

Final Project

No screens



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COMS 4170
29 April 2019

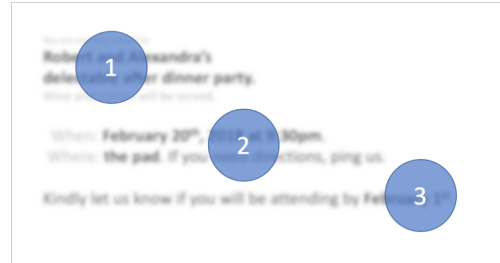
Say your name



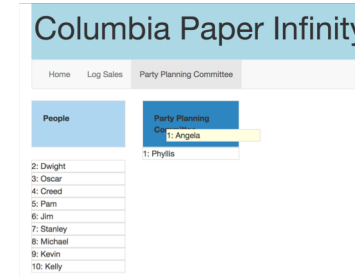
Goal 1

Build websites that suit the needs and abilities of users

Visual Information Display

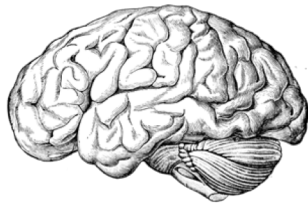


Implementing interactions and feedback

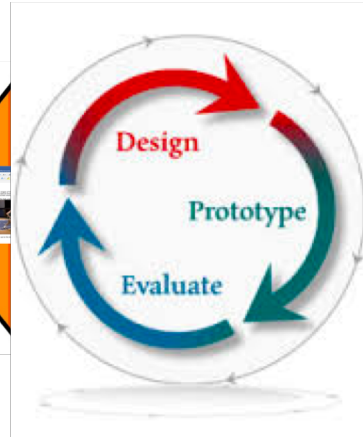
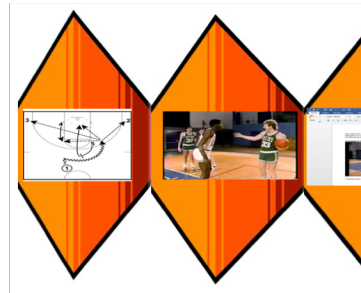


Goal 2

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



Idea



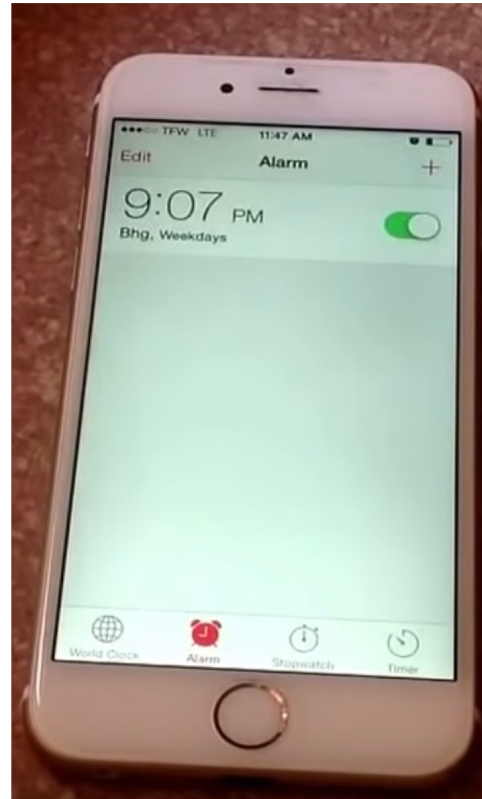
Product

Users interact with a system to accomplish a goal

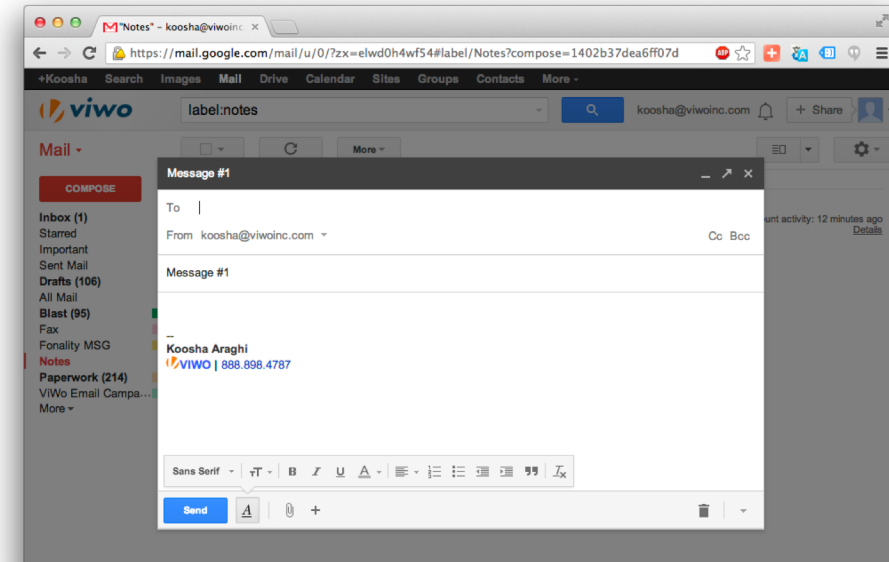
Buy a book



Set an alarm

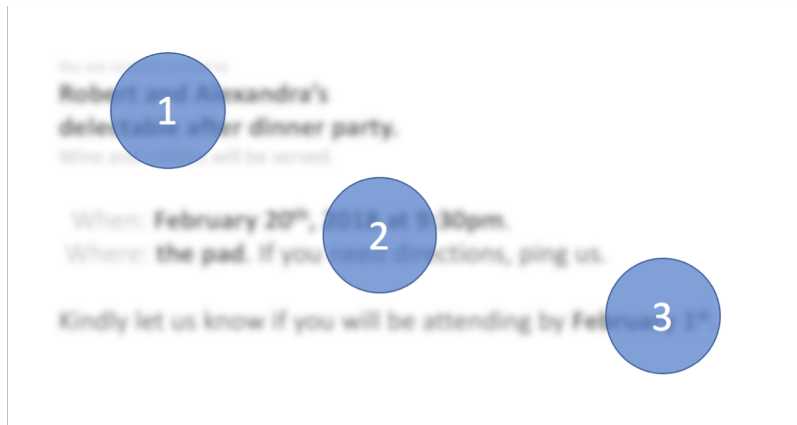


Send an email



User Interfaces should be designed to help users accomplish a goal.

Guide users' attention to important bits of information



Interact with the system in ways that provide clear actions and feedback.



Allow users to navigate through the system in to meet their goal.



We have discussed concrete ways of thinking about goals

Grand but not actionable

“world peace”

“bring the world closer together”

“scale and democratize education”

Humble but valuable

“register 100 voters in Selma, Alabama”

“let Harvard students see what dorms their friends are in”

“teach my 12-year old cousin Nadia how to multiply fractions”

The designer must create the subgoals and interactions to help them accomplish it.

Goal: Buy a book

Subgoal:

Find it

Interaction:

Type, click

Add to cart

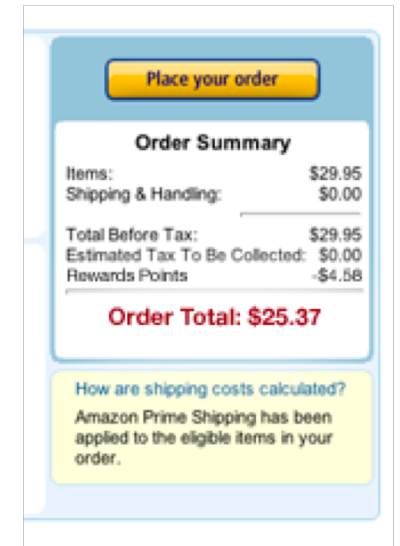
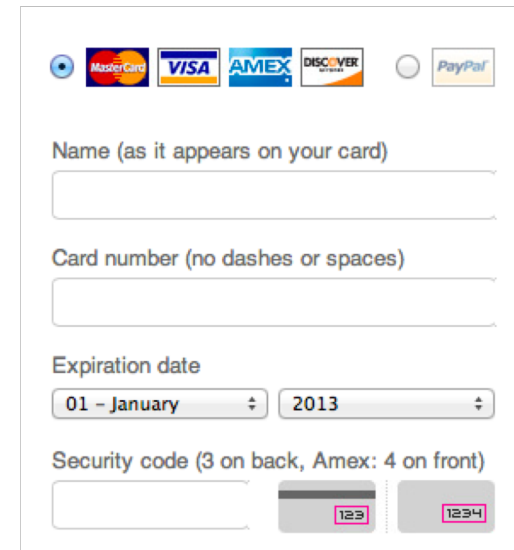
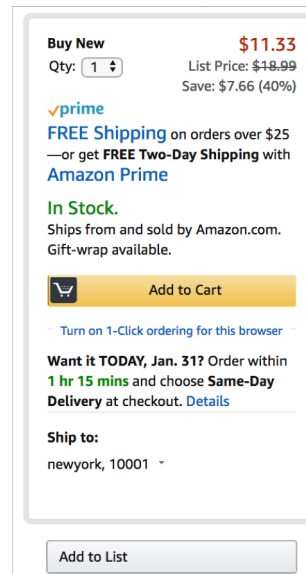
click

