Human-Computer Interaction INFR11017

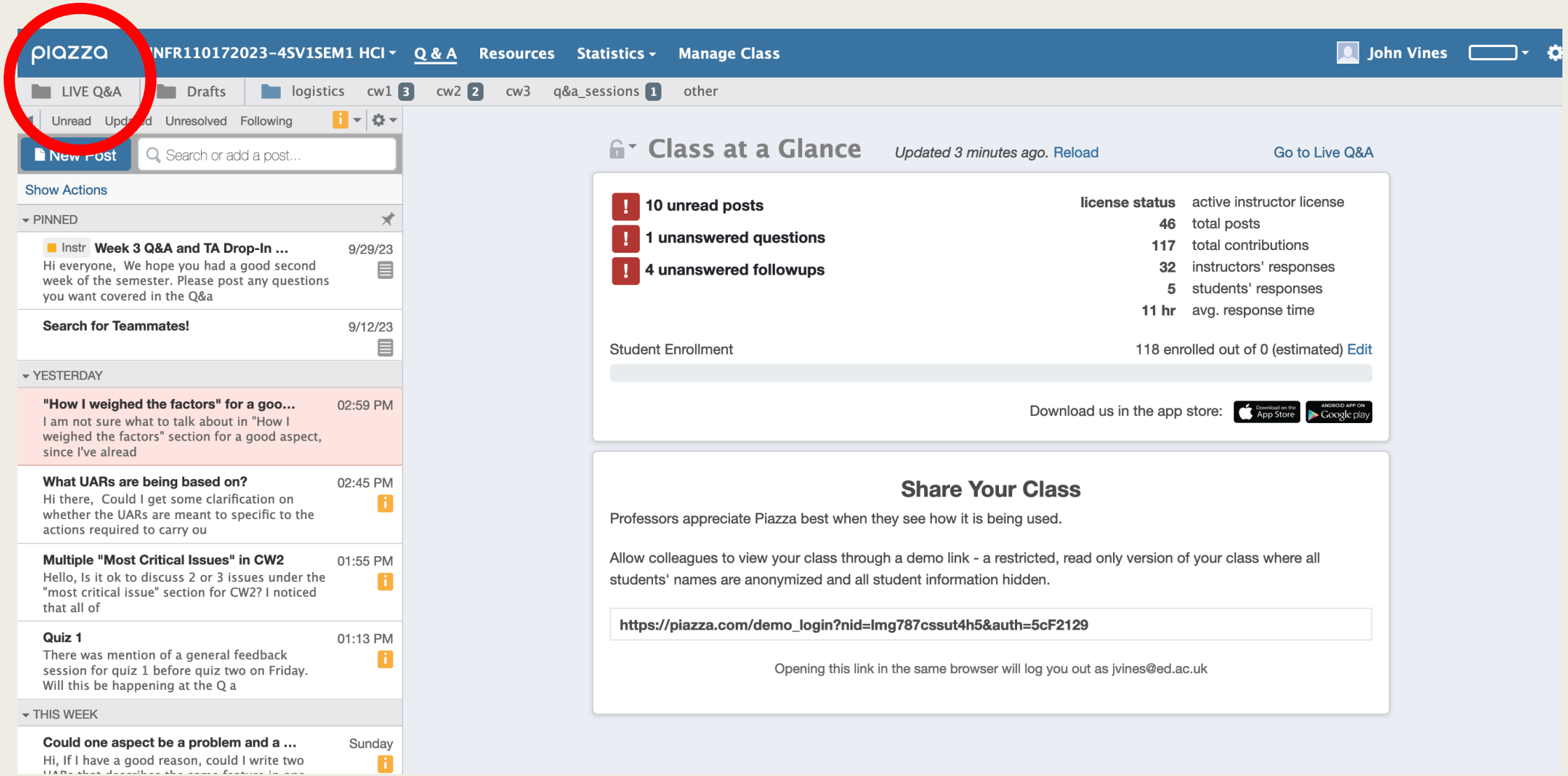
Week 9: Design Patterns + CW3 overview

14th November 2023

John Vines

Overview of today’s session

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


piazza
NFR110172023-4SV1SEM1 HCI
Q & A
Resources
Statistics
Manage Class
John Vines
LIVE Q&A
Drafts
logistics
cw1 3
cw2 2
cw3
q&a_sessions 1
other
Unread
Unresolved
Following
New Post
Search or add a post...
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 alread
What UARs are being based on?
02:45 PM
