

Getting and Giving User Feedback

No screens



Prof. Lydia Chilton
COMS 4170
9 April 2018

Say your name



Ideation

Prompt:

A web site that uses
multiple videos
To solve a specific problem
in a domain

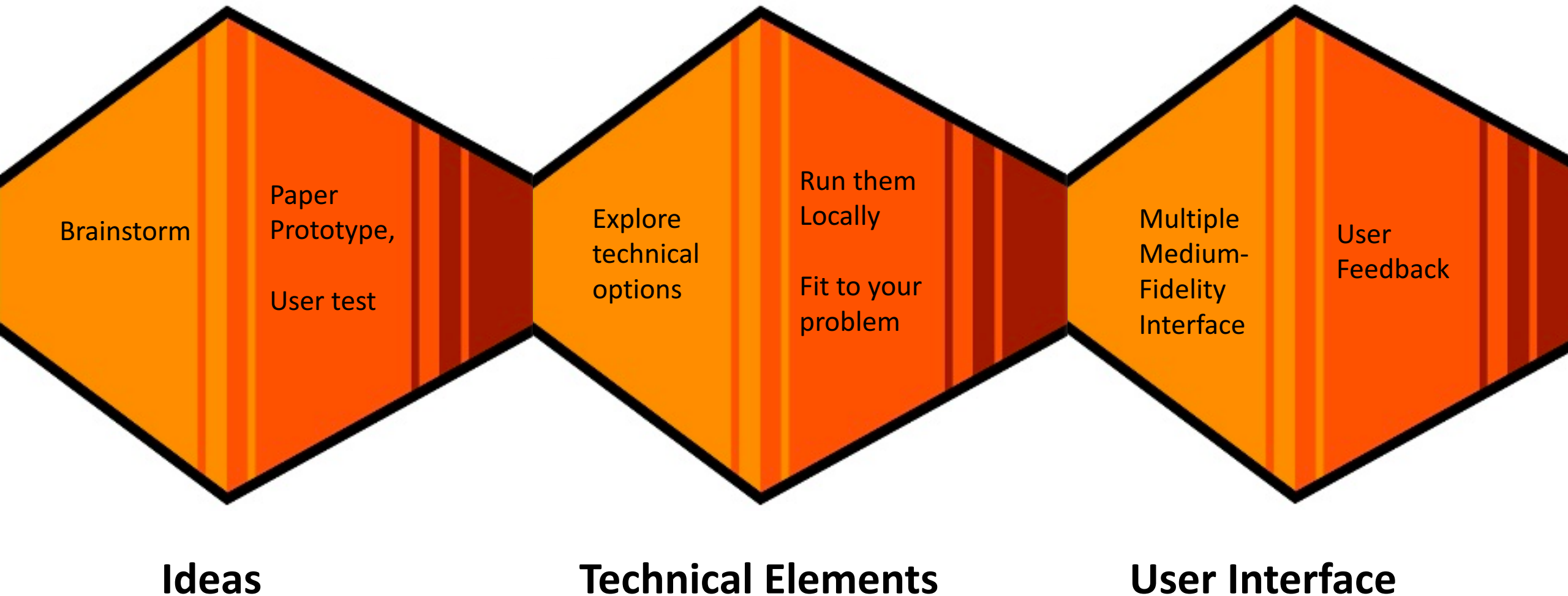


Idea:

Decompose baking videos
Into segments that novice
Bakers can easily follow while
They bake.

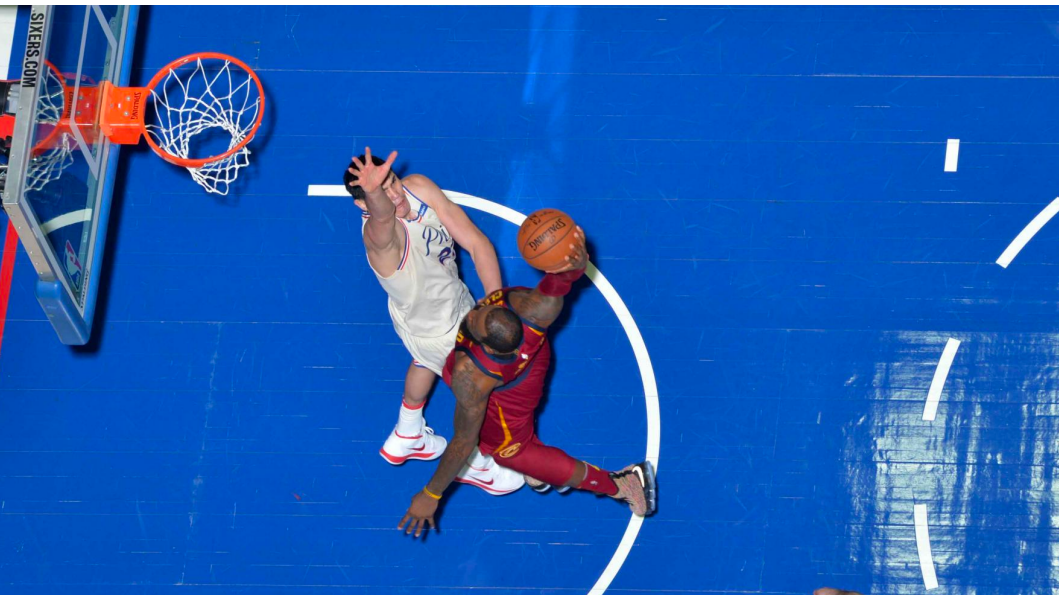
Flare and focus:
Exploring many ideas before picking one

Sequential Flare and Focus



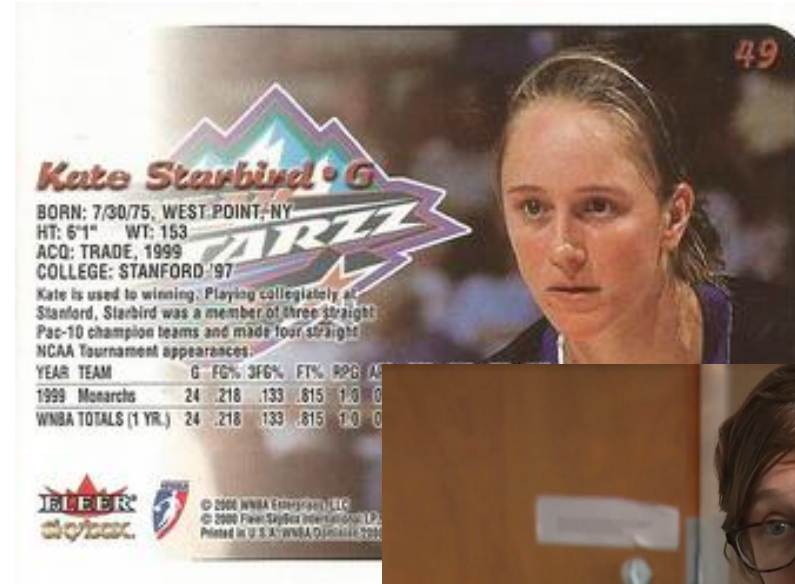
My Design Process

Domain: NBA



Specific Need:

I watch a lot of NBA games,
but still I haven't picked up on a lot of the strategy.
I need break down these strategies
to see the mechanics of it.



What person?

People who watch basketball, but want to learn the strategies

Uses what videos?

??

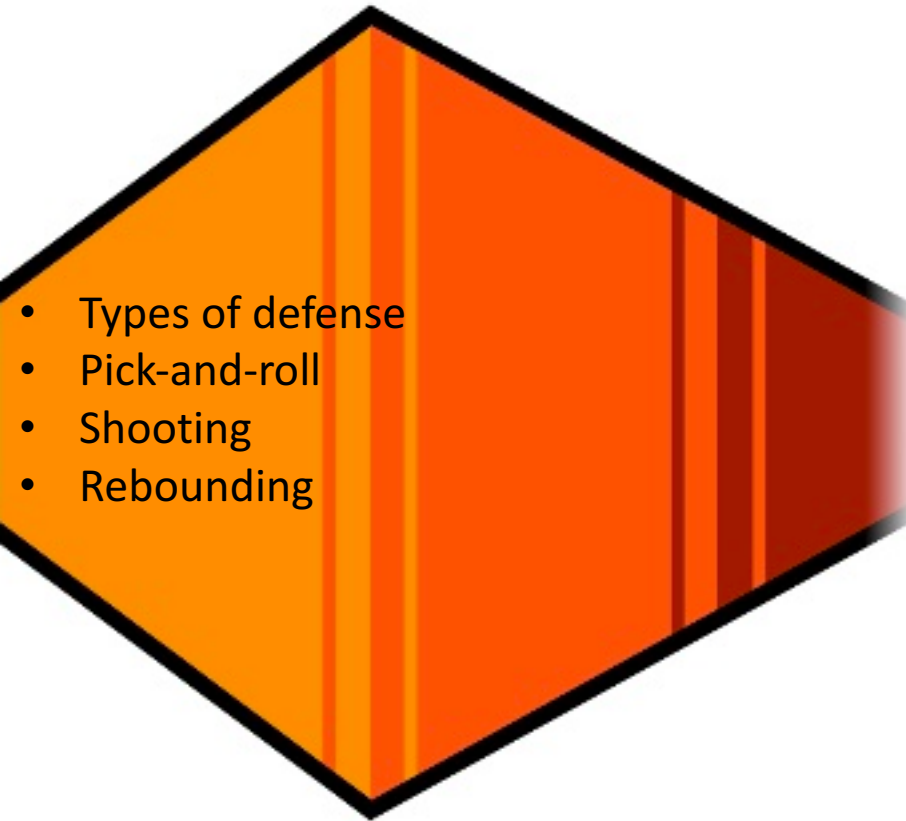
How do they interact with it?

Break it down into segments

To achieve what goal?

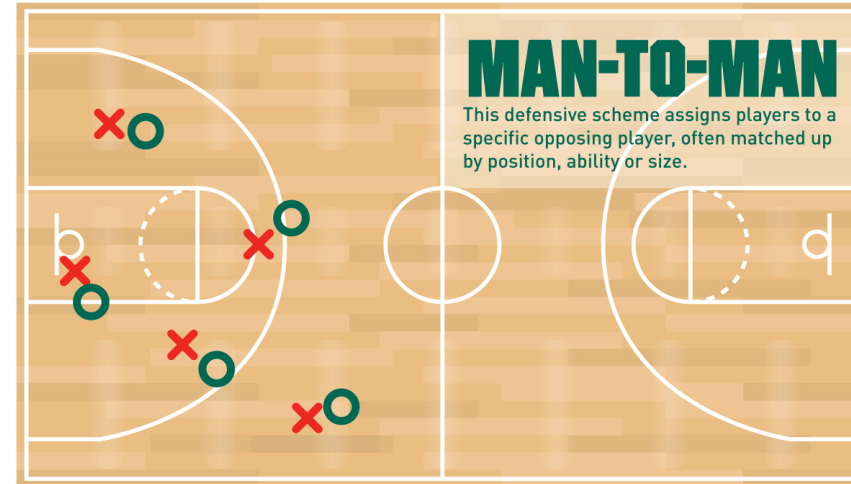
Understand the mechanics of basketball strategy.

Flare and Focus: What specific strategy?



- Types of defense
- Pick-and-roll
- Shooting
- Rebounding

Specific Idea



Picture perfect

He makes it look so easy: Simple and effective mechanics make Stephen Curry the most dangerous shooter in the NBA

Quick gather

Curry doesn't waste any time making his shot. His shooting process is so compact and consistent that he is able to release the ball almost instantaneously.



Elbow in

By keeping his elbow in, Curry is able to maintain the most control over the ball and aim accurately – aligning in a straight line toward the basket.



Release point

Curry releases the ball on the way up. Since he isn't releasing from the apex of his jump, his outside shot is incredibly difficult to block.



High arc

By shooting with a high arc, Curry improves the angle of the ball's path as it approaches the rim and, in effect, makes the rim bigger.



