Getting and Giving User Feedback

No screens

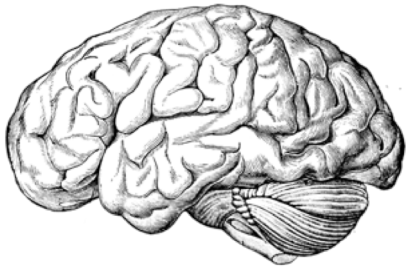
Prof. Lydia Chilton

COMS 4170

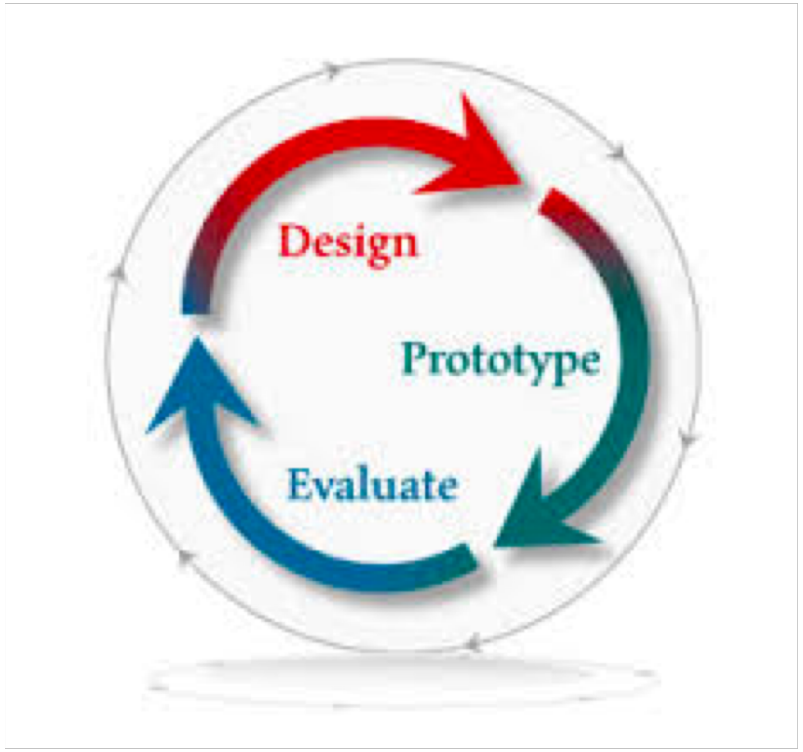
15 April 2019

Goal 2

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



Idea

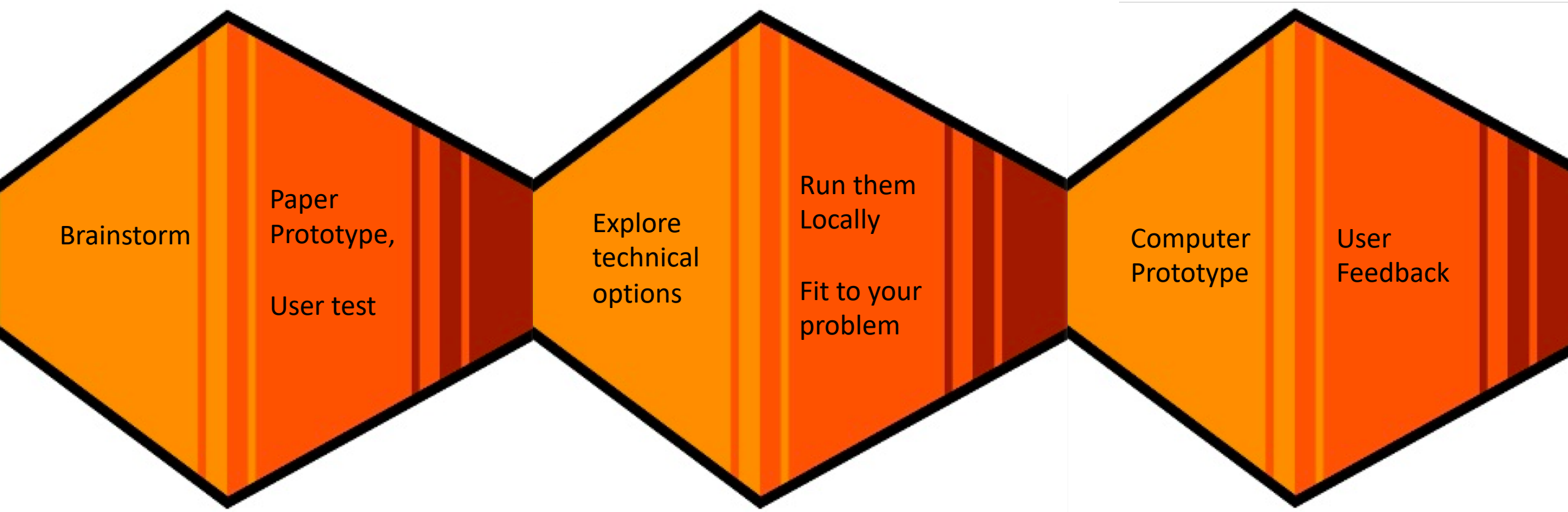


Product

Flare and focus:
Explore many options, **test** them to decide.

Web app ideas

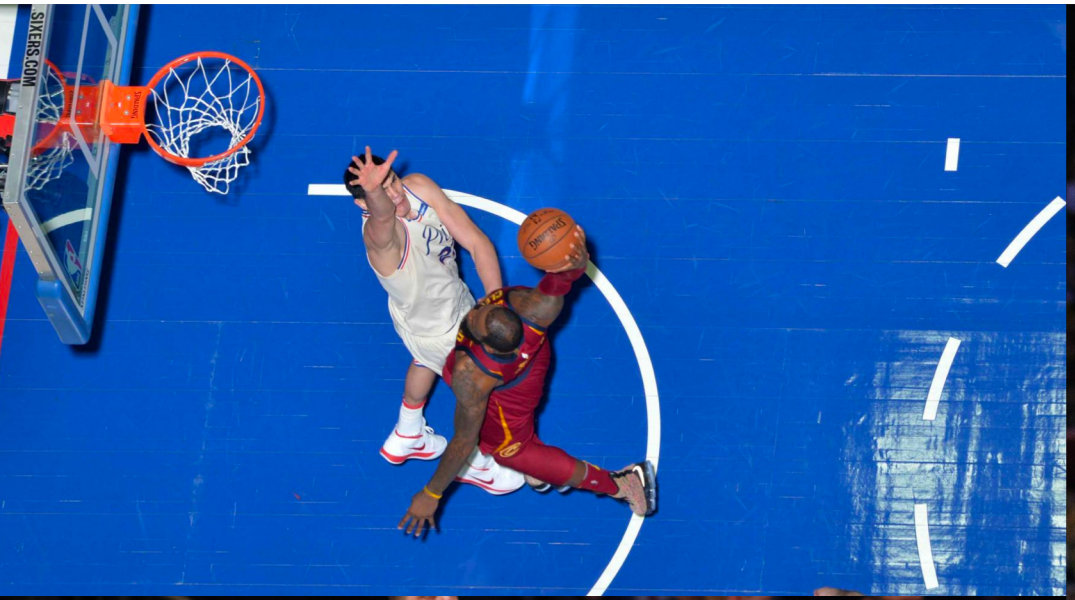
Sequential Flare and Focus



Ideas **Technical Elements** **User Interface**

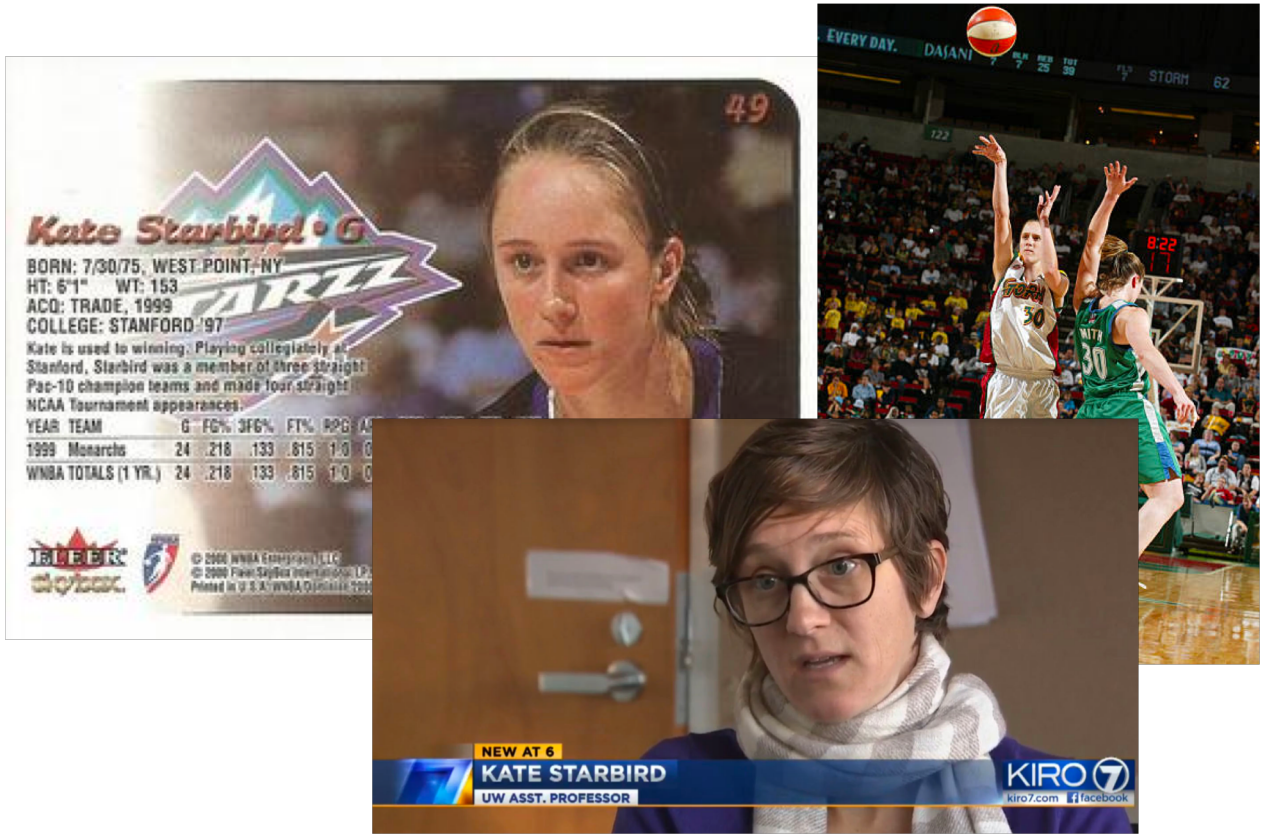
My Design Process

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.

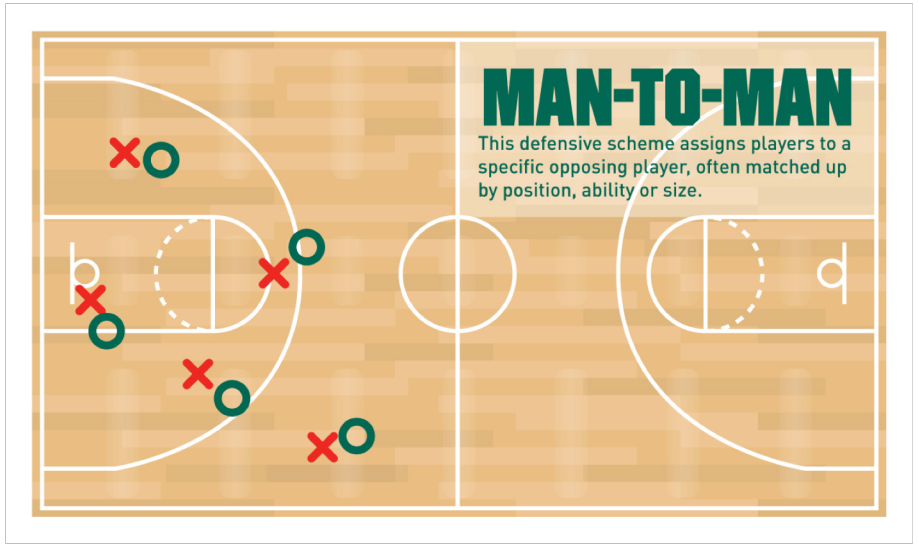


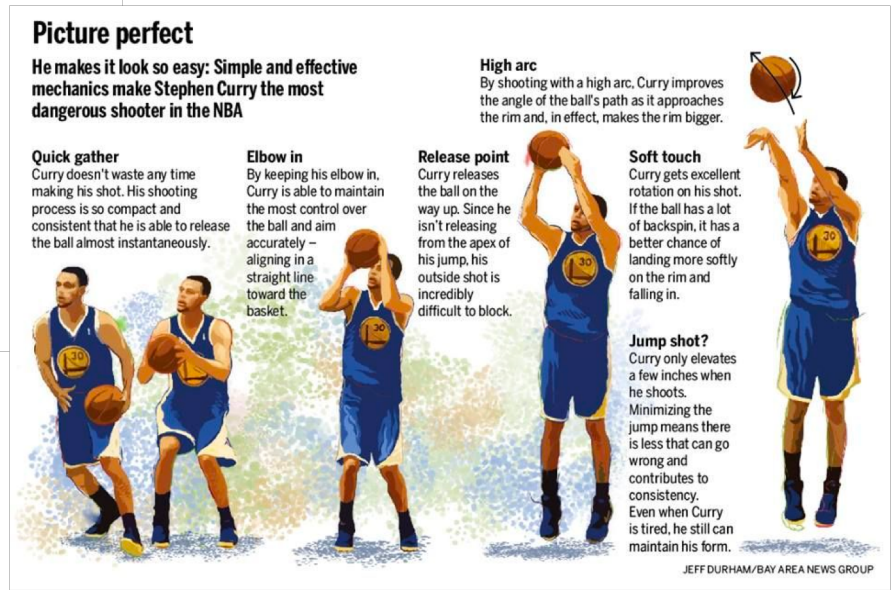
What person?	People who watch basketball, but want to learn the strategies
Uses what media?	Videos!!!
How do they interact with it?	Break it down into segments
To achieve what goal?	Understand the mechanics of basketball strategy.

Flare and Focus: What specific strategy?

