

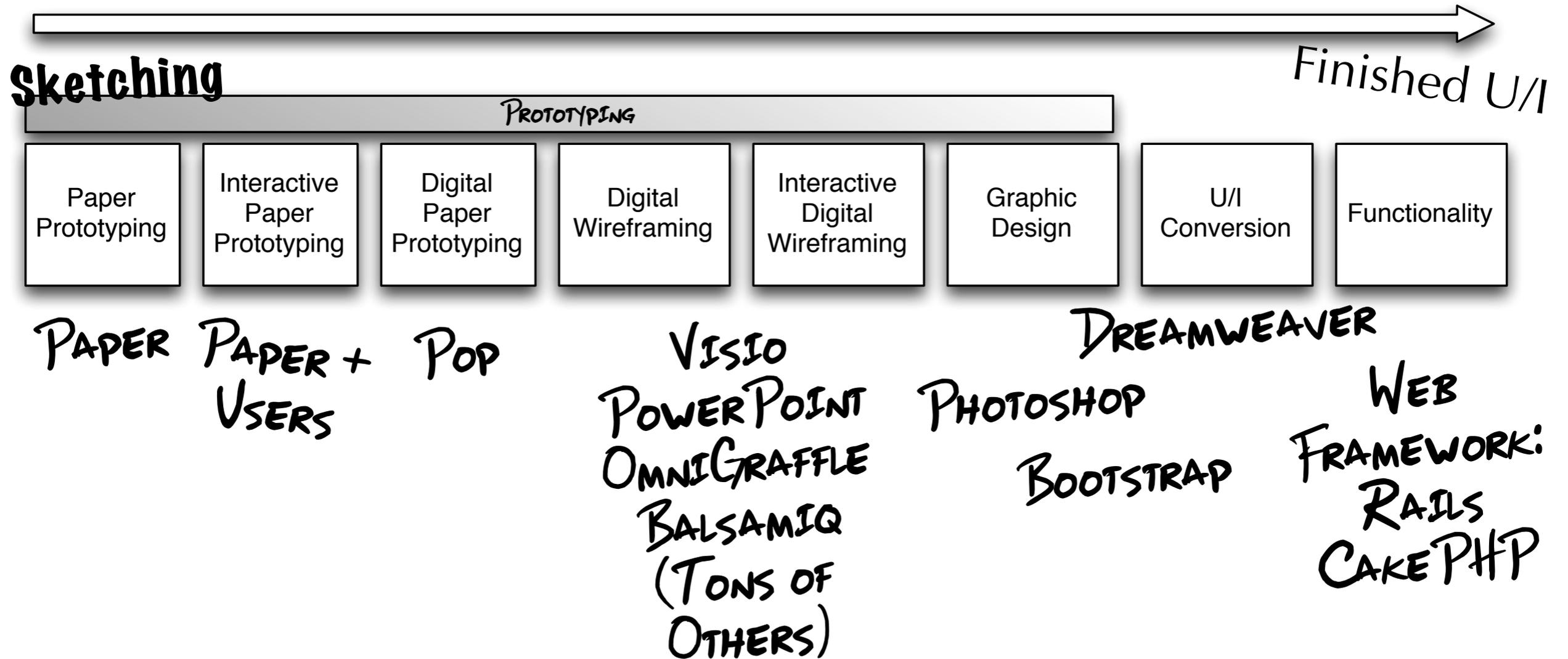
# User Interface Software Projects

Assoc. Professor Donald J. Patterson  
CS 130 Fall 2015



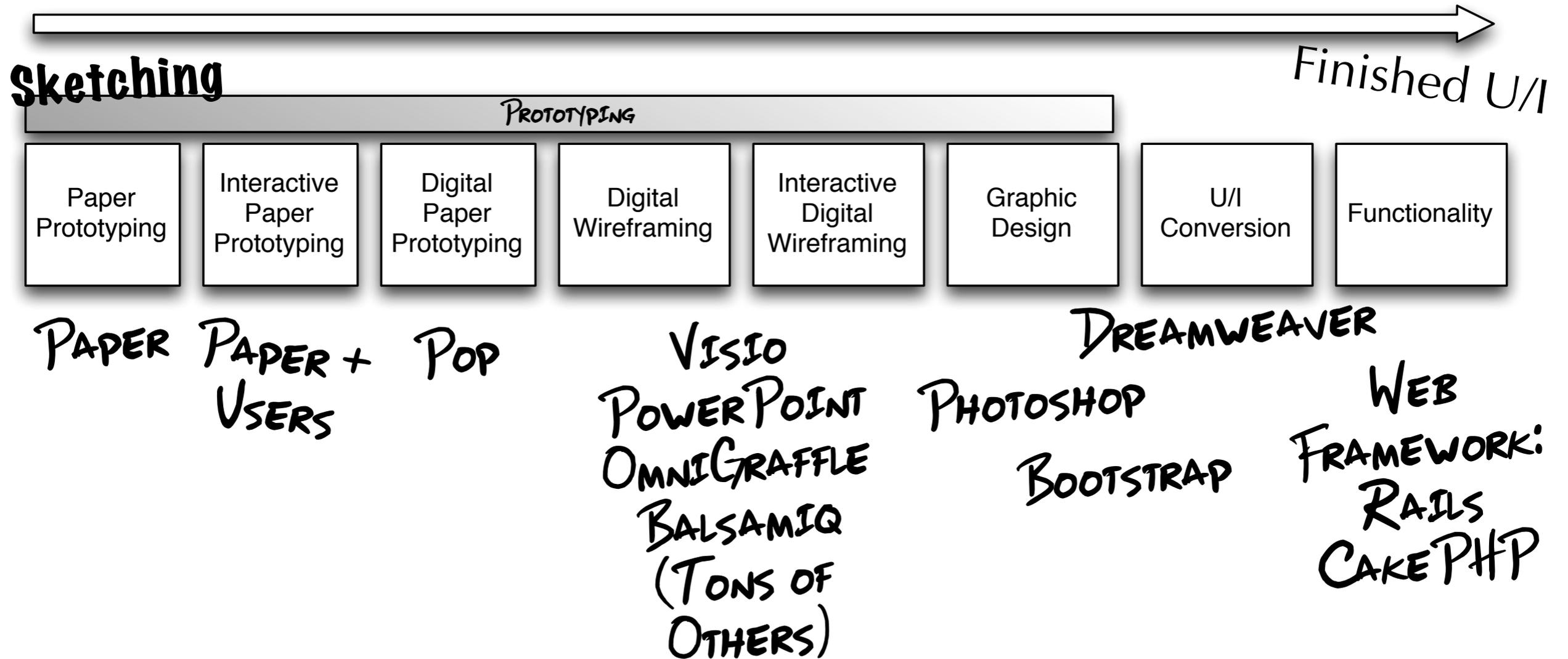
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# Prototyping