Soft touch

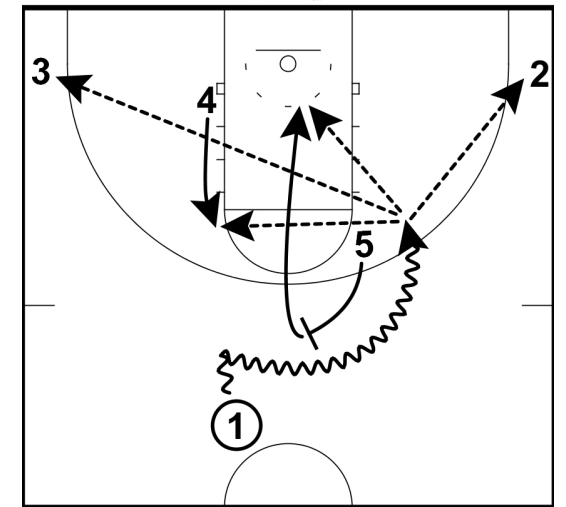
Curry gets excellent rotation on his shot. If the ball has a lot of backspin, it has a better chance of landing more softly on the rim and falling in.

Jump shot?

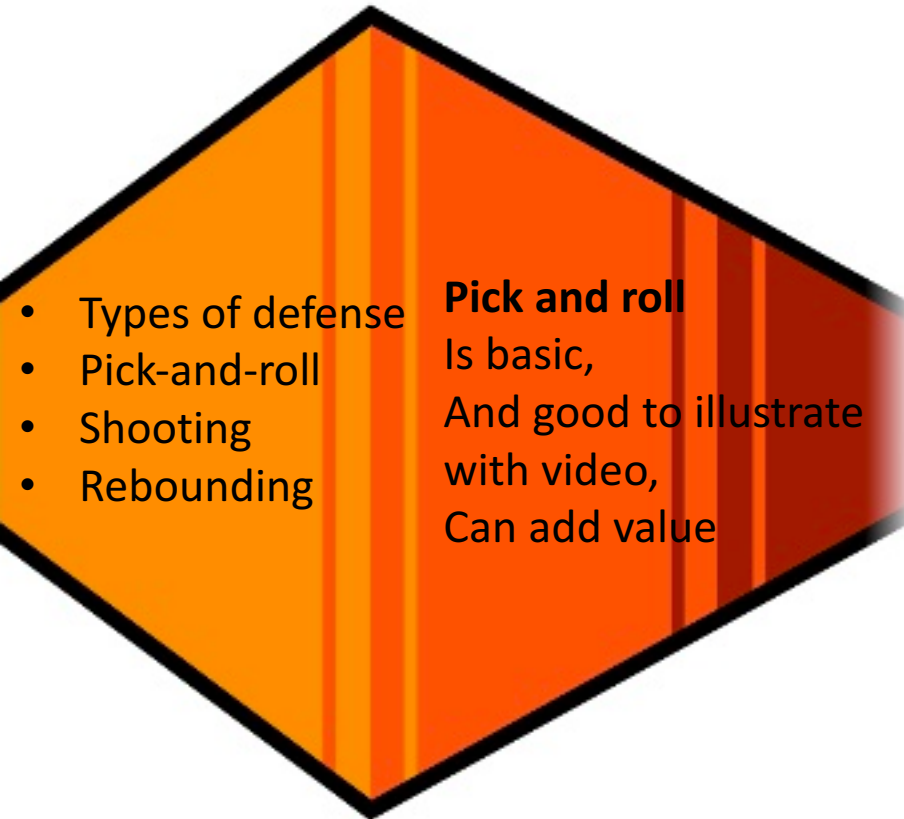
Curry only elevates a few inches when he shoots. Minimizing the jump means there is less that can go wrong and contributes to consistency. Even when Curry is tired, he still can maintain his form.

JEFF DURHAM/BAY AREA NEWS GROUP

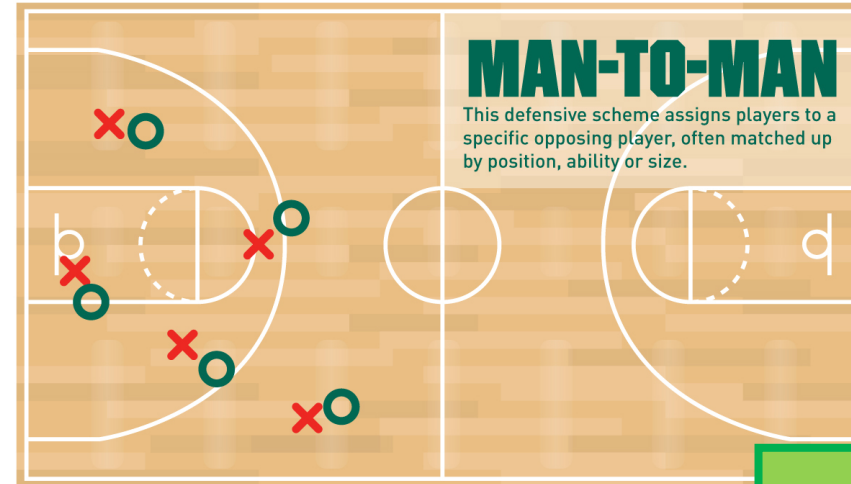
Pick and roll



Flare and Focus: What specific strategy?



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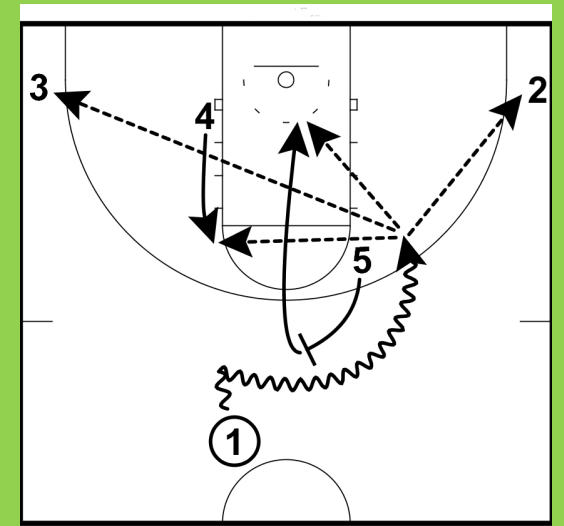
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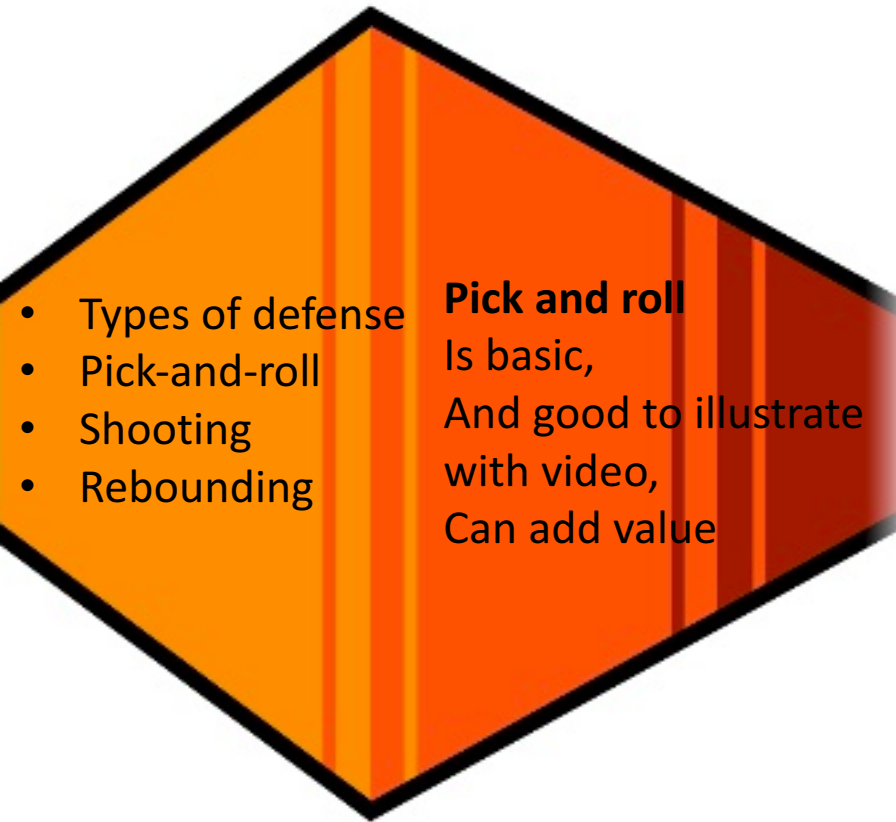
JEFF DURHAM/BAY AREA NEWS GROUP

Pick and roll

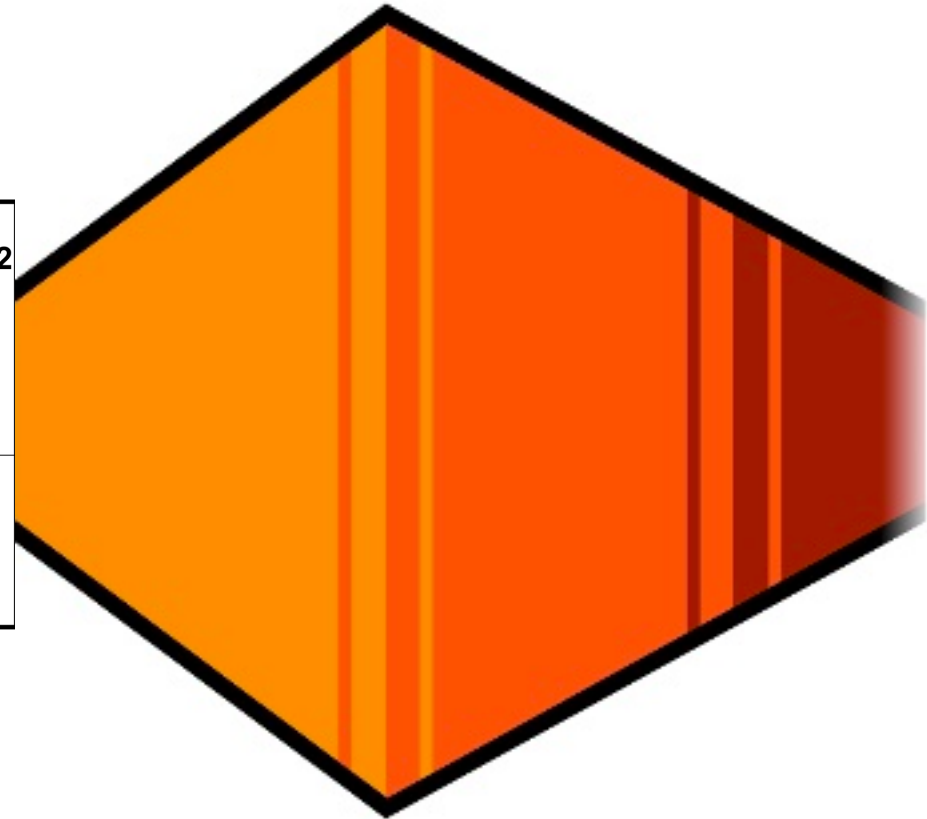
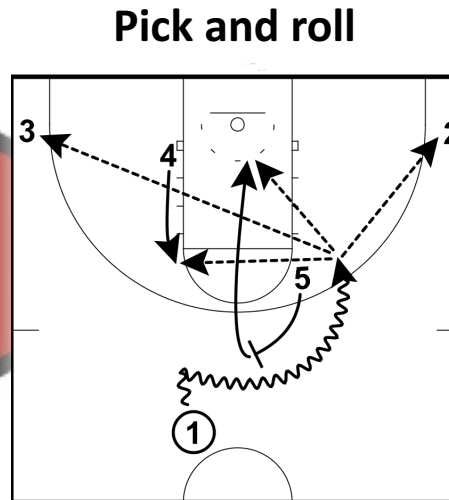


What next?

What's my biggest risk?

