Getting and Giving User Feedback

No screens

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Say your name
Goal 2

When the needs and abilities of users are unclear, design systems by learning from iteration and experimentation.
Flare and focus: Explore many options, test them to decide.

Web app ideas

- Learn Chinese tones
- Learn Pick-and-Roll
- Make a Zumba playlist
- Track & increase walking fitness
- Track & decrease Splenda you intake
- Track Columbia Outreach progress
- Learn different kinds of Jazz
Sequential Flare and Focus

Brainstorm

Paper Prototype,
User test

Explore technical options

Run them Locally
Fit to your problem

Computer Prototype
User Feedback

Ideas
Technical Elements
User Interface
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 media? 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
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 the next 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

Pick and roll

Find a good video
Flare and Focus: Pick a video

- Pick-and-roll videos
- Which video Most clearly shows the pick-and-roll?

Find a good video
What’s the next risk?

Larry Bird video

????????
What’s next? Coherency.
What’s the next risk?
What’s the next risk? Technical feasibility

Can I play video segments?
Can I play video segments?

Technical feasibility

Find technical solutions.
Run them locally

• YouTube embed
• HTML5
• Storing info

What’s the next risk? Technical feasibility
Technical Feasibility Prototype
What's next risk?

Types of defense
Pick-and-roll
Shooting techniques
Rebounding

Pick-and-roll
Is basic,
Good for video

Curry / KD
Knicks
Celtics

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

Many ways to
break it down

Prototype
On paper / Word Doc

Can we show a
segment?

HTML5,
JSON datastructure

Can users make it through the application?

Which idea?

Which media?

Which segments?

Technical
Feasibility?
Computer Prototype and User Feedback

End-to-end implementation
How to get user feedback
When should we get feedback?

Early

There’s time to change it
But it’s premature.

Late

It’s mature...
But it’s too late to change it.
Designer make prototypes at many stages...
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 Guernica bombing.”
How to Give Feedback
Is this feedback useful?

No.

Criticism is entertaining to audiences, but hurtful to makers AND not useful to making things better.

Do you have a singing teacher?

Sue her.
Criticism vs. Critique
Critique

“I like...”

• Forces you to more closely observe the artifact.
• acknowledges positive things the design should keep in their design.
“I like…”

I like that the name and course number are clear.

Goal: Find and complete class material.

I like that there is a link of Piazza.

I like that the colors are Columbia themed.
Goal: Recognize the steps of the pick and roll
Critique

“For me..., I wish...”

- 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... I wish...

For me, the “late policy” is a big blob of text. What if we broke it up somehow and made it easier to read?

I didn’t see the Piazza link
“For me..., I wish...”

Goal: Recognize the steps of the pick and roll
Things I changed

1) Help users focus on the right part of the video

Learn how NBA stars get around the defense: The Pick and Roll play

Play this video to see how Bird and McHale use the pick-and-roll to get around their two defenders to score a basket.

2) Simply the steps. Make 3 not 5.

Here is a breakdown of the 3 stages of the pick-and-roll.

Bird starts with the ball, but follow what McHale does to score.

1. The Pick
McHale stands next to Birds defender so Bird can get around him

2. The Roll
McHale rolls out in front of his defender to receive a pass from Larry

3. The Score
McHale shoots a layup
Next Step: Computer Prototype
Computer Prototype: An end-to-end implementation of your idea

Learn how NBA stars get around the defense: The Pick and Roll play

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McHale rolls out in front of his defender to receive a pass from Larry

3. The Score
McHale shoots a layup

Quiz: See if you can spot the pick and roll

Can you figure out which player is doing McHale's role? Pause the video when you think the pick is set and press 'c'.
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 steps of the pick and roll.”
Getting Early Feedback

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

Feedback format:
• I like ...
• For me ..., I wish...
Ethics of User Testing
The Tuskegee Study (1932)

- The study involved 600 black men (400 had syphilis), who were told they would be treated for ‘bad blood’, but were being studied for the effects of syphilis.
- Participants not informed of the study or its intent.
- The men received free medical exams and meals.
- They were told the study would last 6 months, but it lasted 40 years.
- The treatment was withheld from them, even when it was invented in 1947.
Code of Research Ethics (Belmont Report)

Three Principles of User Research Ethics

• Respect for persons
• Beneficence
• Justice
Respect for Persons
Users should be treated as autonomous beings (not your lab rats)

• Informed consent
  • Users have the right to be informed of your study at all times

• Voluntariness
  • Users choose whether to participate
  • Users can end participation at any point of the study.

• Vulnerable populations must be protected:
  • Minors
  • Prisoners
  • Pregnant women
  • Sick people
  • Disabled people
  • Elderly

No – Didn’t disclose that there was a study. The men were lied to that they would received treatment.

Yes – did enroll, but there was deception

No – these were poor sharecroppers with syphilis who had no access to healthcare otherwise
Beneficence
Keep in mind the welfare of the user

• Maximize possible benefits while minimizing the possible harms of the research

• How can users be hurt or harmed by the data collected from them?

• How to reduce risk of harm from re-identifying data?

No – great amount of harm but little benefit
Justice
No individual or population is exposed to risks of harm while other individuals or populations receive the benefits.

• Selection of users should be equitable
  • Do not exploit vulnerable groups
  • Do not select users out of convenience

No – exploited a vulnerable group (poor sharecroppers with syphilis)
Facebook Emotional Contagion Study (2014)

Facebook changed the frequency of positive and negative posts that appeared on people’s newsfeeds. They wanted to test if seeing more positive posts would make people write more positive posts (same for negative). They found it did. Emotions are “contagious.”

Users were shocked and didn’t know they were potentially part of this study. Facebook said users consented by agreeing to the Data User Policy.
Why does the Facebook Emotional Contagion study worry people?

• **Respect for Persons**: Informed Consent

• **Beneficence**: Maximize possible benefits while minimizing the possible harms.

• **Justice**: Vulnerable groups?
Data Storage and Protection

“Simple Demographics Often Identify People Uniquely”
Only a few pieces of information about someone from census (ZIP code, birth date, gender, and ethnicity) can be used to link people with their name and address.

Netflix Prize Dataset
With just a few pieces of personal information from a dataset containing movie likes and dislikes was enough to link anonymous user records to IMDB profiles and uncover names and political preferences.
What data does your site collect, and how could it harm people?

<table>
<thead>
<tr>
<th>Respect for Persons</th>
<th>Beneficence</th>
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- **Justice**
  - Selection of users should be equitable
  - Do not exploit vulnerable groups
  - Do not select users out of convenience
Summary
Flare and Focus: 
**Explore** many options, **test** them to decide.

**Specific Idea**
- Types of defense
- Pick-and-roll
- Shooting techniques
- Rebounding

**Pick and roll**
- Is basic, good for video

**Curry / KD**
- Knicks
- Celtics

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

**Many ways to break it down**

**Prototype**
- On paper / Word Doc

**Can we show a segment?**
- HTML5, JSON datastructure

**Which video?**
- Curry / KD
- Knicks
- Celtics

**Which segments?**

**Technical Elements**
- Flare and Focus: Explore many options, test them to decide.
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?”

Help designers identify problems. Don’t give them the solutions.”
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“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.”
Wednesday Sections:
Computer Prototype and User Feedback

End-to-end implementation