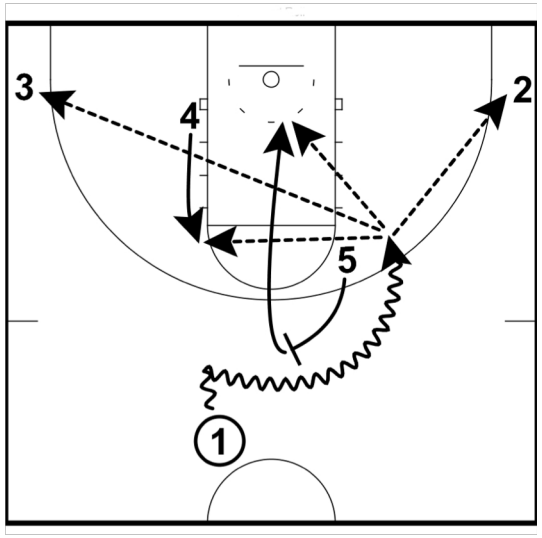
- Types of defense
- Pick-and-roll
- Shooting
- Rebounding

Specific Idea





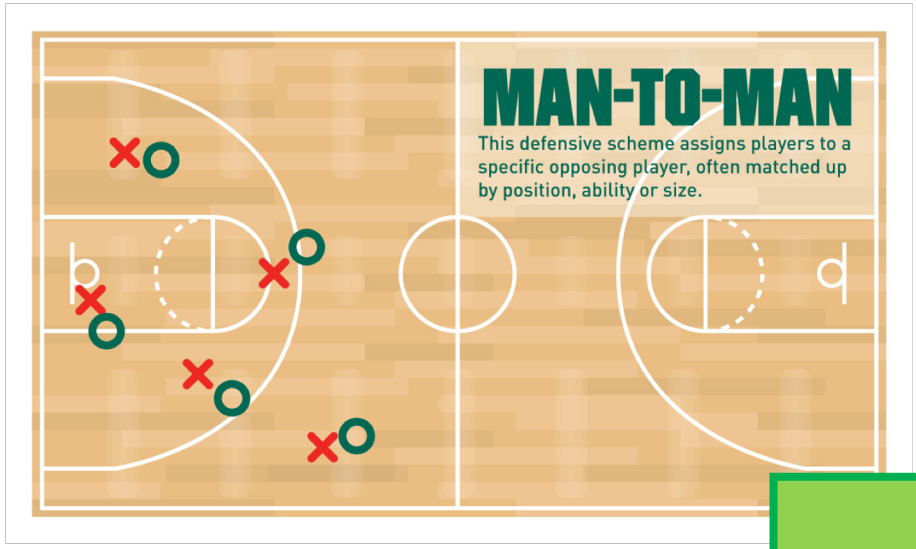
Pick and roll

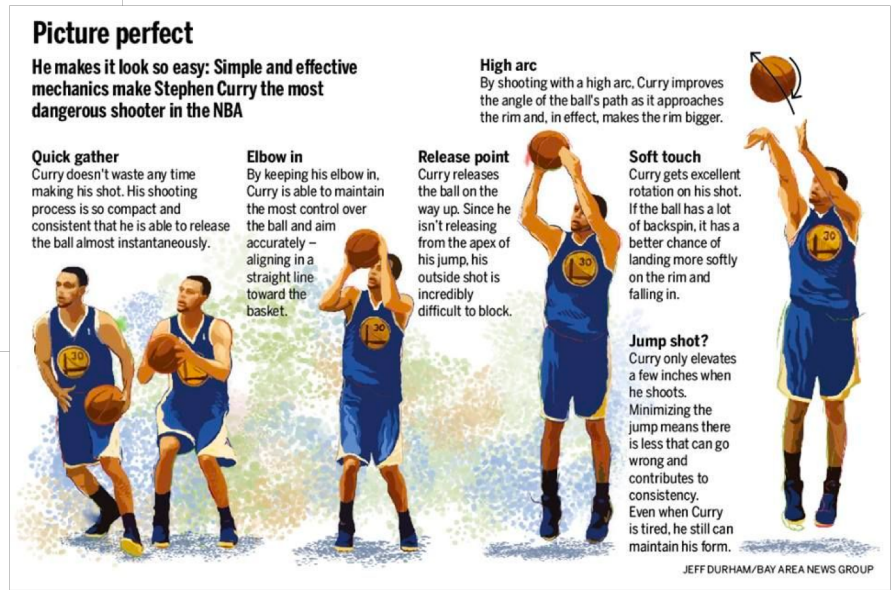


Flare and **Focus**: What specific strategy?

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

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





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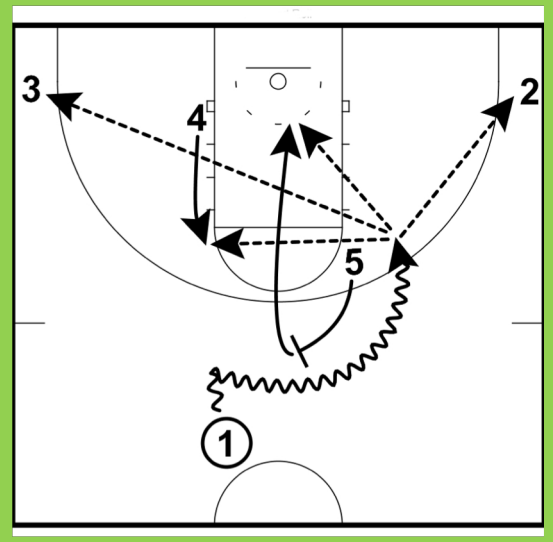
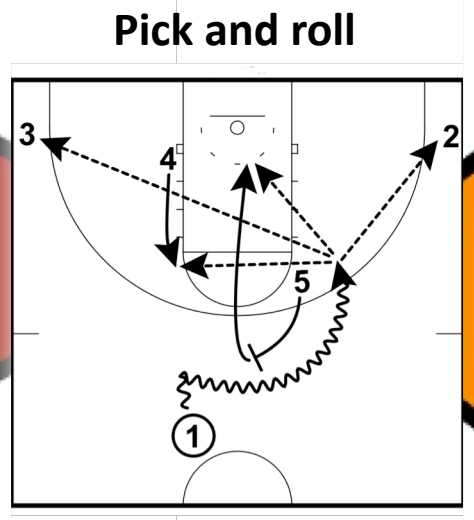


Specific Idea

What the next risk?

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

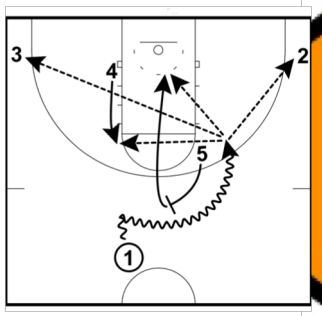
Pick and roll
Is basic,
And good to illustrate with video,
Can add value



Specific Idea

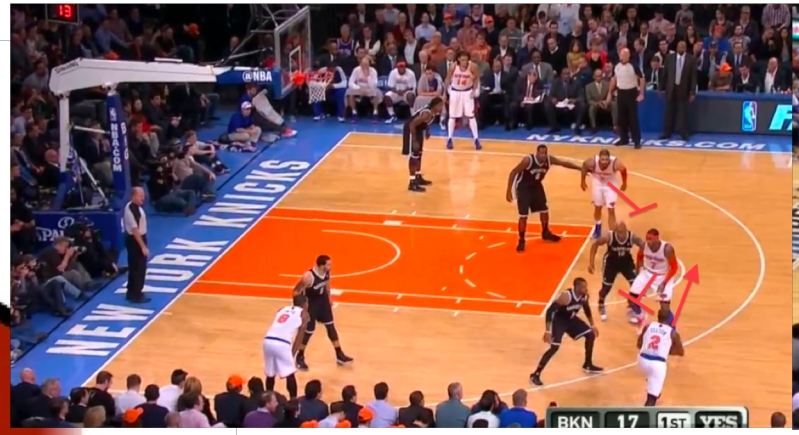
Find a good video

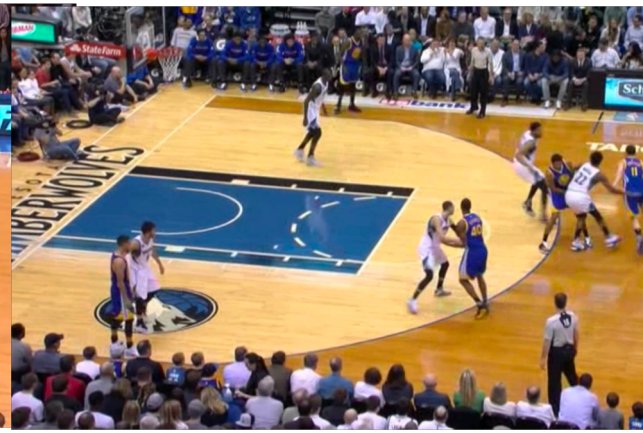
Flare and Focus: Pick a video



Pick-and-roll videos

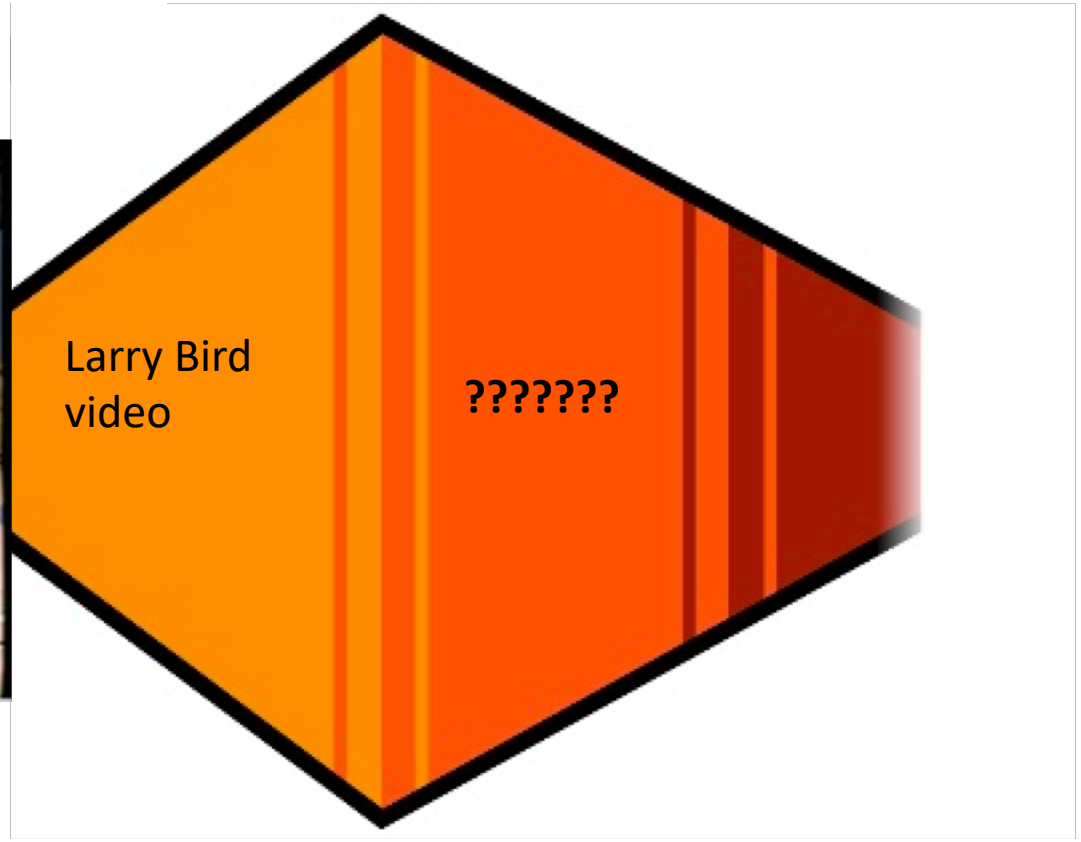
Which video Most clearly shows the pick-and-roll?