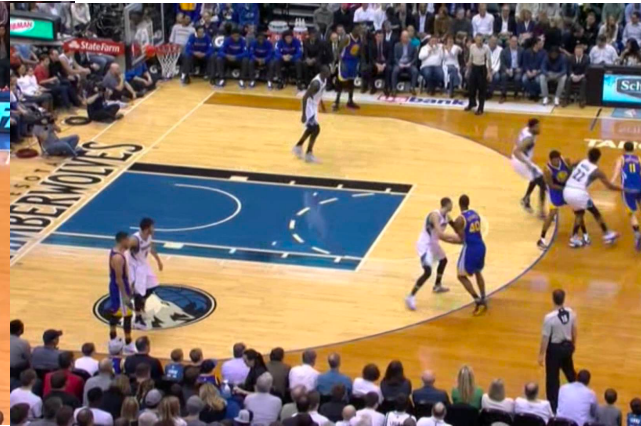
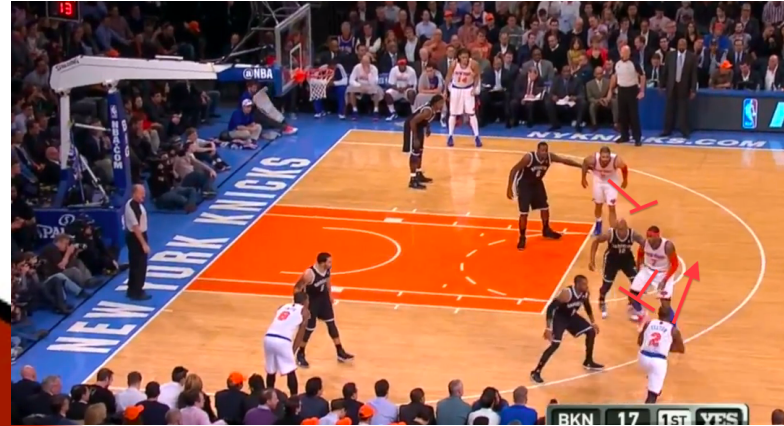
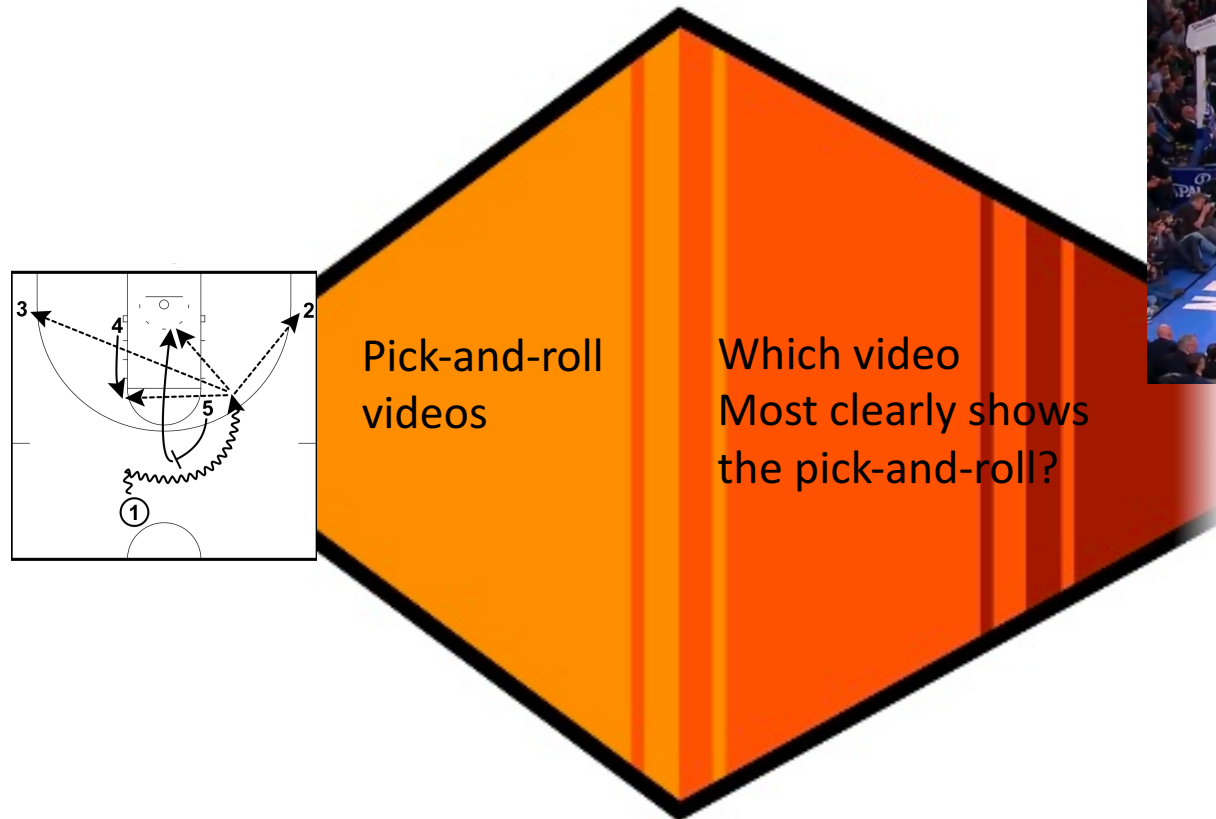


Specific Idea



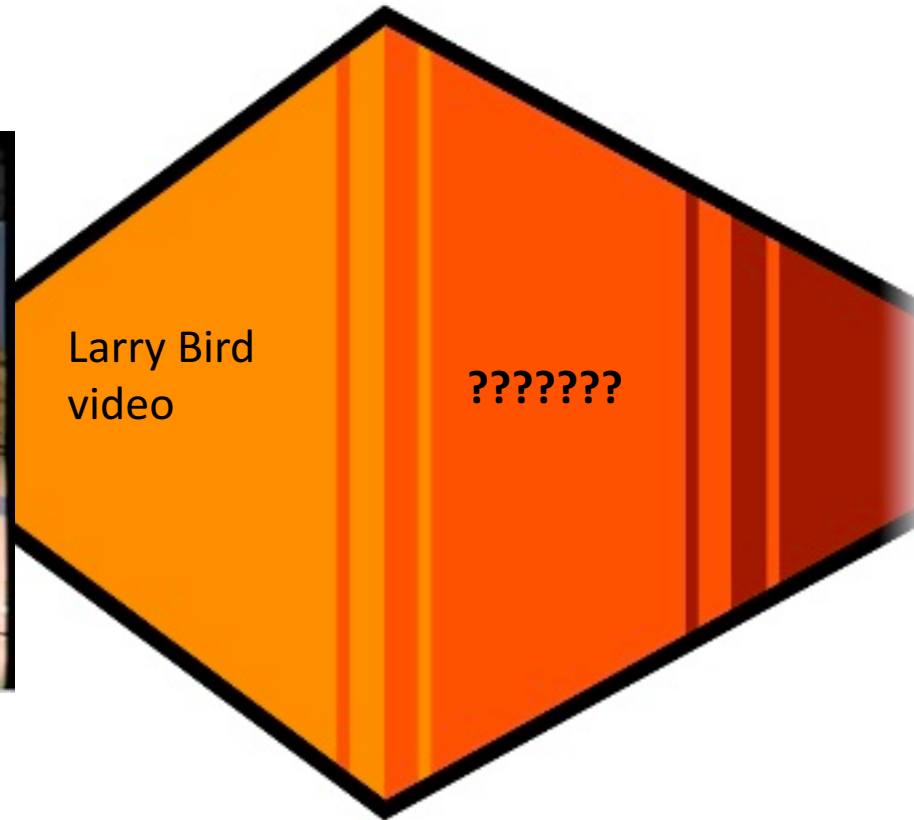
Find a good video

Flare and Focus: Pick a video



Find a good video

Risk #1: Can it be broken down?



Find a good video

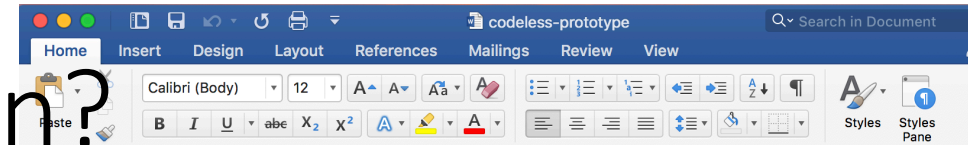
Risk #1: Can it be broken down?



Larry Bird
video

Paper
Prototype

Find a good video



Goal: capture the stages of the Pick and Roll
Prototype: Can I capture them by hand
For now, we use screen shots, but in reality, we probably want video segments

Set up: Larry has the ball, and is guarded by a defender



1: McHale comes up to the defender

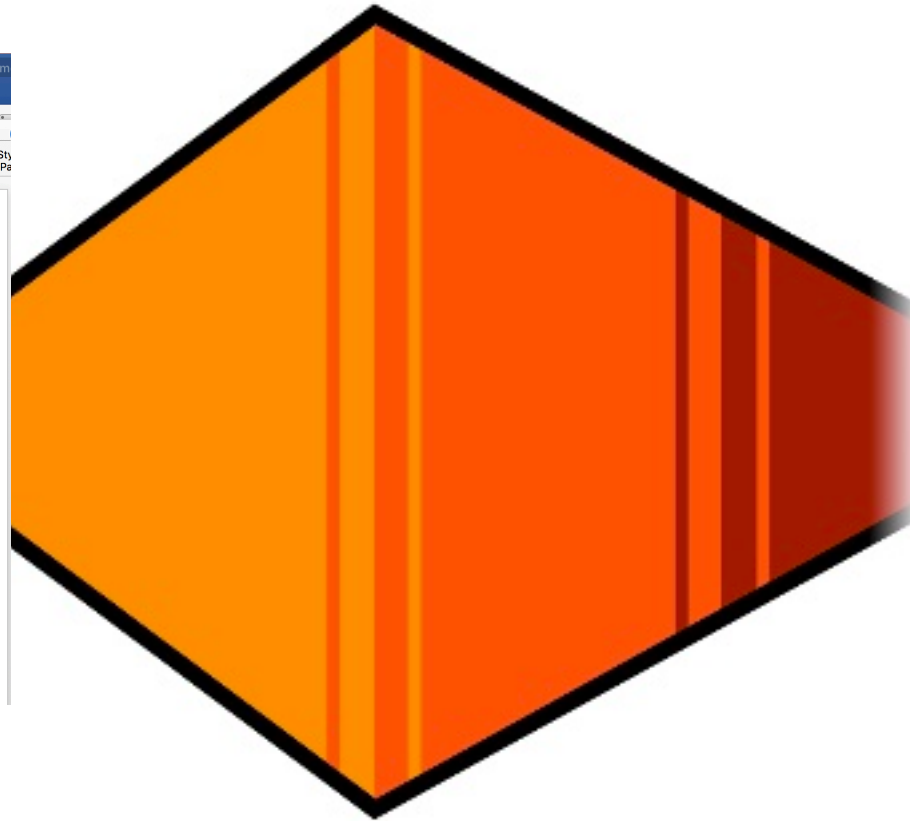
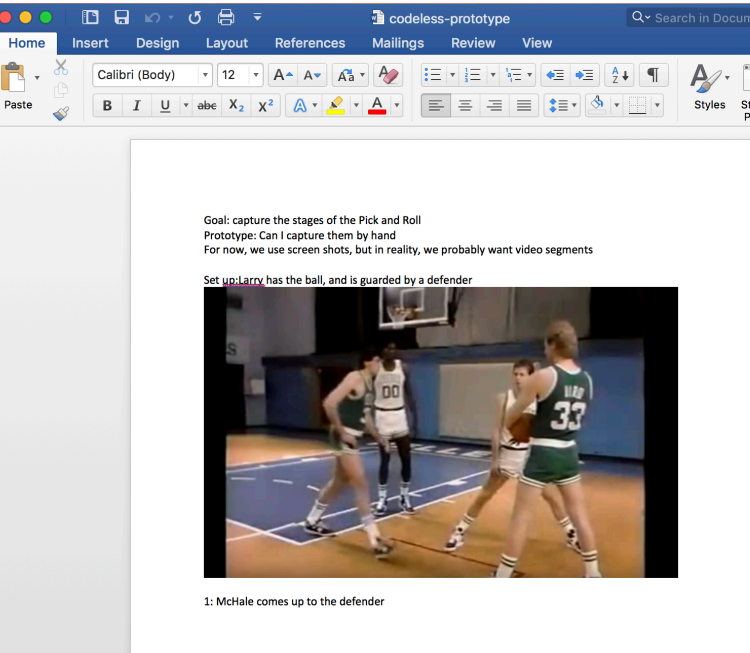
McHale makes his body as big as possible (elbows out!)



