Getting and Giving User Feedback

No screens

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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

- Brainstorm
- Paper Prototype, User test
- Explore technical options
- Run them Locally, Fit to your problem
- Multiple Medium-Fidelity Interface
- User Feedback

Ideen | Technical Elements | User Interface
My Design Process
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
Flare and Focus: What specific strategy?

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

Pick and roll

Is basic, and good to illustrate with video, can add value.

Specific Idea
What next?
What’s my biggest risk?

Specific Idea

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

Pick and roll
Is basic,
And good to illustrate
with video,
Can add value

Find a good video
Flare and Focus: Pick a video

Find a good video

Pick-and-roll videos

Which video Most clearly shows the pick-and-roll?
Risk #1: Can it be broken down?

Find a good video

Larry Bird video

????????
Risk #1: Can it be broken down?

Find a good video

Larry Bird video

Paper Prototype
Risk #2: ???
Risk #2: Technical feasibility
Can I play one segment of the video?
Risk #2: Technical feasibility
Can I play one segment of the video?

- YouTube embed
- HTML5
- Storing info

Find technical solutions.
Run them locally

Technical Feasibility
Technical Feasibility Prototype
Risk #2: Technical feasibility
Can I play one segment of the video?

Find technical Solutions.
Run them locally

YouTube embed
HTML5 Storing info

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

Which video?
- Pick and roll
  - Curry / KD
  - Knicks
  - Celtics
- Celtics
  - Which one
  - Best teaches
  - The pick-and-roll?

Which segments?
- Many ways to break it down
- Prototype
  - On paper / Word Doc
- Can we show a segment?

Technical Elements
- HTML5,
- JSON
datastructure
ONE ESSENTIAL FEATURE
Computer Prototype and User Feedback

ONE ESSENTIAL FEATURE

Computer Prototype to Play the 5 Segments
Computer Prototype and User Feedback

ONE ESSENTIAL FEATURE

Computer Prototype to Play the 5 Segments

User feedback
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

“I don’t know what cats being squashed sound like in Lithuania but I now have a pretty good idea.”

“If your lifeguard duties were as good as your singing, a lot of people would be drowning.”

— Simon Cowell —
Criticism vs. Critique
Critique

“I like…”

- Forces you to more closely observe the artifact.
- Acknowledges positive things the design should keep.
“I like...”

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.
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.”

“The colors aren’t dark enough.”

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

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

“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.
“For me..., When I..., [I wish]...”

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.”
Soliciting Feedback
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.”
Should we get feedback on

ONE ESSENTIAL FEATURE
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.”
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....
For me...., what if...
What’s the most essential user feature to implement next?
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?
Originally wanted to implement drag-and-drop functionality to drag markers (for pause, loop, etc) onto the video time bar, but couldn't figure out a way to do so that was not incredibly time consuming.

I pivoted to use buttons under the video instead,
Hall of Fame: Milestone #6

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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.

I just kept looking until I found something compatible.
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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

Specific Idea

Which video?

Which segments?

Technical Elements

Types of defense
Pick-and-roll
Shooting techniques
Rebounding

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Curry / KD
Knicks
Celtics

Celtics
Which one
Best teaches
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Many ways to
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On paper / Word Doc

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segment?

HTML5, JSON datastructure

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Next: Computer Prototype and User Feedback

ONE ESSENTIAL FEATURE

Playing the 5 Segments

User feedback
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.”

“The colors aren’t dark enough.”

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

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

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Don’t give them the solutions.”
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