Hi there, Could I get some clarification on whether the UARs are meant to specific to the actions required to carry ou
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
Class at a Glance
Updated 3 minutes ago. Reload
Go to Live Q&A
10 unread posts
1 unanswered questions
4 unanswered followups
license status active instructor license
46 total posts
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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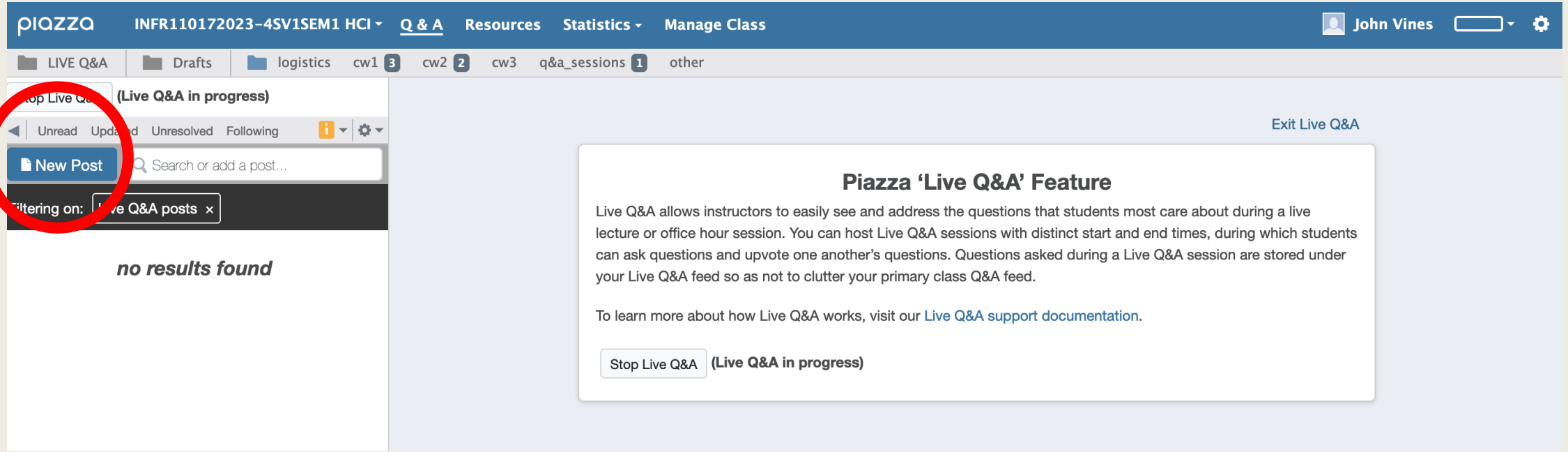
https://piazza.com/demo_login?nid=lmg787cssut4h5&auth=5cF2129
Opening this link in the same browser will log you out as jvines@ed.ac.uk