Now when Larry goes left, Danny can't follow because McHale is in the way!

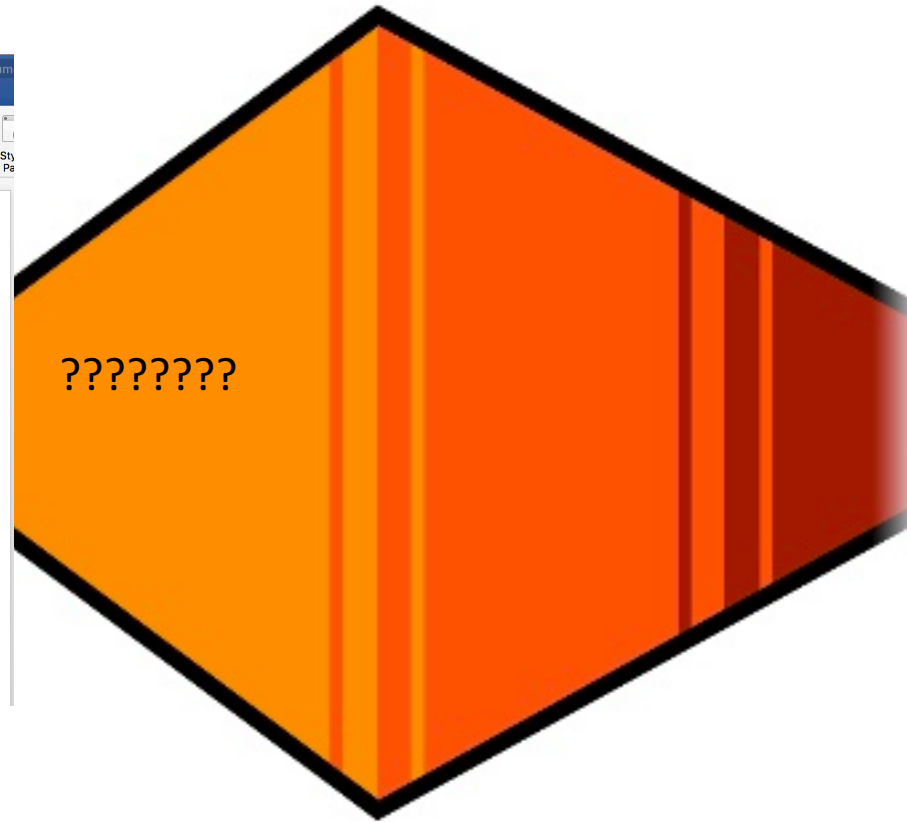
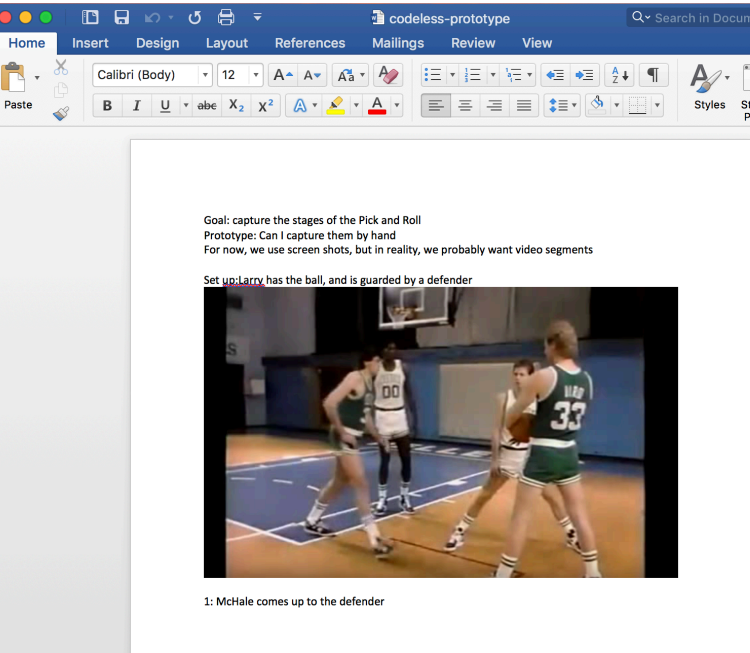


Risk #2: ??????



Risk #2: Technical feasibility

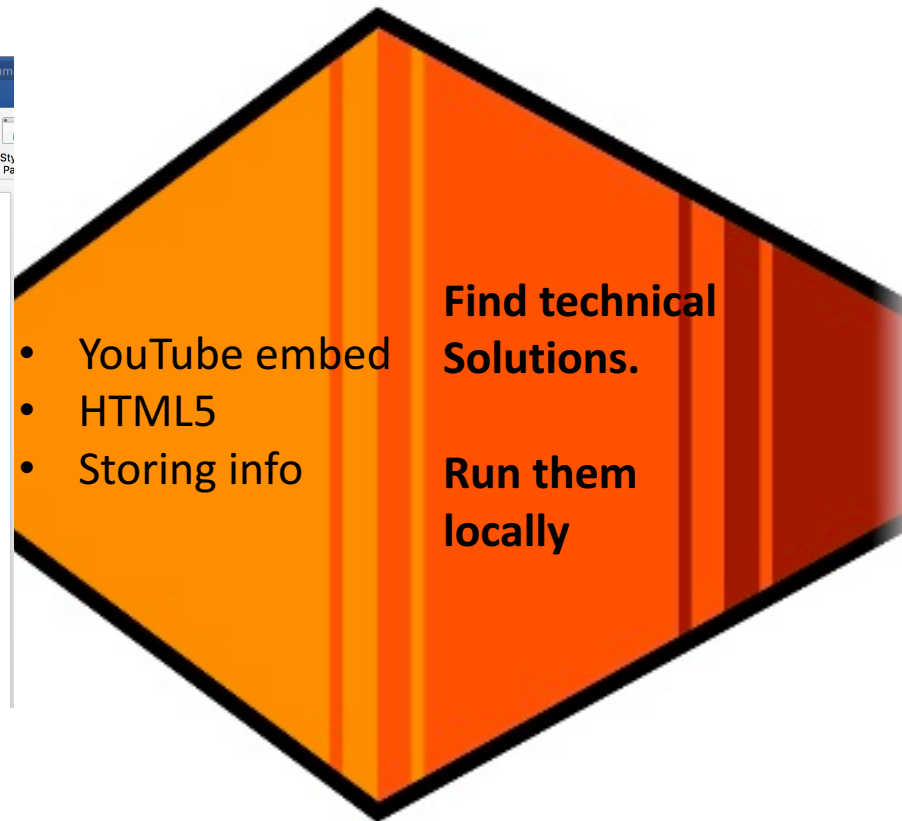
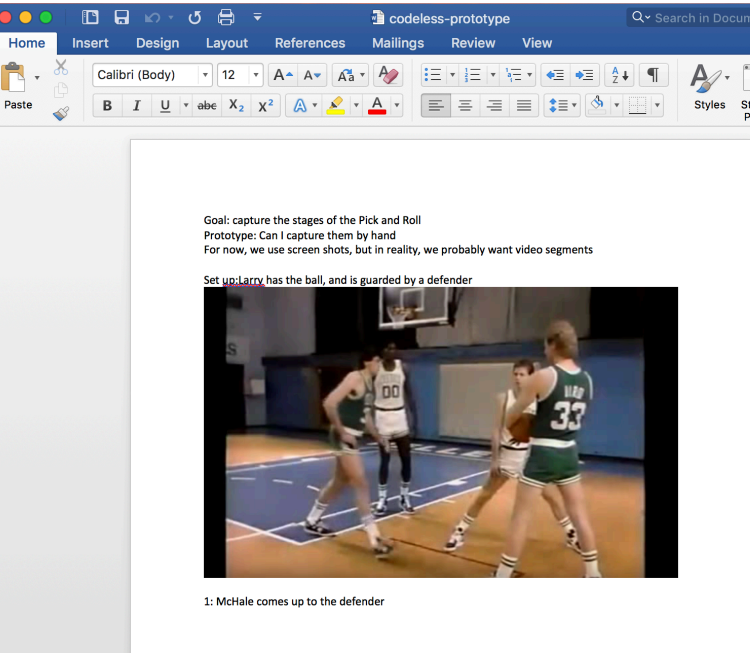
Can I play one segment of the video?



Technical Feasibility

Risk #2: Technical feasibility

Can I play one segment of the video?



Technical Feasibility

Technical Feasibility Prototype

loop_v2_jsonloading_styling.ht x

file:///Users/lydiachilton/Dropbox/Columbia/Teaching/4170/Spring2018/hw/gesture_video/loop_v2_jsonloading_styling.html


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Load from JSON string

Log JSON Create Video Segment

Pick and Roll

Pick and Roll update text



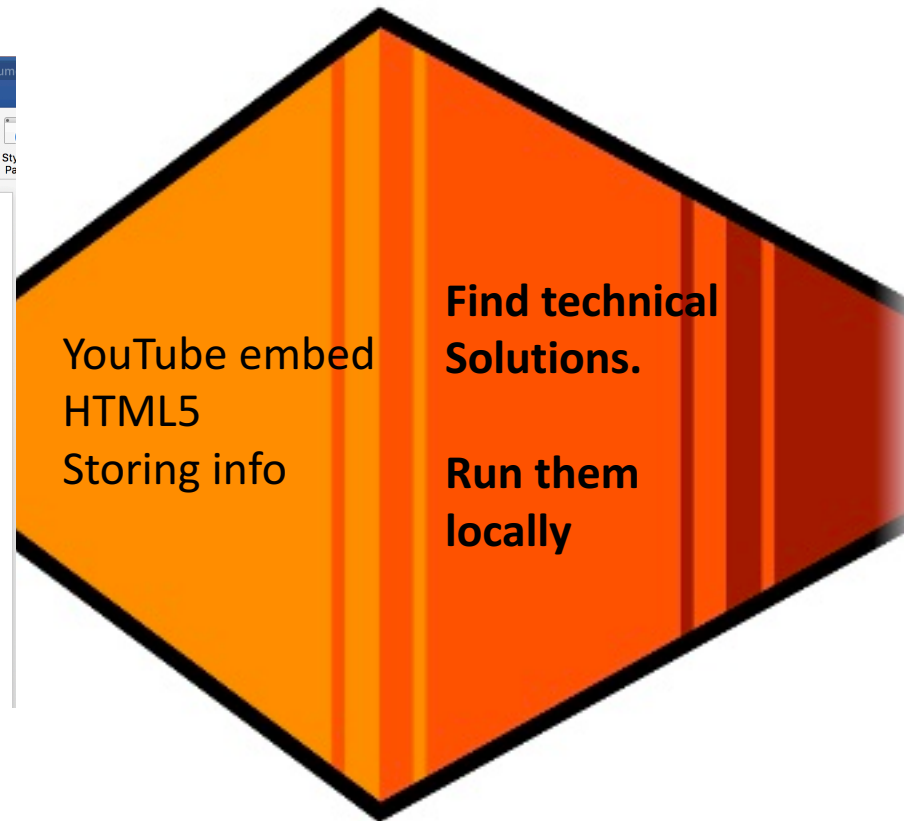
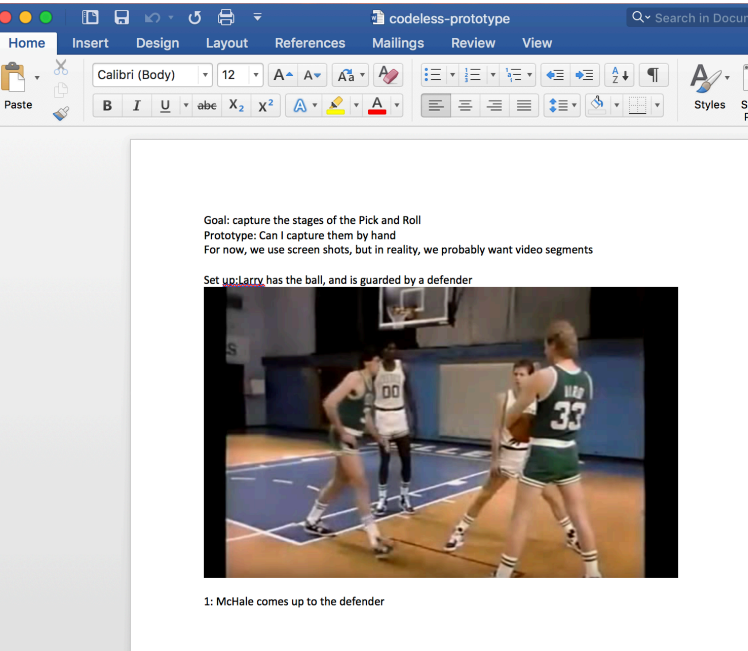
0:54 / 2:11

play

54.4 58 update time

Risk #2: Technical feasibility

Can I play one segment of the video?