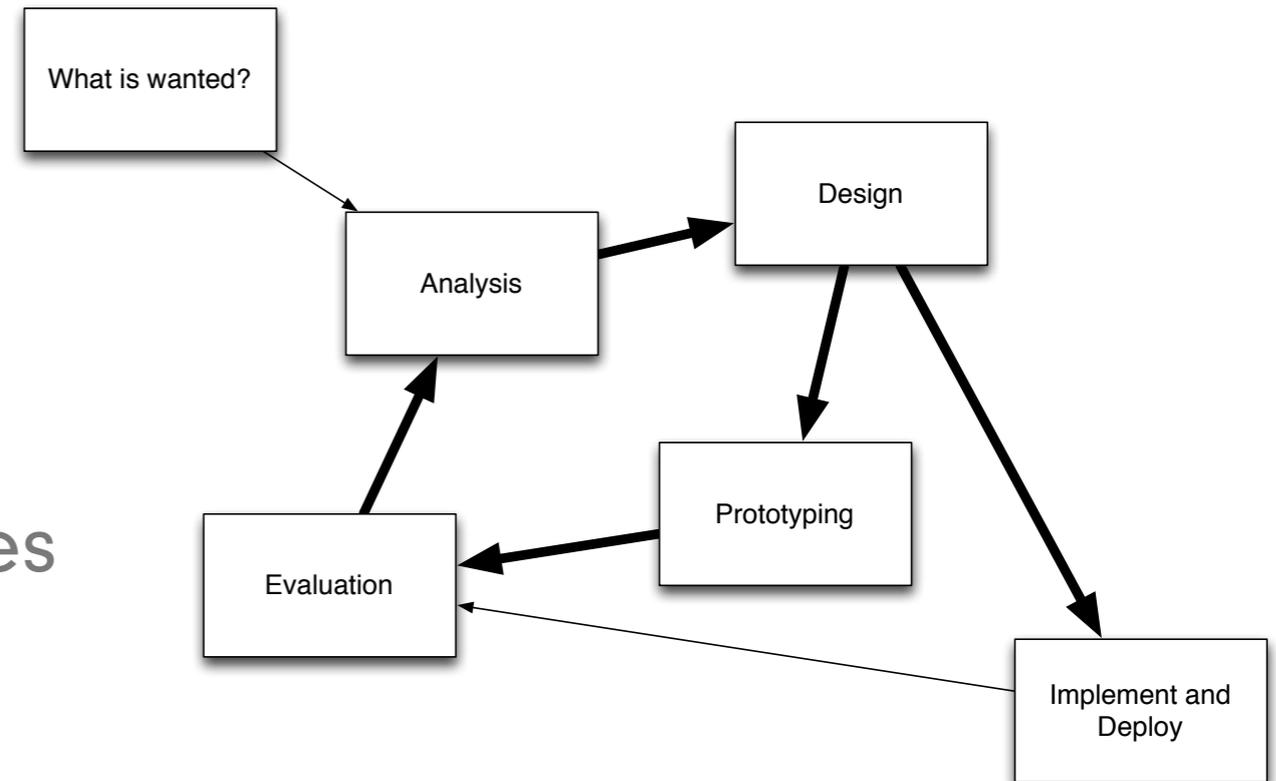


# Prototyping



# Online questionnaires

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



# Advantages of online questionnaires

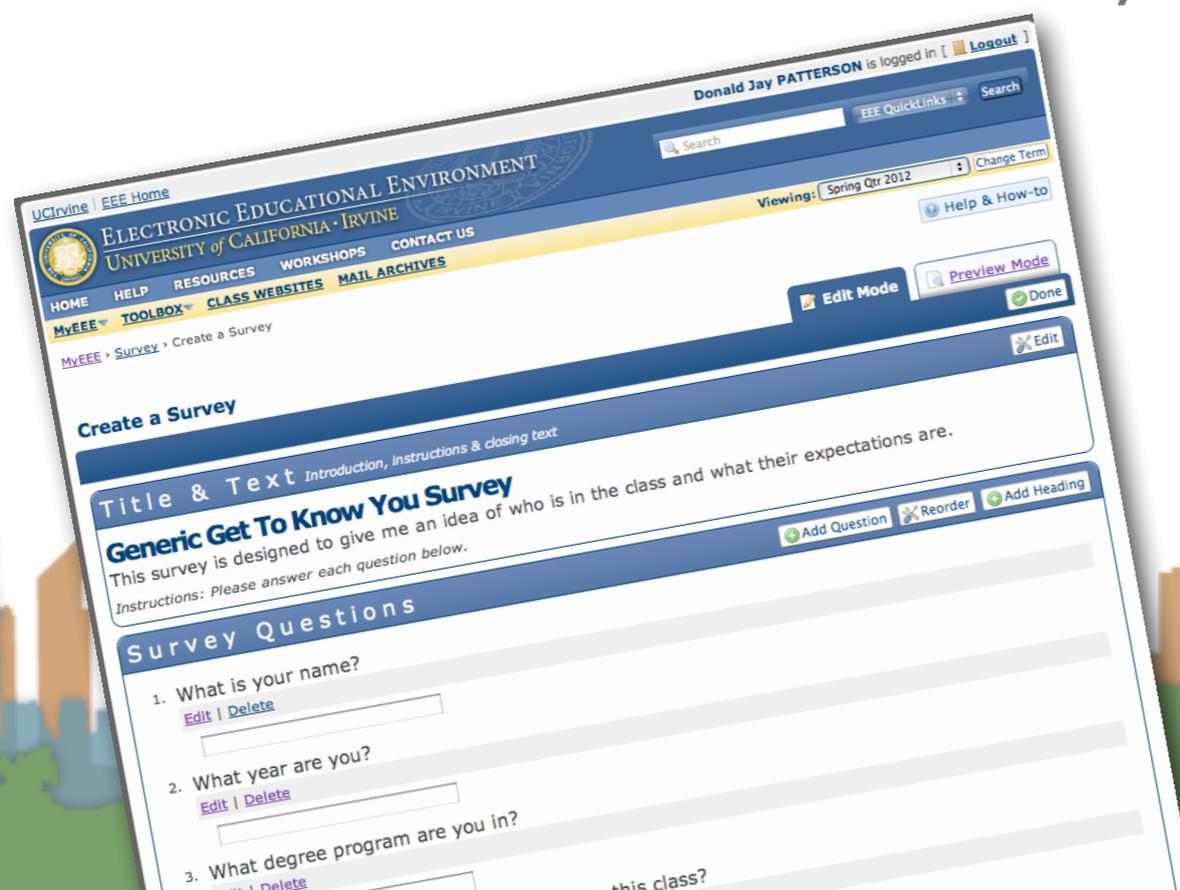
- Responses are usually received quickly
- No copying and postage costs
- Data can be collected in database for analysis
- Time required for data analysis is reduced
- Errors can be corrected easily



Example Questions & Results:

How likely are you to cancel your Netflix subscription in the next 3-6 months?			
		Response Percent	Response Count
Extremely likely		5.7%	15
Very likely		5.7%	15
Moderately likely		13.7%	36
Slightly likely		26.3%	69
Not at all likely		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		23.7%	32
May move to a competitor		5.2%	7
Don't use enough		20.0%	27
Content I want is not available		27.4%	37
Poor video or audio quality		5.2%	7
Poor customer service		0.0%	0
Poor technical support		0.7%	1
Other (please specify)		17.8%	24