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

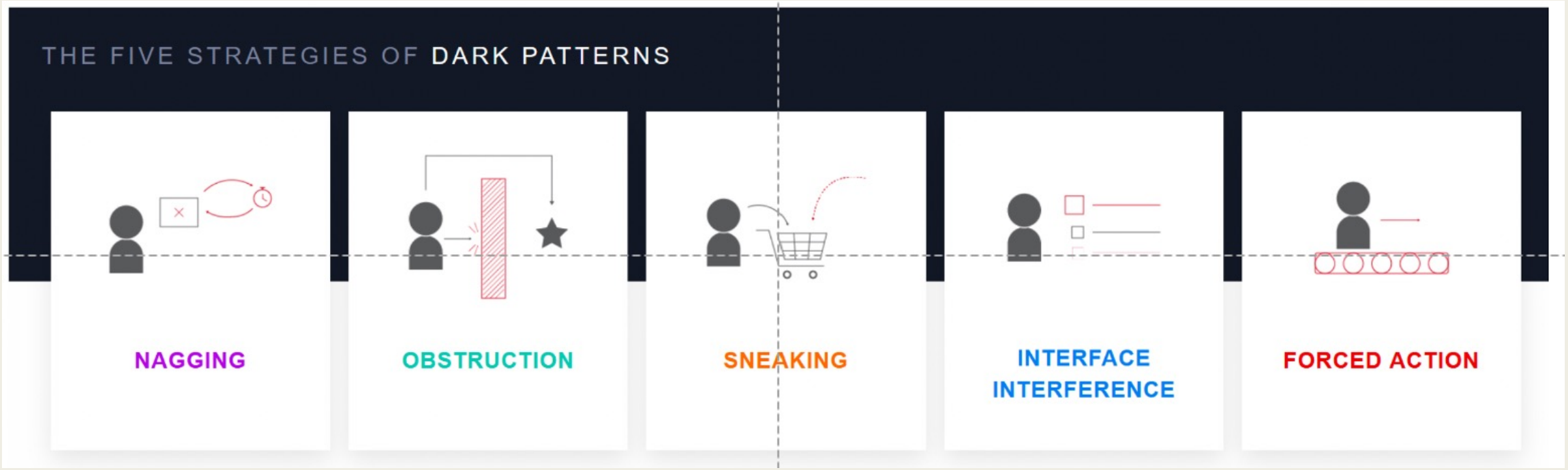
A ***dark pattern*** is a user interface carefully crafted to trick users into doing things they might not otherwise do, such as buying insurance with their purchase or signing up for recurring bills. […] They're carefully crafted with a solid understanding of human psychology, and they do not have the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

Brignull 2013

Where user value is supplanted in favour of stakeholder value

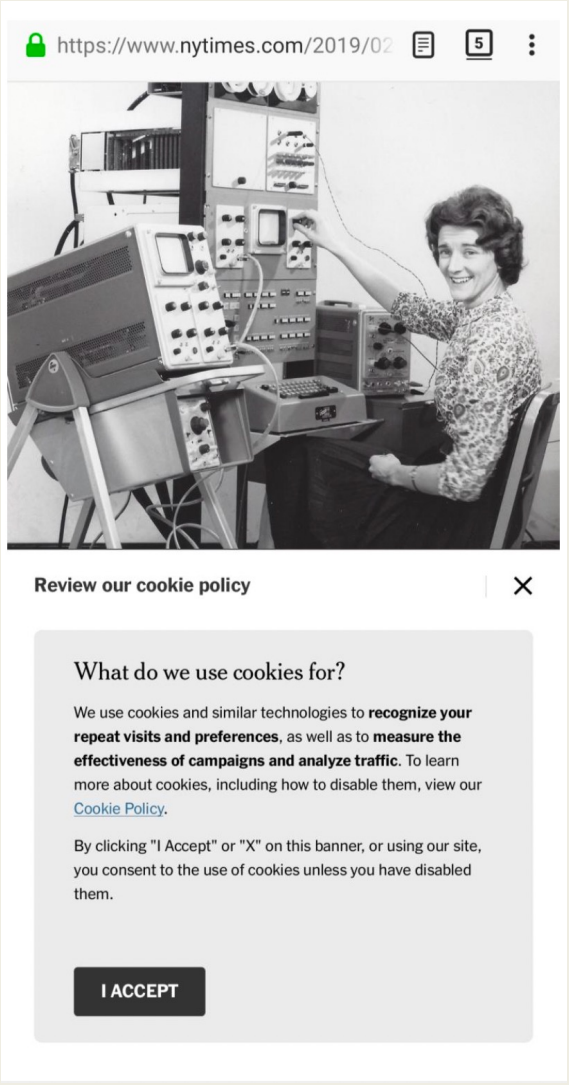
Gray et al. 2018.