Technical Feasibility

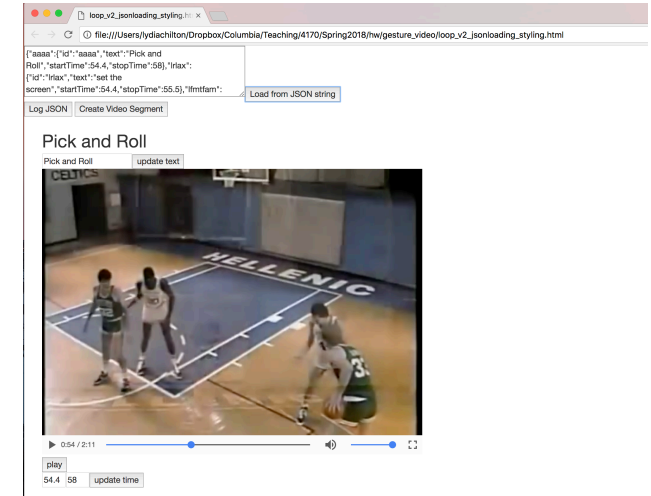
YouTube embed

->

Download the video and use HTML5 Video player.

Needed a way to "store" the information On the screen

-> JSON data structure



Flare and Focus: What's next?



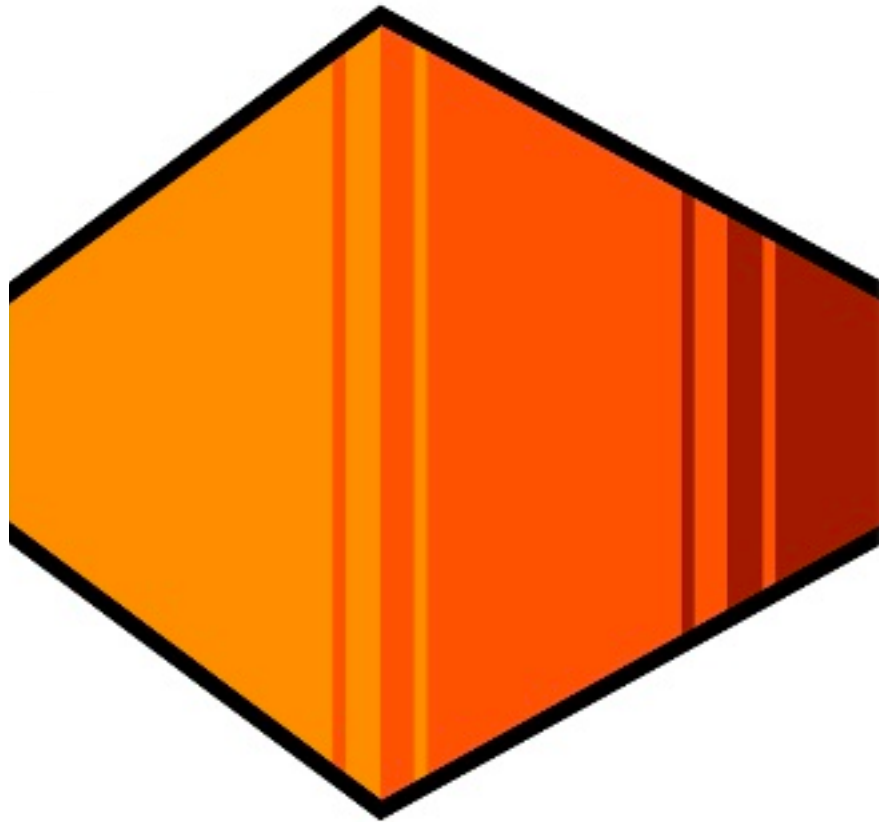
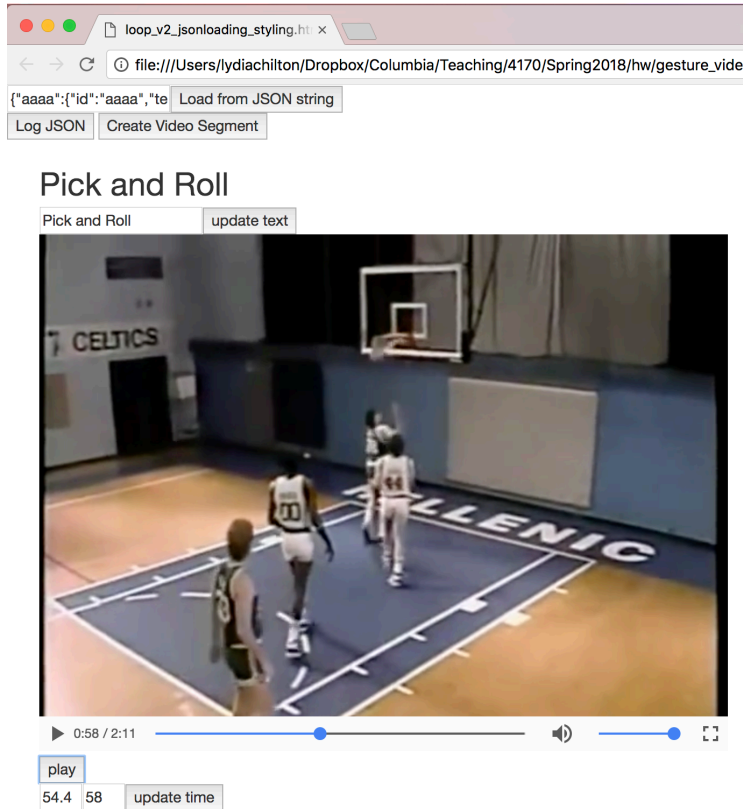
Specific Idea

Which video?

Which segments?

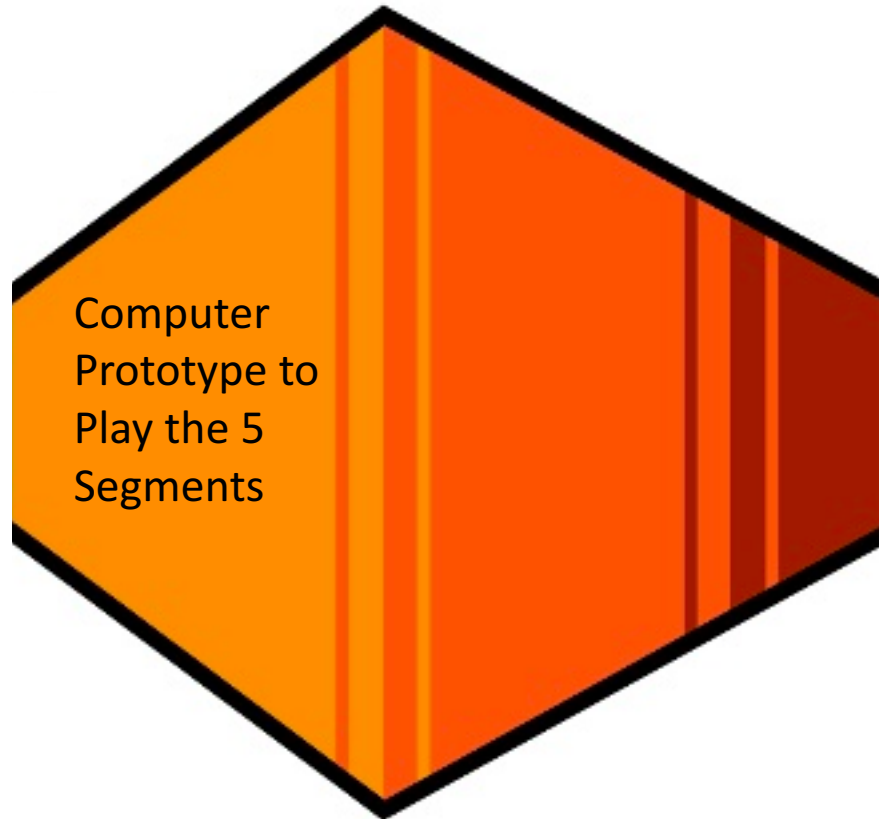
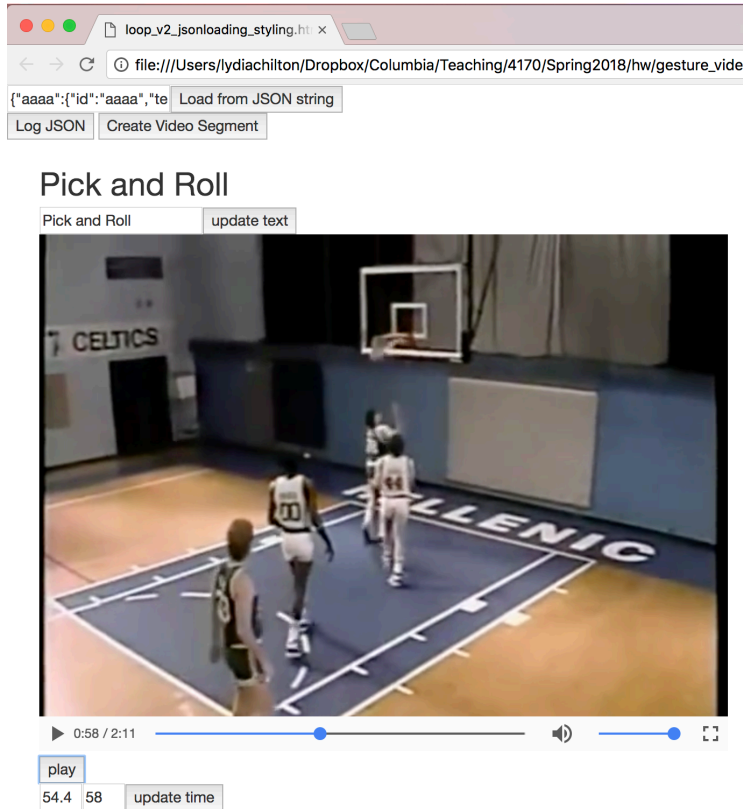
**Technical
Elements**