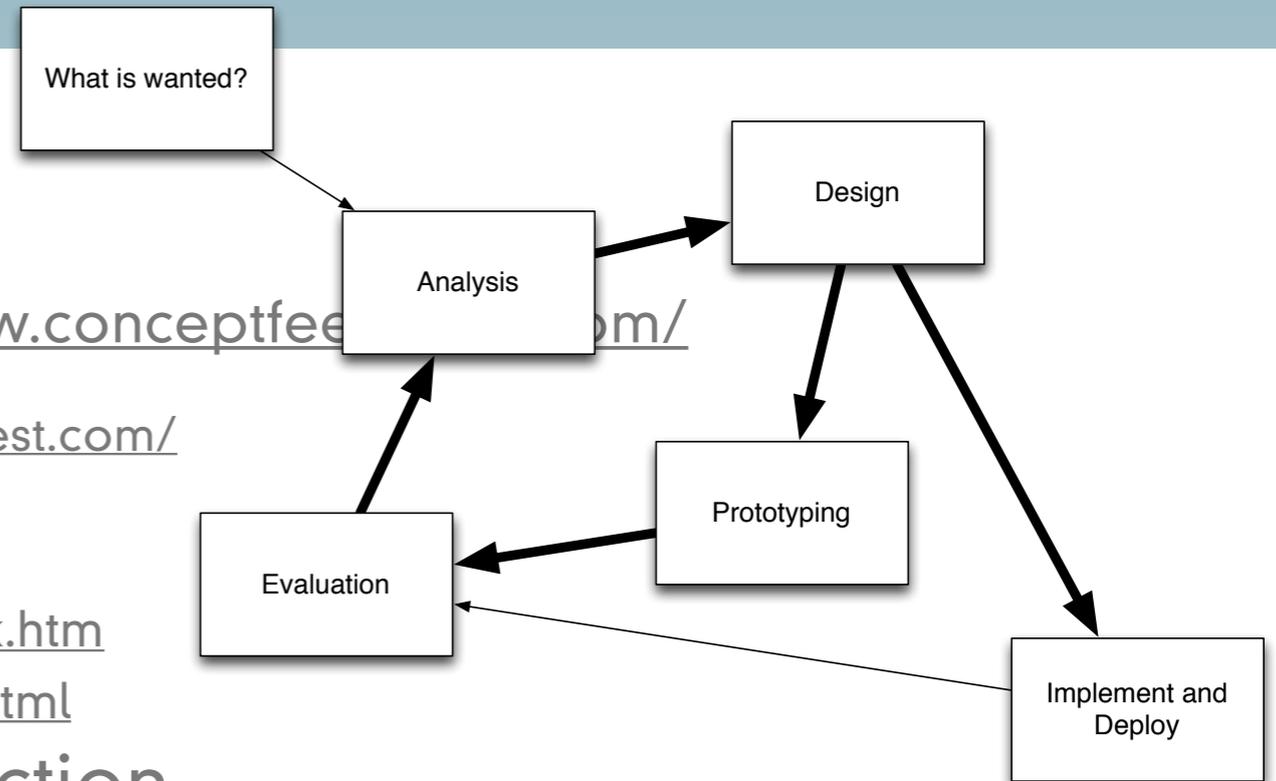
# Survey Tools

- 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



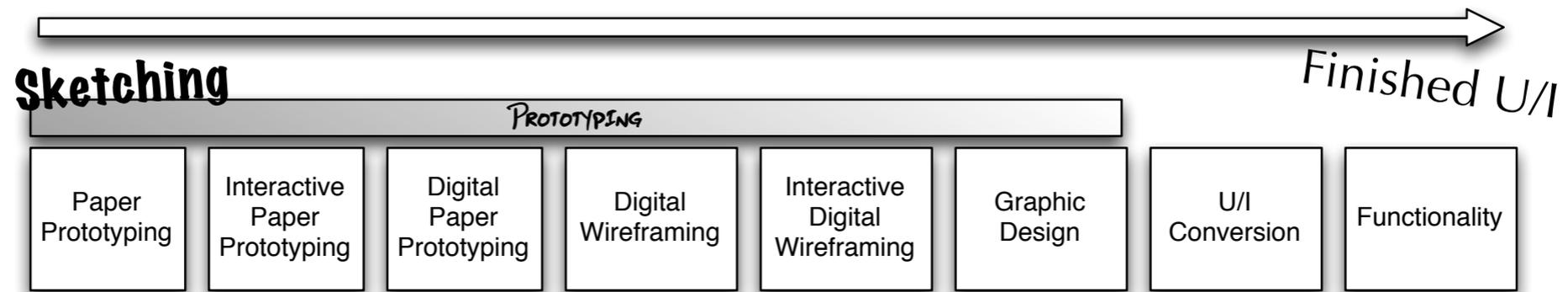
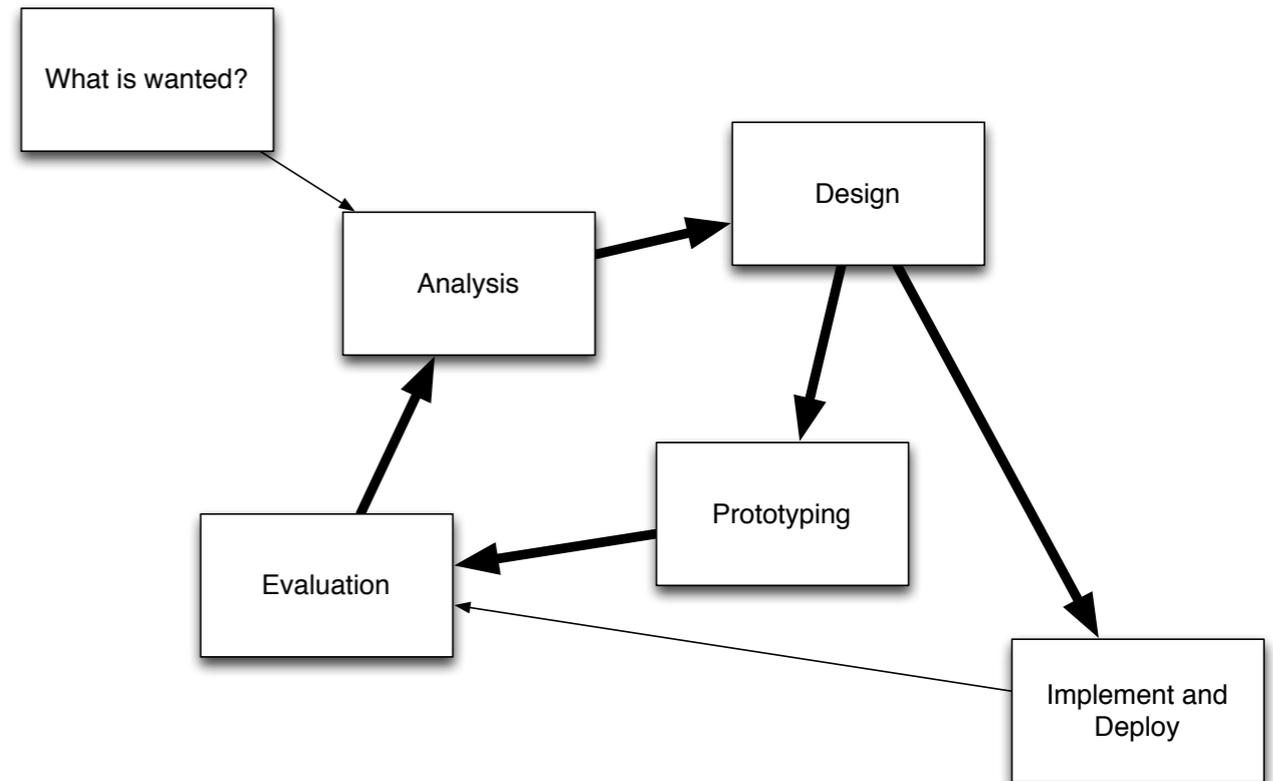
# Analysis

