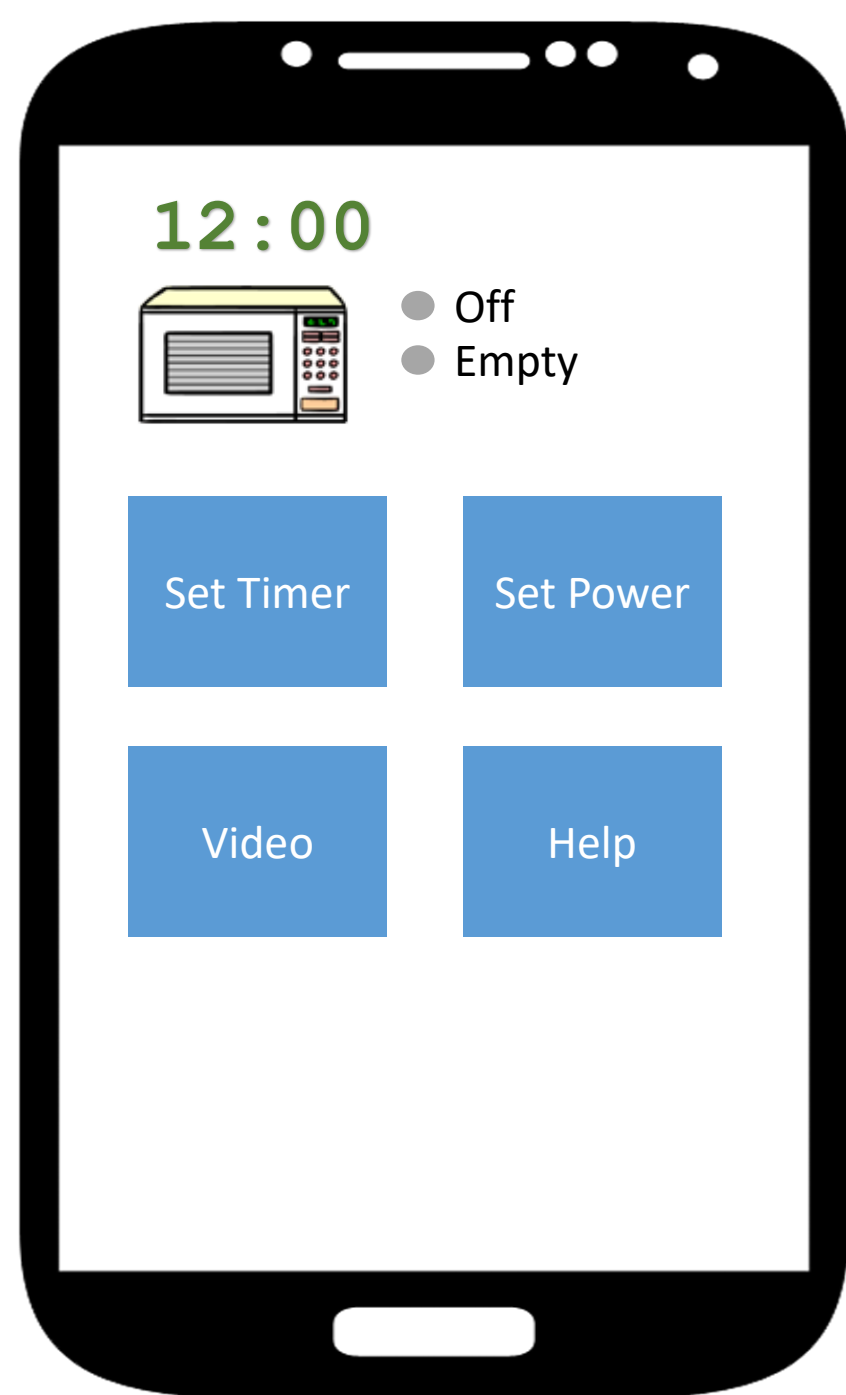# HCI:
Fast Feedback

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Problem:

You have a <u>great</u> design idea, but you don't know if users will see it the same way you envision it or if it will fit their needs appropriately.
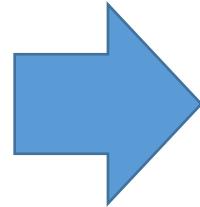
In short, you need another person to give you some **feedback** so that you can improve your design and your understanding of the problem.