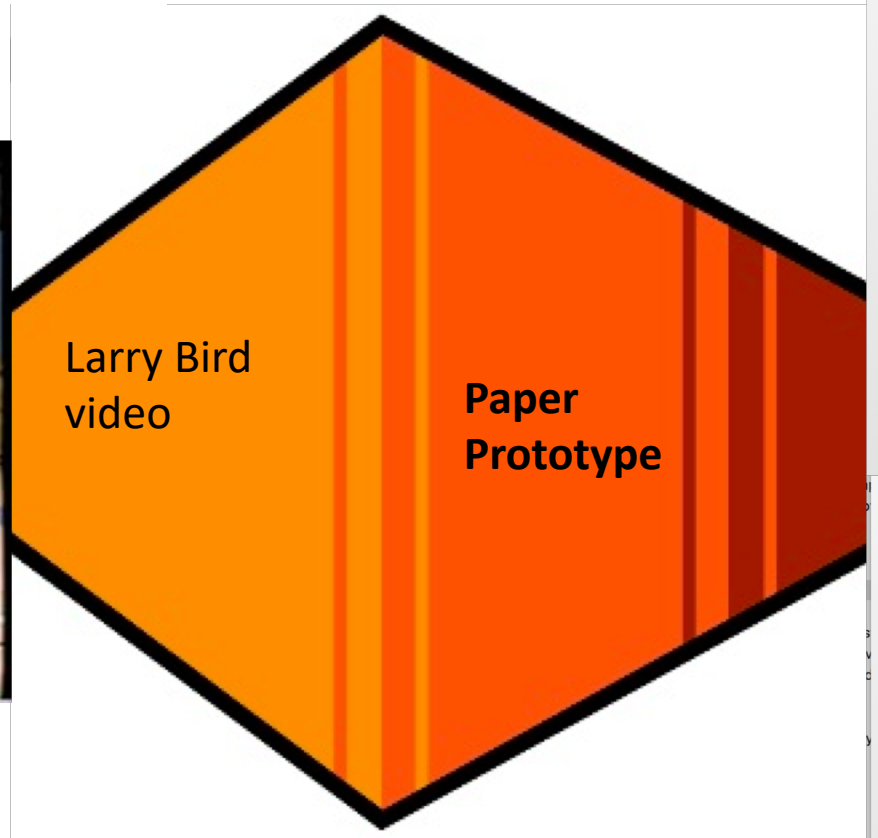


Find a good video

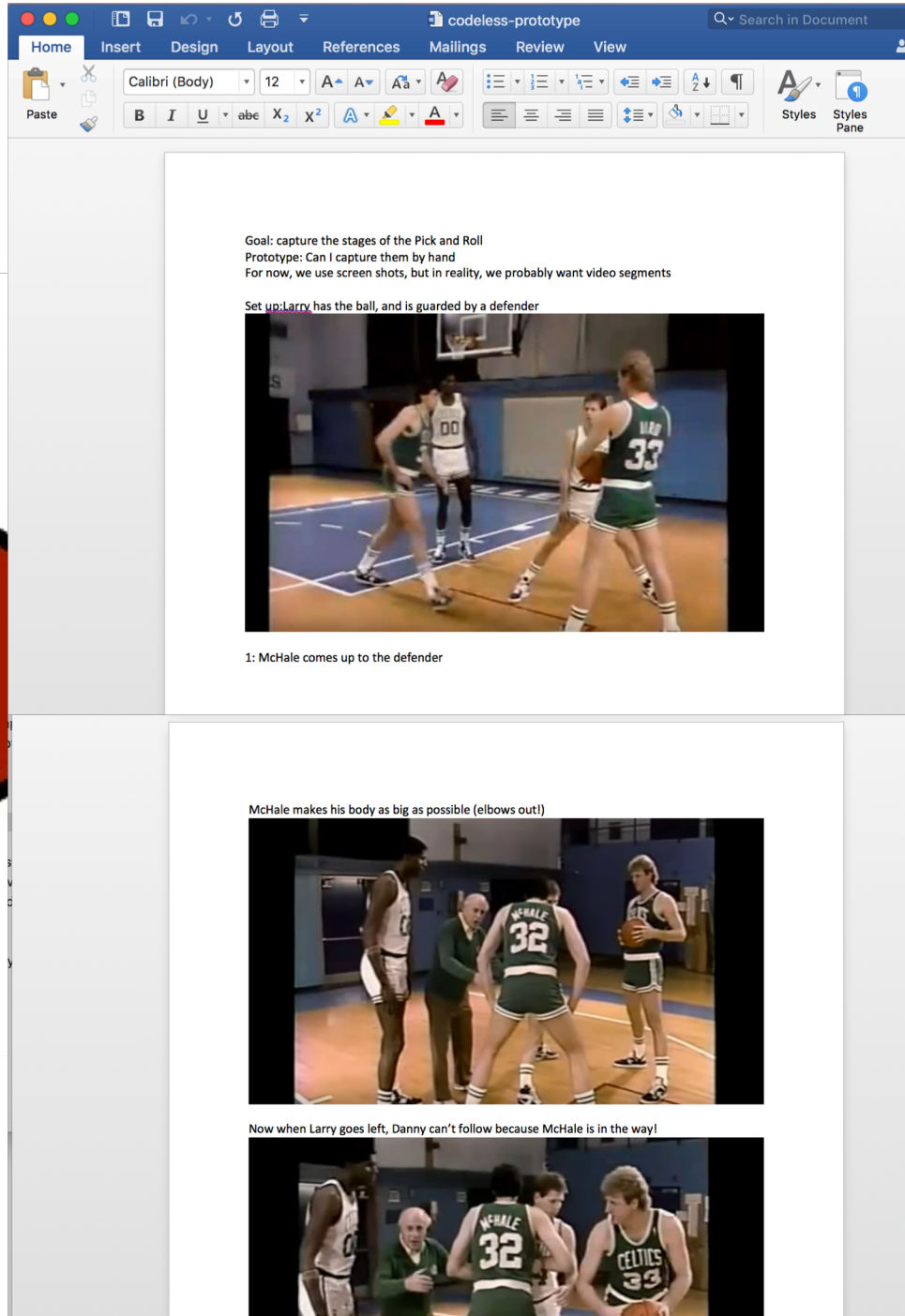
What’s the next risk?



What's next? **Coherency.**



Design Coherency



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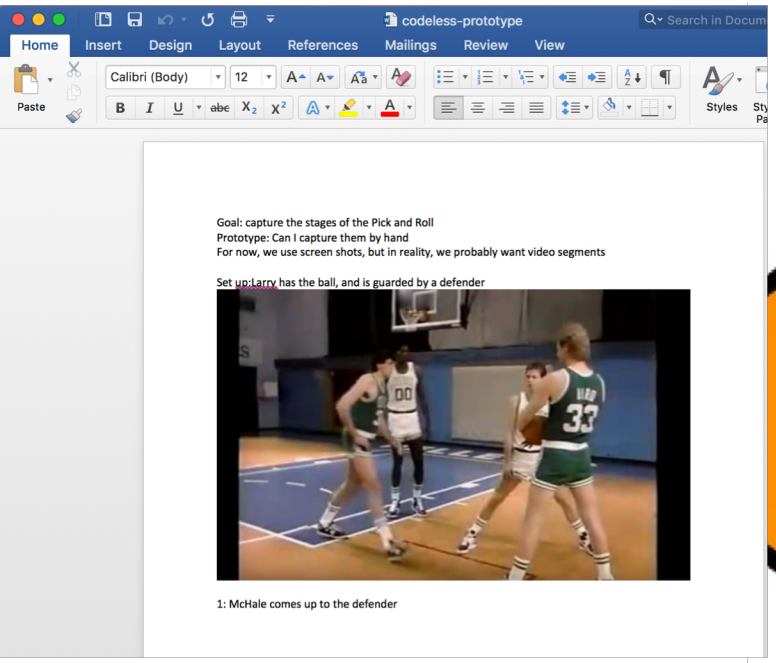
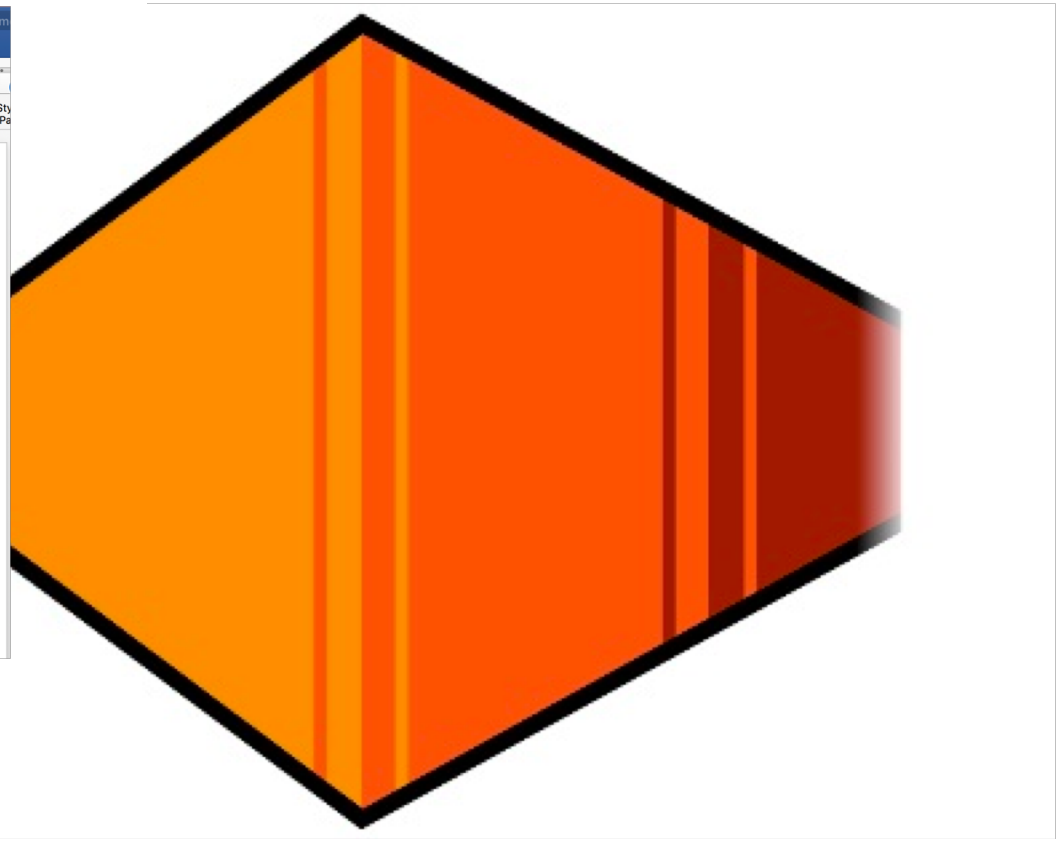
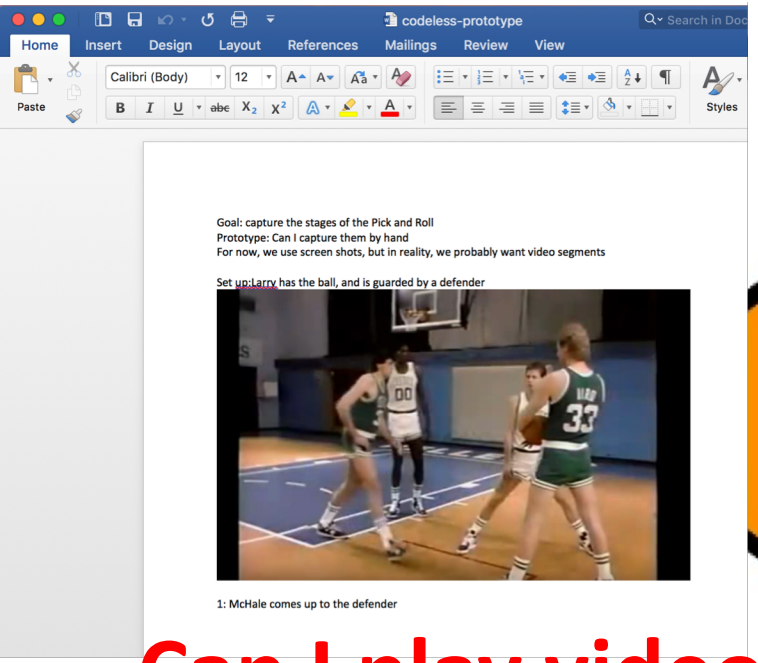
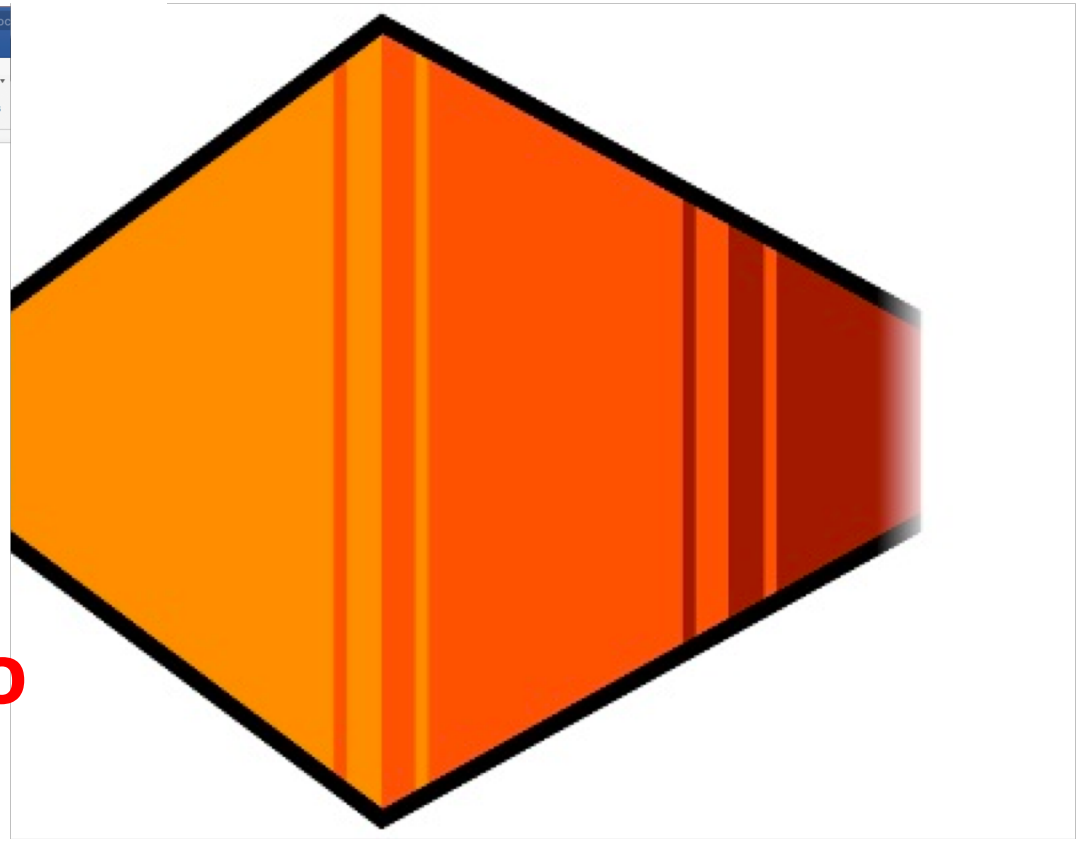




What's the next risk? **Technical feasibility**

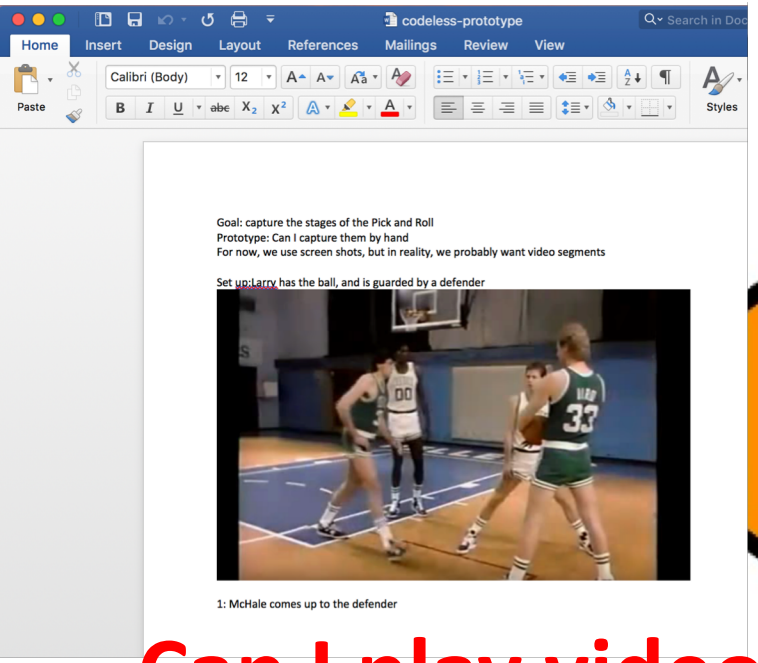


Can I play video segments?