- “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

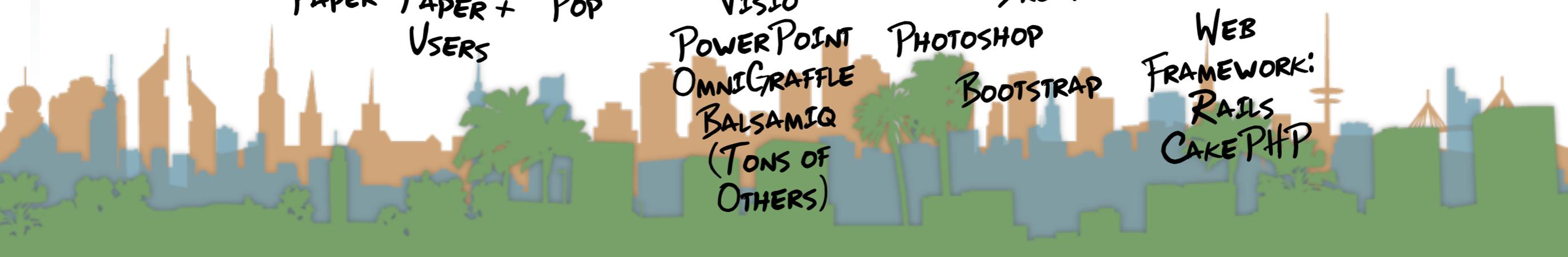


PAPER  
PAPER + POP  
USERS

VISIO  
POWERPOINT  
OMNIGRAFFLE  
BALSAMIQ  
(TONS OF OTHERS)

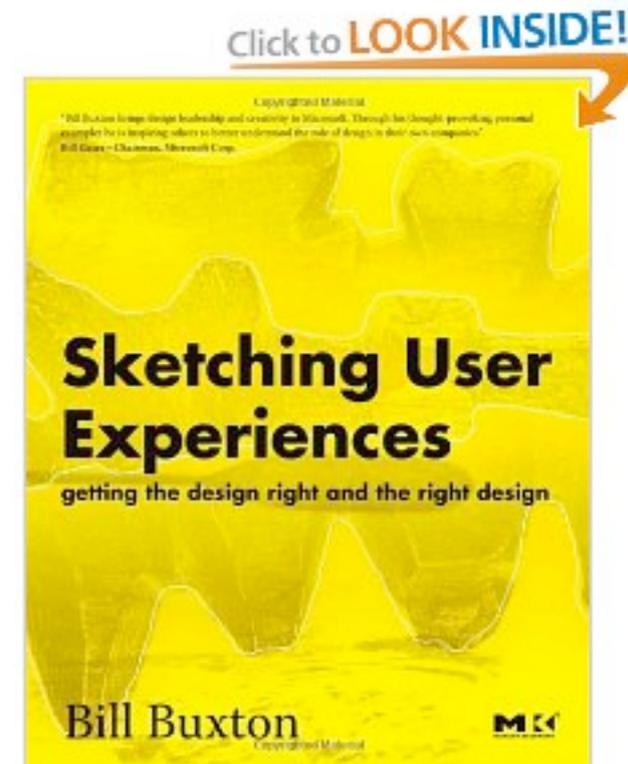
DREAMWEAVER  
PHOTOSHOP  
BOOTSTRAP

WEB FRAMEWORK:  
RAILS  
CAKE PHP



# 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](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.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](http://www.adobe.com/products/dreamweaver/features.sl_id-contentfilter.sl_featuredisplaytypes.sl_new.html#content-dotcom-en-fe)