Design Patterns – to Dark Patterns?



https://darkpatterns.uxp2.com/

Nagging …

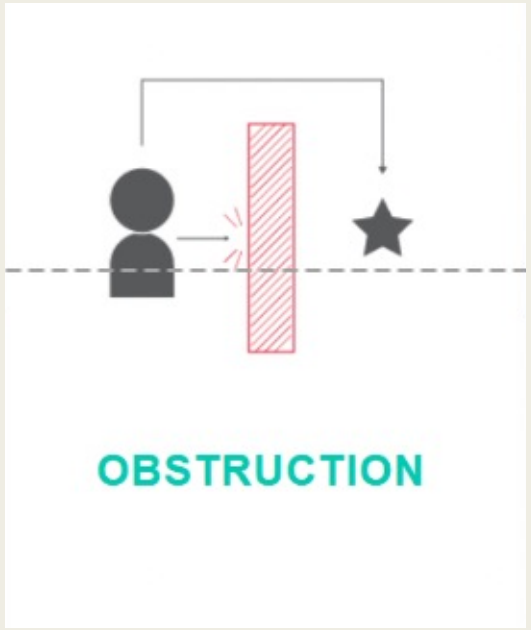


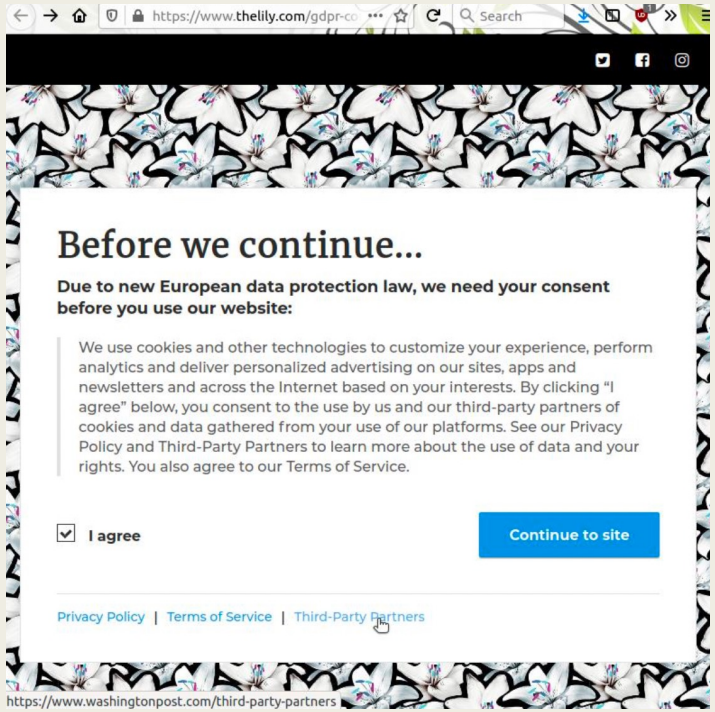
Websites that show the cookie dialog every time until you click “I Accept”.

Opt-out does not remove the dialog.

https://darkpatterns.uxp2.com/

Obstruction …



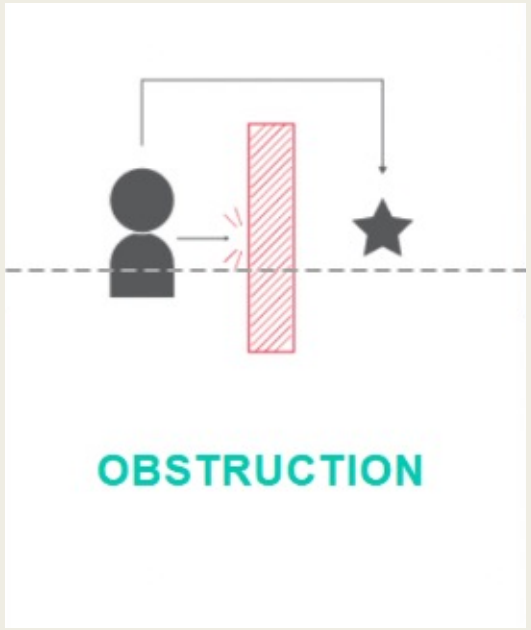


Dialog asks you to go and visit the Terms of Service agreement to opt-out.