Technical Feasibility

What's the next risk? **Technical feasibility**



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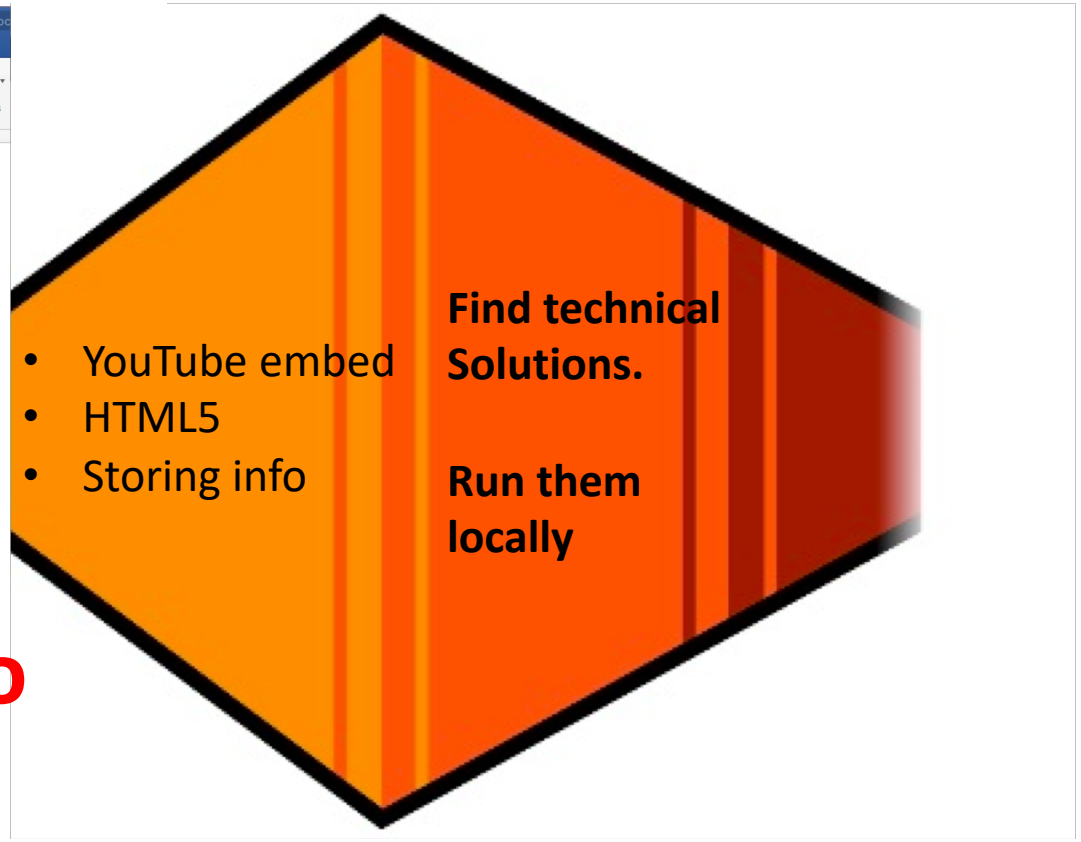
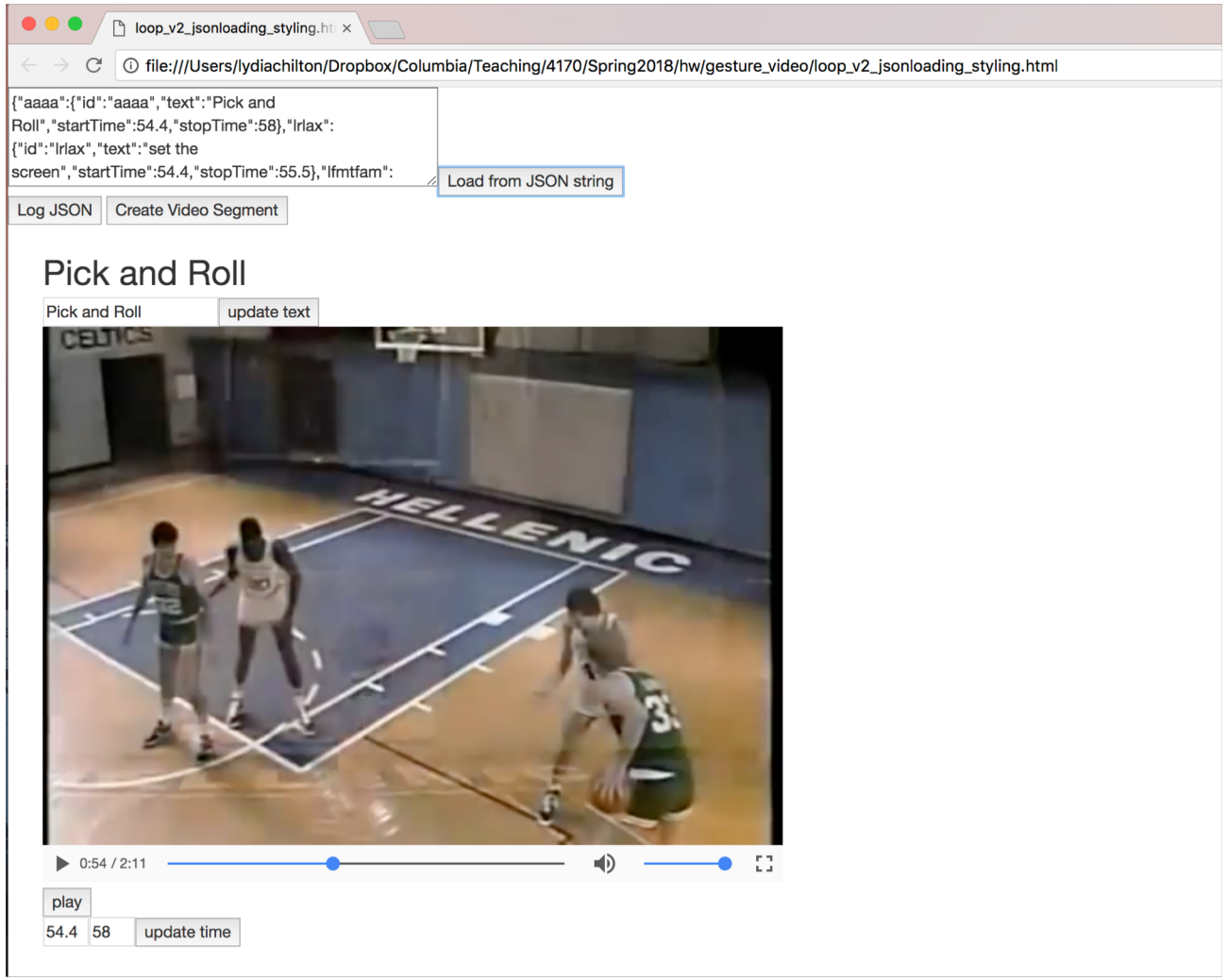


Technical Feasibility

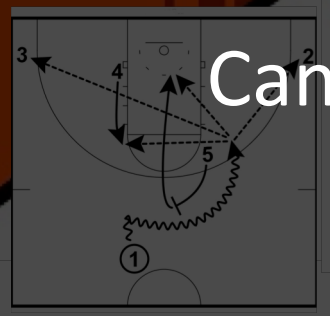
Technical Feasibility Prototype



What’s next risk?

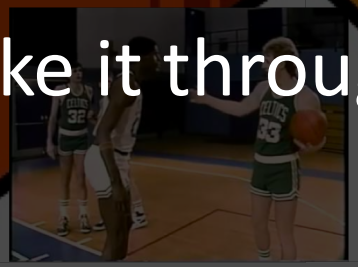
Types of defense
Pick-and-roll
Shooting techniques
Rebounding

Pick and roll
Is basic,
Good for video



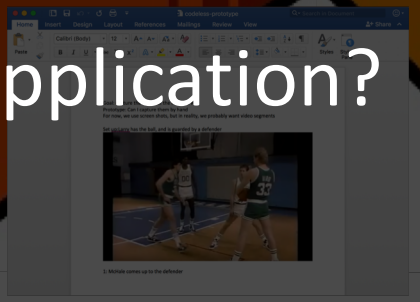
Curry / KD
Knicks
Celtics

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



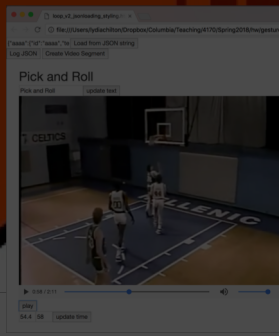
Many ways to
break it down

Prototype
On paper /
Word Doc



Can we show a
segment?

HTML5,
JSON datastructure



Can users make it through the application?

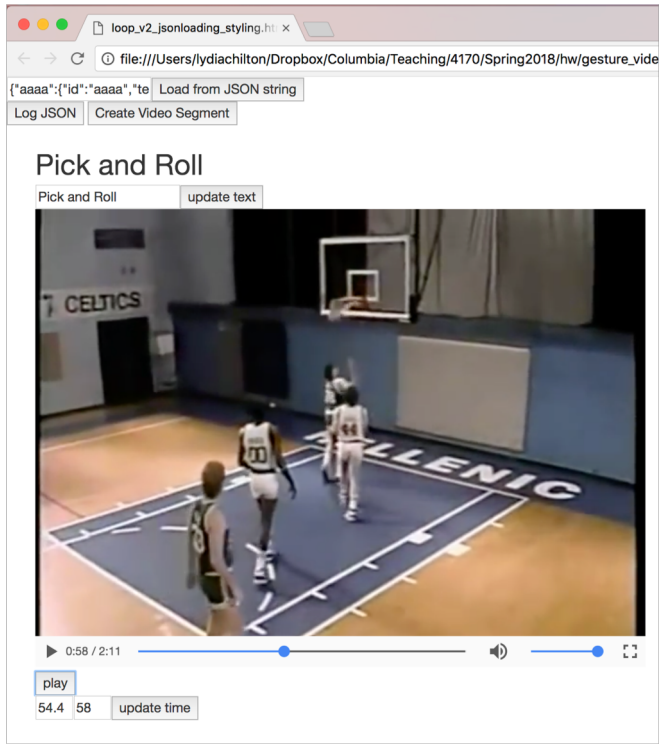
Which idea?

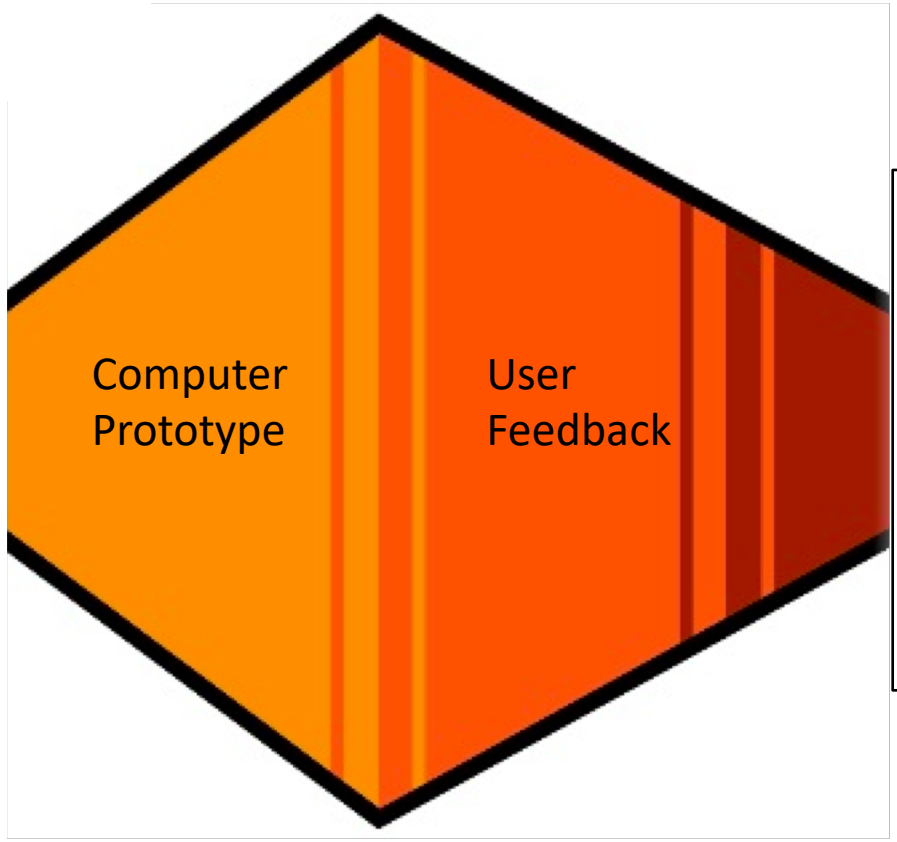
Which media?

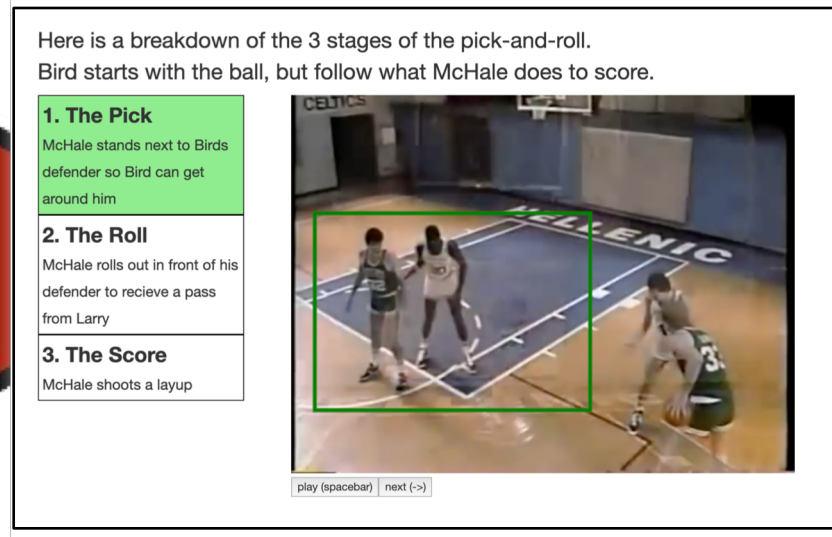
Which segments?

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

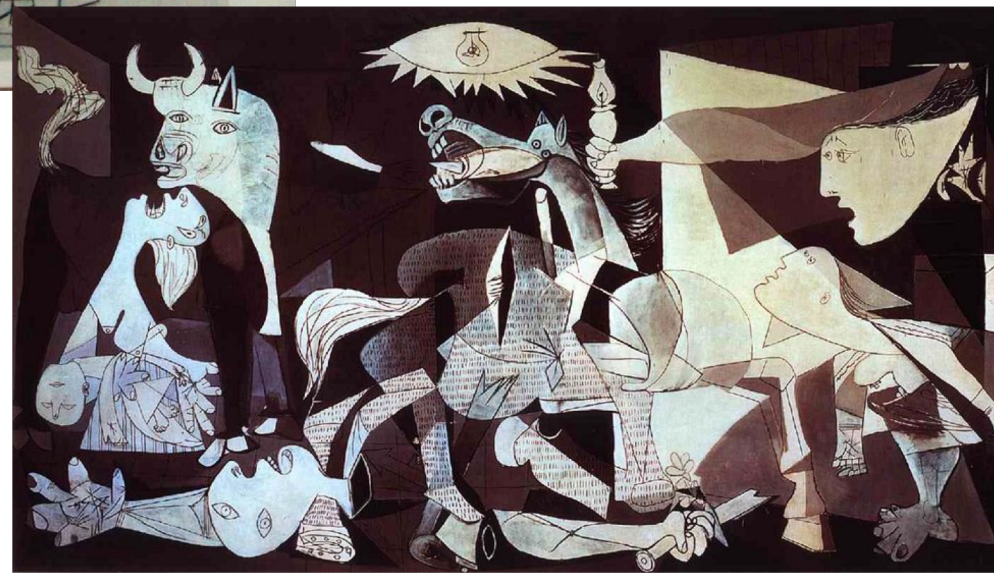
But it's premature.

