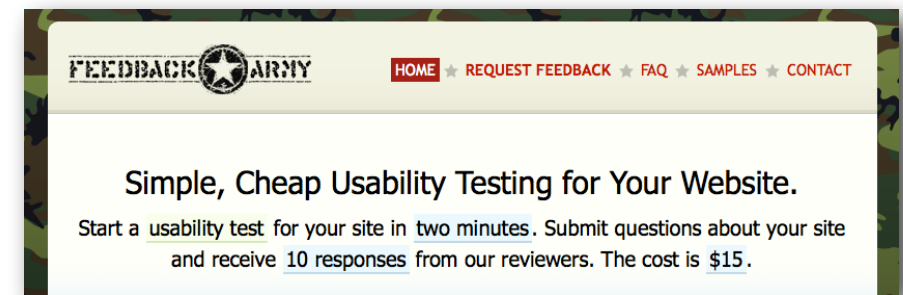
Prototype

Implement
and
deploy



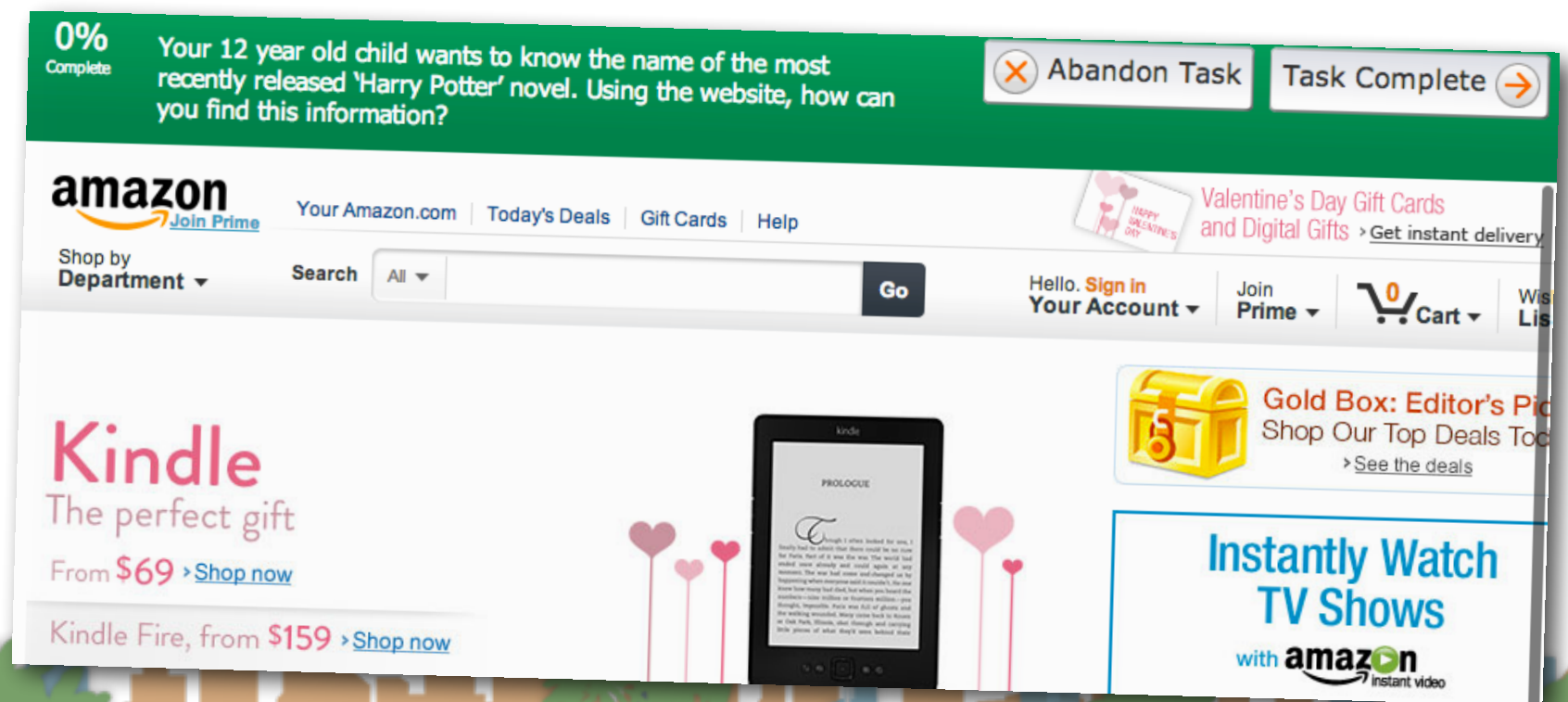
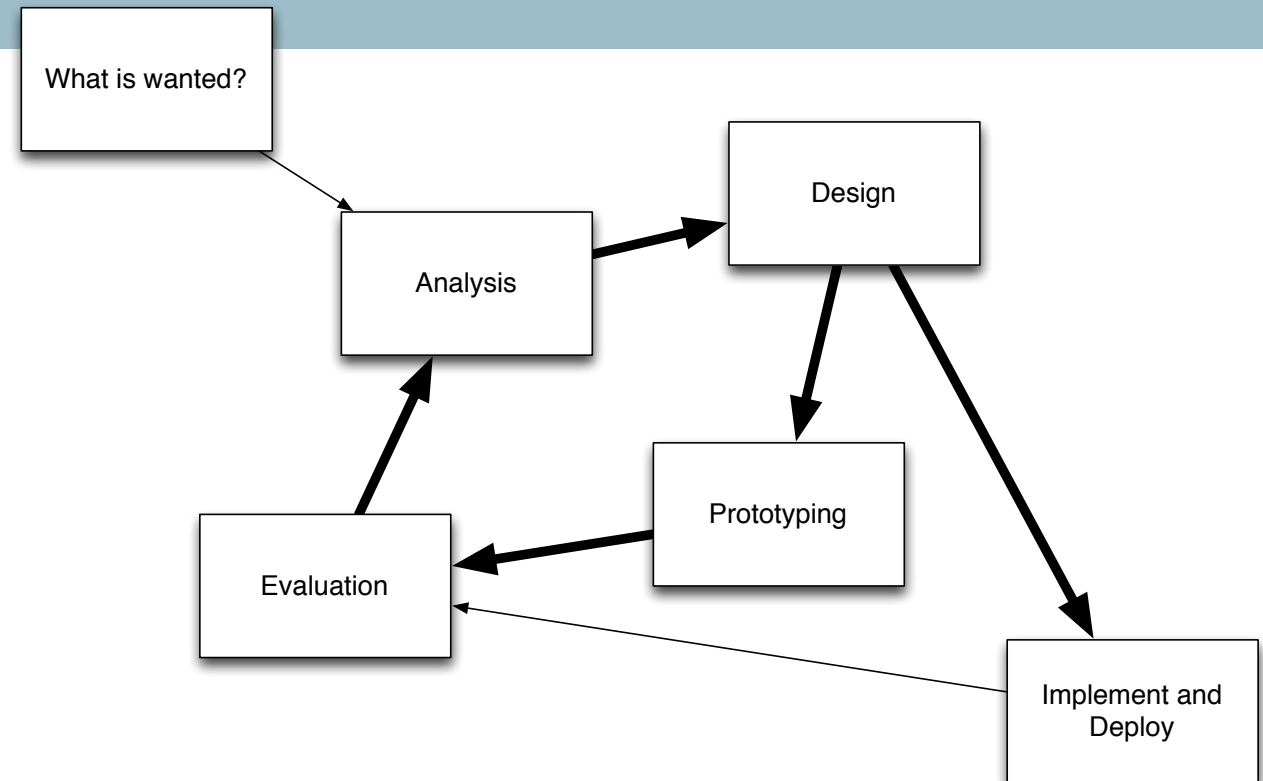
UI/UX evaluation post-deploy