But the Agree button is right there.

https://darkpatterns.uxp2.com/

Obstruction …



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PARTNER	LEARN MORE ABOUT USE OF DATA | OPT-OUT FROM DATA USE
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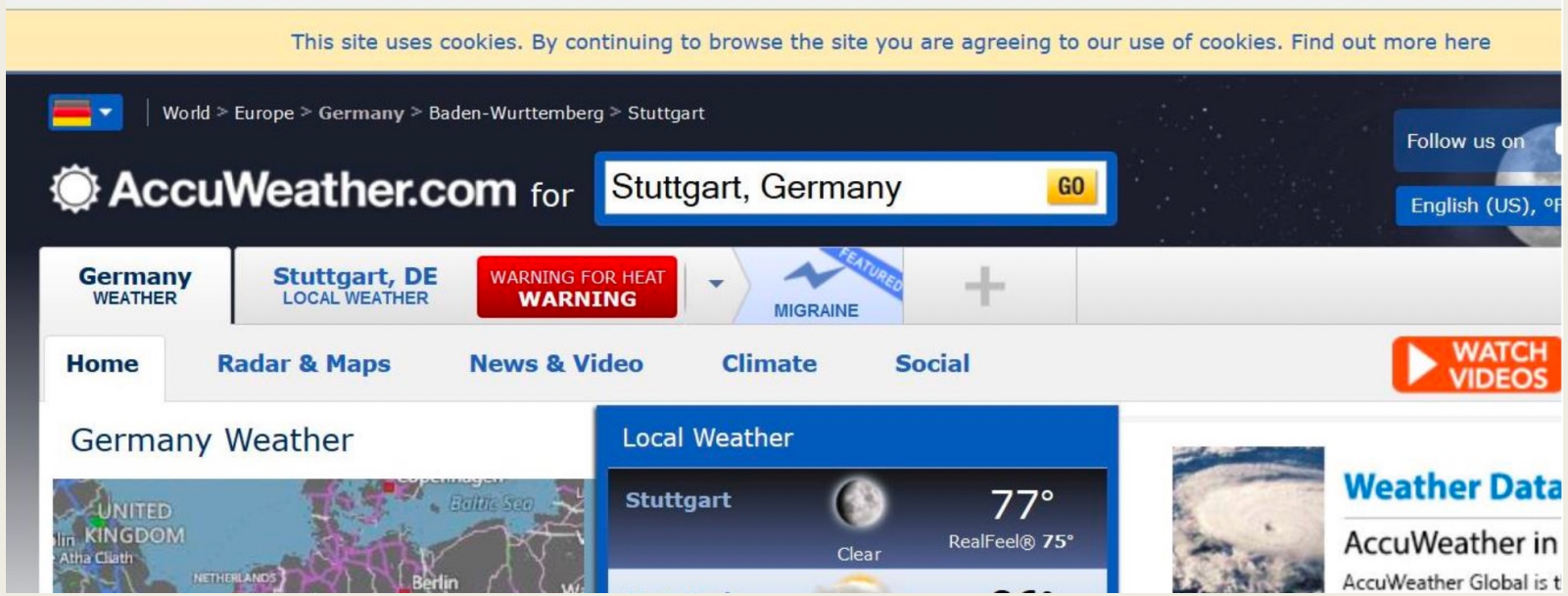
Dynata	https://www.dynata.com/privacy-policy/
Flashtalking	https://www.flashtalking.com/privacypolicy
Google Ad Exchange	https://policies.google.com/technologies/partner-sites | https://adssettings.google.com/
Google DoubleClick Campaign Manager	https://policies.google.com/privacy | https://adssettings.google.com/
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/