Computer Prototype and User Feedback



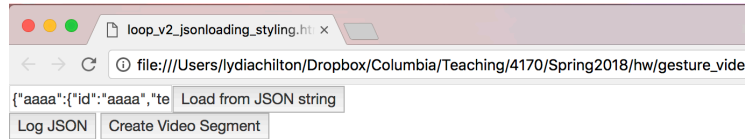
ONE ESSENTIAL FEATURE

Computer Prototype and User Feedback

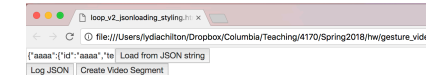
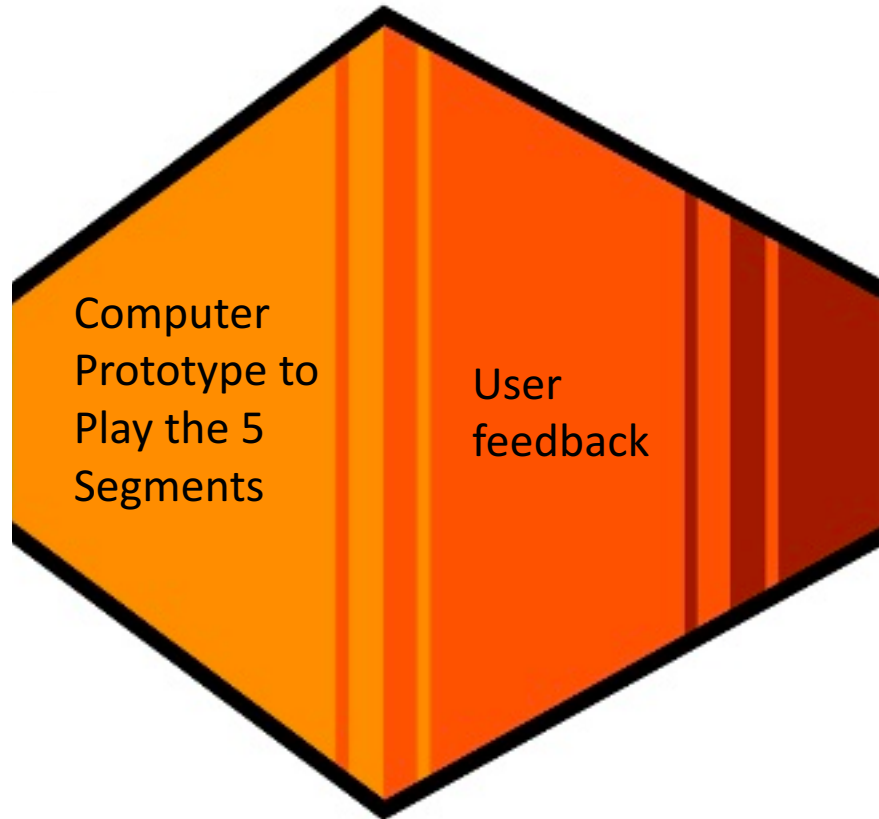


ONE ESSENTIAL FEATURE

Computer Prototype and User Feedback



Pick and Roll



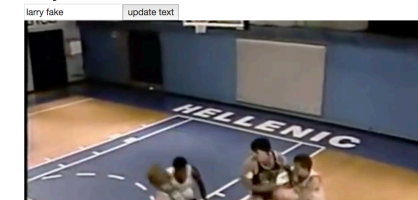
Pick and Roll



set the screen



larry fake



ONE ESSENTIAL FEATURE

Pros and Cons: When should we get feedback?





Get feedback on early prototypes
by stating your goal.



“I’m trying to represent animals
and people in chaos and pain.
To reflect the horror of the
Gernika bombing.”

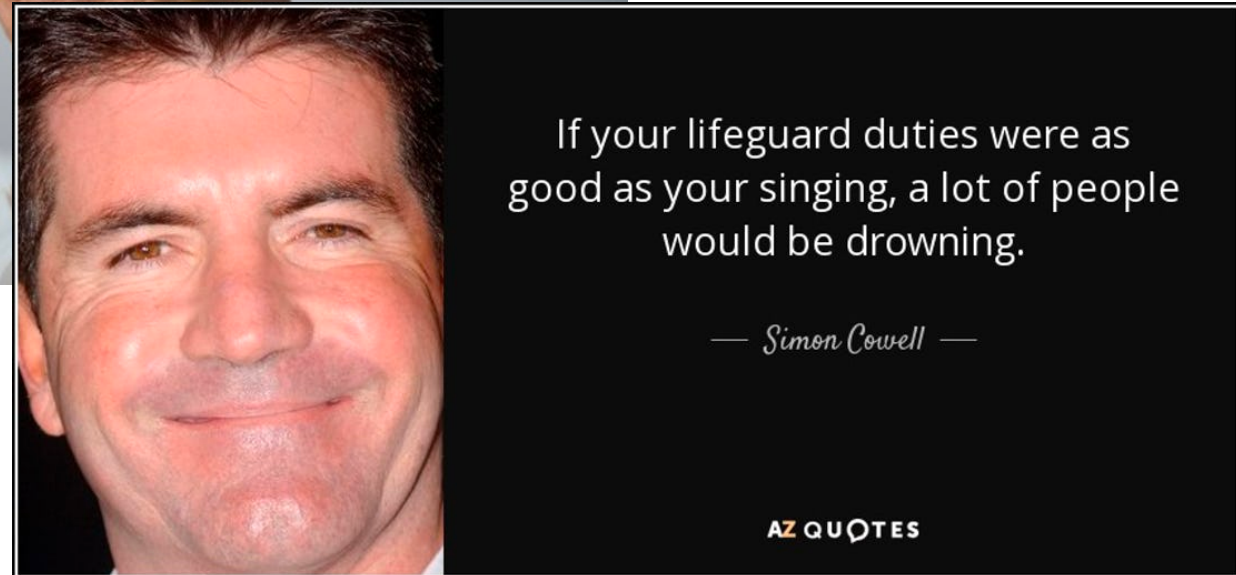
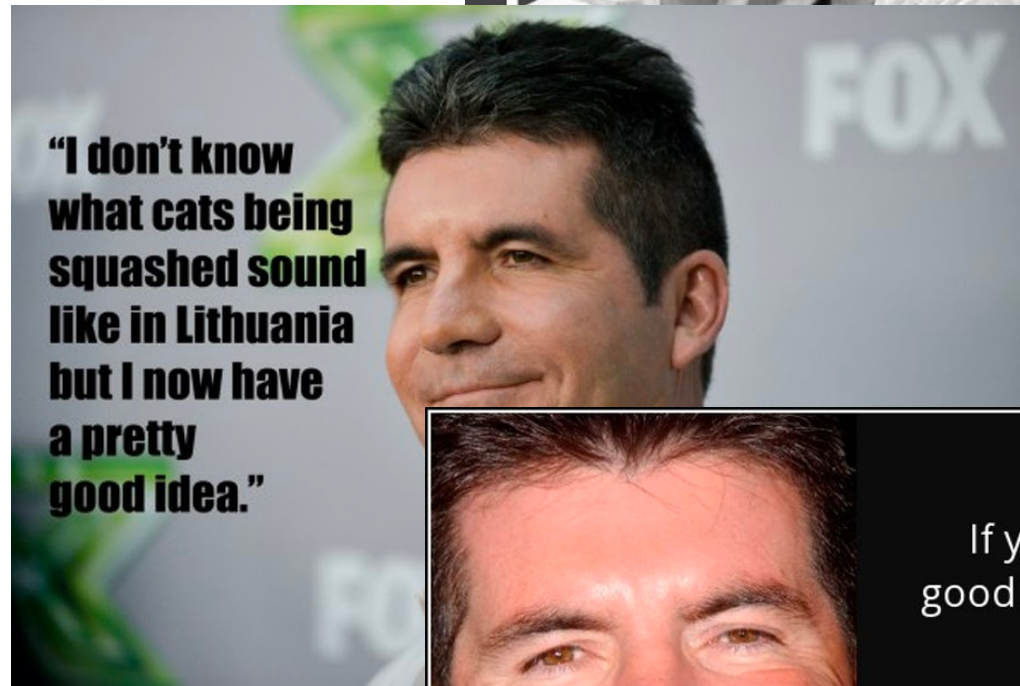
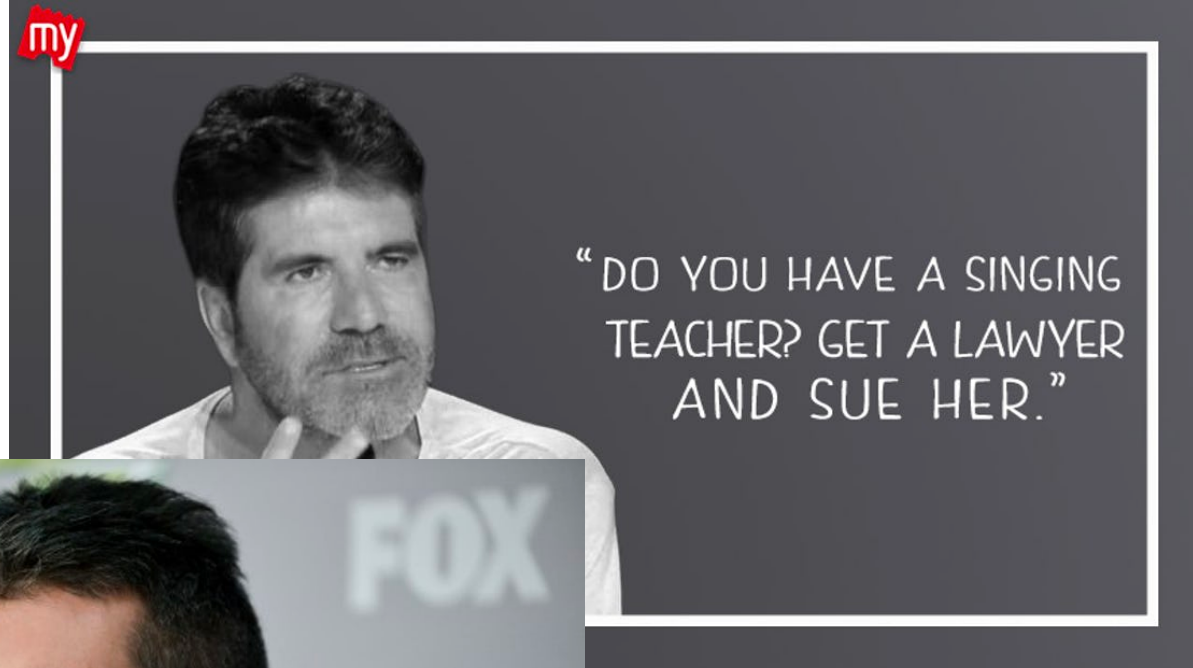


How to Give Feedback

Is this feedback useful?



Criticism vs. Critique



Criticism vs. Critique



Critique

“I like...”

- Forces you to more closely observe the artifact.
- acknowledges positive things the design should keep.



“I like...”

Columbia University

User Interface Design

COMS 4170 · Spring 2018

HomeSyllabusAssignments ▾

Piazza

Part 1

Build websites that suit the needs and abilities of users.

Part 2

When the needs and abilities of users are uncertain, design systems by learning from iteration and experimentation.

INSTRUCTOR

Prof. Lydia Chilton

OH: Tuesday 3-4 pm, CEPSR 612

Please contact staff through Piazza only

TAS

Tessa Hurr

Eleanor Murguia

Lucille Sui

WEEKLY SCHEDULE

Lecture

Mon, Wed 4:10-5:25pm, 413 Kent Hall

GRADING

The course grade is broken down as follows:

▪ Assignments 30%

▪ Assignment 1: 5%

▪ Assignment 2: 10%

▪ Assignment 3: 5%

▪ Assignment 4: 10%

▪ Team Project 35%

▪ Final Exam 20%

▪ Participation 15%

LATE POLICY

All students receive two late days which can be used on Assignments 1-4. Each late day extends the deadline of the assignment by 24 hours and you may use the two late together to submit 48 hours late.

After a student's late days have been used, we cannot accept the assignments.

Note that late days cannot be applied to the team project - only to the four individual assignments in the first half of the class.

I like that the name and course number are clear

I like that there is a link of Piazza

I like that the colors are Columbia themed.

WEEK	MONDAY	WEDNESDAY
1	JANUARY 15 <i>No class</i>	JANUARY 17 Introduction Nielsen's 10 Usability Heuristics slides Assignment 1 out
2	JANUARY 22 Information Design slides	JANUARY 24 DUE DATE Layout and Grids slides

Critique

“I wish.. / What if...”

- Is to help people see new potential in their design.
- Talk about your *personal* frustrations and interpretations.
- Help the designer see their design through your eyes.



#1 Which of these is a good critique?

A “You need to make the navigation bar bigger.”

B “I had trouble finding the navigation bar.
I wish the navigation bar was more easier to find.”

#2 Which of these is a good critique?

A “I had trouble reading the text.
What if you changed the font or colors?”

B “The colors aren’t dark enough.”

#3 Which of these is a good critique?

