



Human-Computer Interaction

INFR11017

Week 9: Design Patterns + CW3 overview


14th November 2023



John Vines


Overview of today's session

- **Design Patterns**
- **Overview of CW3**
- **Any questions..?**


Show Actions


▼ PINNED 


 **Instr Week 3 Q&A and TA Drop-In ...** 9/29/23
Hi everyone, We hope you had a good second week of the semester. Please post any questions you want covered in the Q&a 


Search for Teammates! 9/12/23 

▼ YESTERDAY


"How I weighed the factors" for a goo... 02:59 PM
I am not sure what to talk about in "How I weighed the factors" section for a good aspect, since I've already 

What UARs are being based on? 02:45 PM
Hi there, Could I get some clarification on whether the UARs are meant to be specific to the actions required to carry out 

Multiple "Most Critical Issues" in CW2 01:55 PM
Hello, Is it ok to discuss 2 or 3 issues under the "most critical issue" section for CW2? I noticed that all of 

Quiz 1 01:13 PM
There was mention of a general feedback session for quiz 1 before quiz two on Friday. Will this be happening at the Q a 

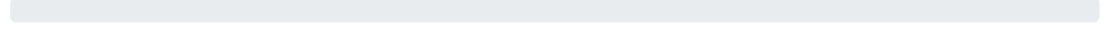
▼ THIS WEEK



Could one aspect be a problem and a ... Sunday
Hi, If I have a good reason, could I write two UARs that describe the same feature in two 

 **Class at a Glance** Updated 3 minutes ago. [Reload](#) [Go to Live Q&A](#)

 10 unread posts	license status active instructor license
 1 unanswered questions	46 total posts
 4 unanswered followups	117 total contributions
	32 instructors' responses
	5 students' responses
	11 hr avg. response time

Student Enrollment 118 enrolled out of 0 (estimated) [Edit](#)



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Share Your Class

Professors appreciate Piazza best when they see how it is being used.

Allow colleagues to view your class through a demo link - a restricted, read only version of your class where all students' names are anonymized and all student information hidden.

https://piazza.com/demo_login?nid=lmg787cssut4h5&auth=5cF2129

Opening this link in the same browser will log you out as jvines@ed.ac.uk

The screenshot shows the Piazza interface during a 'Live Q&A' session. The top navigation bar includes 'PIAZZA', course information 'INFR110172023-4SV1SEM1 HCI', and menu items 'Q & A', 'Resources', 'Statistics', and 'Manage Class'. The user 'John Vines' is logged in. The left sidebar shows a 'New Post' button circled in red, a search bar, and a filter for 'Live Q&A posts' which shows 'no results found'. The main content area features a white box titled 'Piazza 'Live Q&A' Feature' with the following text: 'Live Q&A allows instructors to easily see and address the questions that students most care about during a live lecture or office hour session. You can host Live Q&A sessions with distinct start and end times, during which students can ask questions and upvote one another's questions. Questions asked during a Live Q&A session are stored under your Live Q&A feed so as not to clutter your primary class Q&A feed. To learn more about how Live Q&A works, visit our [Live Q&A support documentation](#).' Below this text is a 'Stop Live Q&A' button and a status indicator '(Live Q&A in progress)'. An 'Exit Live Q&A' link is visible in the top right of the main content area.

Post questions related to CW3 in Live Q&A

Also you can just ask them directly afterwards!

Design Patterns

Design Patterns

“An **interaction design** (ID) pattern is a general repeatable solution to a commonly-occurring **usability** problem in interface design or interaction design.”

*Folmer, 2018, Interaction Design Patterns.
The Glossary of Human-Computer Interaction*

Design Patterns – to Dark Patterns?

a user interface designed or manipulated with the substantial effect of subverting or impairing user autonomy, decision making, or choice

California Privacy Rights Act 2020

Dark patterns are user interfaces that benefit an online service by leading users into making decisions they might not otherwise make.