What is wanted

Analysis

Design

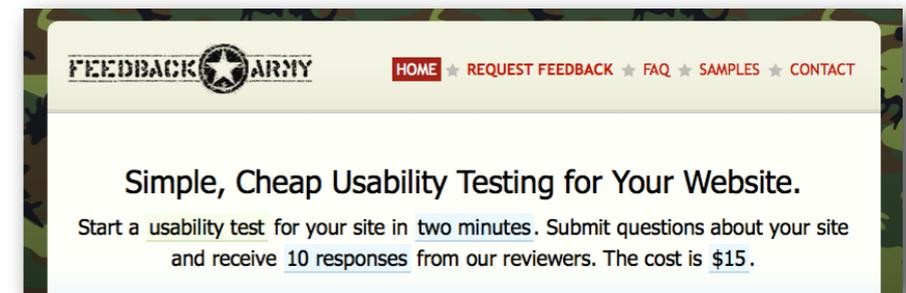
Prototype

Implement  
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



FEEDBACK ARMY

HOME ★ REQUEST FEEDBACK ★ FAQ ★ SAMPLES ★ CONTACT

Simple, Cheap Usability Testing for Your Website.

Start a usability test for your site in two minutes. Submit questions about your site and receive 10 responses from our reviewers. The cost is \$15.



Silverback allows anyone to perform usability testing with little or no budget. The best part is that it comes ready-to-use right out of the box. There are no configuration files or settings — it just works.

so says [The Carsonified Blog](#) | [Next testimonial](#) »

Clearleft presents

## Silverback 2.0

Guerrilla usability testing software for designers and developers

- ▶ Capture screen activity
- ▶ Add chapter markers on-the-fly
- ▶ Video the tester's face
- ▶ Control recording with the remote
- ▶ Record the tester's voice
- ▶ Export to Quicktime

Features in 2.0 include

<b>Preview</b> Watch sessions within Silverback	<b>Batch Export</b> Save selected sessions, tasks, highlights or projects in one go
<b>Tasks &amp; Highlights</b> Set tasks and mark noteworthy moments within a session	<b>Performance</b> Faster export, better usability

NEW FEATURES



Morae usability testing and market research software

Free Trial Buy Morae

## Understand your customer.

Morae is the premier software for deeply understanding customer experiences... and sharing those insights clearly and powerfully.