Enter payment info

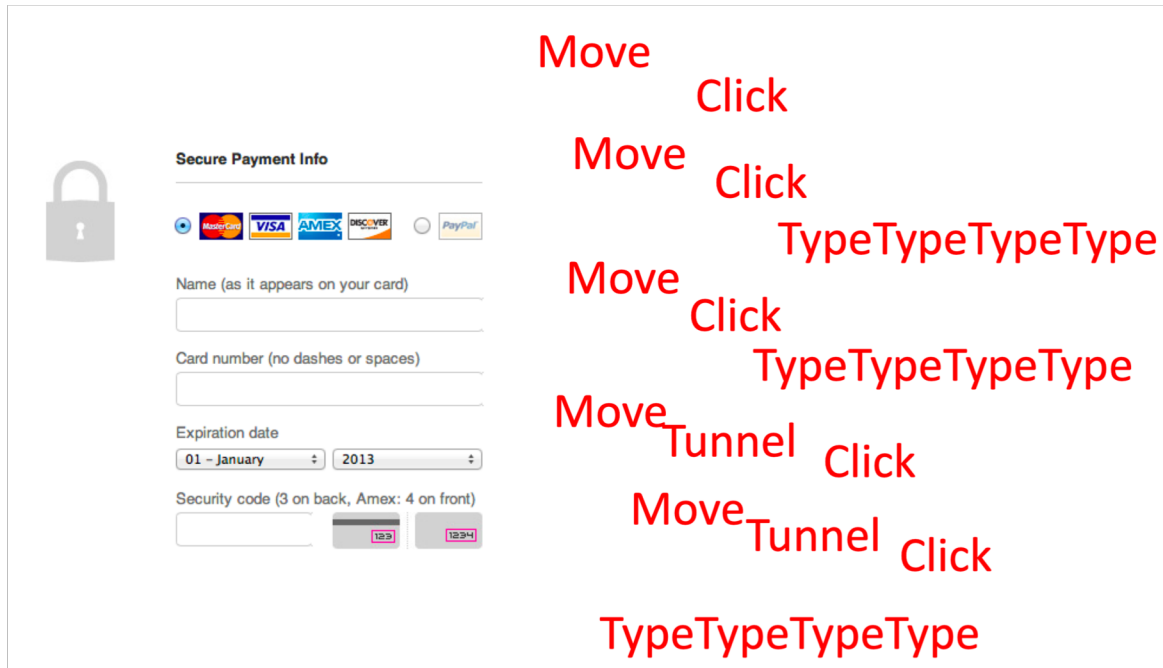
Type, click, point

Place order

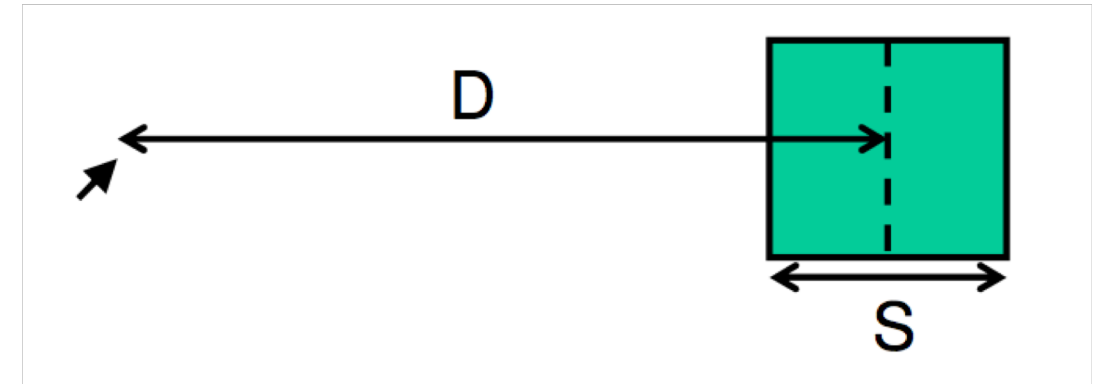
Click



Low-level interactions take time and effort.
Minimize them because you do them a lot.



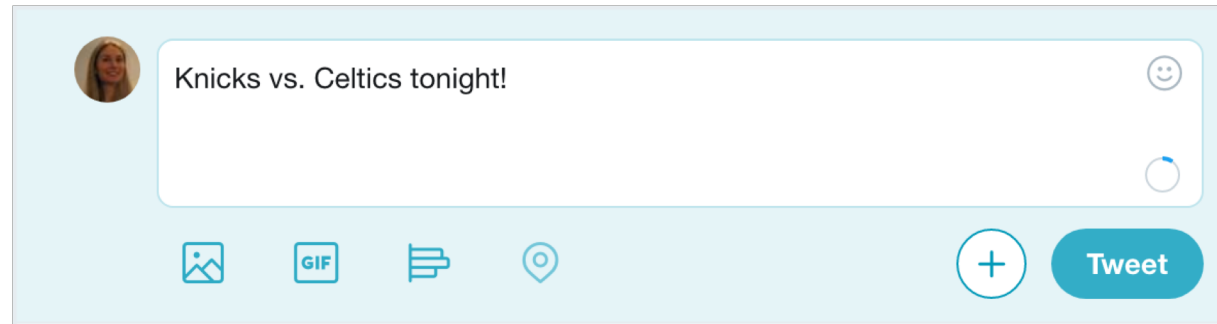
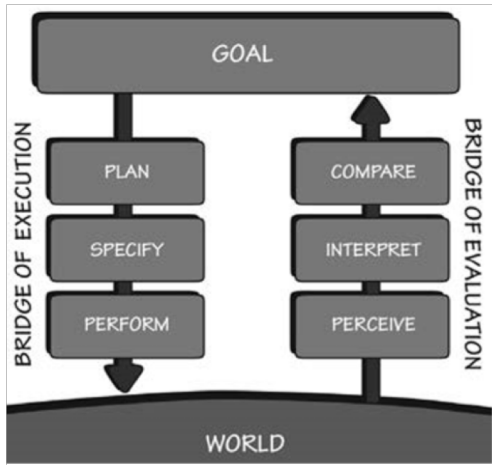
The image shows a 'Secure Payment Info' form with various input fields and a lock icon. Red text annotations are overlaid on the form, indicating user actions: 'Move' and 'Click' for the lock icon, 'Move' and 'Click' for the card selection buttons, 'Type' for the name field, 'Move' and 'Click' for the card number field, 'Move' and 'Click' for the expiration date field, 'Move' and 'Click' for the security code field, and 'Type' for the card number field. The annotations are: Move, Click, Move, Click, TypeTypeTypeType, Move, Click, TypeTypeTypeType, Move, Tunnel, Click, Move, Tunnel, Click, TypeTypeTypeType.