Late

It's mature…

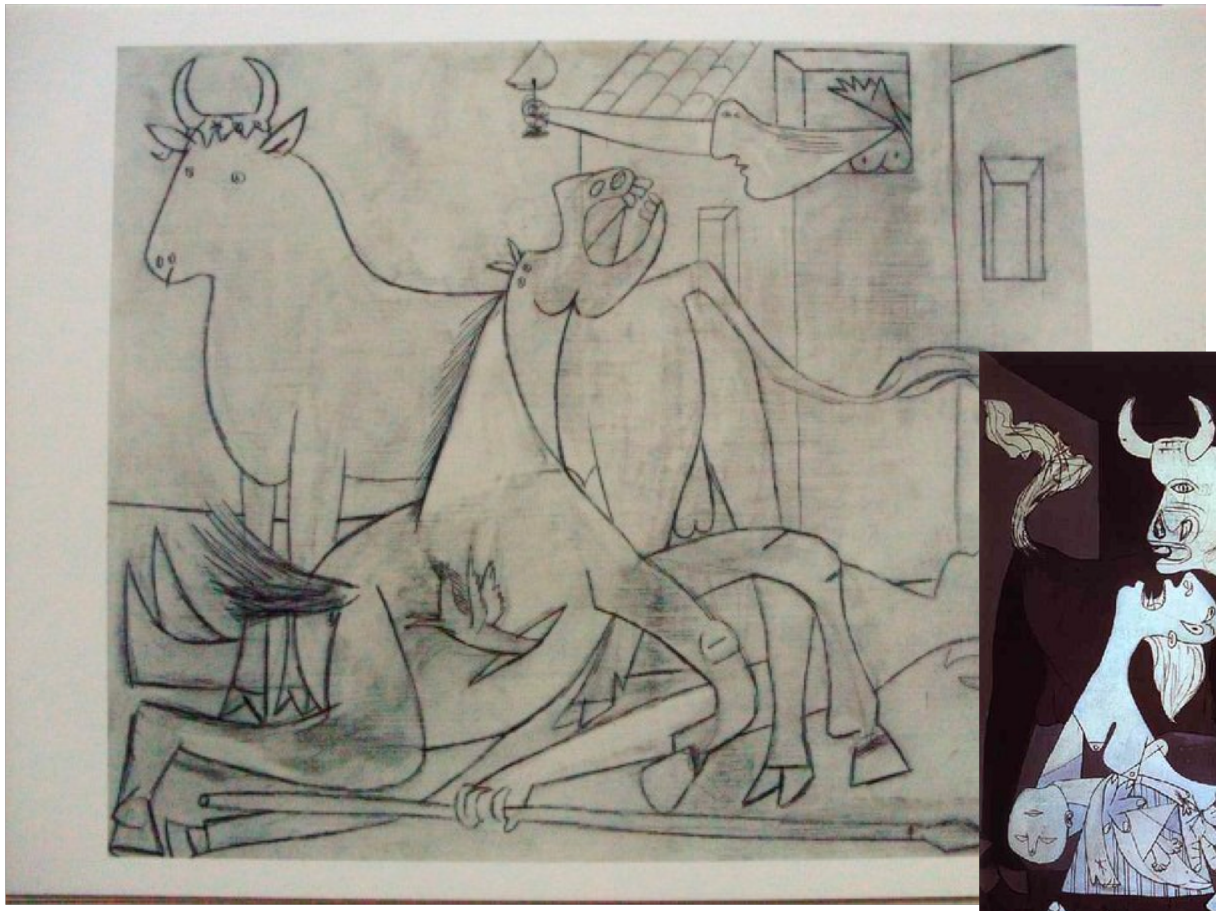
But it's too late to change it.

Designer make prototypes at many stages…



https://100swallows.wordpress.com/2010/07/05/picassos-guernica/

Get feedback on early prototypes by **stating your goal**.



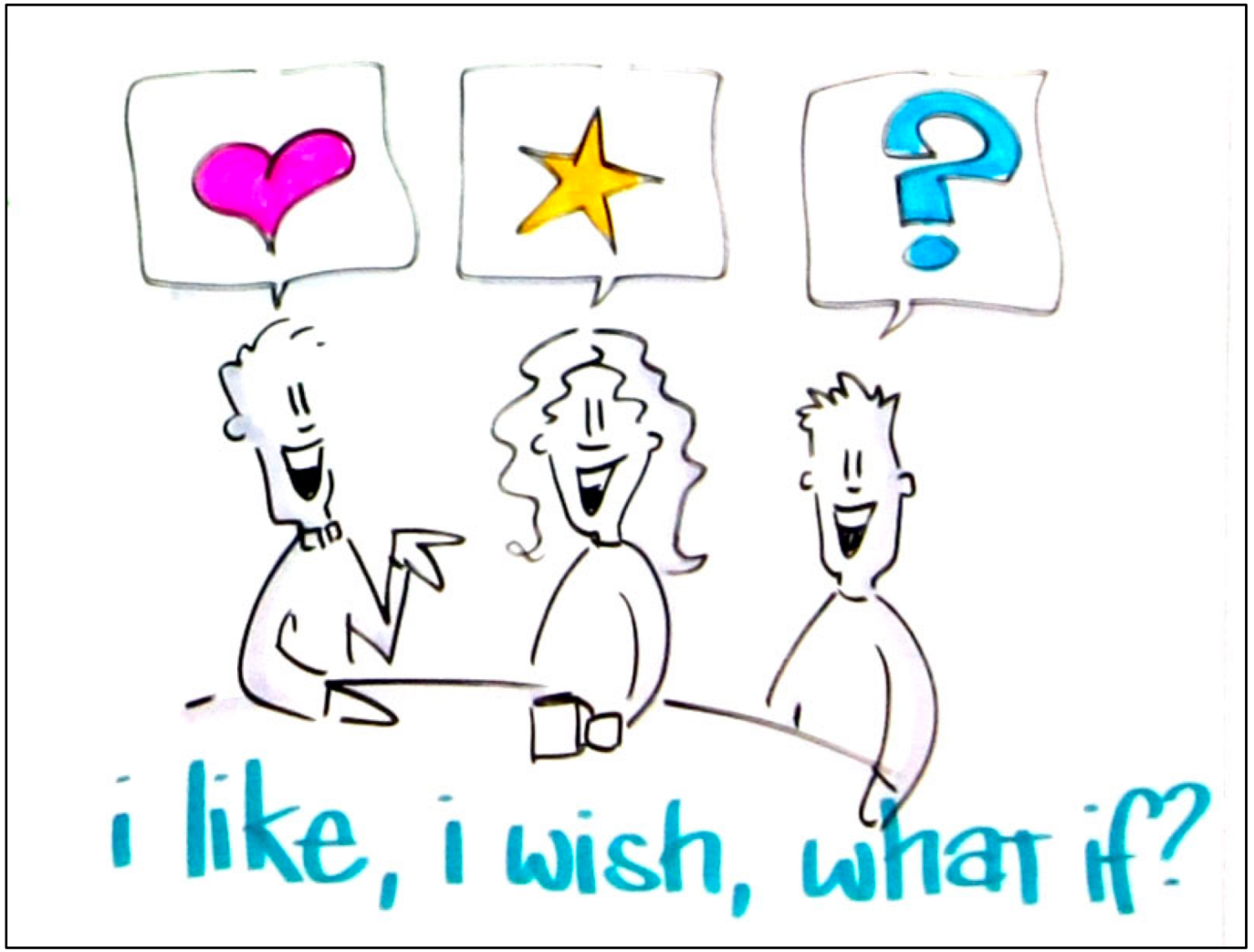
"I'm trying to represent animals and people in chaos and pain. To reflect the horror of the Guernica bombing."

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.

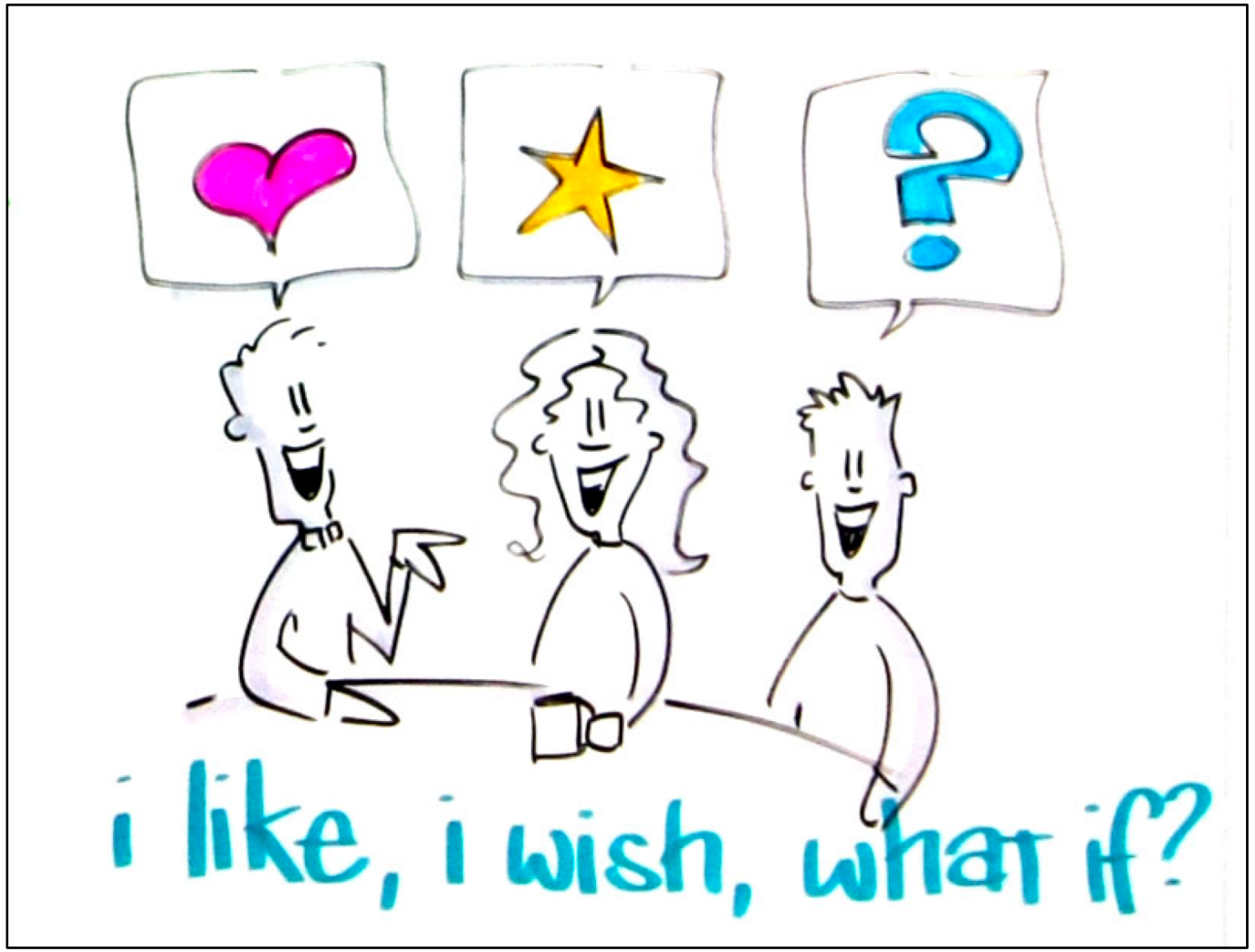
Criticism vs. Critique



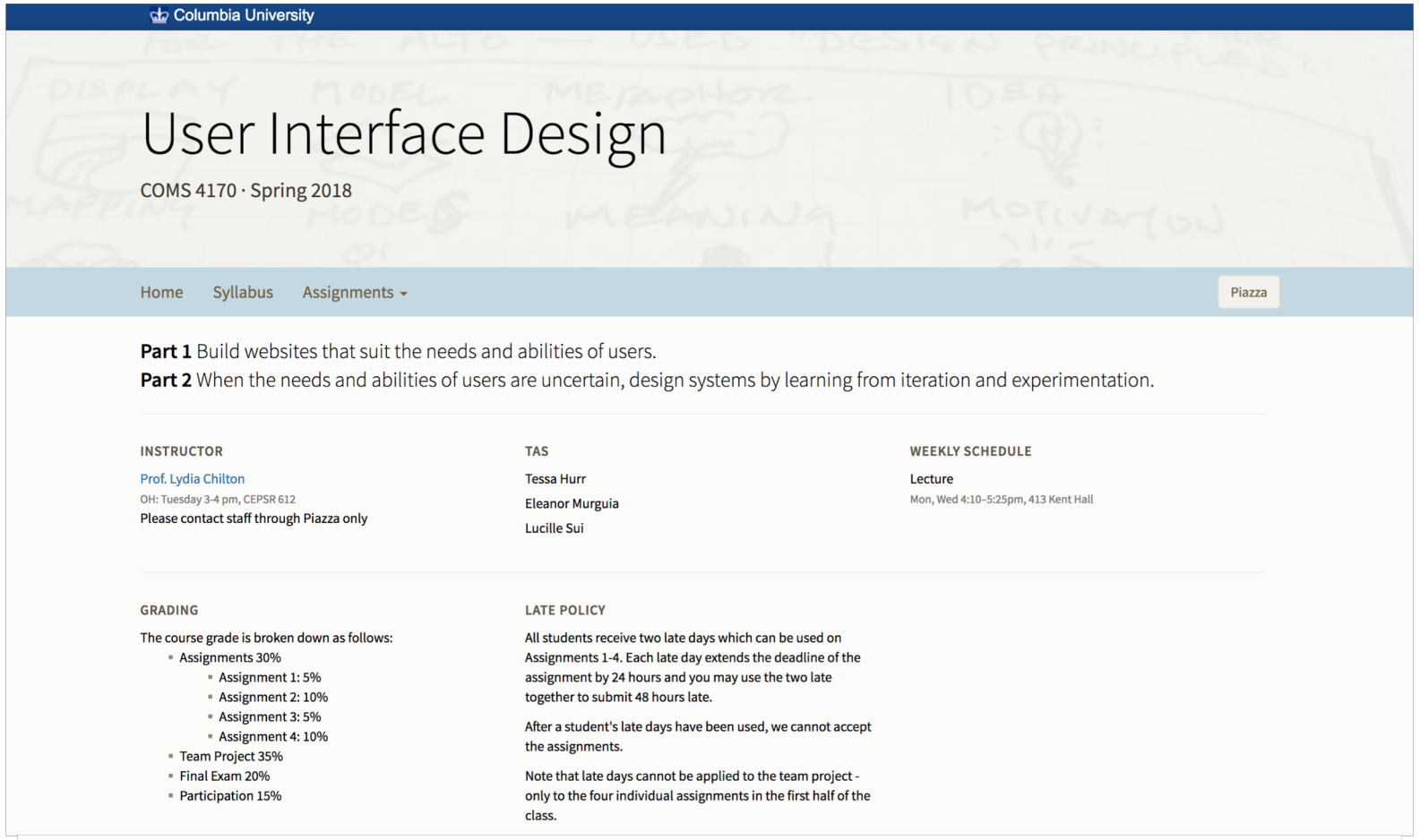
Critique

“I like…”

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



“I like…”



Columbia University

User Interface Design

COMS 4170 · Spring 2018

Home Syllabus Assignments 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.