Narayanan et al. 2020

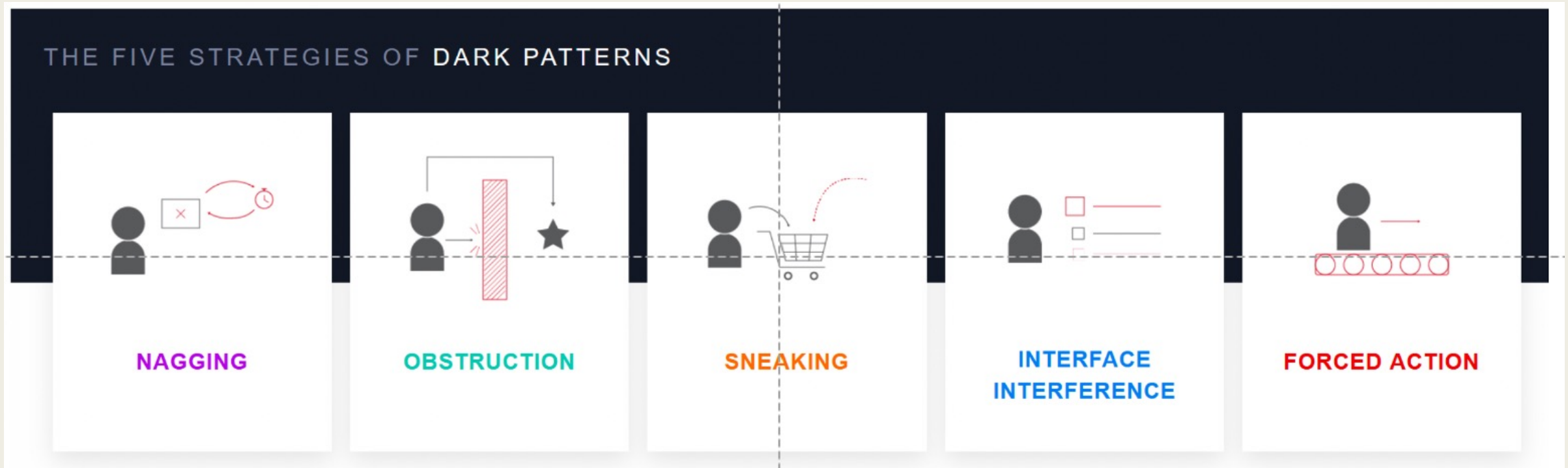
A **dark pattern** is a user interface carefully crafted to trick users into doing things they might not otherwise do, such as buying insurance with their purchase or signing up for recurring bills. [...] They're carefully crafted with a solid understanding of human psychology, and they do not have the user's interests in mind.

Brignull 2013

Where user value is supplanted in favour of stakeholder value

Gray et al. 2018.

Design Patterns – to Dark Patterns?



<https://darkpatterns.uxp2.com/>

Nagging ...



A screenshot of a website showing a cookie dialog. The browser address bar displays "https://www.nytimes.com/2019/02". The main content area features a black and white photograph of a woman sitting at a desk with various electronic equipment. Below the photo is a white dialog box with a close button (X) in the top right corner. The dialog box contains the following text:

Review our cookie policy

What do we use cookies for?

We use cookies and similar technologies to **recognize your repeat visits and preferences**, as well as to **measure the effectiveness of campaigns and analyze traffic**. To learn more about cookies, including how to disable them, view our [Cookie Policy](#).

By clicking "I Accept" or "X" on this banner, or using our site, you consent to the use of cookies unless you have disabled them.