Time to move your
pointer to a target

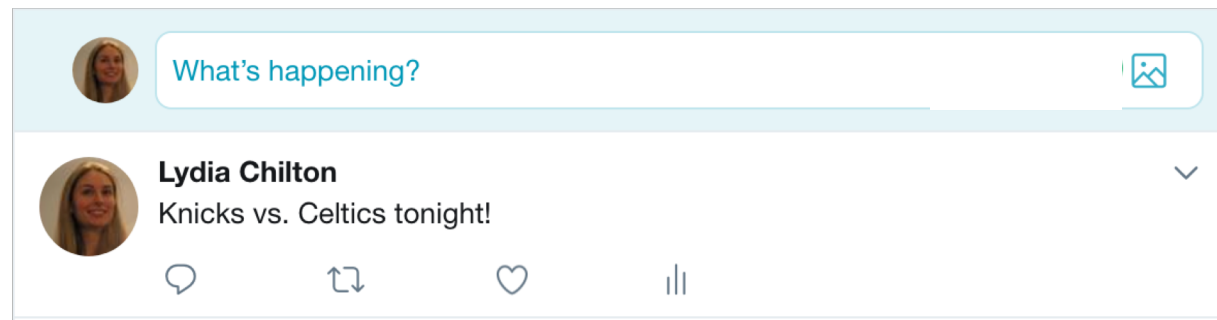
$$= a + b * \log (\quad)$$

Know the users' goals and design interactions as: execution and evaluation



Execution

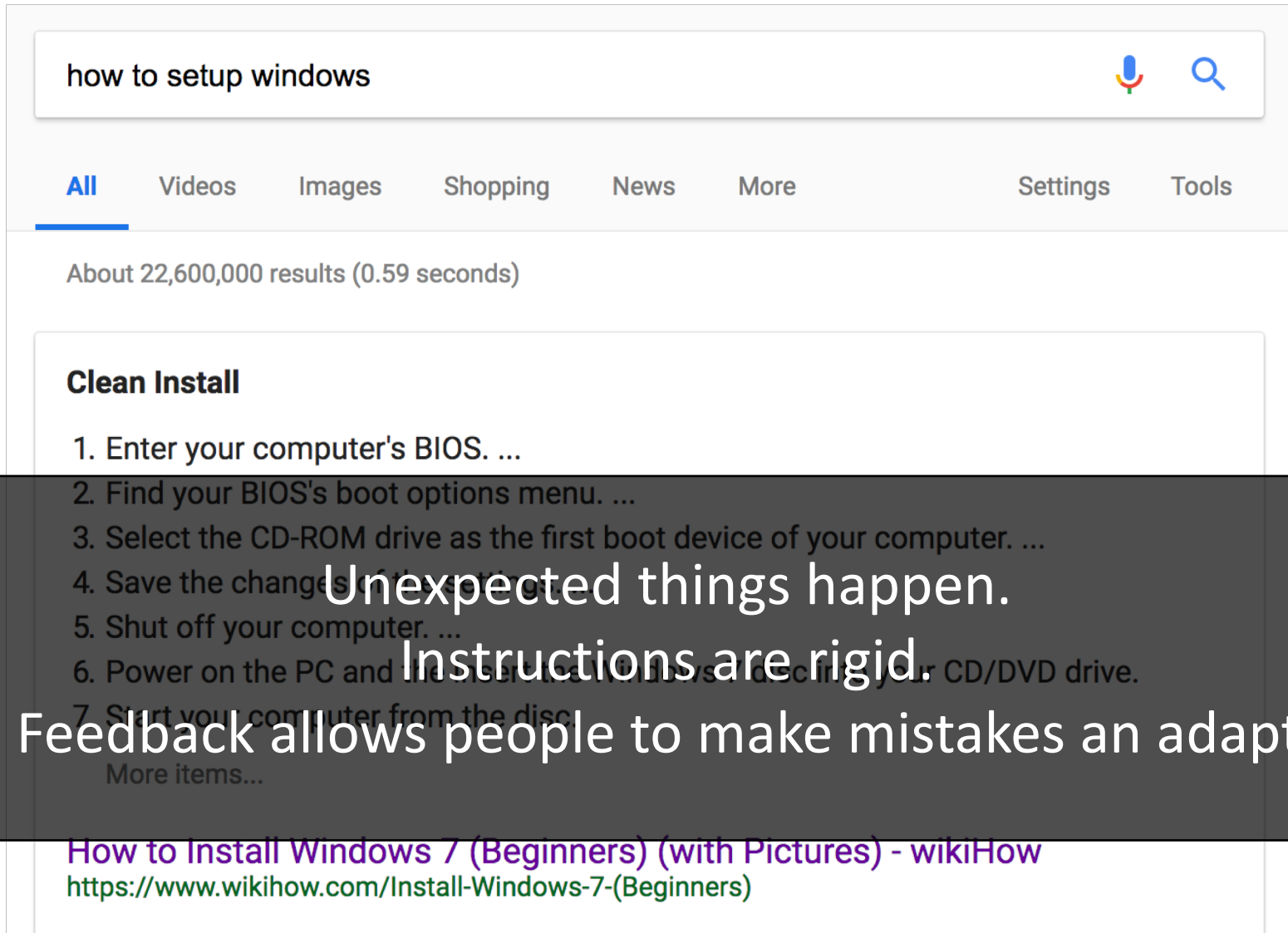
Plan the action
Specify the action sequence
Perform the action sequence



Evaluation

Perceive the state of the world
Interpret the perception
Compare the outcome with the goal

Following instructions sux. Why?



how to setup windows

All Videos Images Shopping News More Settings Tools

About 22,600,000 results (0.59 seconds)

Clean Install

1. Enter your computer's BIOS. ...
2. Find your BIOS's boot options menu. ...
3. Select the CD-ROM drive as the first boot device of your computer. ...
4. Save the changes in the settings.
5. Shut off your computer. ...
6. Power on the PC and let it install Windows 7. Use the CD/DVD drive.
7. Start your computer from the disc.

More items...

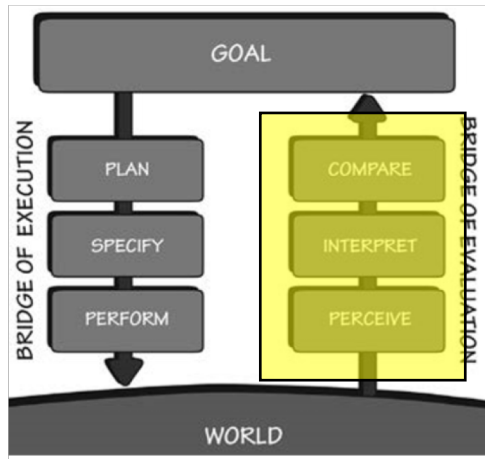
[How to Install Windows 7 \(Beginners\) \(with Pictures\) - wikiHow](https://www.wikihow.com/Install-Windows-7-(Beginners))
[https://www.wikihow.com/Install-Windows-7-\(Beginners\)](https://www.wikihow.com/Install-Windows-7-(Beginners))

Unexpected things happen.

Instructions are rigid.

Feedback allows people to make mistakes and adapt.

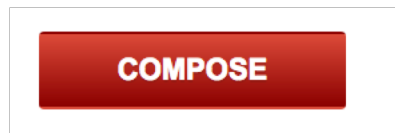
Every time the user executes an action, the interface should provide feedback



High-level actions, like buying a book

A screenshot of a payment information form. It has a title 'Payment Information' with a red triangle icon. Below the title is a red error message: 'The credit card number is invalid.' The form contains three input fields: 'Card Number *' with the value '1234123412341234', 'Expiration Date *' with the value '1220', and 'CCV *' with the value '999'. At the bottom right is a blue button labeled 'PLACE YOUR ORDER'.

Mid-level actions, entering paying information



Low-level virtual actions, like clicking a button

Final Project Rubric

- **Interaction:**
 - **High-level:**
 - **Mid-level:**
 - **Low-level:**
- **Technical:**
- **Visual Information Design:**

Final Project Rubric

- **Interaction:**
 - **High-level:**
 - Are the users able to accomplish the goal?
 - Is the persona and goal specific enough to define who the target user is?
 - **Mid-level:**
 - **Navigation:**
 - Are there subgoals and interactions that help them accomplish it?
 - Does each state have a clear subgoal, options and transitions?
 - **Feedback:** do users learn from feedback and can they recover from errors?
 - **Low-level:**
 - **Widgets:** Are the correct widgets used? (lists/search/hierarchy, autocomplete)
 - **Low level Interaction:** Are they efficient for the user to execute? (target size, number of clicks)
- **Technical:**
- **Visual Information Design:**

High-level Interaction

Idea and persona

Idea and persona

What **person**

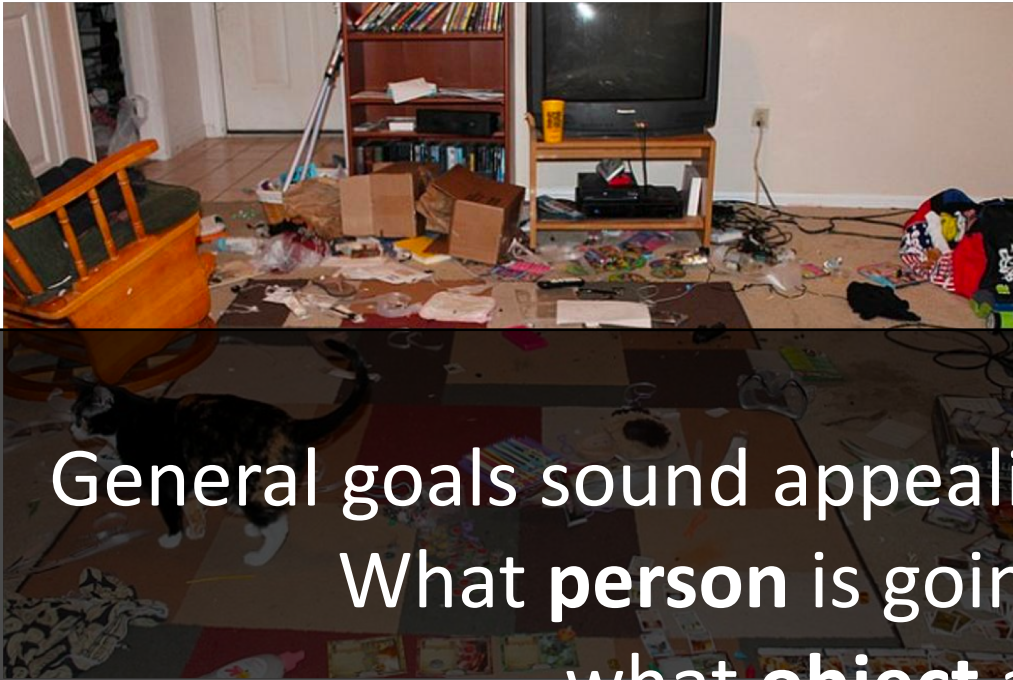
Uses what **media**

And has what **interaction** with it

To achieve what **goal**?

Specific Goals are actionable

General Goal:
“Clean the house.”



Specific Goal:
“Fold that basket of laundry.”