WEEK	MONDAY	WEDNESDAY
1	JANUARY 15 *No class*	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

Goal: Find and complete class material

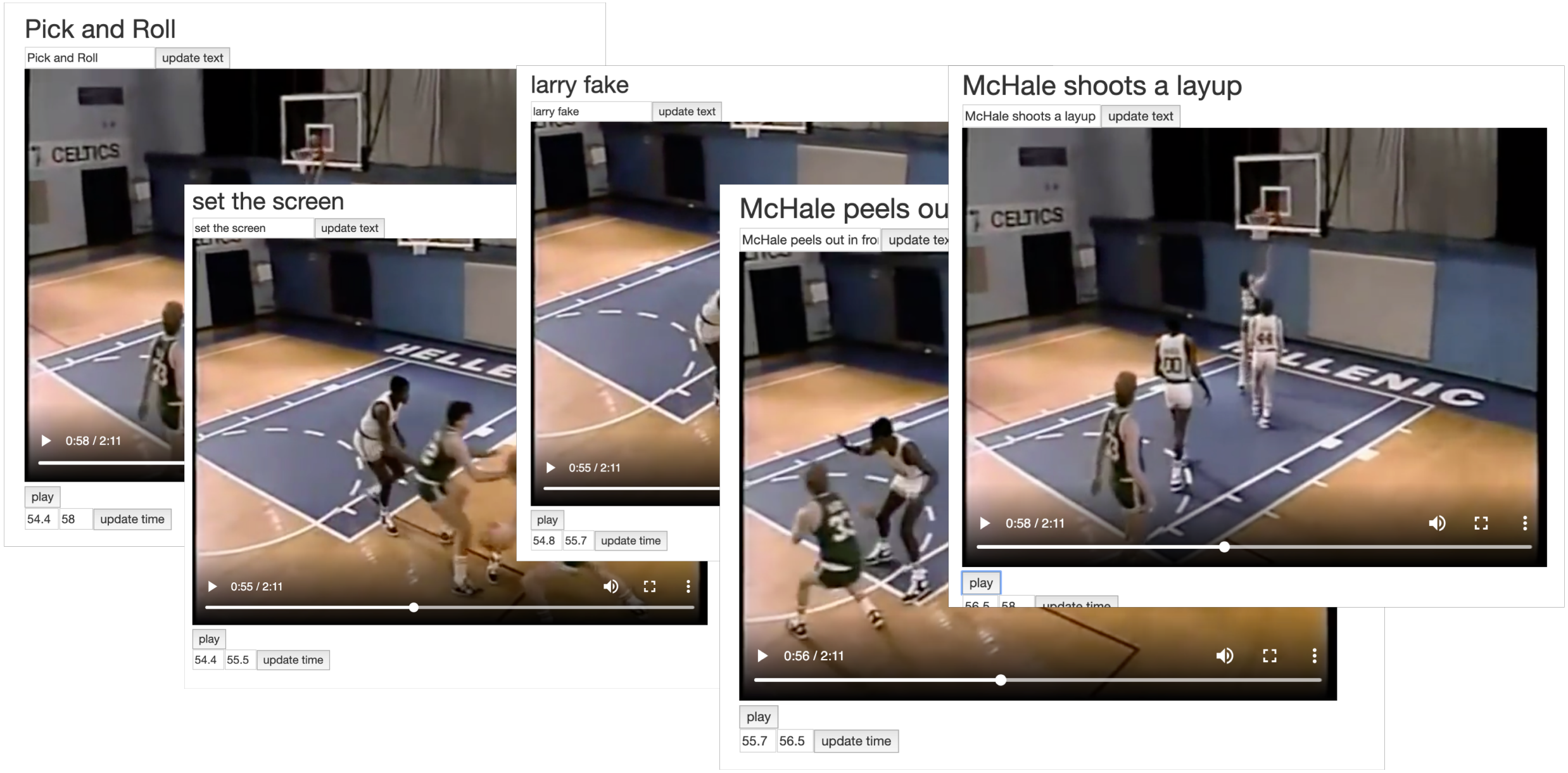
I like that the name and course number are clear

I like that there is a link of Piazza

I like that the colors are Columbia themed.

“I like…”

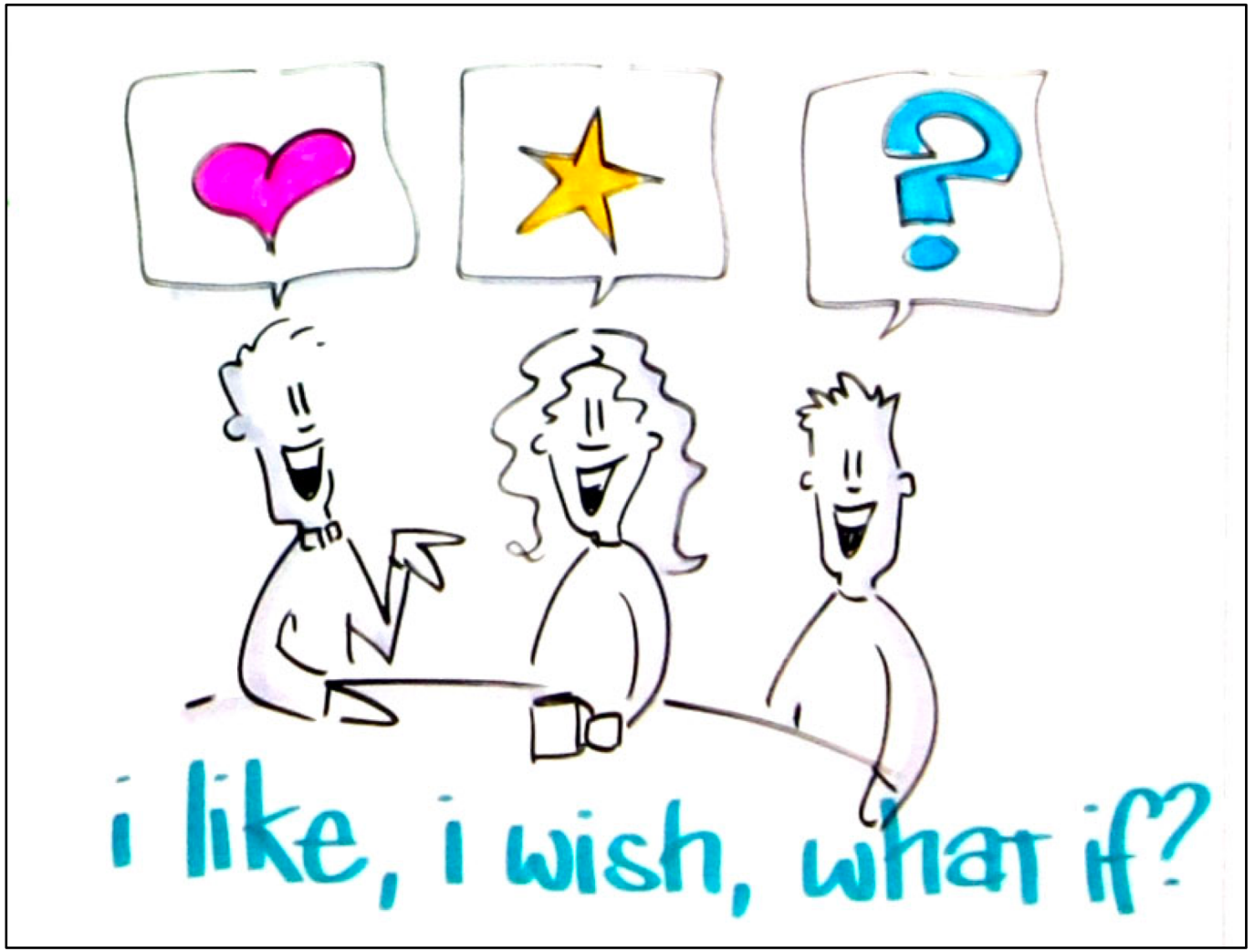
Goal: Recognize the steps of the pick and roll



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."

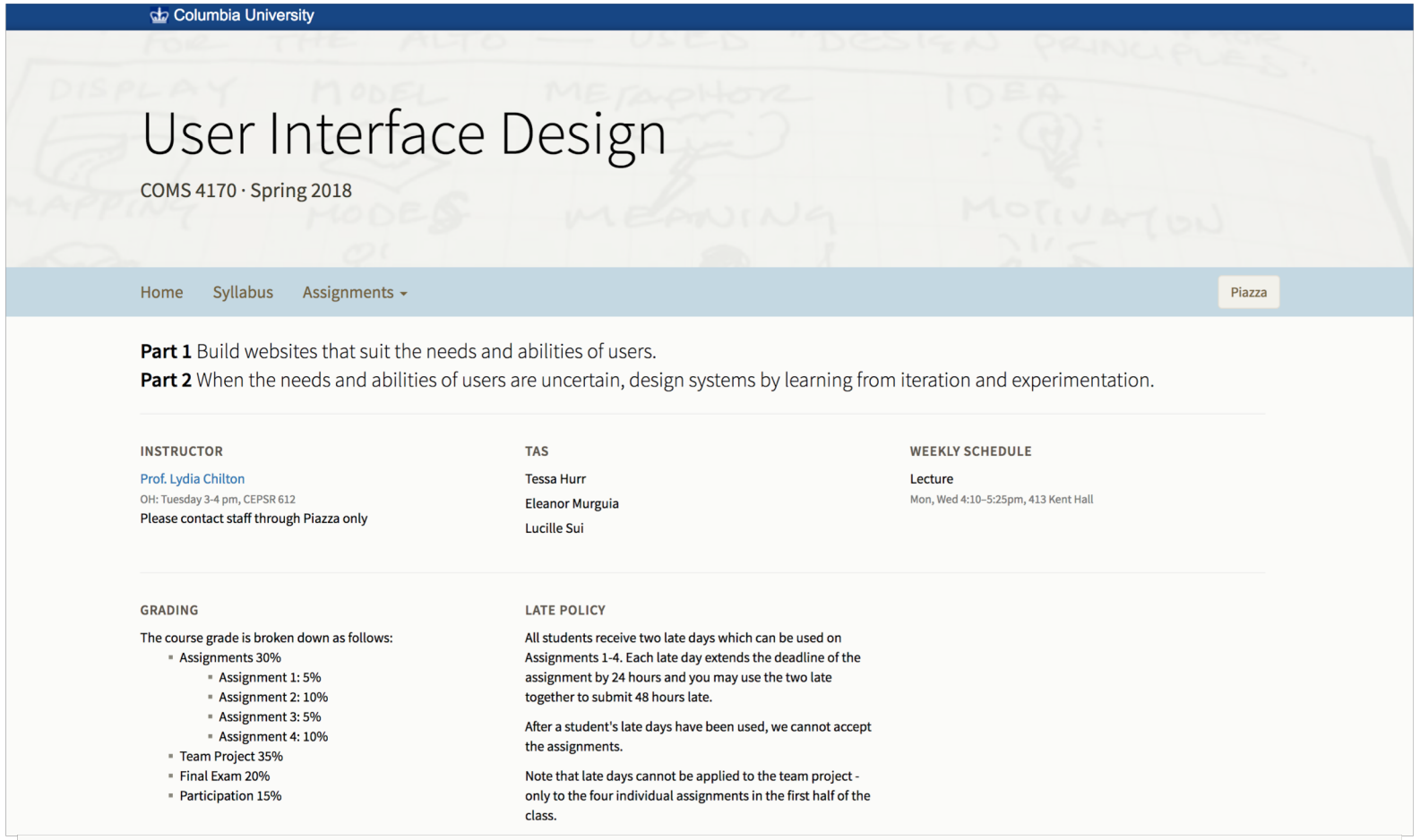
"What if you put all the information to fit 'above the fold.'"