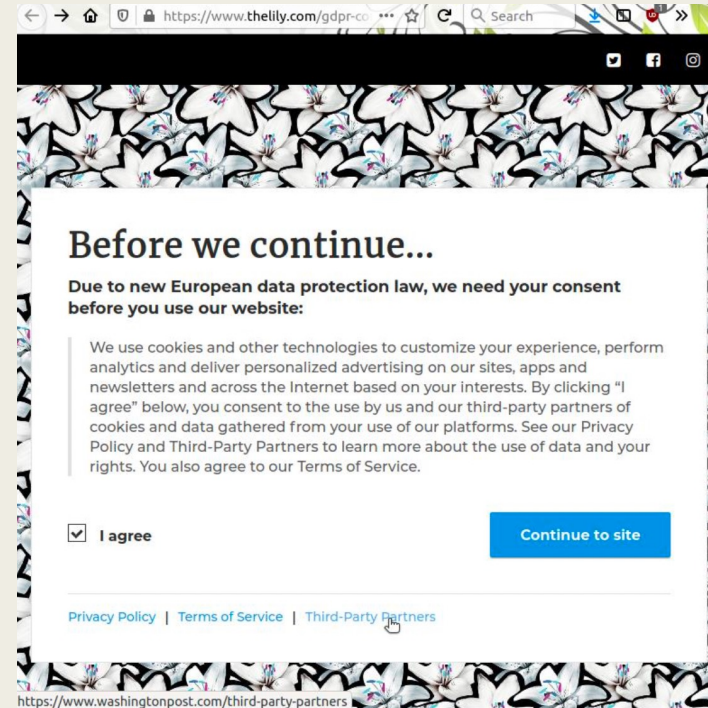
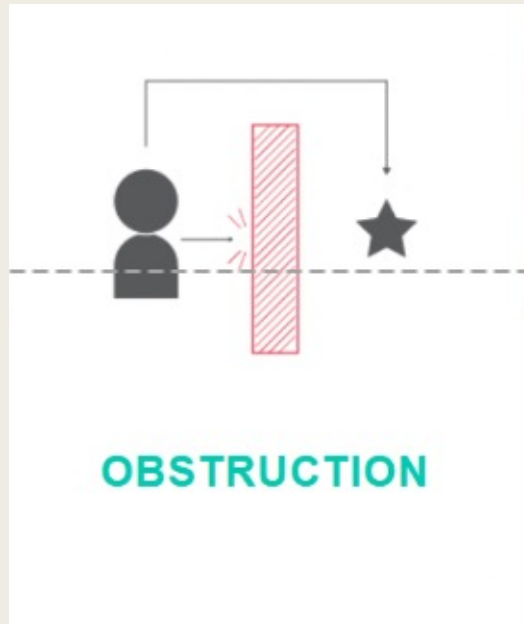
I ACCEPT

Websites that show the cookie dialog every time until you click "I Accept".

Opt-out does not remove the dialog.

<https://darkpatterns.uxp2.com/>

Obstruction ...

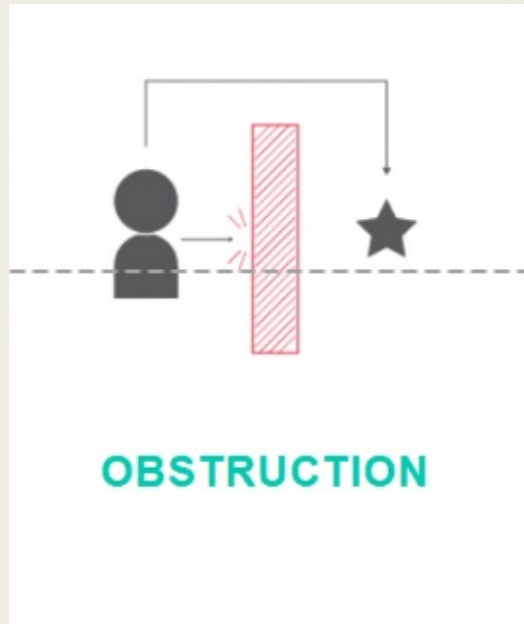


Dialog asks you to go and visit the Terms of Service agreement to opt-out.

But the Agree button is right there.

<https://darkpatterns.uxp2.com/>

Obstruction ...