A “People aren’t going to scroll to get more information.”

B “I didn’t realize I could scroll to get more information.”

What's the difference?

“You need to make the navigation bar bigger.”

“I had trouble finding the navigation bar. I wish the navigation bar was more easier to find.”

“The colors aren't dark enough.”


“I had trouble reading the text. What if you changed the font or colors?”

Help designers identify the potential problems.

Don't give them the solutions.

“What if you put all the information to fit 'above the fold.'”

“For me..., When I..., [I wish]...”

Columbia University

User Interface Design

COMS 4170 · Spring 2018

HomeSyllabusAssignments ▾

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For me, the “late policy” is a big blob of text.

For me, there are a lot of different fonts, colors, contrast around the logistics section. I wonder if there’s a way to project the hierarchy of information better.”

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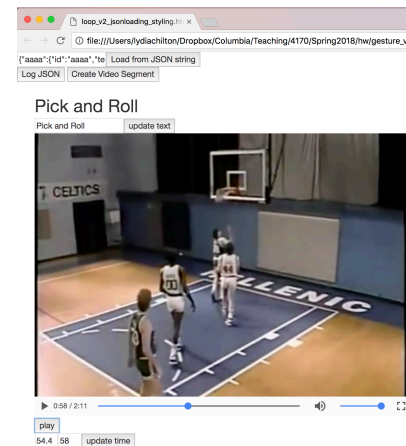
Soliciting Feedback

Get feedback on early prototypes by stating your goal.

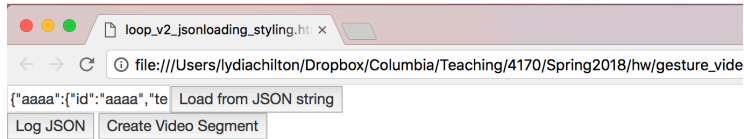
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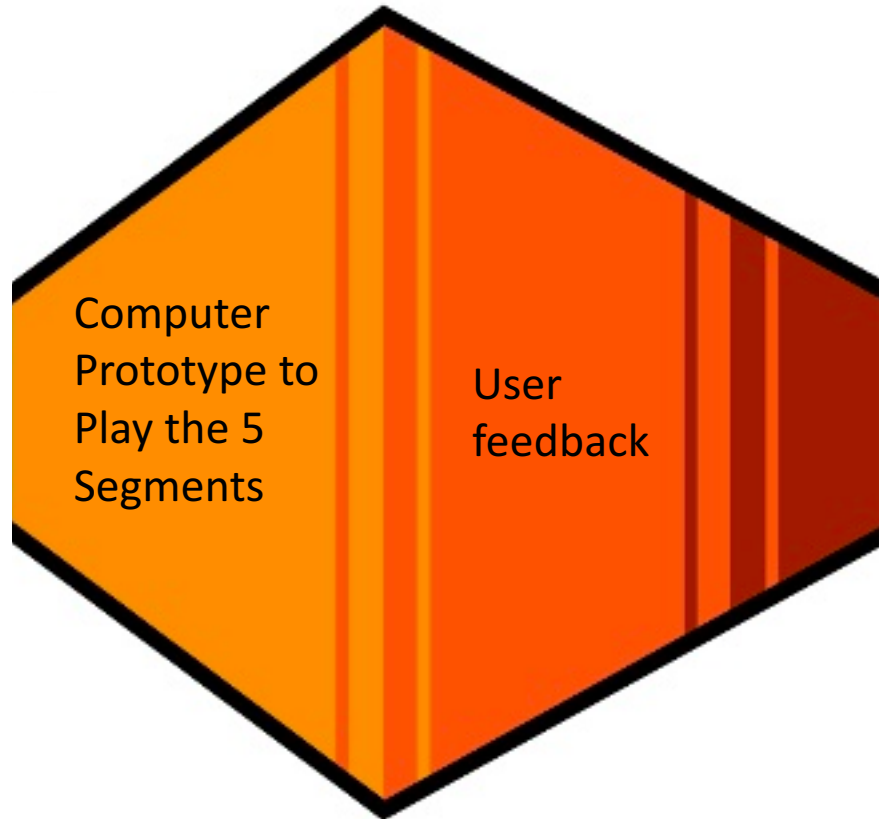
“I’m trying to show the 5 steps of the pick and roll.”



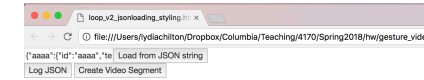
Should we get feedback on



Pick and Roll



ONE ESSENTIAL FEATURE



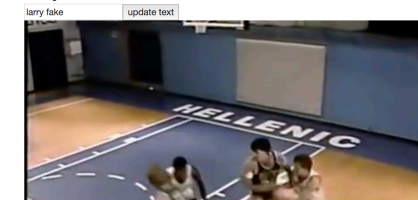
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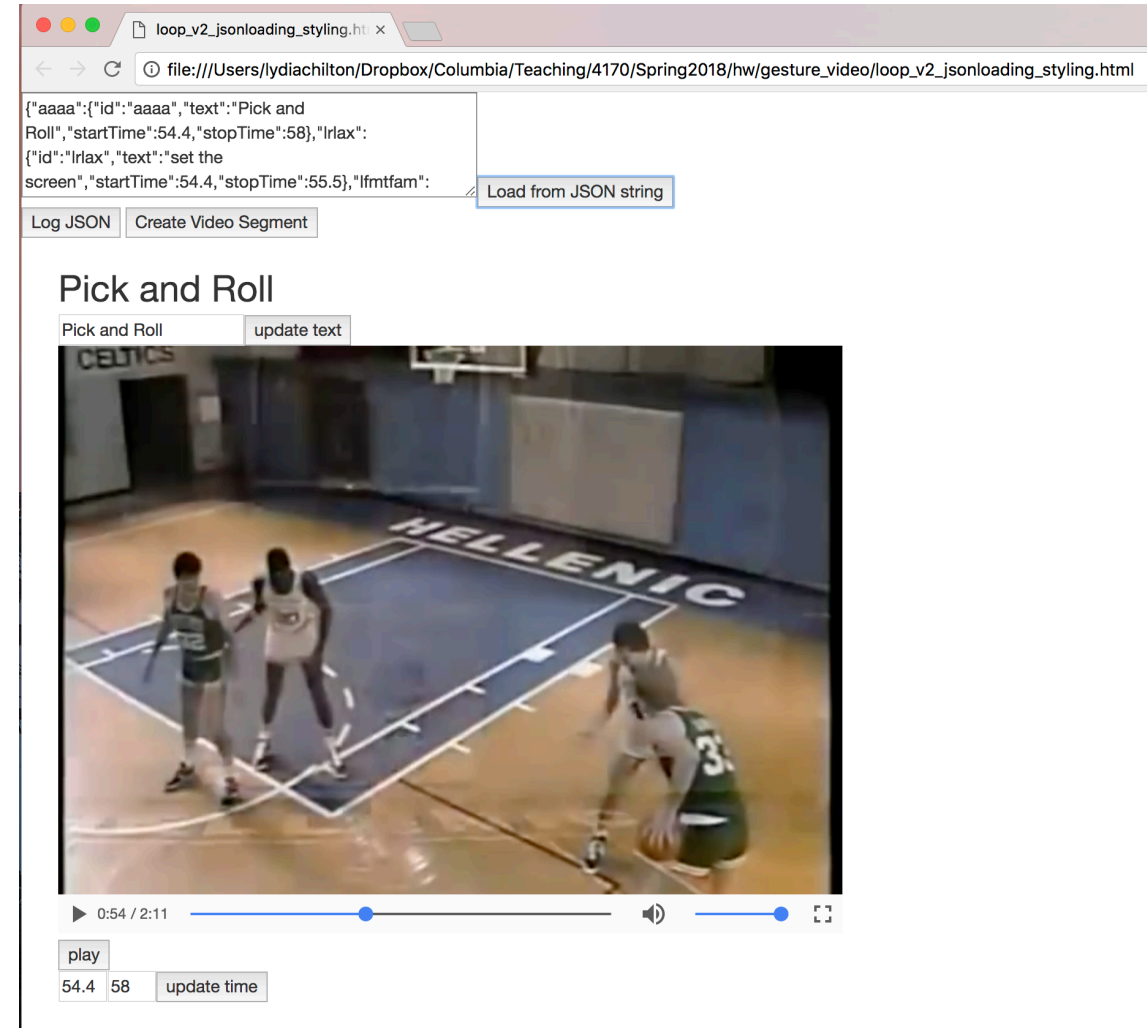
Getting Early Feedback

Goal:

Allow users to see the pick and roll in short segments.

Feedback format:

- I like ...
- For me ..., what if ...



I like....

loop_v2_jsonloading_styling.ht x

file:///Users/lydiachilton/Dropbox/Columbia/Teaching/4170/Spring2018/hw/gesture_video/loop_v2_jsonloading_styling.html


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Load from JSON string

Log JSONCreate Video Segment

Pick and Roll

Pick and Rollupdate text



0:54 / 2:11

play

54.458update time

For me..., what if...

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0:54 / 2:11

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What's the most essential user feature to implement next?

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Activity:

Getting Feedback on Your
Technical Feasibility prototype

What was your goal?

- To play one segment of a video.
- To show segments of the video in the play bar.
- Connect 5 videos to the timeline so the user can play them in order.
- ???????

Form a group of 2 or 3.

I like...

For me..., I wish...

10 minutes

Useful feedback?

Hall of Fame: Milestone #6

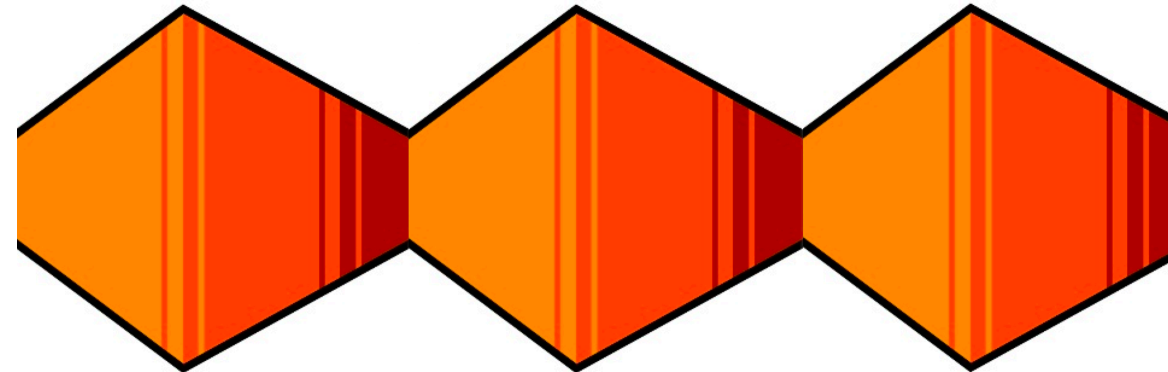
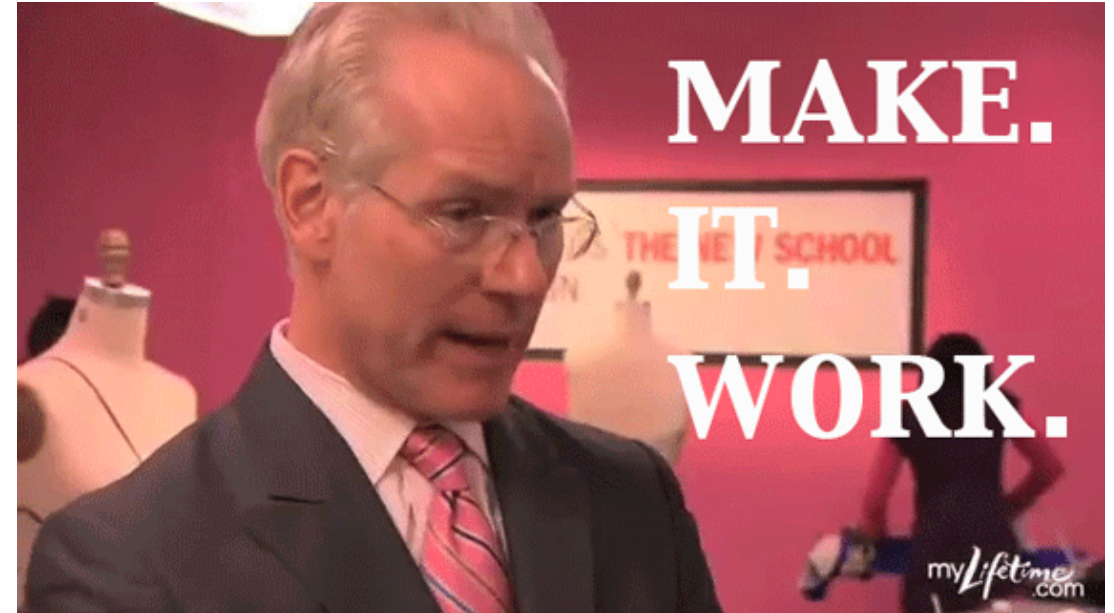
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I pivoted to use buttons under the video instead,

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Hall of Fame: Milestone #6

Initially, I had two APIs (popcorn and videoJS) that were not working well together and it turned out that popcorn was no longer supported in some specific video plugins I needed.