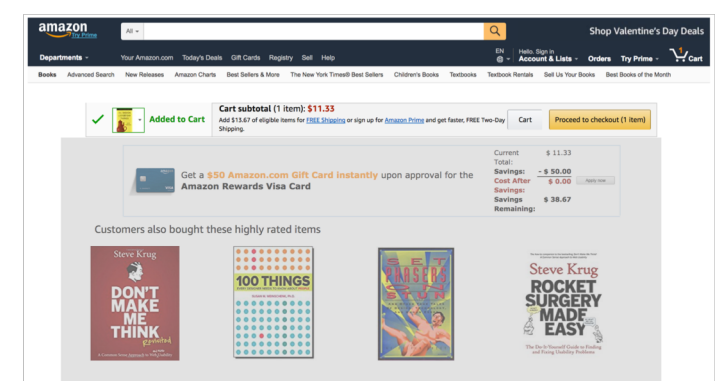
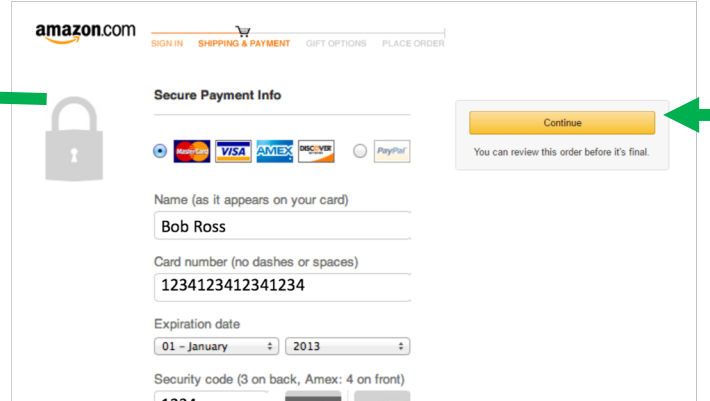
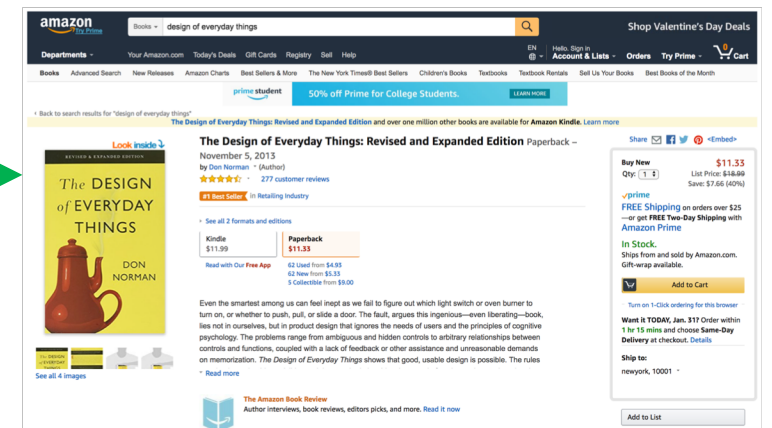
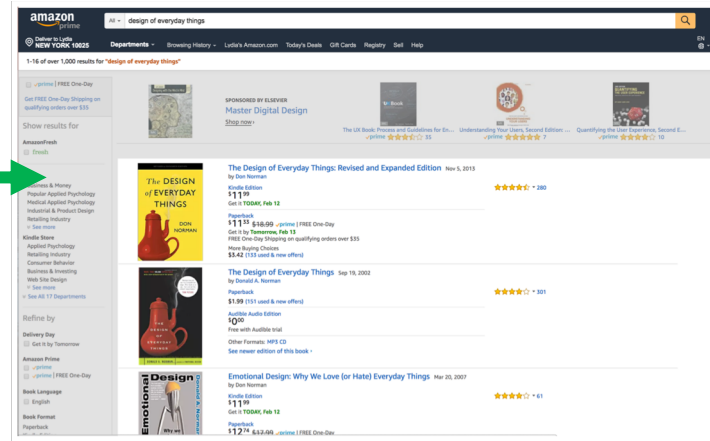
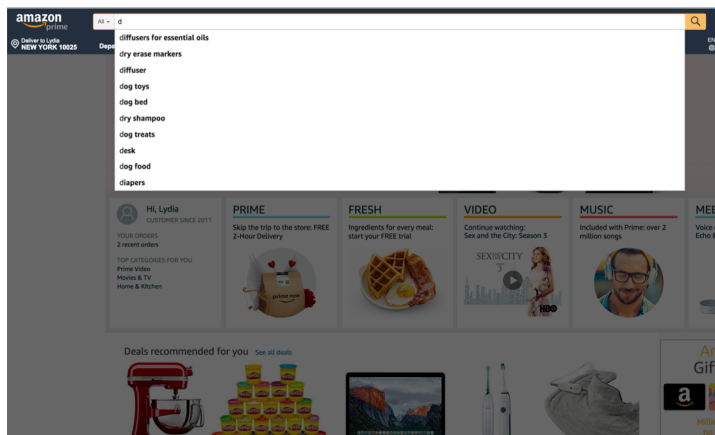


General goals sound appealing, but specific goals are actionable:
What **person** is going to execute what **action** on
what **object** and get what **benefit**?

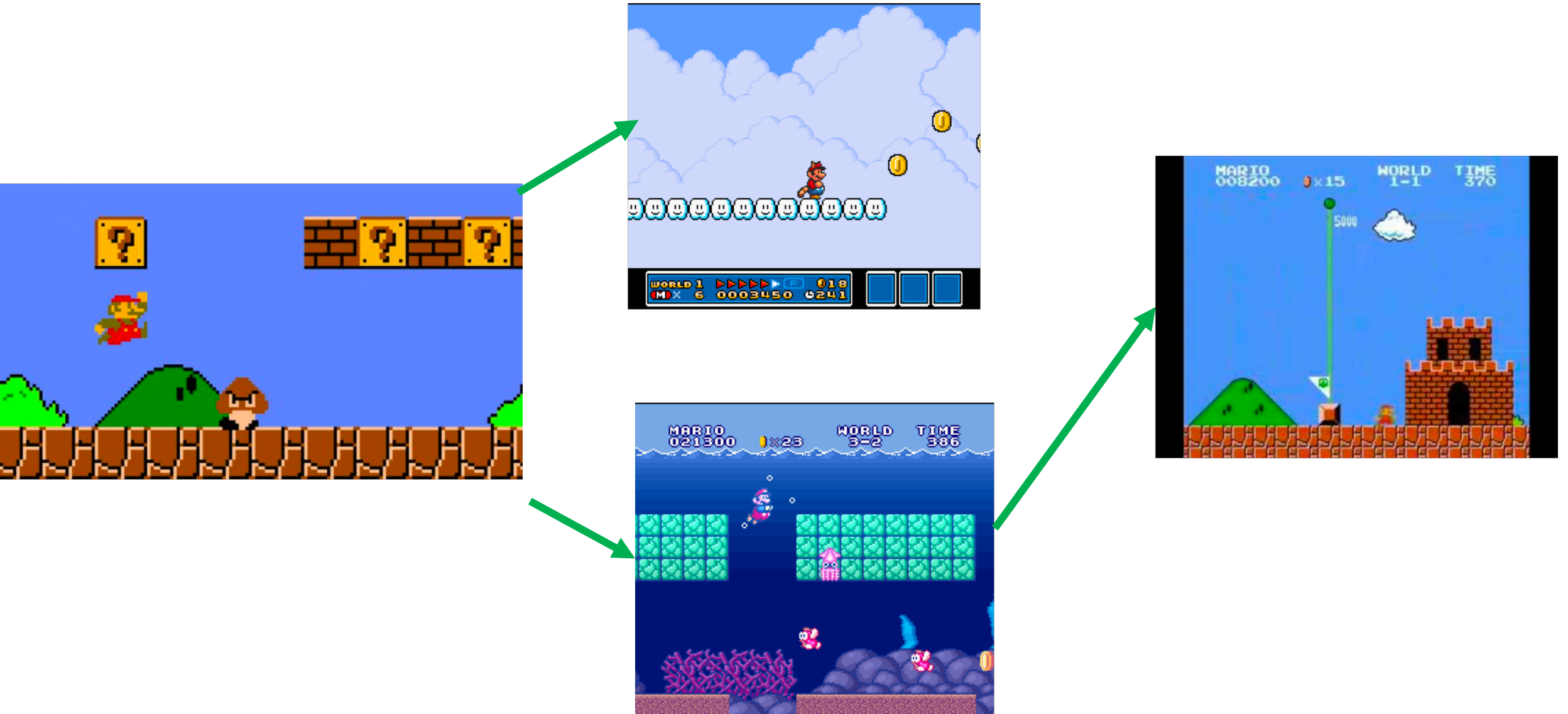
Mid-level Interaction

States and transitions

For complex goals, break the task into states, options, and transitions to new states.



Think of it like a video game and
You are designing the experience of your user



Examples of

States, Options and Transitions

Goal: Find “The Design of Everyday Things”

What **state** am I in?