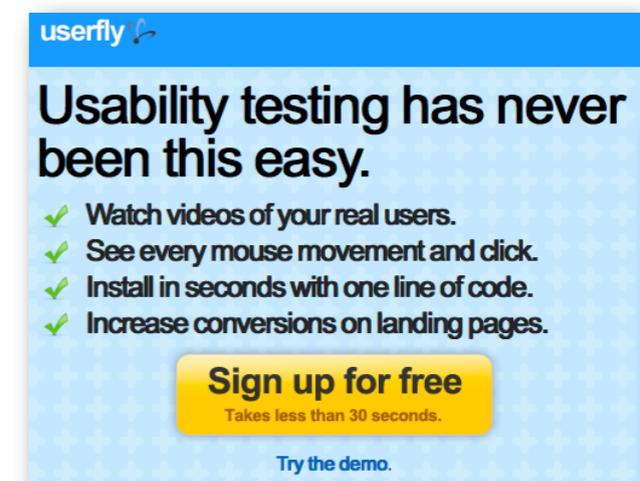
NEW 3.2

Example Project Study

Recording Details

Study Details

Overview Video



userfly

## Usability testing has never been this easy.

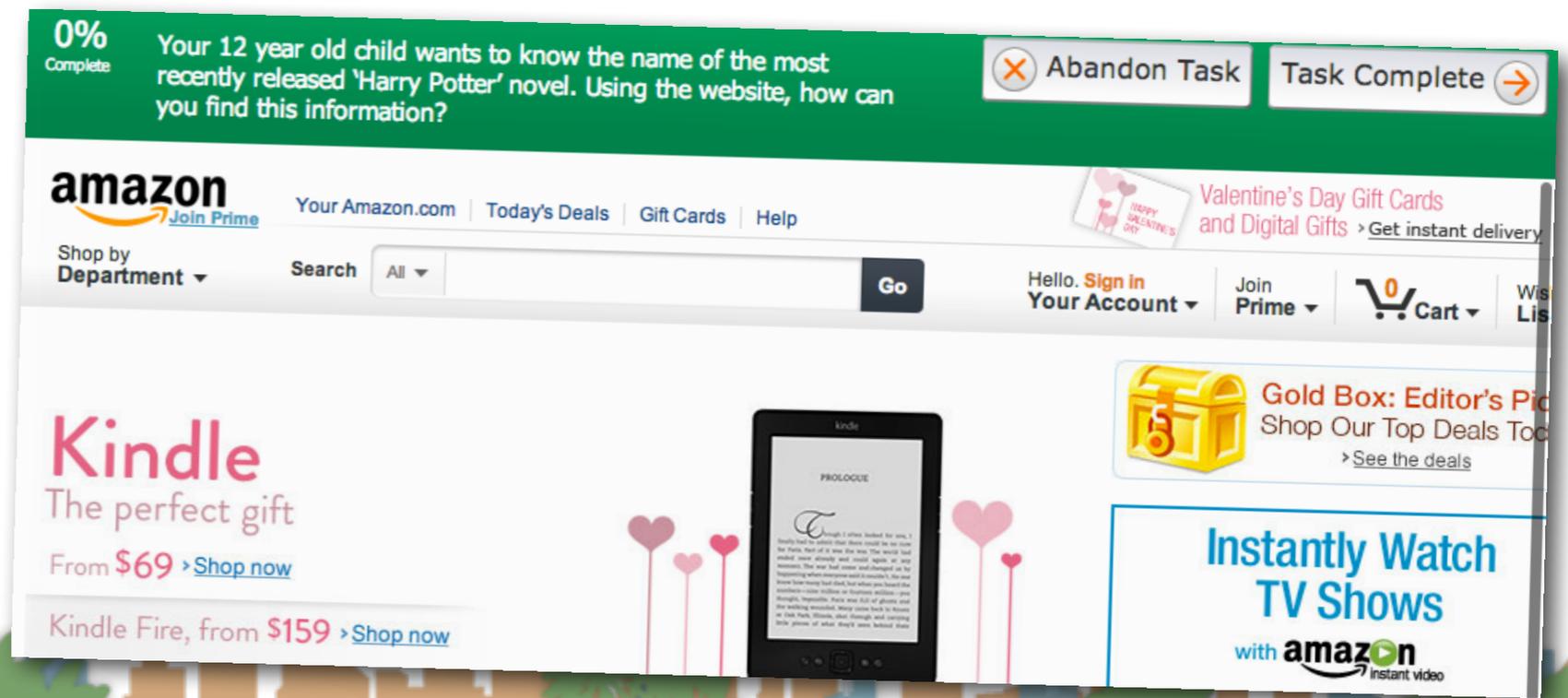