Advertising

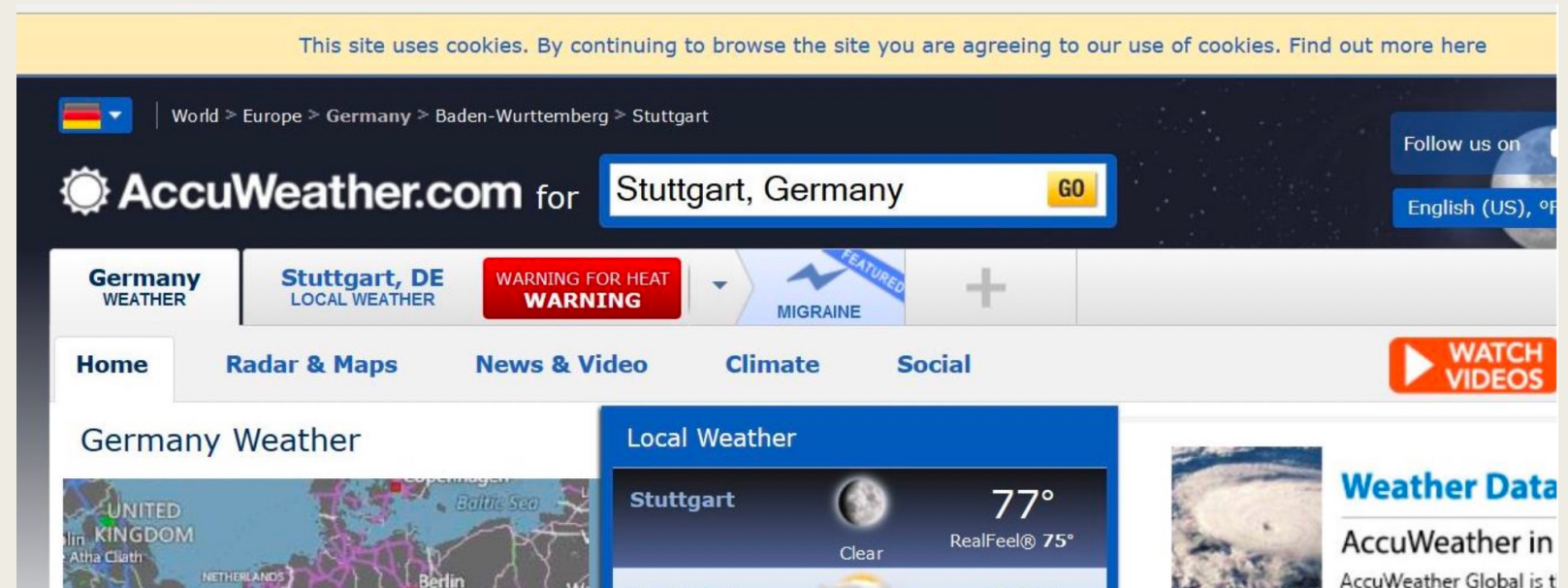
We and our advertisers use the following third parties to deliver advertising, including personalized advertising based on your preferences or interests across services and devices, and to measure and analyze the effectiveness of ads, on our platforms or elsewhere.

PARTNER	LEARN MORE ABOUT USE OF DATA OPT-OUT FROM DATA USE
Celtra	https://www.celtra.com/privacy-policy/ Please see the "Your Rights & the EU General Data Protection Act" section of Celtra's Privacy Policy for more information.
Dynata	https://www.dynata.com/privacy-policy/
Flashtalking	https://www.flashtalking.com/privacypolicy
Google Ad Exchange	https://policies.google.com/technologies/partner-sites https://adssettings.google.com/
Google DoubleClick Campaign Manager	https://policies.google.com/privacy https://adssettings.google.com/
Google DoubleClick for Publishers	https://policies.google.com/technologies/partner-sites https://adssettings.google.com/
Integral Ad Science	https://integralads.com/privacy-policy/
LiveIntent	https://liveintent.com/services-privacy-policy/ http://d.liadm.com/opt-out

And opt-out is super complicated...