"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…”



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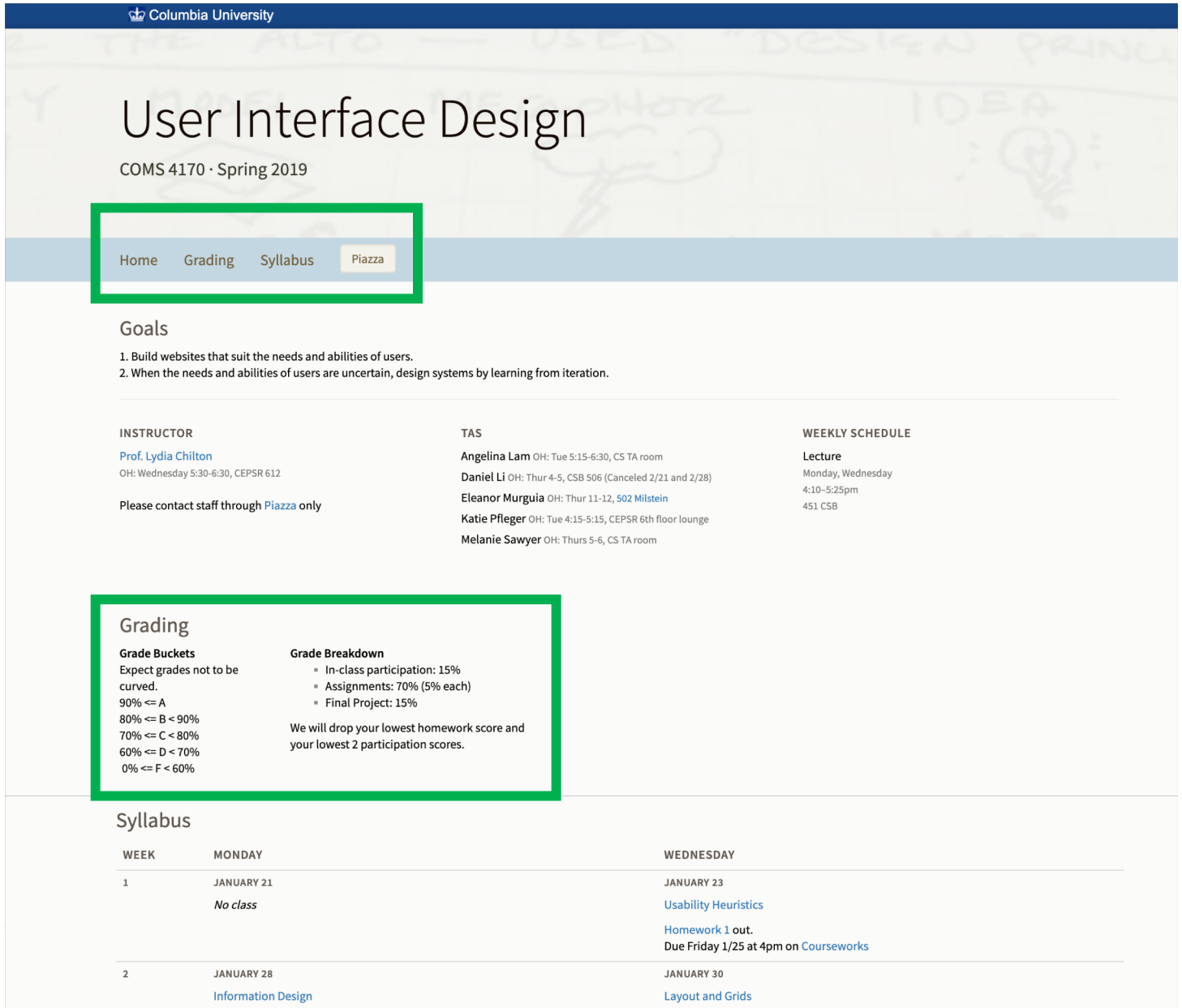
Goal: Find and complete class material

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

Things I changed:



Columbia University

User Interface Design

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Home Grading Syllabus Piazza

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

INSTRUCTOR

Prof. Lydia Chilton
OH: Wednesday 5:30-6:30, CEPSR 612

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TAS

Angelina Lam OH: Tue 5:15-6:30, CS TA room
Daniel Li OH: Thur 4-5, CSB 506 (Canceled 2/21 and 2/28)
Eleanor Murguia OH: Thur 11-12, 502 Milstein
Katie Pfleger OH: Tue 4:15-5:15, CEPSR 6th floor lounge
Melanie Sawyer OH: Thurs 5-6, CS TA room

WEEKLY SCHEDULE

Lecture
Monday, Wednesday
4:10–5:25pm
451 CSB

Grading

Grade Buckets
Expect grades not to be curved.
90% <= A
80% <= B < 90%
70% <= C < 80%
60% <= D < 70%
0% <= F < 60%

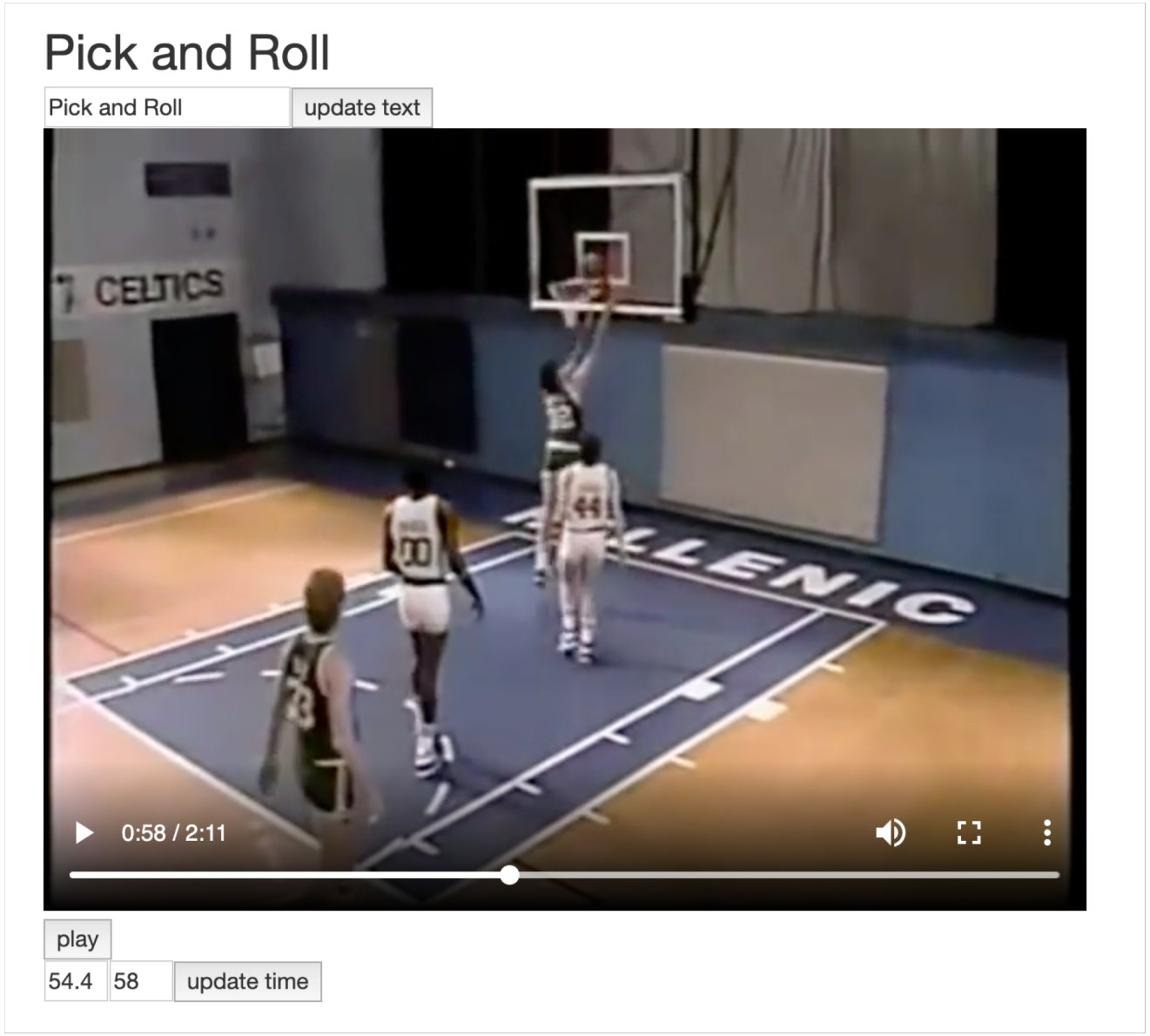
Grade Breakdown
- In-class participation: 15%
- Assignments: 70% (5% each)
- Final Project: 15%

We will drop your lowest homework score and your lowest 2 participation scores.

Syllabus

WEEK	MONDAY	WEDNESDAY
1	JANUARY 21 *No class*	JANUARY 23 Usability Heuristics Homework 1 out. Due Friday 1/25 at 4pm on Courseworks
2	JANUARY 28 Information Design	JANUARY 30 Layout and Grids

“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.

Play

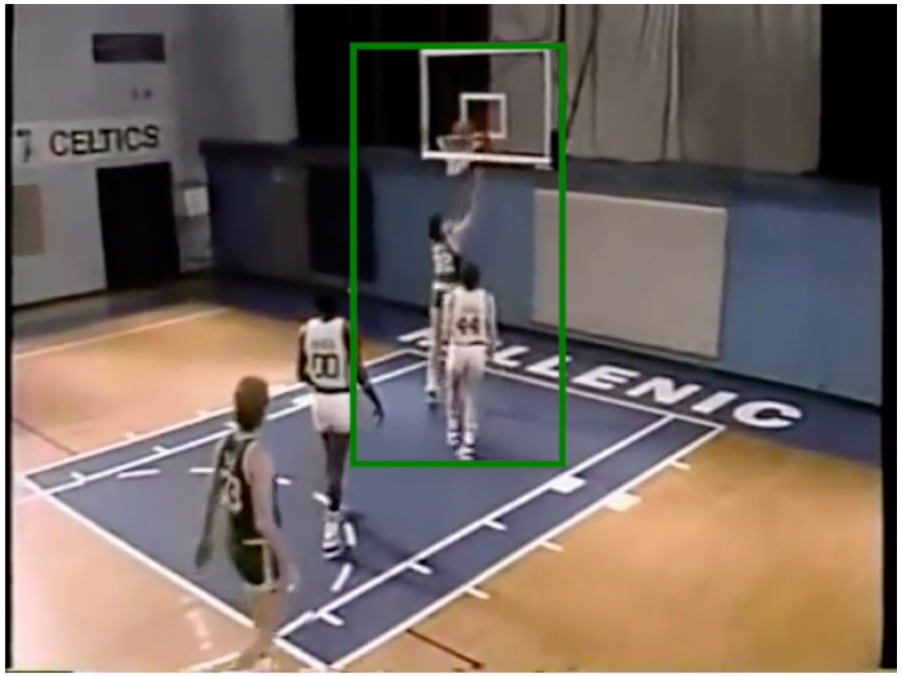
2) Simply the steps. Make 3 not 5.

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 recieve a pass from Larry

3. The Score
McHale shoots a layup



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Next Step:
Computer Prototype

Computer Prototype:
An end-to-end implementation of your idea

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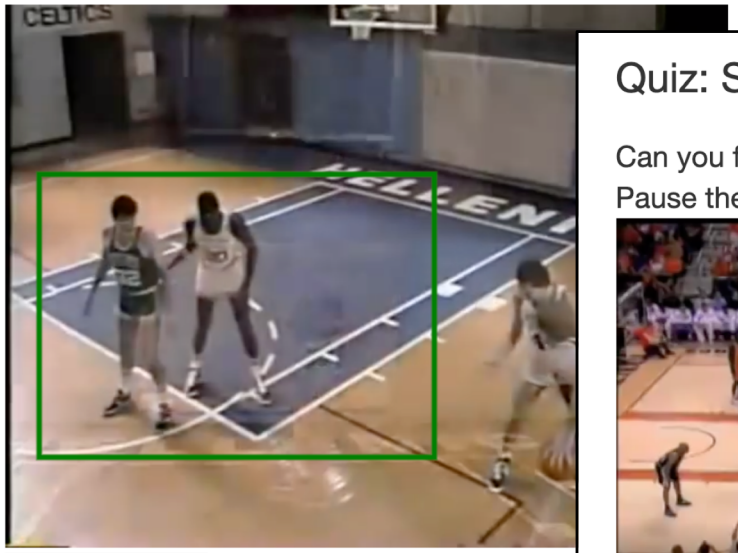

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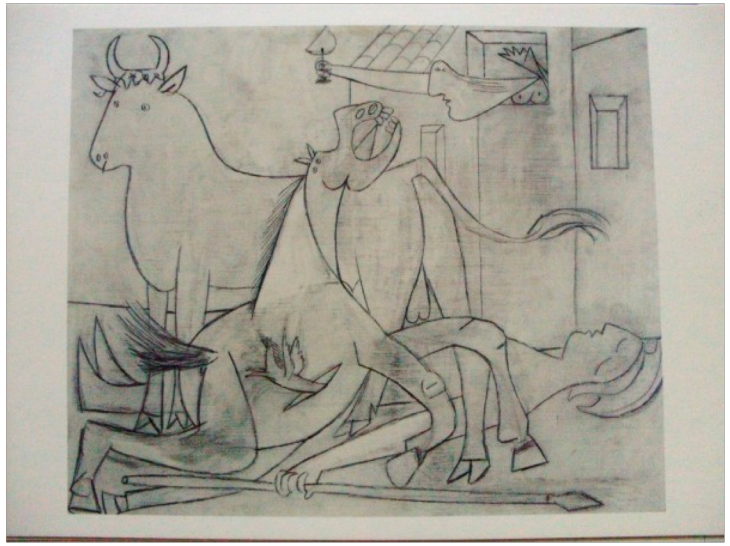
Quiz: See if you can spot the pick and roll

Can you figure out which player is doing McHale's role?
Pause the video when you think the pick is set and press 'c

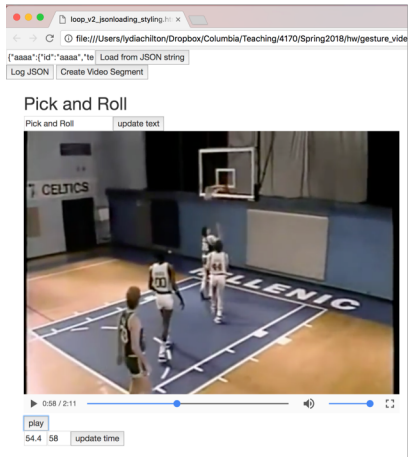
Show the "Pick"

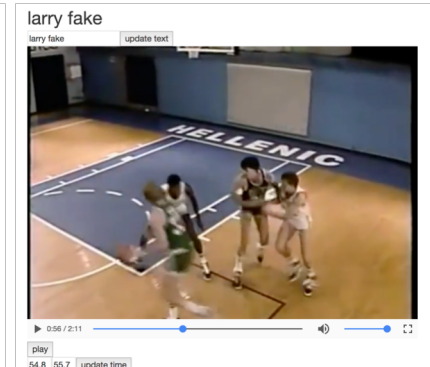
Get feedback on early prototypes by stating your goal.