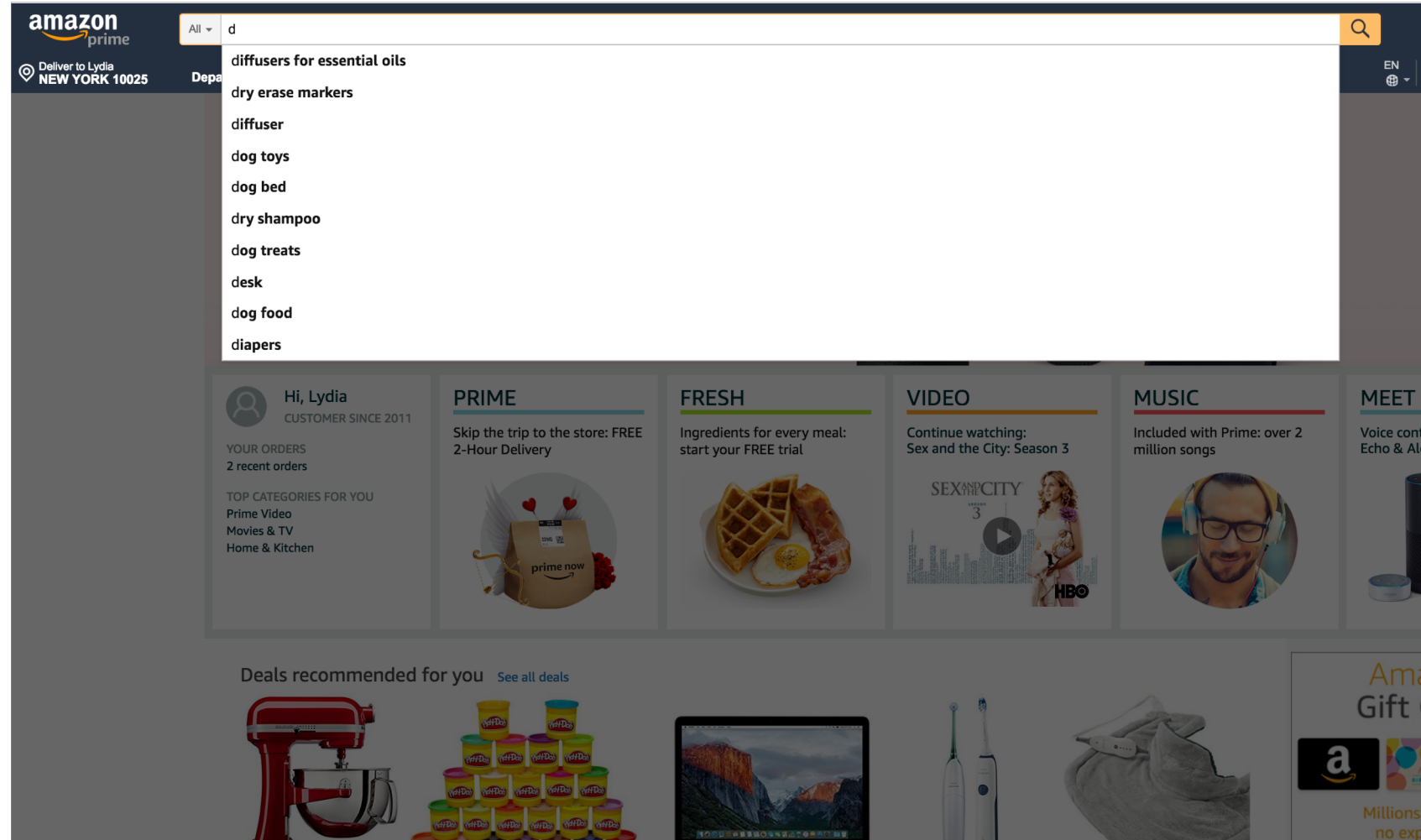
Product Search

What **options** do I have?

All the products

How do I **transition**?

Select an product name



Goal: find “The Design of Everyday Things”

What **state** am I in?

Product search results

What **options** do I have?

All the products –
different editions

How do I **transition**?

Select an product name

The screenshot shows the Amazon website interface for a search query "design of everyday things". The top navigation bar includes the Amazon Prime logo, a delivery location of "Lydia NEW YORK 10025", and various links like "Departments", "Browsing History", and "Today's Deals". Below the search bar, it indicates "1-16 of over 1,000 results for 'design of everyday things'".

On the left side, there are filters for "prime" (FREE One-Day shipping), "AmazonFresh", and "Books". The "Books" filter is expanded, showing categories like "Business & Money", "Popular Applied Psychology", "Medical Applied Psychology", "Industrial & Product Design", "Retailing Industry", and "Kindle Store".

The main content area displays three search results:

- The Design of Everyday Things: Revised and Expanded Edition** by Don Norman. It shows a yellow cover with a red teapot. The price is \$11.99 for the Kindle Edition and \$11.33 for the Paperback. It has a 4.5-star rating with 280 reviews.
- The Design of Everyday Things** by Donald A. Norman. It shows a red cover with a red teapot. The price is \$1.99 for the Paperback. It has a 4.5-star rating with 301 reviews.
- Emotional Design: Why We Love (or Hate) Everyday Things** by Don Norman. It shows a cover with a stylized figure. The price is \$11.99 for the Kindle Edition and \$12.74 for the Paperback. It has a 4.5-star rating with 61 reviews.

Each result includes a "Get it" date (e.g., "Get it TODAY, Feb 12") and a "See newer edition of this book" link.

Goal: Decide if I'll buy "The Design of Everyday Things"

What **state** am I in?

Product info page

What **options** do I have?

Kindle/paper back,
Look in book, reviews
Add to cart

How do I **transition**?

Add to cart OR
Go back

The screenshot shows the Amazon product page for the book "The Design of Everyday Things: Revised and Expanded Edition" by Don Norman. The page is for the paperback version, priced at \$11.33. The book cover features a red teapot on a yellow background. The page includes a "Look inside" link, a "prime student" banner, and a "50% off Prime for College Students" banner. The product description states that the book is a #1 Best Seller in the Retailing Industry and is available in Kindle and paperback formats. The paperback is priced at \$11.33, with a list price of \$18.99. The page also includes a "Read more" link and a "The Amazon Book Review" section.

amazon
Books design of everyday things

Departments Your Amazon.com Today's Deals Gift Cards Registry Sell Help

Books Advanced Search New Releases Amazon Charts Best Sellers & More The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals Sell Us Your Books Best Books of the Month

prime student 50% off Prime for College Students. LEARN MORE

Back to search results for "design of everyday things"

The Design of Everyday Things: Revised and Expanded Edition and over one million other books are available for Amazon Kindle. Learn more

Look inside

REVISED & EXPANDED EDITION

The DESIGN of EVERYDAY THINGS

DON NORMAN

The Design of Everyday Things: Revised and Expanded Edition Paperback – November 5, 2013

by Don Norman (Author)

★★★★☆ 277 customer reviews

#1 Best Seller in Retailing Industry

See all 2 formats and editions

Kindle \$11.99

Paperback \$11.33

Read with Our Free App

62 Used from \$4.93
62 New from \$5.33
5 Collectible from \$9.00

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. *The Design of Everyday Things* shows that good, usable design is possible. The rules

Read more

The Amazon Book Review
Author interviews, book reviews, editors picks, and more. Read it now

Share

Buy New \$11.33

Qty: 1

List Price: \$18.99
Save: \$7.66 (40%)

prime

FREE Shipping on orders over \$25—or get FREE Two-Day Shipping with Amazon Prime

In Stock.

Ships from and sold by Amazon.com.
Gift-wrap available.

Add to Cart

Turn on 1-Click ordering for this browser

Want it TODAY, Jan. 31? Order within 1 hr 15 mins and choose Same-Day Delivery at checkout. Details

Ship to:
newyork, 10001

Add to List

Goal: Decide if I'm done.

What **state** am I in?

“Add to cart” feedback

What **options** do I have?

Check out

See cart

Keep shopping

How do I **transition**?

Click one of the options.

The screenshot shows the Amazon.com checkout page. At the top, the Amazon logo and navigation links are visible. The main content area displays the cart subtotal for one item at \$11.33, with a note about shipping. Below this, there is a promotional banner for the Amazon Rewards Visa Card, offering a \$50 gift card upon approval. To the right of the banner, a summary of the current total (\$11.33) and savings (\$50.00) is shown, resulting in a cost after savings of \$0.00. Below the banner, a section titled 'Customers also bought these highly rated items' displays four book covers: 'Don't Make Me Think' by Steve Krug, '100 Things' by Susan M. Weinschenk, 'Set Phasers to Work' by David Hux, and 'Rocket Surgery Made Easy' by Steve Krug.

Goal: Pay for it.

What **state** am I in?


Enter payment


What **options** do I have?

Which payment methods






How do I **transition**?

Press Continue

amazon.com  SIGN IN SHIPPING & PAYMENT GIFT OPTIONS PLACE ORDER



Secure Payment Info

☐     ☐ 

Name (as it appears on your card)

Bob Ross

Card number (no dashes or spaces)



1234123412341234

Expiration date

01 - January 2013

Security code (3 on back, Amex: 4 on front)

1234

 123  1234

Continue

You can review this order before it's final.

Goal: Buy it.

What **state** am I in?

Review and place order

What **options** do I have?

Shipping options,

Change payment options

How do I **transition**?

Press “Place your order”

The screenshot shows the Amazon.com 'Review Your Order' page. At the top, the Amazon logo is followed by navigation links: SIGN IN, SHIPPING & PAYMENT, GIFT-WRAP, and PLACE ORDER. Below the logo, the heading 'Review Your Order' is displayed, followed by a disclaimer: 'By placing your order, you agree to Amazon.com's [privacy notice](#) and [conditions of use](#)'.

The page is divided into several sections:

- Shipping Address:** Chris Customer, 742 EVERGREEN TERRACE, SPRINGFIELD, WV 20025, United States, Phone: 1234567890. A 'Change' link is provided.
- Billing Information:** Rewards Points, ending in 1234. A 'Change' link is provided.
- Billing Address:** Same as shipping address. A 'Change' link is provided.
- Gift Cards & Promotional Codes:** A text input field and an 'Apply' button.
- Estimated delivery:** Sept. 26, 2011.
- Product:** Apple iPad Camera Connection Kit (MC531ZM/A) for \$29.95. It is marked as a Prime item. Quantity is 1. Sold by: -Media-Mart. Links for 'Change', 'Add gift options', and 'Change' are present.
- Choose your Prime shipping speed:** Three options are listed:
 - ☐ FREE Standard Shipping (3-5 business days)
 - ☒ FREE Two-Day Shipping —get it Monday, September 26
 - ☐ \$3.99/item One-Day Shipping —get it Saturday, September 24
- Order Summary:** A table showing the total cost: Items: \$29.95, Shipping & Handling: \$0.00, Total Before Tax: \$29.95, Estimated Tax To Be Collected: \$0.00, Rewards Points: -\$4.58. The final **Order Total: \$25.37** is displayed in red. A 'Place your order' button is located above this summary.
- How are shipping costs calculated?** A note stating: 'Amazon Prime Shipping has been applied to the eligible items in your order.'

After I buy, what state do I transition to?

amazon prime

Deliver to Lydia
NEW YORK 10025

All ▾

Departments ▾ Browsing History ▾ Lydia's Amazon.com Today's Deals Gift Cards Registry Sell Help

EN

Deals recommended for you [See all deals](#)



\$229.99
Ends in 13:41:22



\$6.14 - \$49.69
Ends in 13:41:22



\$999.99
Ends in 13:36:23



\$47.99
\$79.99
Ends in 13:41:22



\$32.00
\$49.99
Ends in 13:41:22

New for you [See more](#)



Budget
women's
apparel



Valentine's
gifts under \$20



Amazon Gift Cards



Millions of items,
no expiration.