<https://darkpatterns.uxp2.com/>

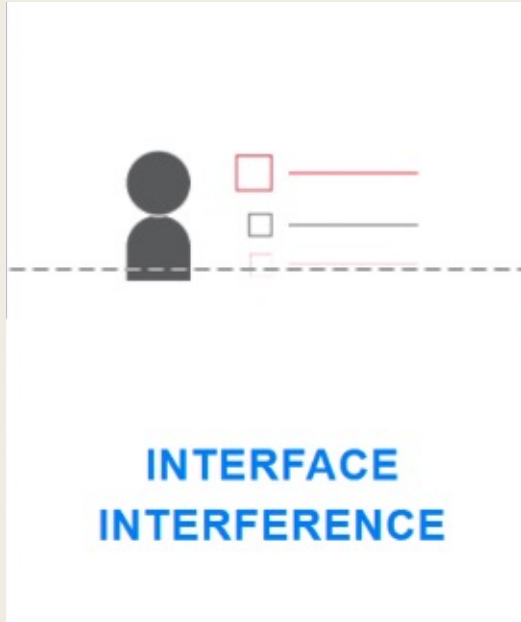
Sneaking ...



No choices! Cookie preferences are set for you

<https://darkpatterns.uxp2.com/>

Interface Interference ...



Banners pop up over the policy you are asked to read

Consent to use cookies

We will ask for your permission (consent) to place cookies or other similar technologies on your device where these are essential for us to provide you with a service that you have requested (e.g. to enable login in our app).

There is a notice on our home page which describes how we use cookies and requests your consent to cookies on your device.

How to turn off cookies

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of our website or app.

To find out more about cookies, including how to see which cookies have been set and how to manage or delete them, you can visit the third party website: www.allaboutcookies.org

This site uses cookies to improve your experience and to understand the performance of our marketing campaigns. You can manage cookies through your browser. Read our [cookie policy](#). By continuing you agree and accept our use of cookies. To close this notice click X

YES, I ACCEPT

Niantic Terms of Service

Please also review Niantic's updated [Privacy Policy](#) that takes effect on May 15, 2019.

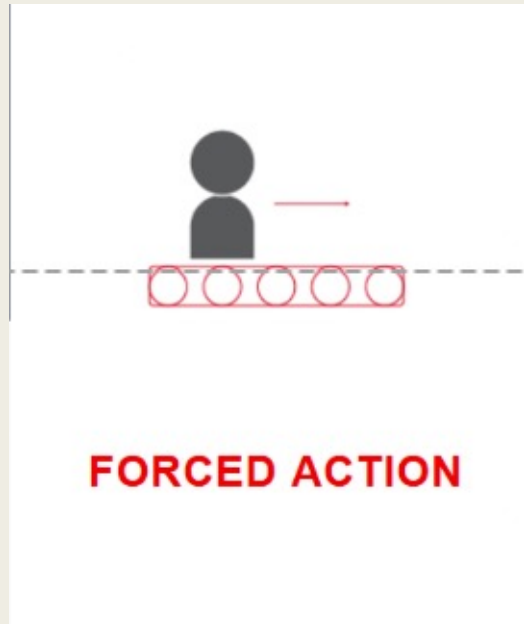
Last Modified: May 15, 2019

Table of Contents

1. Terms
2. Privacy
3. Use of the Services
4. Limited License to Use
5. Content and Content Rights

We use cookies to give you the best possible user experience. Read our [cookie policy here](#) to learn more about our use of cookies and how to change your browser settings.

Forced Action ...



The screenshot shows the NHS Inform website. The header includes the NHS Inform logo, a search bar, and a menu icon. The breadcrumb trail reads: Home / Illnesses and conditions / Infections and poisoning / Coronavirus (COVID-19) / Test and Protect. The main content area is titled "Coronavirus (COVID-19): Testing" and contains the following text:

The purpose of the UK Government testing programme is to determine whether those with coronavirus (COVID-19) symptoms (however mild) have the virus.