Anyone can be creative; it just takes practice.

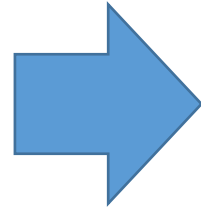No one creates a perfect design in try 1.

Design iteration

Understanding of problems also iterate

- Mock-up of a machine translation UI that shows the translation and a back-translation, where the user can select a word and see it in all three

- Showed the design to a Machine Translation engineer
  - Words don't always translate one-to-one
  - The user is going to have to guess what change will "fix" the translation, but the system already has several alternatives that could be shown
  - Better if user could express more constraints

- Point: design iteration also involves iterating the designers own understanding of the problem
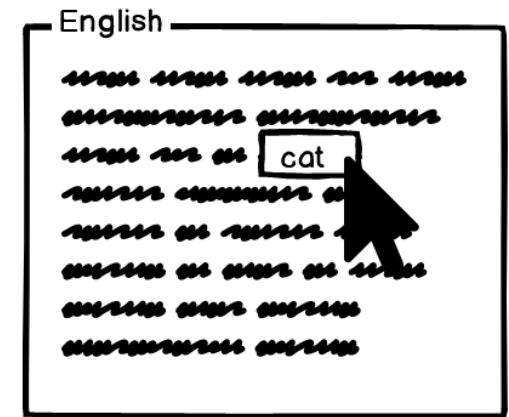
Getting useful feedback can be challenging
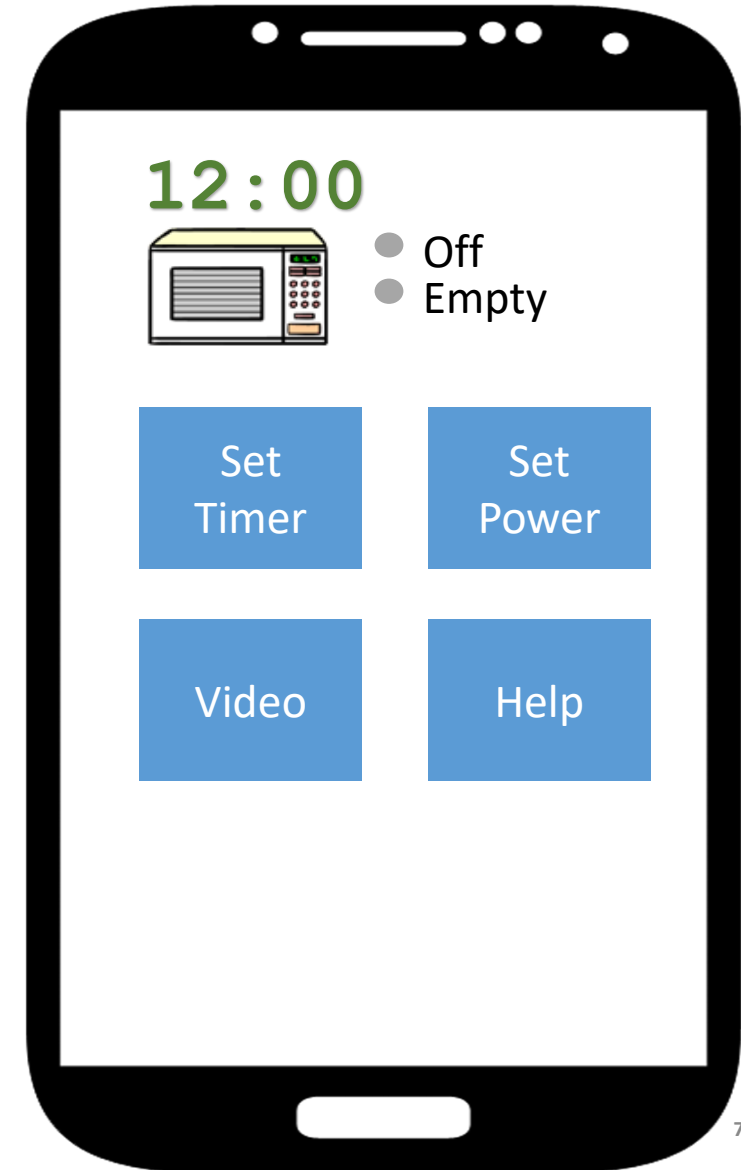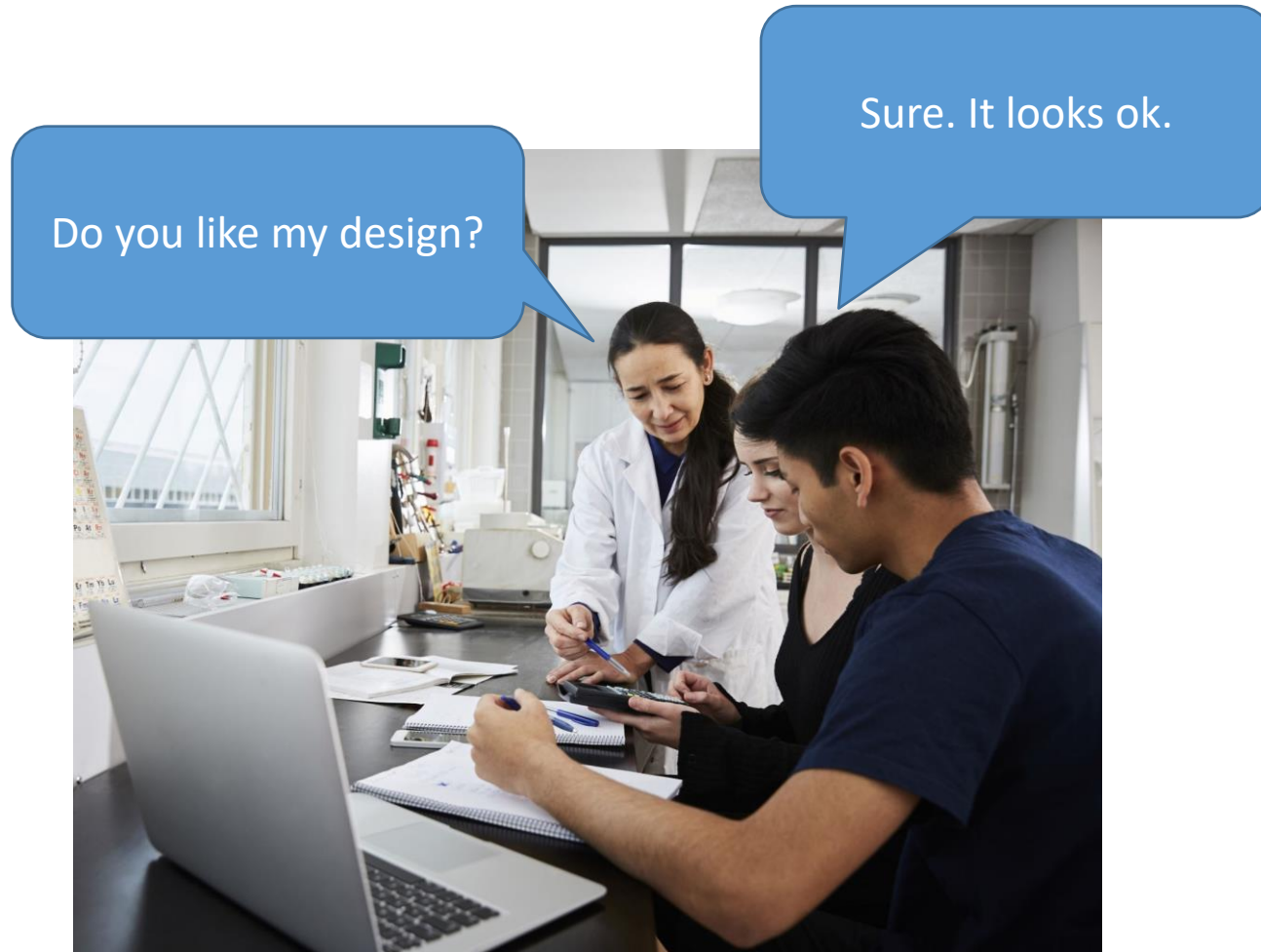
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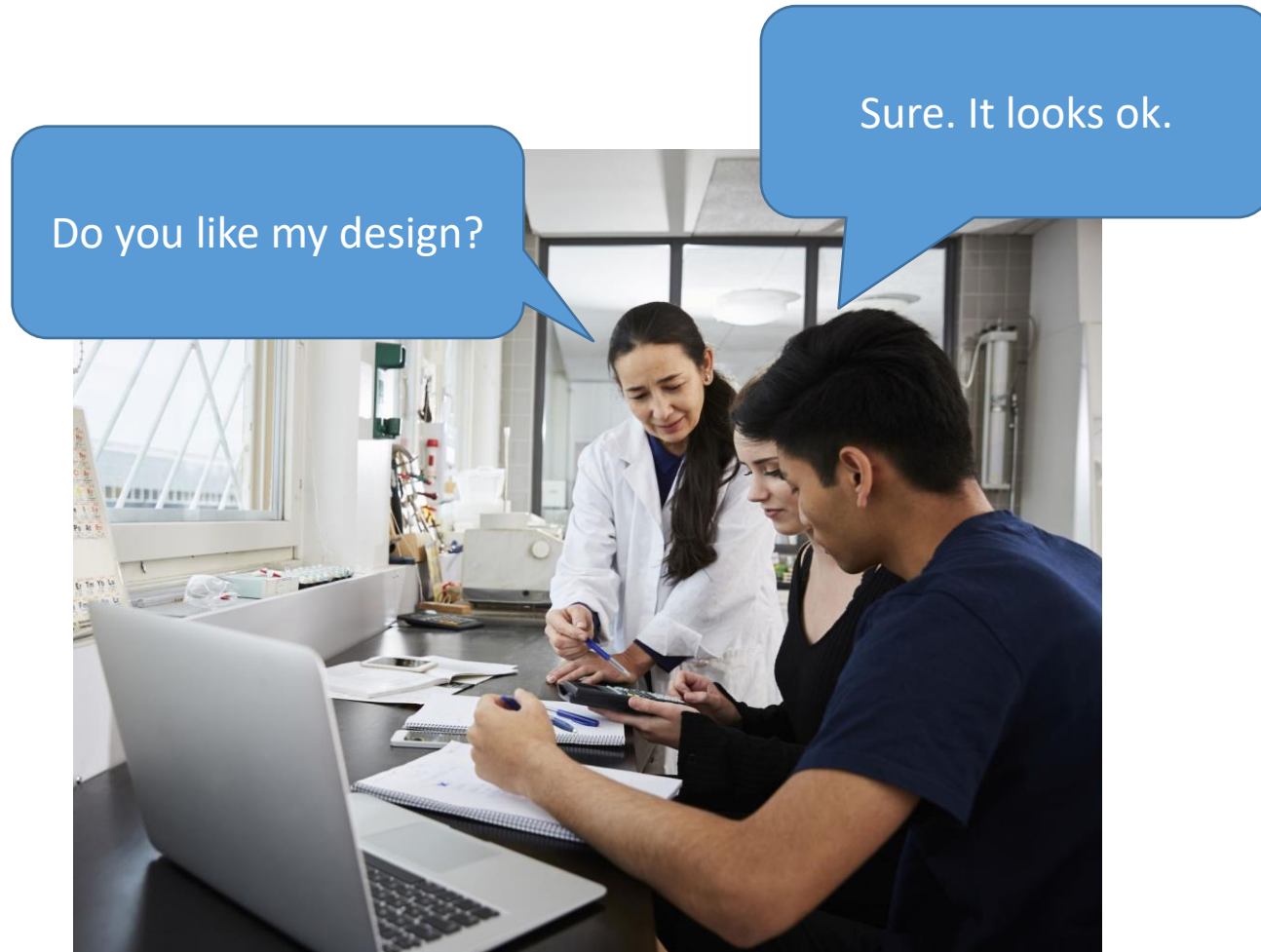
Getting useful feedback is challenging