>Shop now

[Ad feedback](#)

Your Dash Buttons

[Manage buttons](#)

[Learn more](#)

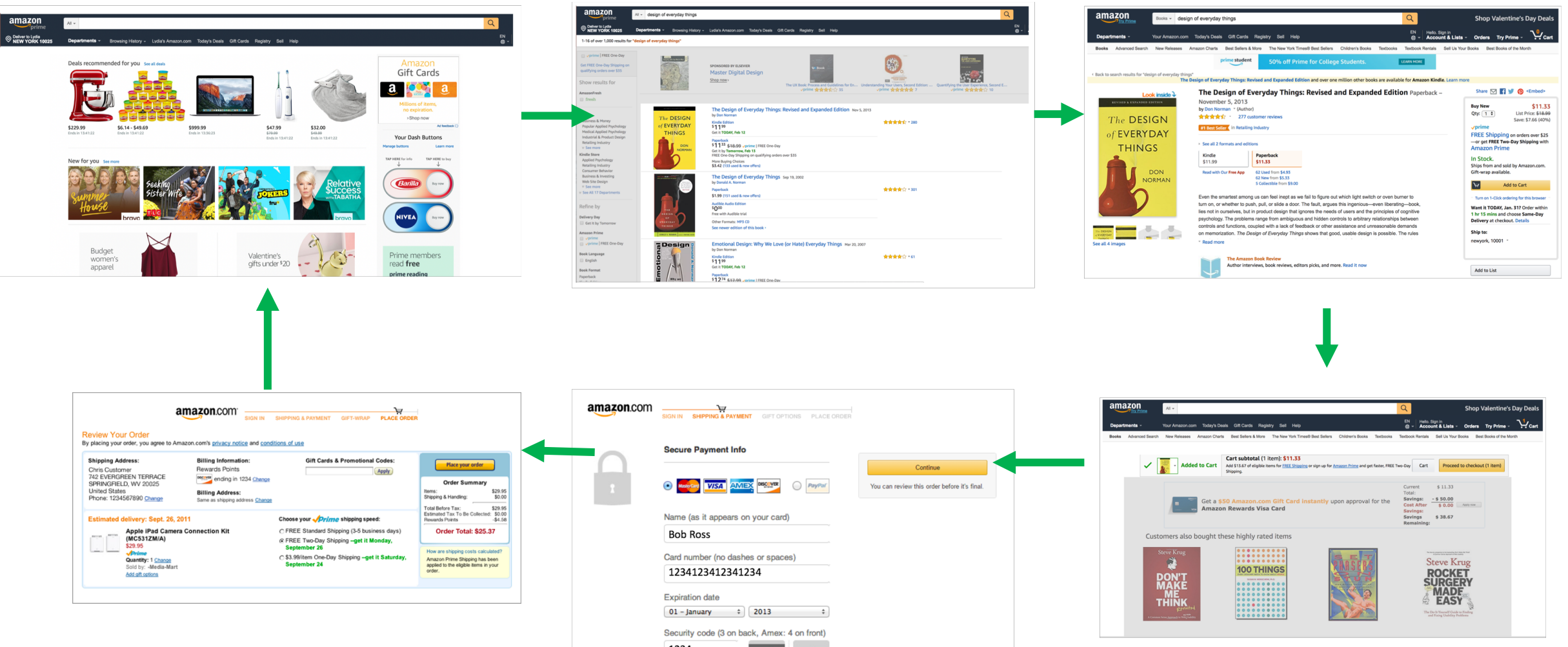
TAP HERE for info

TAP HERE to buy

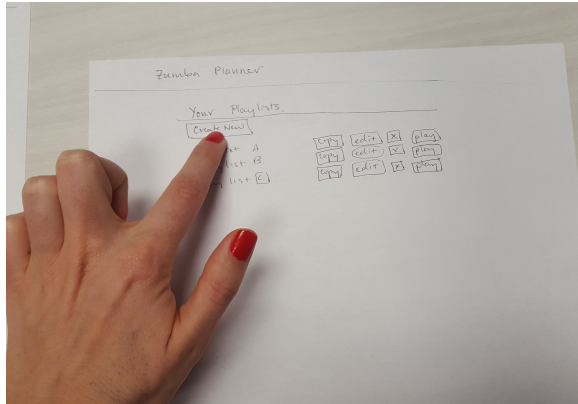


Prime members
read **free**
prime reading

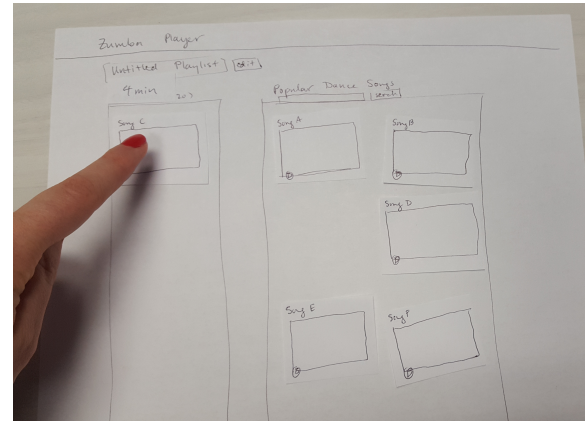
For complex goals, break the task into states, options, and transitions to new states.



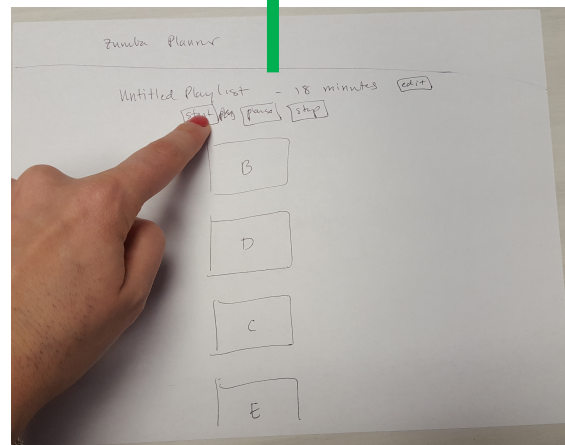
States for the Zumba Playlist maker



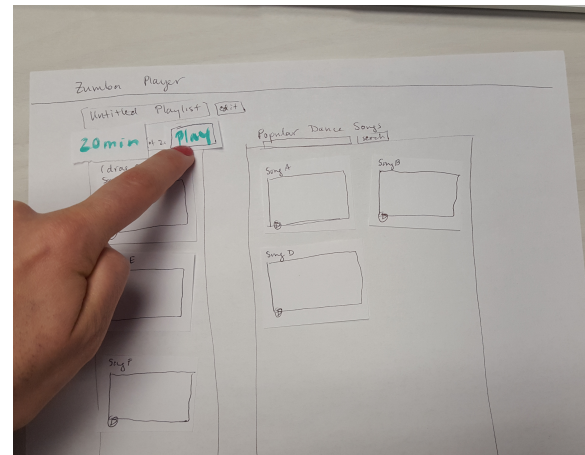
Subgoal: Create new playlist



Subgoal: Add songs



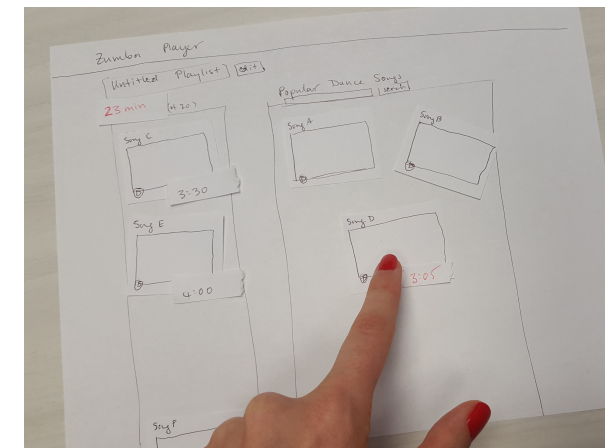
Subgoal: Play the playlist



Subgoal: Finalize playlist

A typical error users make is to have a playlist that's too long.

(That's why they need an app to help them do it!)