This is separate to the existing health and social care key worker testing programme.

Testing is part of the national [Test and Protect approach](#) to containing the virus.

Who can be tested

Anyone with symptoms of coronavirus should be tested. You can book a test for:

- yourself

At the bottom of the page, there is a dark blue cookie consent banner with the text: "Your choice regarding cookies on this site. We use cookies to optimise site functionality and give you the best possible experience." It includes buttons for "I Accept", "I Do Not Accept", and "Settings", along with a close icon.

No option but to engage, and no links to more information of guidance

<https://darkpatterns.uxp2.com/>

CW3 overview

Finding your evaluation reports

CW3 Evaluation Reports

Below are the reports turned in for Coursework 2. The reports are labeled as:

- CW2 - <Evaluating group> - <Design group>

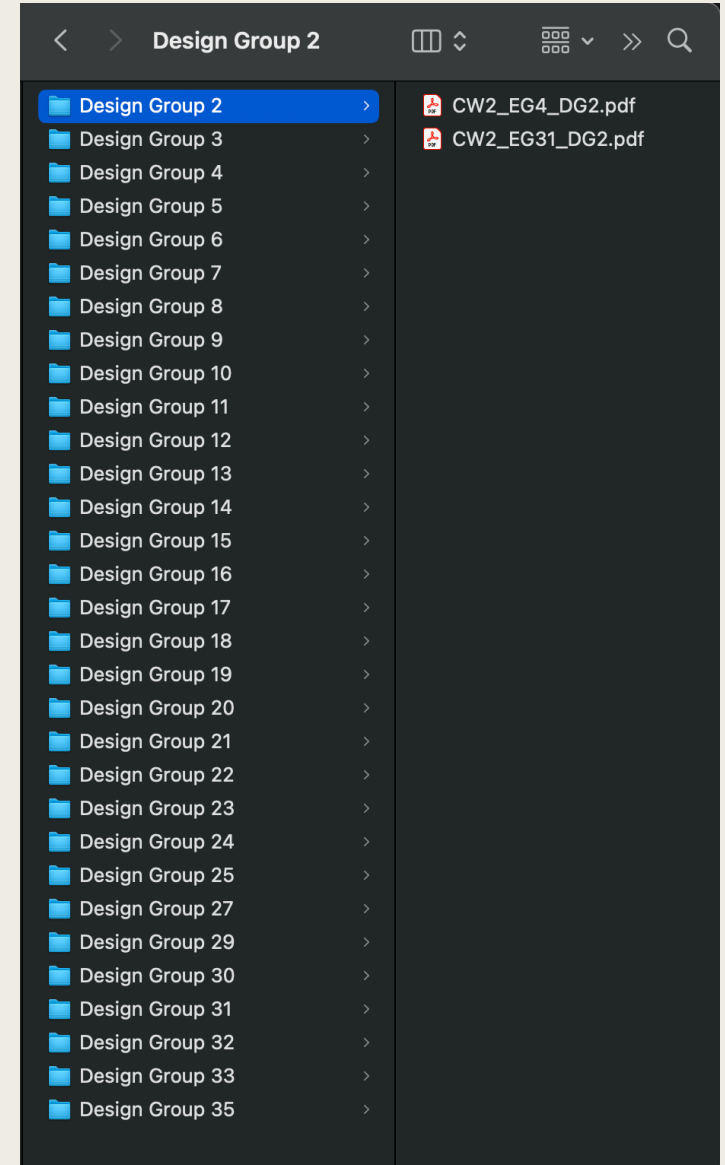
The reports are organised into subfolders around the Design Group number. Look for the folder that is the number for your group, and you will find the Coursework 2 evaluations of your initial design.

Look below to find the reports that are associated with your group's number. Keep in mind that some reports will be submitted late due to extensions and therefore will be available after November 9th - so if you're are missing a report that is the reason why.

The reports below are only visible to people who have submitted their Coursework 2 group reports. So if you have an extension, they will not be visible.



