Basic Interaction Design 05-650	M / W 1:30 – 4:30 pm GHC 4301 T / Th 9:00 – 12:00 am GHC 4301	Eric Paulos, Assistant Professor [eric@paulos.net] office 3612 Newell-Simon Hall Haakon Faste, Visiting Assistant Professor [hfaste@cs.cmu.edu] office 3527 Newell-Simon Hall

A3: Online Life

Working in teams, students will explore the issues and design challenges around transactional web sites that drive a benefit through some aspect of personalization (i.e., novice or expert users). Teams will select from one of the targets below and then find a focus within that selection of a group with a significant need. Your final solution should substantially improve or innovate new user experiences in one of the following service areas:

• Personal health
• Public (government) services
• Event planning
• Boutique retail

Process

User needs

Teams will explore user needs using the following techniques:

• Directed storytelling. Ask users to recall specific instances for you ("Tell me about the last time you made a hotel reservation.") If possible, use props to help the subject recall their experience. Focus on capturing the user's mental model of the process, as well as their informational and emotional needs for this experience.

• Competitive evaluation. Explore other web sites that offer these services. See how they map their experience to the user models you elicit with directed storytelling. Look at the features they highlight. Look for under served markets.

• Brick and mortar observation. Explore how users currently experience these tasks outside of a web interface. Identify how an online experience can both benefit and diminish the physical experience, and then adjust the focus to draw out the benefits of an online transaction.

Synthesize (mapping and modeling).

• Refine target group based on insights from user research.

• Draw models to help the team gain a shared view on the design opportunities.

• Develop mood boards that capture the users' emotions with respect to this transaction. Collage images and text that communicate their desire.

Design

• Produce three to five web pages that demonstrate a transaction. Focus on developing a small set of pages that provide a detailed overview of a complete user experience. Prepare two or three use scenarios that can be explained with these pages. You must show one novice and one expert usage scenarios.

• Produce a web process document that details your design process, research findings, insights, final design solution, and rationale for this solution.

Eric Paulos, Assistant Professor [eric@paulos.net]
office 3612 Newell-Simon Hall

Haakon Faste, Visiting Assistant Professor [hfaste@cs.cmu.edu]
office 3527 Newell-Simon Hall

Design issues

Teams should focus on:

- Creating an appropriately personalized experience
- Matching the informational needs of the system (in order to personalize information) with the needs of the user for a fast and efficient transaction
- Connection between activity being conducted and larger life goal (outcome of the transaction)

Grading criteria

Process

- Did the team follow a rigorous design process and demonstrate how that process informs their final designs?
- Did the students select an interesting target for their design?

Solution

- Can the target users use the web site to complete their task?
- Does the web site provide an appropriately personalized experience?

Craft

- Visual appeal of website, presentation, and process materials

Presentation

- Management of space and motivation for speaker change
- Effortless use of technology
- Creation of dramatic tension
- Clarity of communication and belief in design

At the end of the project, team members will complete an assessment of their team's performance. This assessment has the potential to move a grade by 10% (5% up or down).