So I had to scrap some earlier work.

Adding markers was a slight issue just learning how to integrate the videoJS code into html and javascript, eventually getting working annotations and markers

(although the annotations aren't where I want them).

A lot of videos with synced annotation libraries were not open source, no longer supported, required a ton of setup, or simply didn't work in my code.

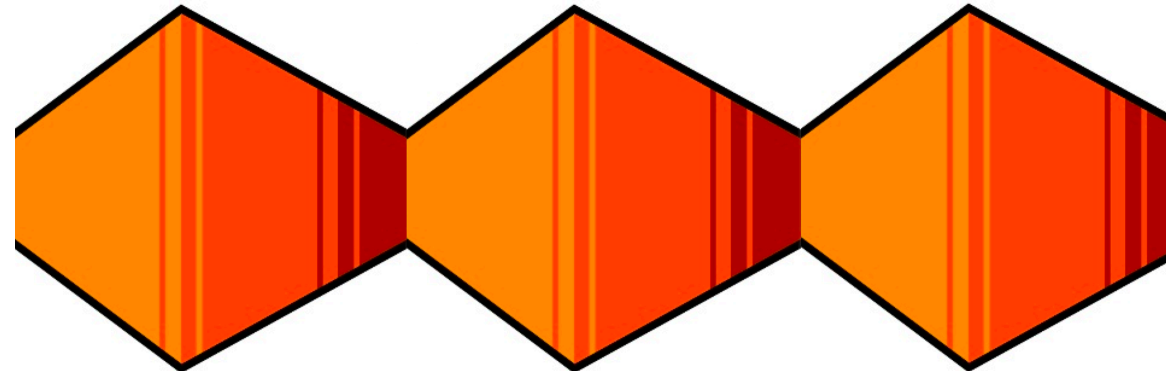
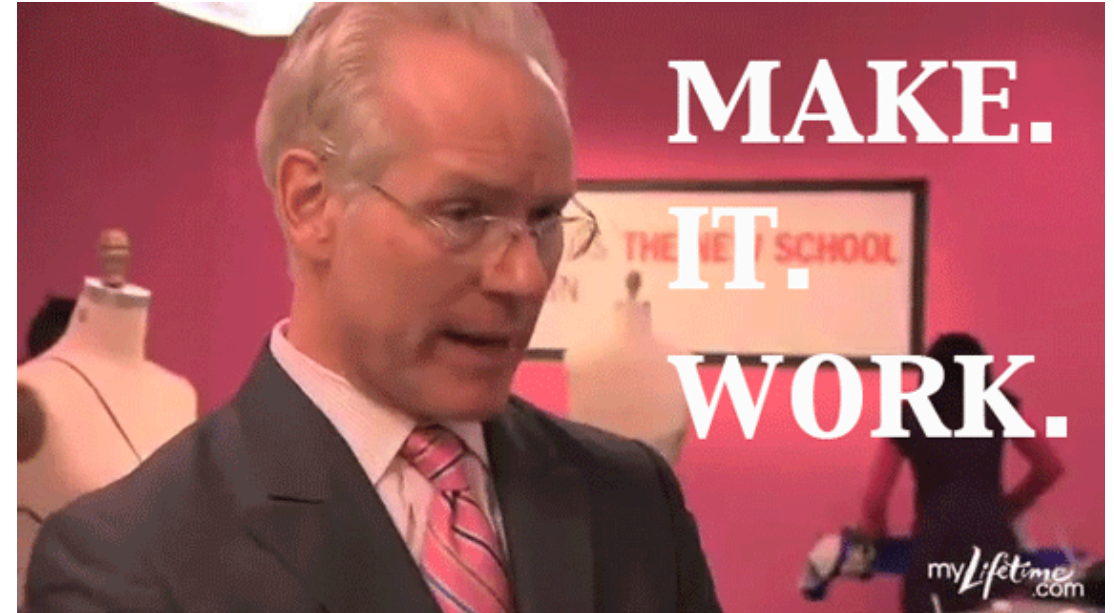
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Milestone #7:

Due Wednesday 4/11 in Class

Pick one feature to for a computer prototype that satisfies the essential user goal.

Write down the user goal.

Implement something that just barely meets it.

Bring it to class. Get it to work without internet.

In class we will tell users the goal and get feedback.

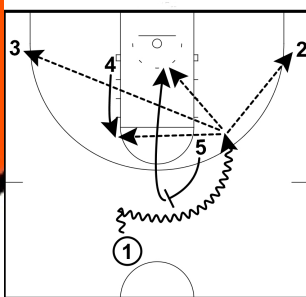
Summary

Flare and Focus:

Try many options before picking one

Types of defense
Pick-and-roll
Shooting techniques
Rebounding

Pick and roll
Is basic,
Good for video



Specific Idea

Curry / KD
Knicks
Celtics

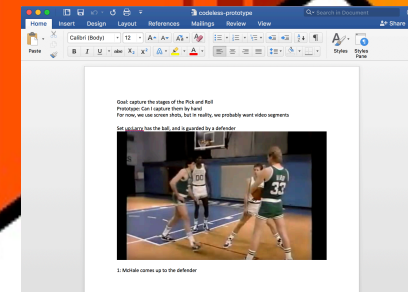
Celtics
Which one
Best teaches
The pick-and-roll?



Which video?

Many ways to
break it down

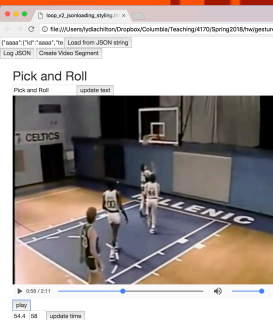
Prototype
On paper /
Word Doc



Which segments?

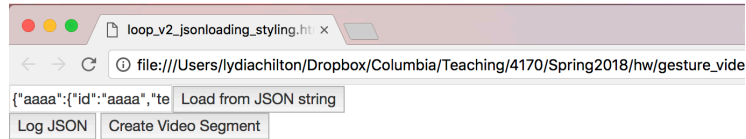
Can we show a
segment?

HTML5,
JSON datastructure



**Technical
Elements**

Next: Computer Prototype and User Feedback



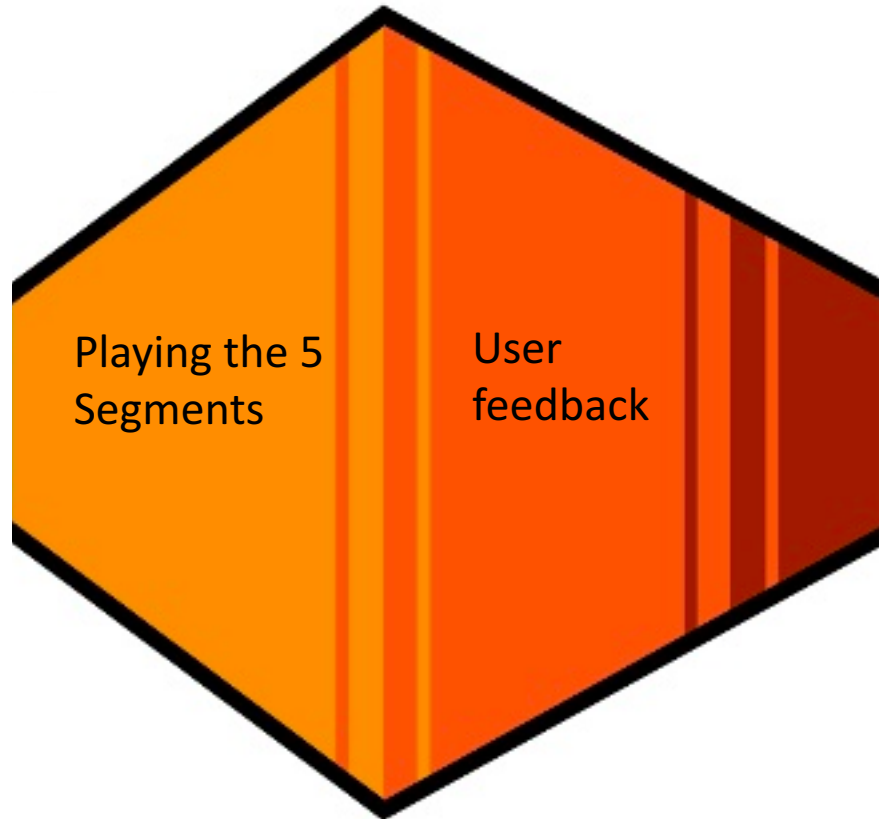
Pick and Roll

Pick and Roll update text

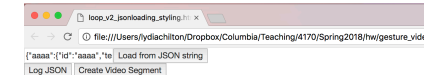


0:58 / 2:11

play
54.4 58 update time



ONE ESSENTIAL FEATURE



Pick and Roll

Pick and Roll update text



0:58 / 2:11

play
54.4 58 update time

set the screen

set the screen update text



0:58 / 2:11

play
54.4 55.5 update time

larry fake

larry fake update text



Criticism vs. Critique



Don't just be a hater.

Help designers improve by:

- **telling them what to keep (I like...),**
- **and your personal experience of confusion or frustration (for me..., I wish...)**

Giving Negative Critique:

Critique should help the designer improve.

“You need to make the navigation bar bigger.”

“I had trouble finding the navigation bar. I wish the navigation bar was more easier to find.”

“The colors aren’t dark enough.”

“I had trouble reading the text. What if you changed the font or colors?”

“What if you put all the information to fit ‘above the fold.’”

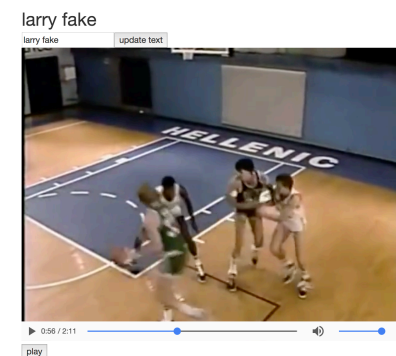
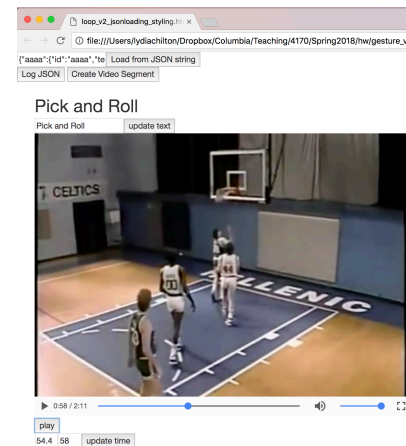
Help designers identify problems.
Don’t give them the solutions.

Get feedback on early prototypes by stating your goal.

“I’m trying to represent animals and people in chaos and pain.”



“I’m trying to show the 5 steps of the pick and roll.”



Milestone #7:

Due Wednesday 4/11 in Class

Pick **one feature** to for a computer prototype that satisfies the **essential user goal**.

Write down the goal.

Implement something that just barely meets it.

Get it to work without internet. Bring it to class.

In class we will tell users the goal and get feedback.