HCI_EvaluationReportsforCW3-withlatesubs.zip



Step 1: Look at your CW2 reports

Step 2: Decide on whether to refine or start over

- Consider how extensive and critical the feedback is

Step 3: Revise the identified problem, design goals, and task 4

- You can keep text from CW1, but consider refining
- Task 4 will be marked as if it is instruction to a participant

Step 4: Revise the design

- These need to be detailed so all tasks can be completed

Step 5: Select two screens

- Justification of what makes these usable - reference to persona, to gestalts, to design patterns etc.

Step 6: Write the report

- See the template!

Coursework 3 Report

Group Number

Your group's number as shown on Learn.

Course being redesigned

State what course you are redesigning in your mock-up. This section is not explicitly marked other than making sure you are using content from courses on the approved list and helping the marker if they need to reference the original material (rare).

Link to mock-up (10 marks)

Create a link to your Figma mock-up that is usable by people other than your group members. Please include the full URL because Learn removes hyperlinks from text.

Figma

- Open your project in Figma.
- Click the "Share" button in the upper left.
- Click the "copy link" in the bottom left of the pop-up.
- Include this link in the report.

Persona

State the persona you are using. Or if you are either modifying or creating a new persona, add their details here.

Identified problem (10 marks, 200 words max)

A short paragraph that explains a key problem students have while interacting with Learn. The problem should be people-based, that is, it should be a problem that a person has and not a problem with Learn.

Design goals (10 marks, 200 words max)

Describe at least 2 main goals you had when creating the design. The list can be a paragraph or it can be bullet points. See guidance from CW1. The goals should be high level design goals.

Tasks: (10 marks)

Change all the XXX to the actual course name. Also add in a new Task 4. You are allowed to add a couple more tasks if you feel it is necessary. If context is important for your task, such as if the user is late to class or if they are trying to do this task from work, you can add that to the start of the task by saying something like: "Imagine you are at work and suddenly realise you might have the coursework deadline wrong, use your Learn app to lookup the deadline and see whether it is today."

You must keep the first three tasks that are provided below, though you are allowed to make minor modifications if they are necessary. For example, if you are redesigning the HCI course, then you will need to modify task 1 to start from a different course.

1. [The participant begins with the HCI 2020 course open in Learn.] Navigate to the main Learn page for the XXX course.
2. Using the course's Learn page, find out if it has an exam and if so what percentage of the final mark comes from the exam.
3. Find the time and location of your next lecture in XXX course.
4. [Task of your choosing.]

Below the tasks explain any deliberate choices you made when writing task 4 (e.g., used specific wording or structured the task in a certain way)

Screen 1 (30 marks, 600 words max)

Include an image of a full screen from the mock-up. If needed for the descriptions, you can include other images to demonstrate interactive elements that cannot be seen in the main screen. However, please use these sparingly and only if needed.

Design: Describe how this design helps the user solve or address their problem, or how it assists the user in successfully completing one or more of the tasks. It is only necessary to describe how the interface supports the user in regards to the problem or in regards to one of the tasks. When describing the improvements you have made, if relevant, include a screenshot from the original Learn page (not CW1, the one from the course) for comparison.

Gestalt Principle: Name one Gestalt Principle and state how the design uses it to assist the user with their problem or task.

Other Principle: Name non-Gestalt HCI principle, such as a heuristic, one of the page layout guidance, or design patterns. Explain how this design correctly uses the principle to support the user with their problem or task.

Screen 2 (30 marks, 600 words max)

See screen 1 instructions above. Use different Gestalt and other HCI principles than for screen 1.

Design:

Gestalt Principle:

Other Principle:

Remember: Focus on the Persona

- Keep the Persona in focus – the purpose of outlining the identified problem and design goals is the same as CW1, so ensure what you identify as a problem and what you design for is a real need associated with the Persona.
 - Keep my feedback on CW1 and Quiz 1 in mind... specific and grounded
 - Make sure it is clear how the revised / new design solves this problem for the Persona

Any questions ...