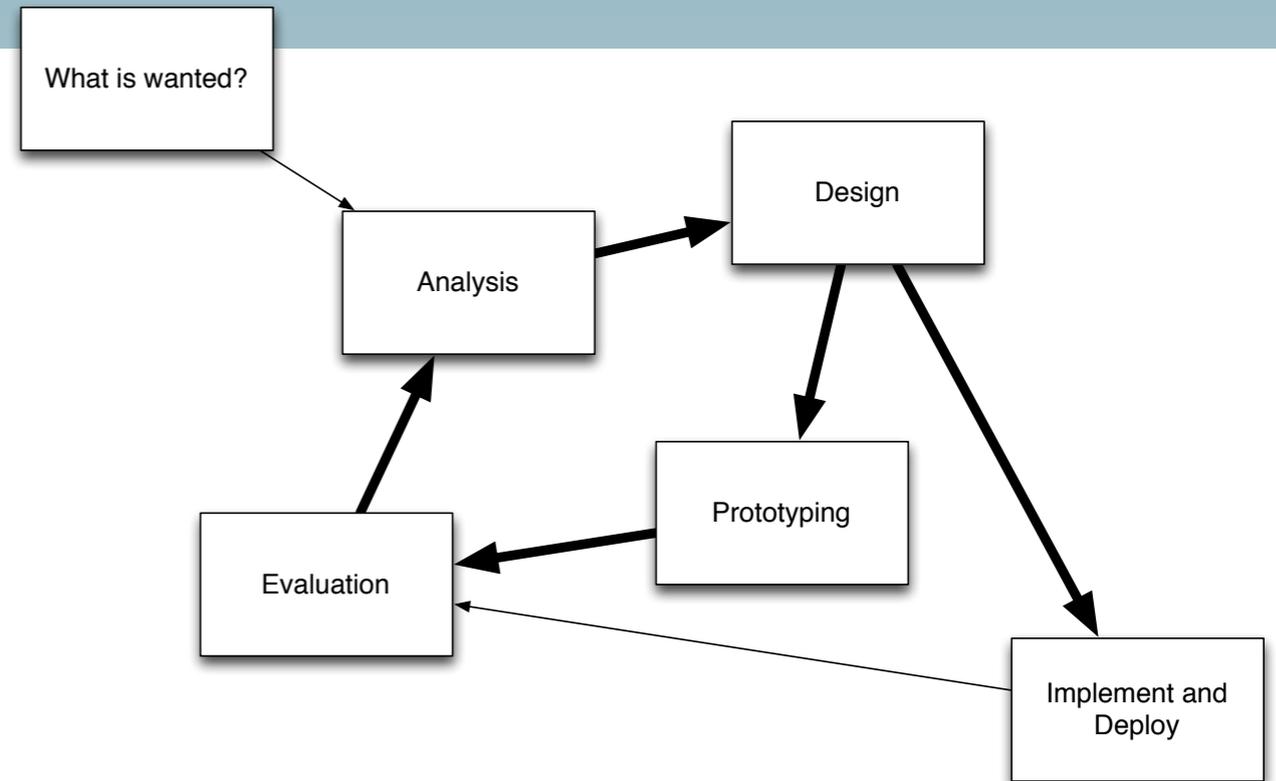
- ✔ Watch videos of your real users.
- ✔ See every mouse movement and click.
- ✔ Install in seconds with one line of code.
- ✔ Increase conversions on landing pages.