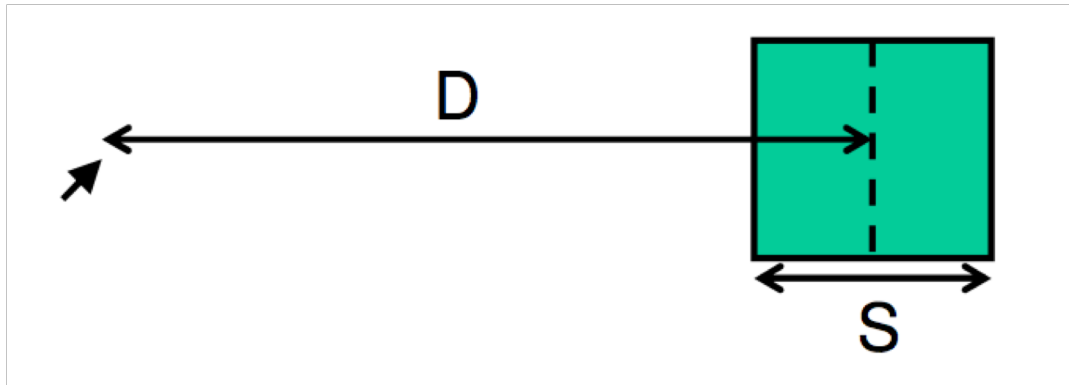


Subgoal: Remove songs when it's too long

Low-level Interaction

Presenting users with options, widgets, and clicks

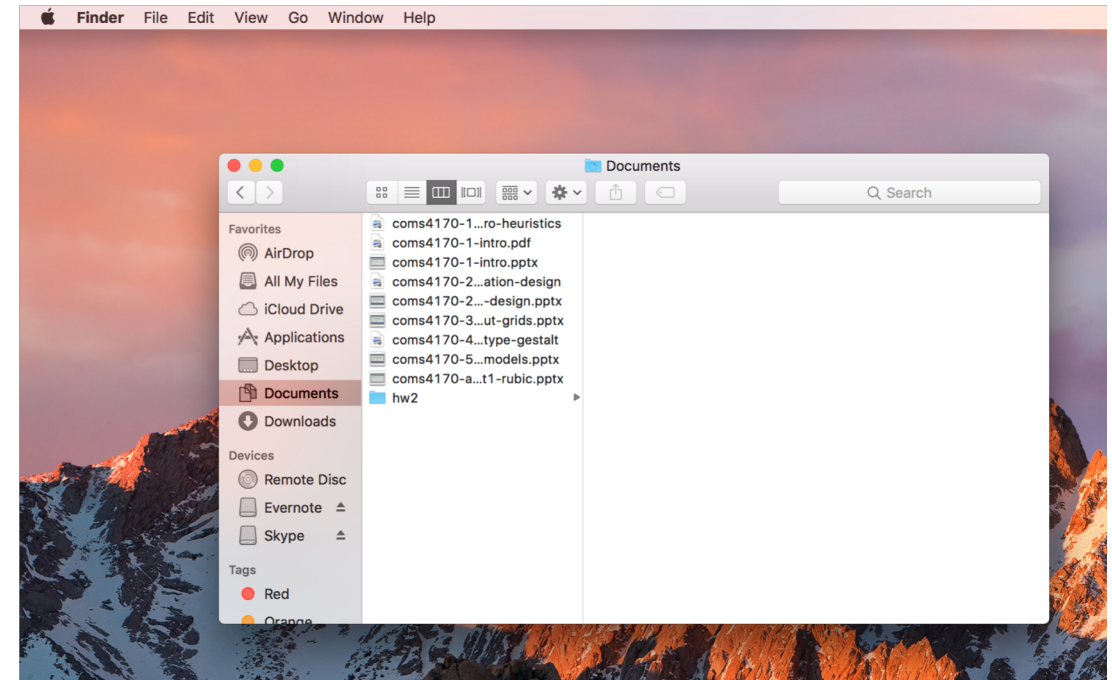
Time to move the pointer: Fitts' Law



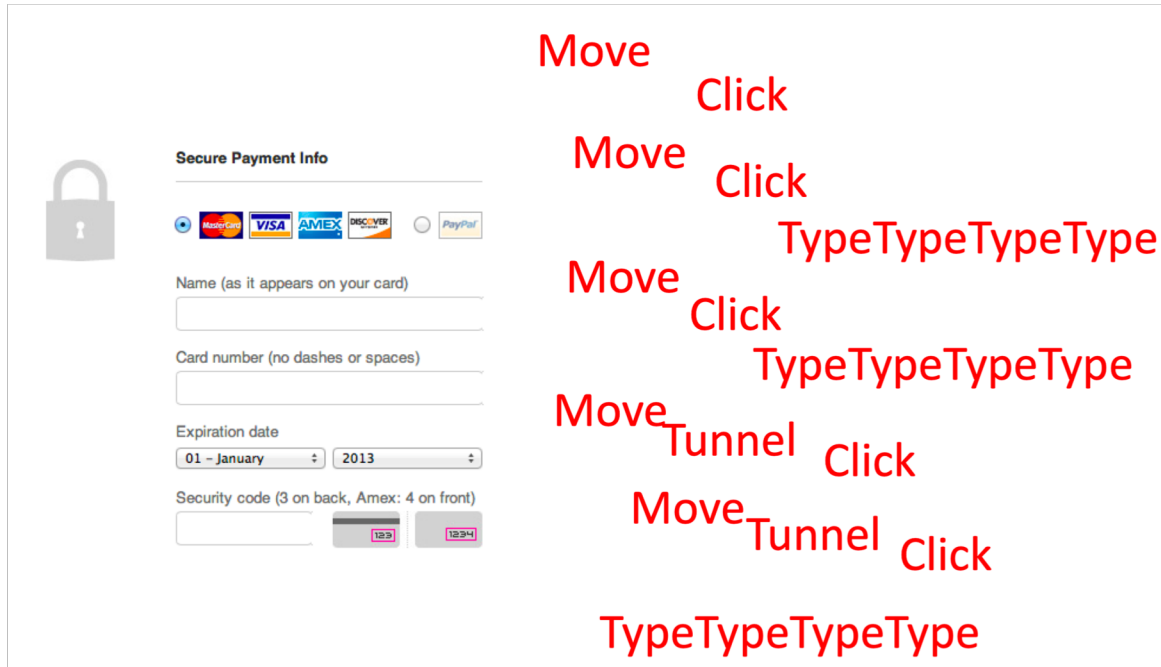
Time to move your
pointer to a target

$$= a + b * \log \left(\frac{2D}{S} \right)$$


Buttons on the edges are fast to get to
because they have infinite size





Every low-level action times time and effort. How could use improve it?



Secure Payment Info



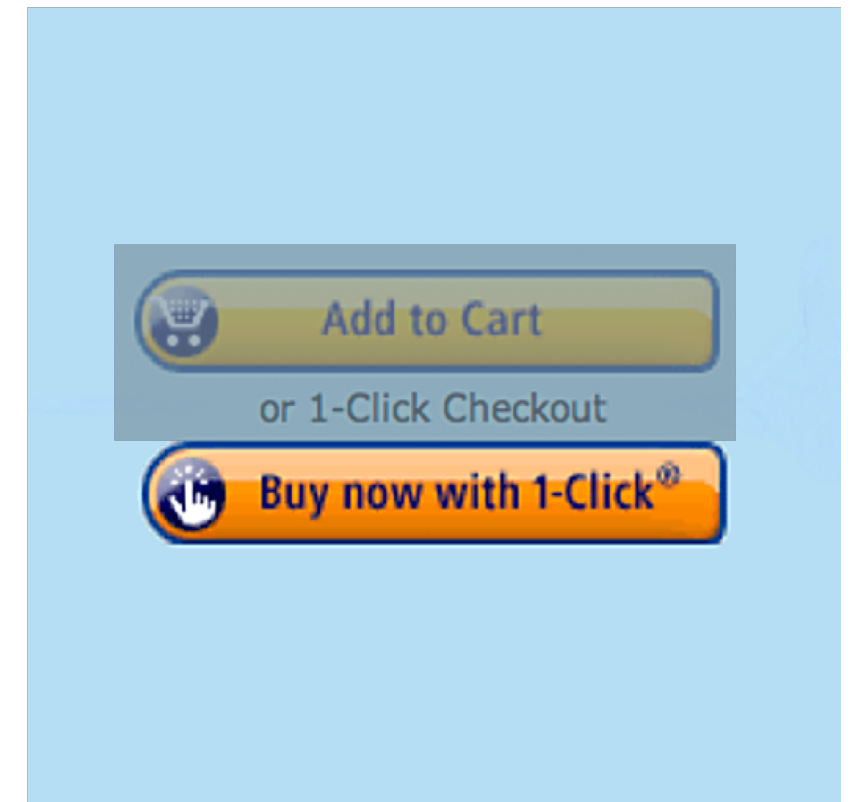
Name (as it appears on your card)

Card number (no dashes or spaces)