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



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



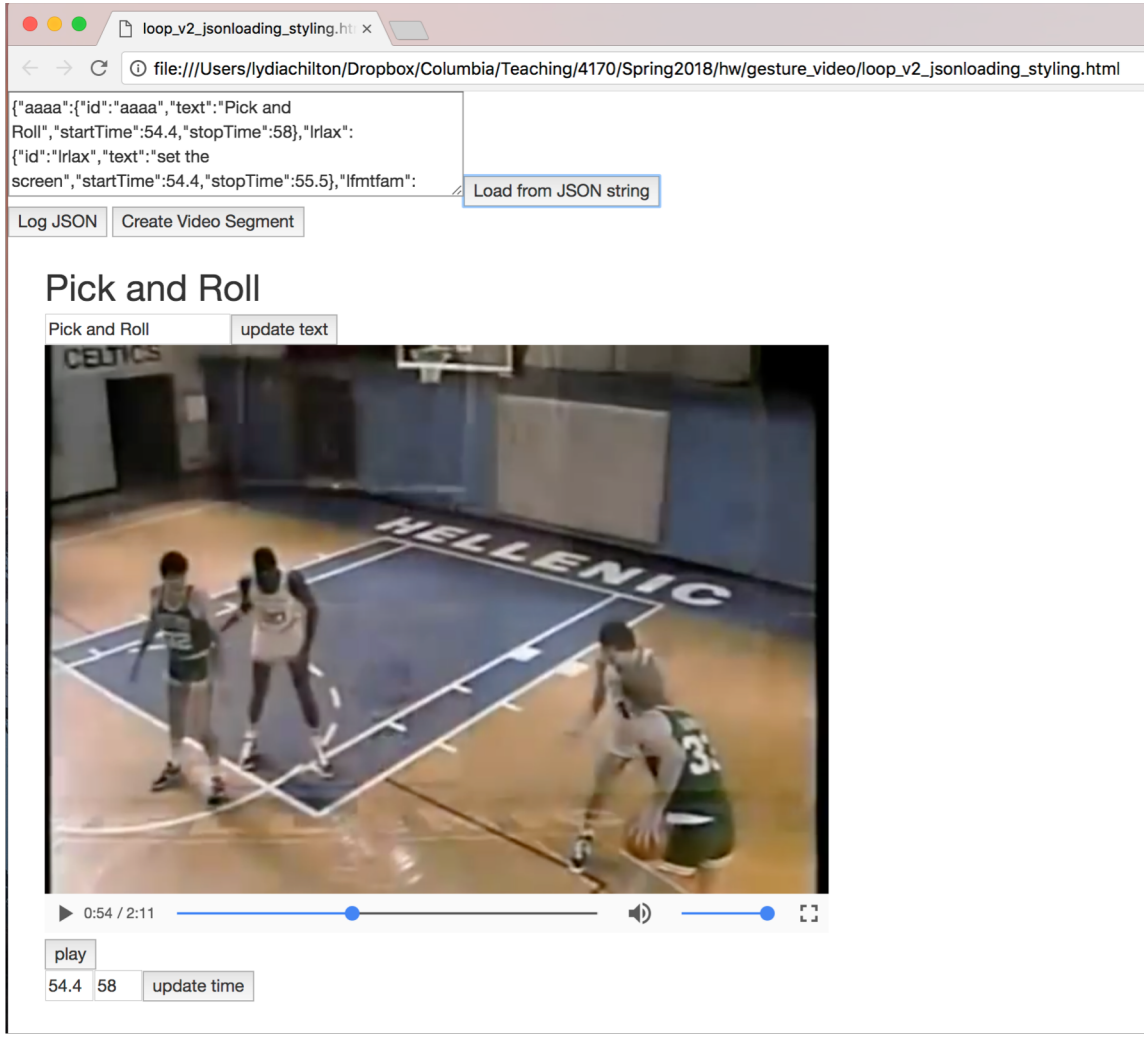


Getting Early Feedback

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?

Respect for Persons

- Informed consent
- Voluntariness
- Protecting vulnerable populations

Beneficence

- 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?

Justice

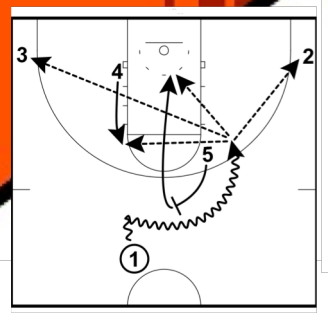
- Selection of users should be equitable
- Do not exploit vulnerable groups
- Do not select users out of convenience

Summary

Flare and Focus:
Explore many options, **test** them to decide.

Types of defense
Pick-and-roll
Shooting techniques
Rebounding

Pick and roll
Is basic,
Good for video



Specific Idea

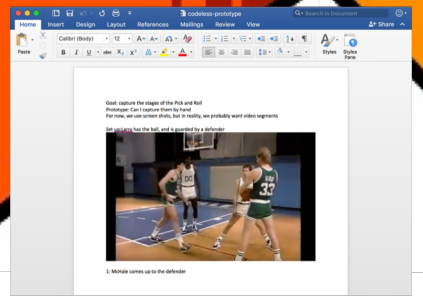
Curry / KD
Knicks
Celtics

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

Which video?

Many ways to
break it down

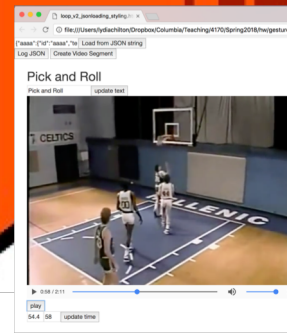
Prototype
On paper /
Word Doc



Which segments?

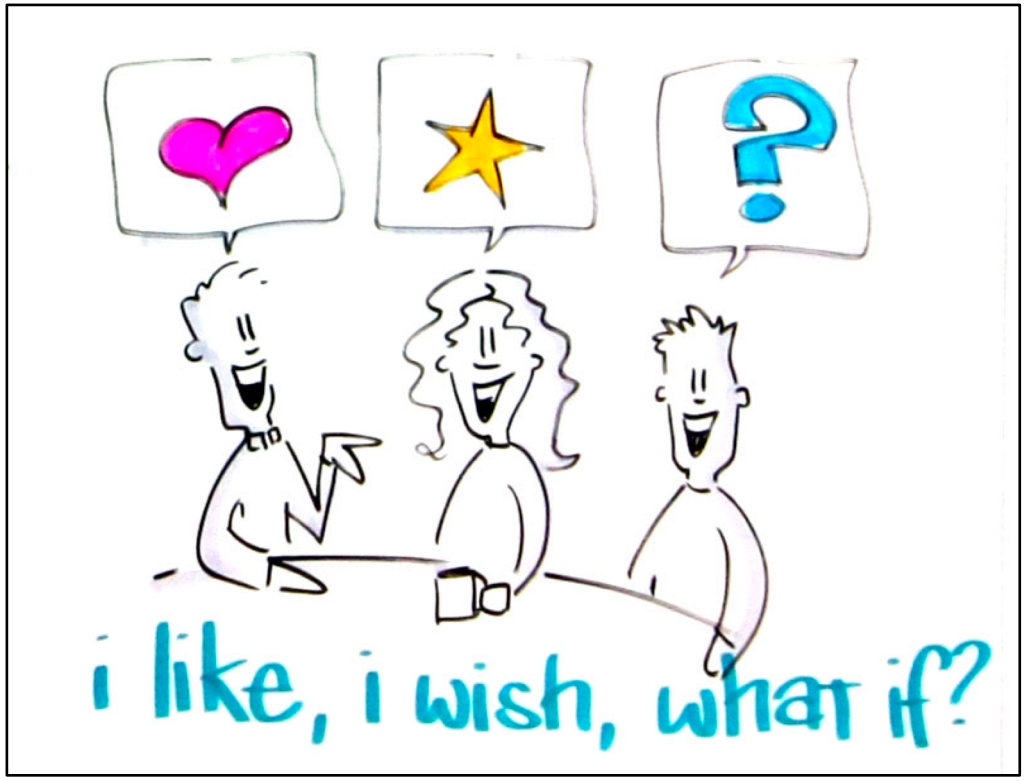
Can we show a
segment?

HTML5,
JSON datastructure



Technical Elements

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."

"The colors aren't dark enough."

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

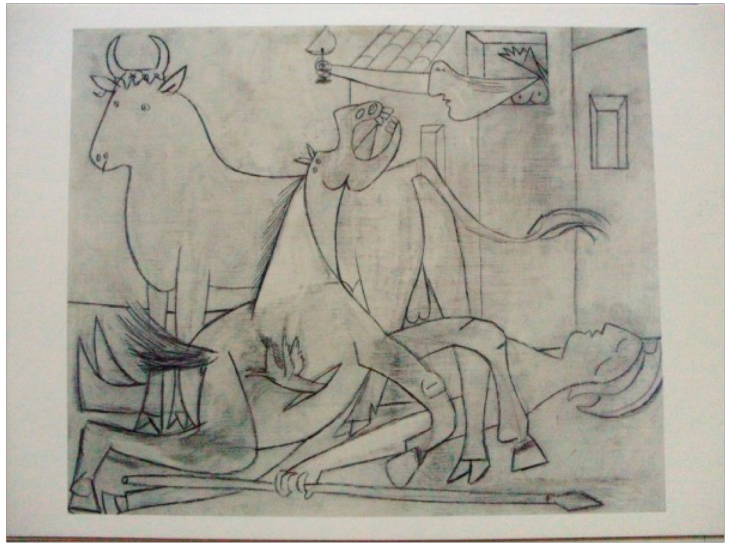
"I had trouble finding the navigation bar. I wish the navigation bar was more easier to find."

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

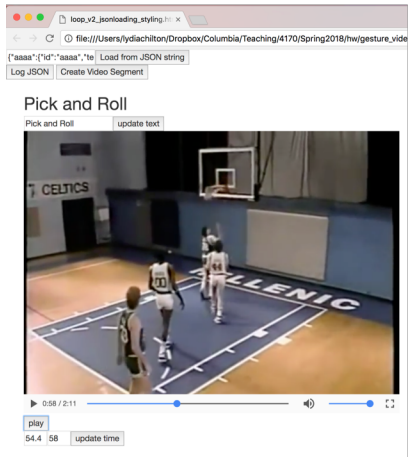
Help designers identify problems.
Don't give them the solutions.

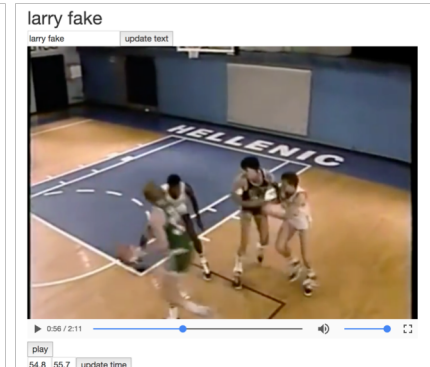
Get feedback on early prototypes by stating your goal.

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

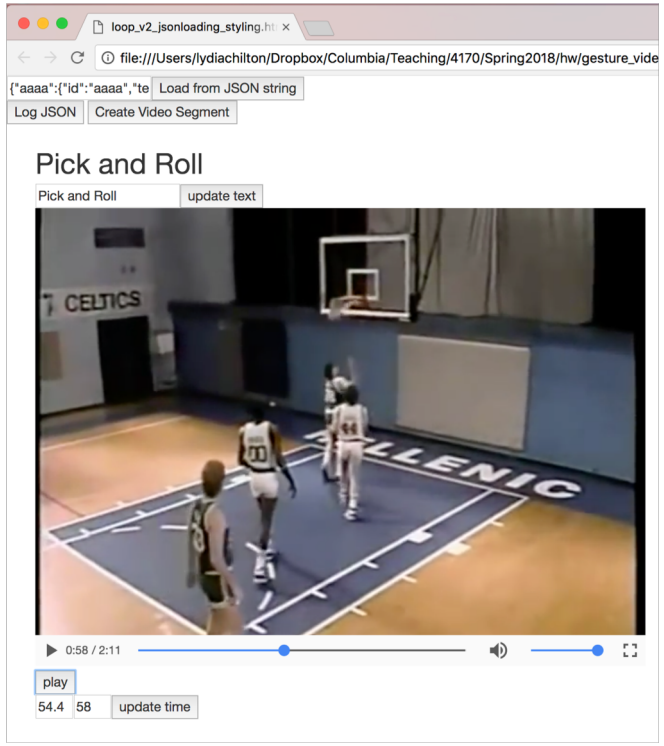


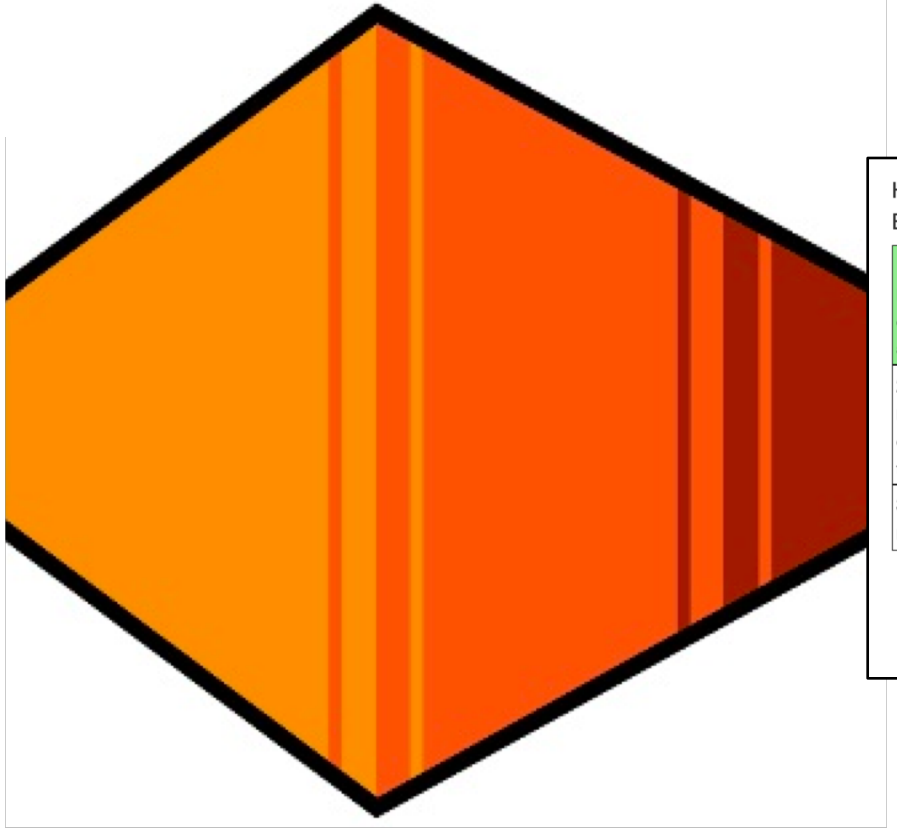
“I’m trying to show the 5 steps of the pick and roll.”

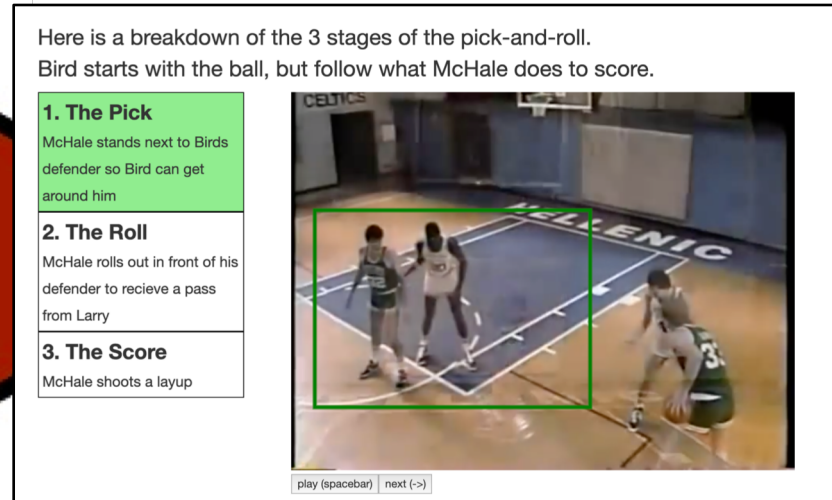




Wednesday Sections:
Computer Prototype and User Feedback







End-to-end implementation