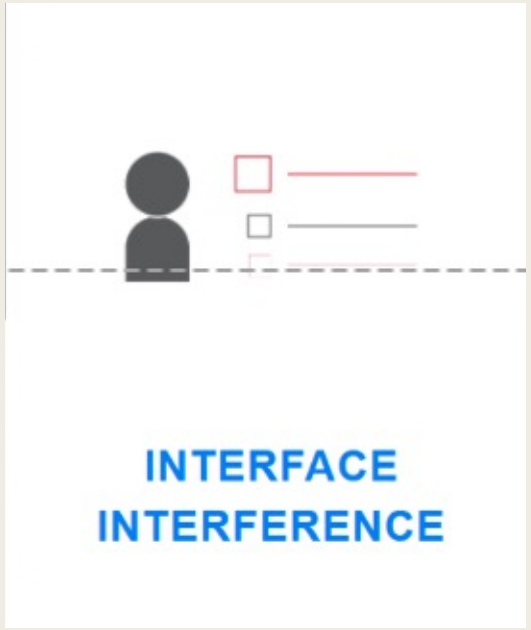
Sneaking …



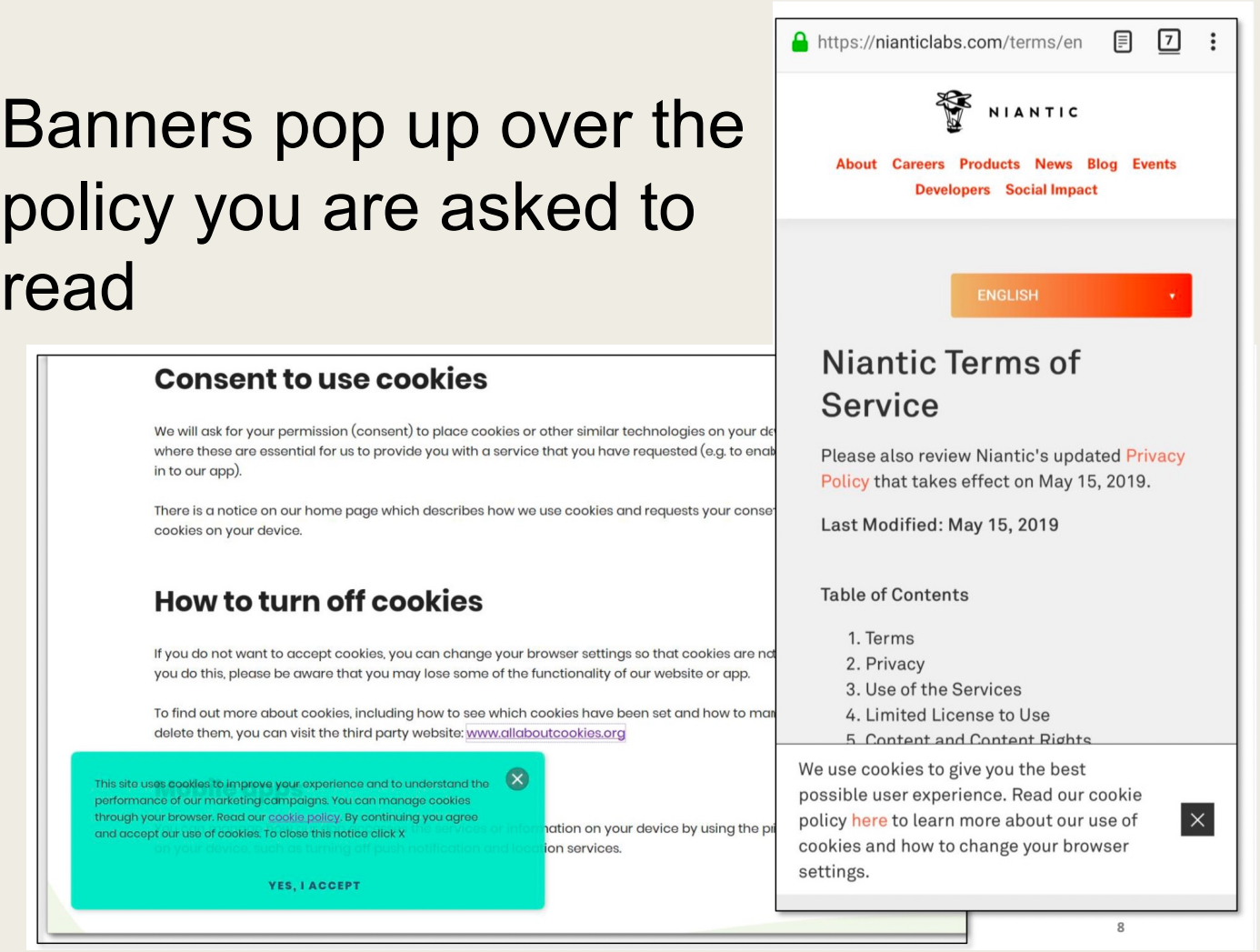
No choices! Cookie preferences are set for you