**Sign up for free**  
Takes less than 30 seconds.

[Try the demo.](#)

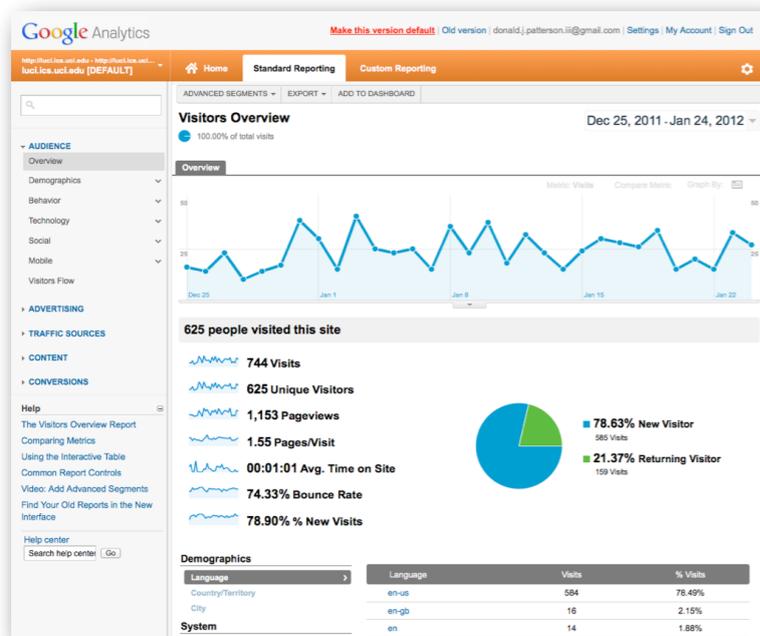
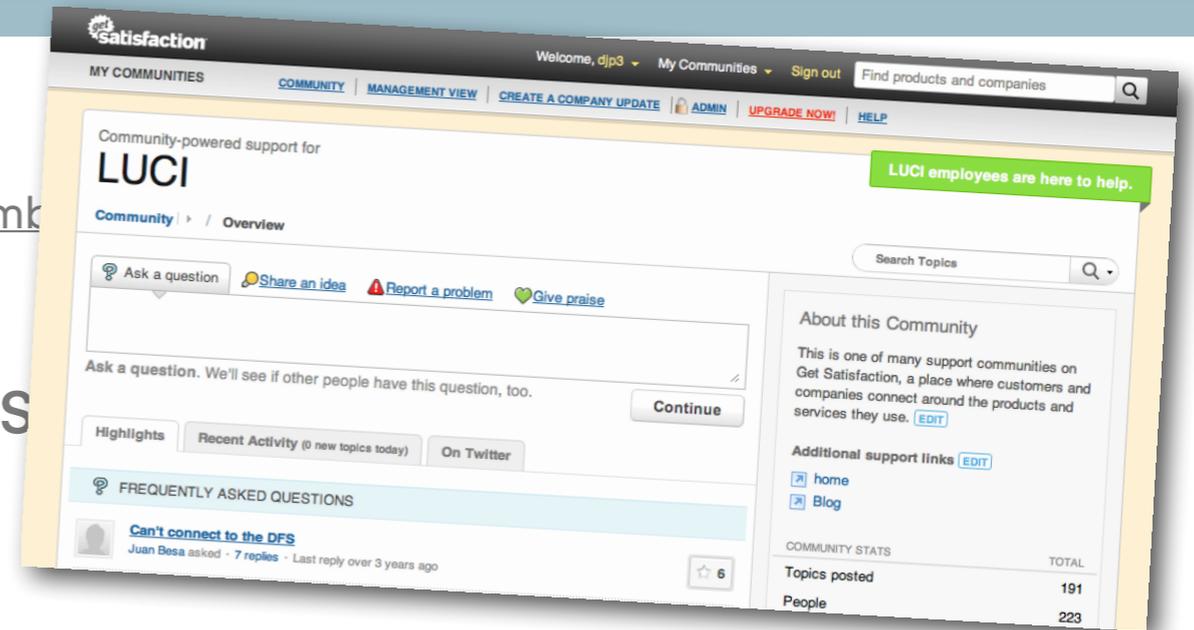
# Acceptance tests

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



# UI/UX evaluation post-deploy

- Get Satisfaction
  - [http://www.youtube.com/watch?feature=player\\_embedded](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:

http://

START EXPERIMENTING

### 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>