- Peoples' time is expensive
  - Hard to find people to give feedback
  - People are not willing to spend much time giving feedback
- People will look for the easy answers they can give, which are not necessarily the answers you need
  - They give: "I don't like red"
  - You want: "I wouldn't feel safe putting my credit card into this box with signs taped all over it"
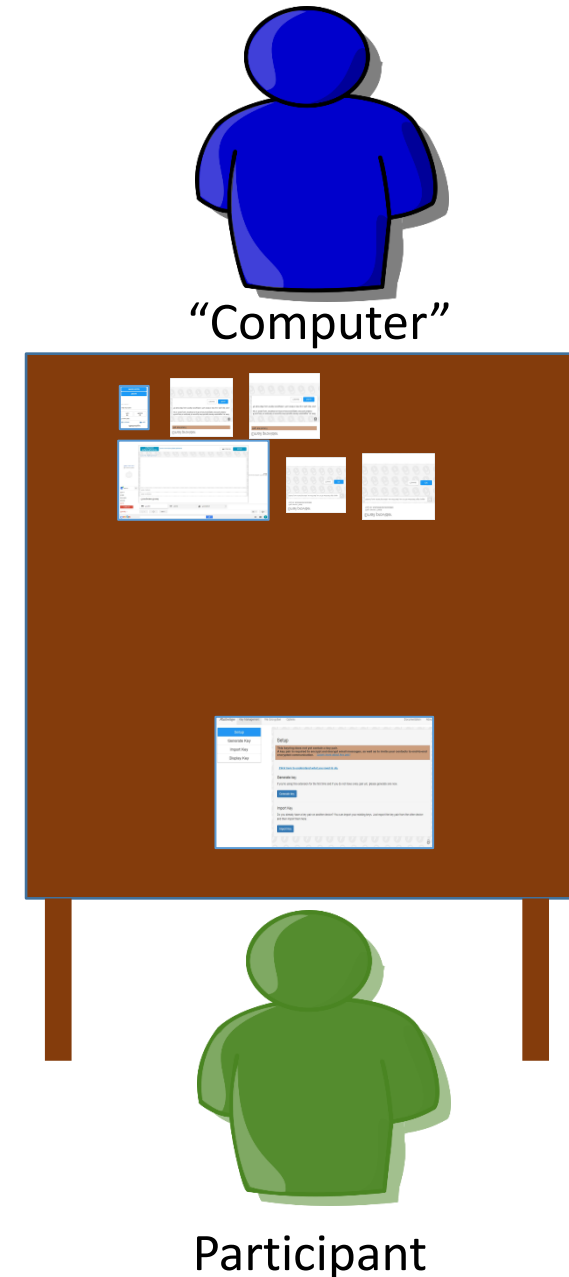
Fast Feedback methodologies enable researchers to quickly get lots of useful feedback and ideas from people quickly and efficiently.

Fast feedback approaches

There are many fast feedback approaches. Such as:

- Card sorting
- Storyboards
- Design fictions
- Use cases
- Scenarios
- The human computer
- Wizard of Oz
- Paper prototyping

"Computer"

Participant

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