https://darkpatterns.uxp2.com/

Interface Interference …

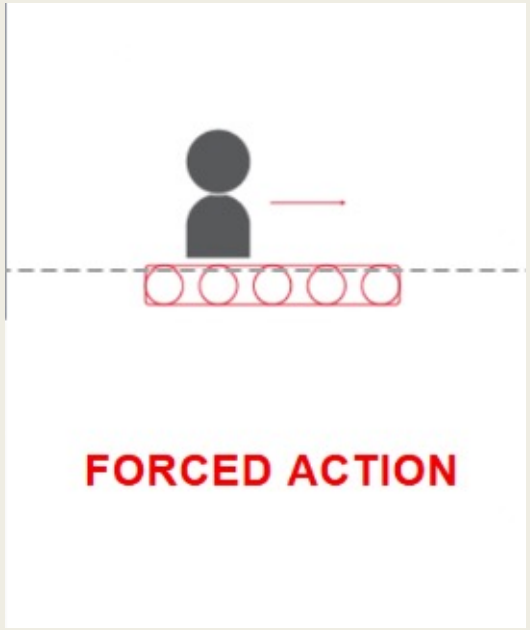


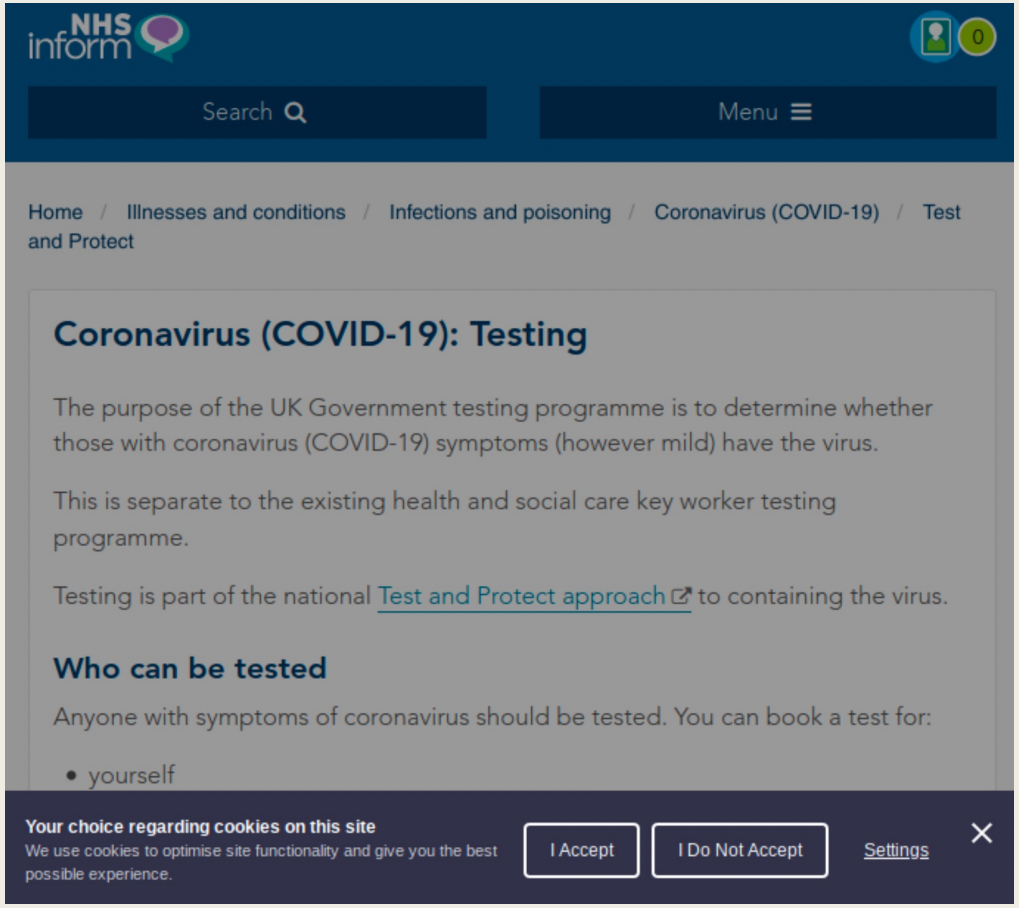
Banners pop up over the policy you are asked to read