- Feedback Army
 - <http://www.feedbackarmy.com/>
- Silverback
 - <http://silverbackapp.com/>
- Userfly (dead)
 - <http://userfly.com/>
- Morae
 - <http://www.techsmith.com/morae/uses.asp>
- Hana Lab



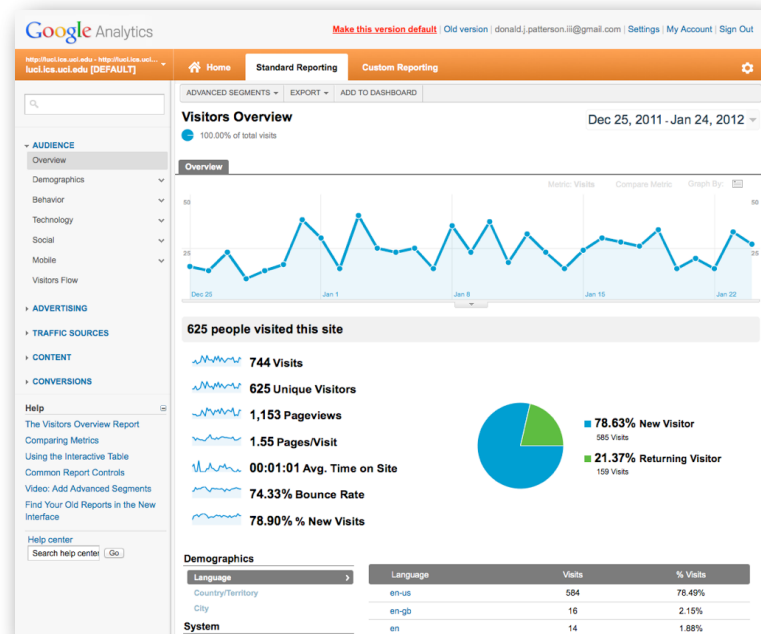
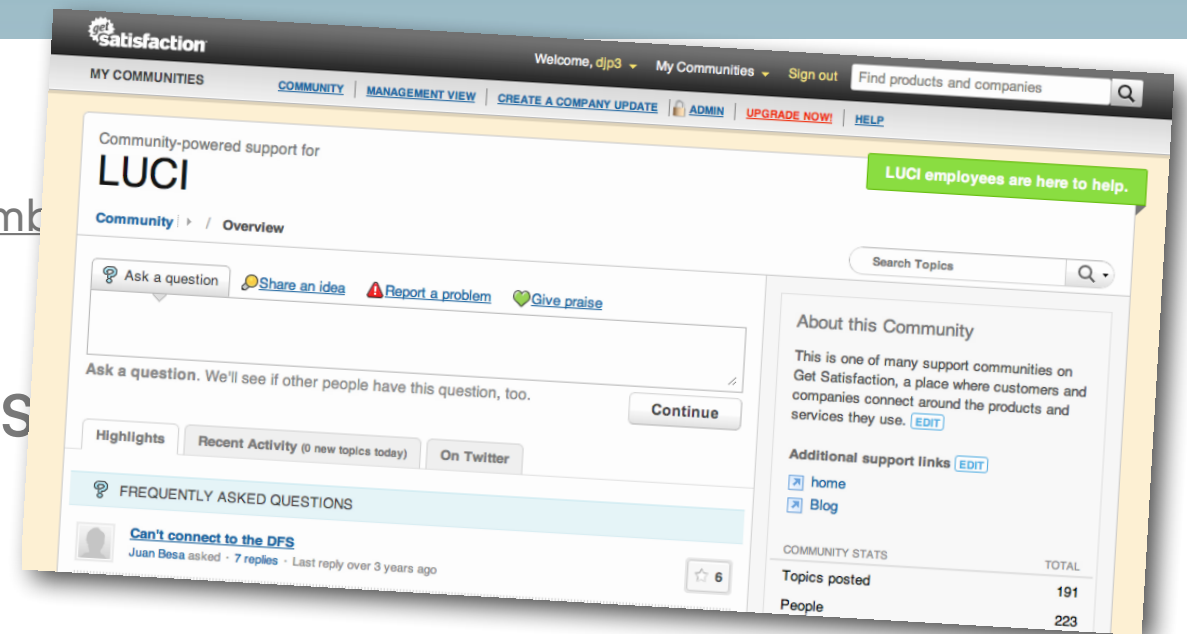
Acceptance tests

- Loop 11: <http://www.loop11.com/>



UI/UX evaluation post-deploy

- Get Satisfaction
 - http://www.youtube.com/watch?feature=player_embedded
- Google Analytics
- Google Context Experiments



Experiment to improve goal conversion

Test which page design is more effective for your website visitors

Enter the URL for the page you want to improve:


Which pages should I include in my experiment?

Your experiment can focus on any single page that helps visitors accomplish a specific goal:

- A landing page
- A page along the goal funnel
- Your goal page

How do I get started?

- Decide which page to test
- Design variations of that page (separate URL for each variation)
- Decide which goal conversion to improve



Need followup

- Other ideas
 - Camtasia
 - screen recorder
 - processing
 - visualization design
 - Kompozer.net
 - web design for dummies
 - Pencil Project
 - online Balsamiq
 - Lucid chart
 - online omnigraffle
 - Axure.com instead of Balsamiq
 - Usabilla



Let's do some paper prototyping

Paper prototyping explained

<https://www.youtube.com/watch?v=FS00Ulo12Xk>