https://darkpatterns.uxp2.com/

Forced Action …





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:

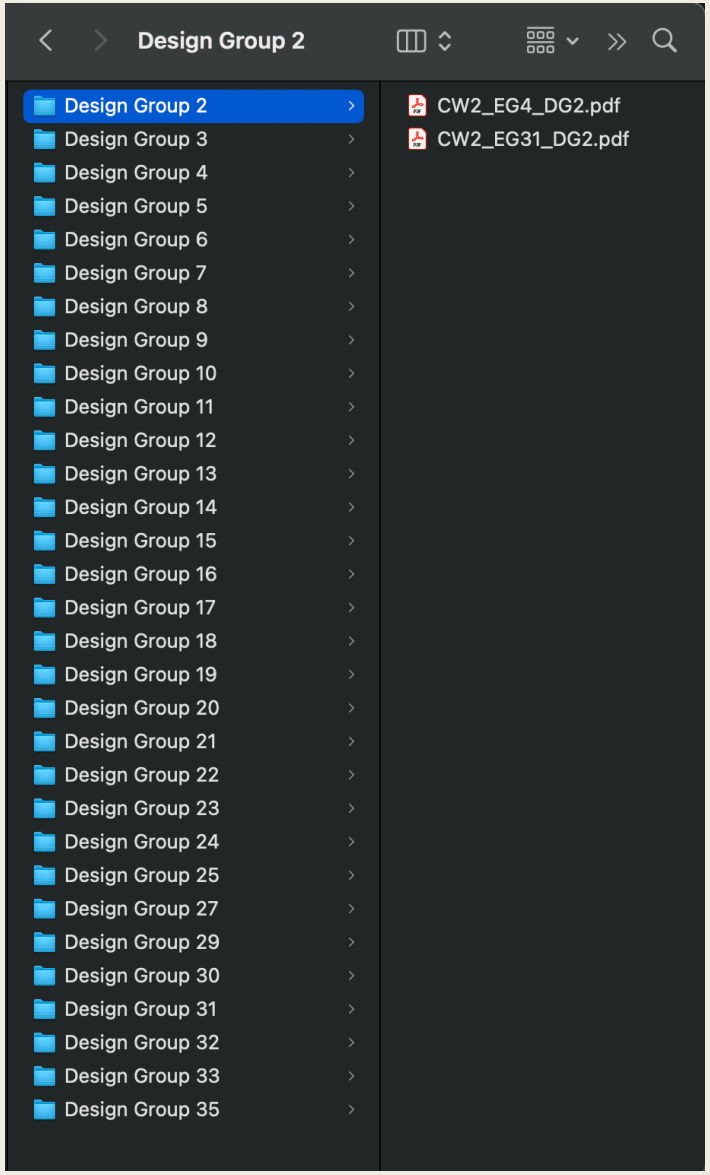
- CW2 - <Evaluating group> - <Design group>

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 …