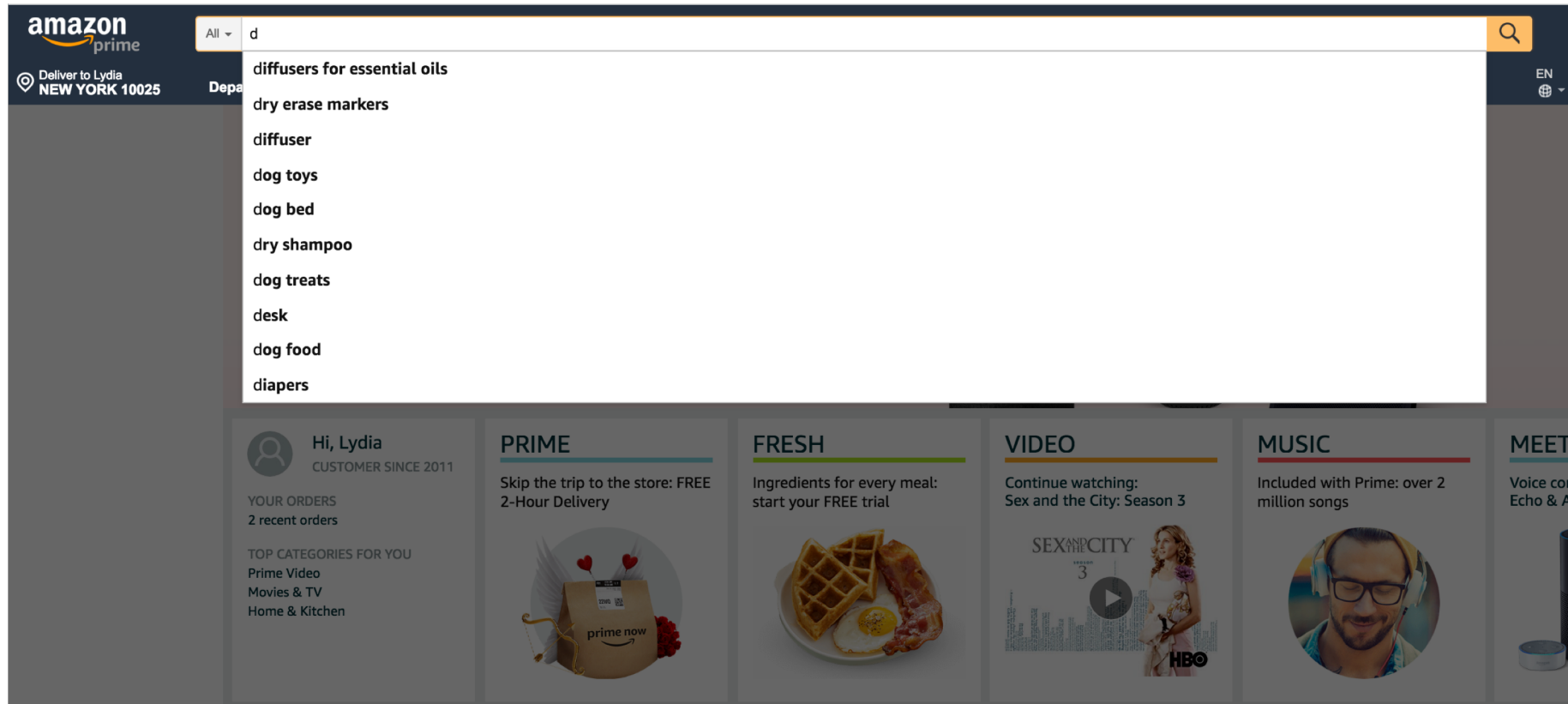
Expiration date
01 - January 2013

Security code (3 on back, Amex: 4 on front)

Move Click
Move Click
TypeTypeTypeType
Move Click
TypeTypeTypeType
Move Tunnel Click
Move Tunnel Click
TypeTypeTypeType

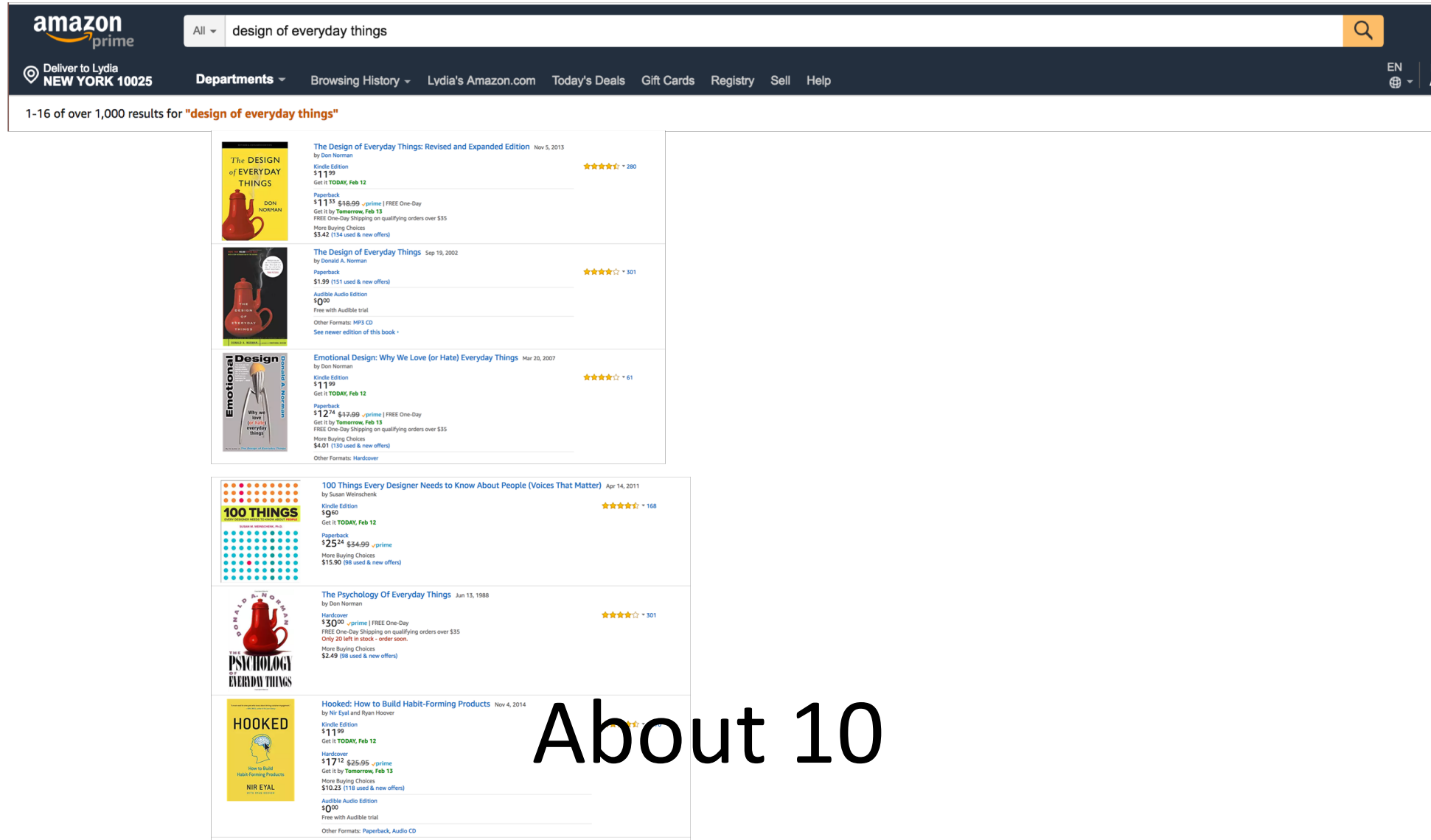


Product search: How many options are there?

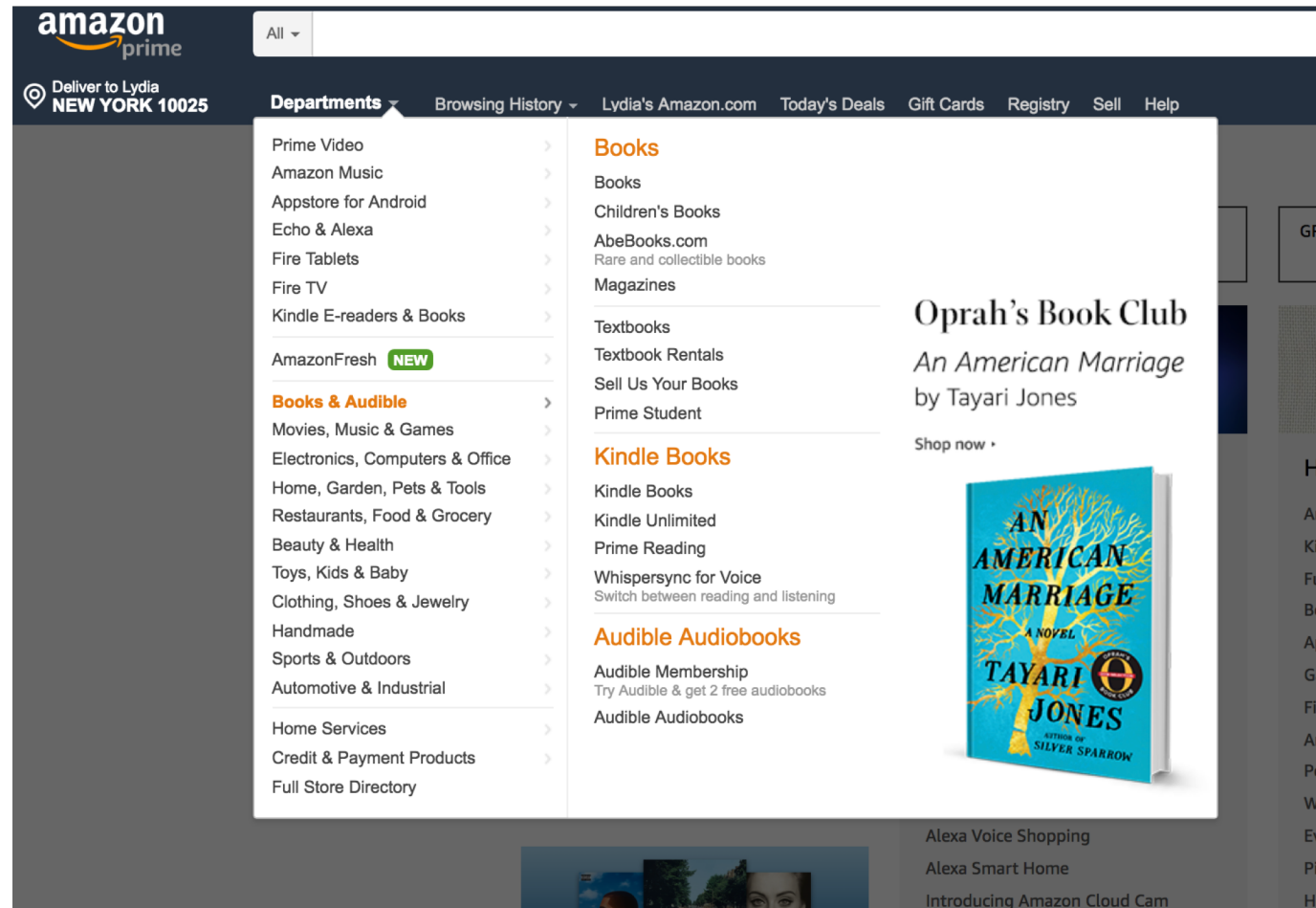


Billions

Search Results: How many (relevant) options are there?

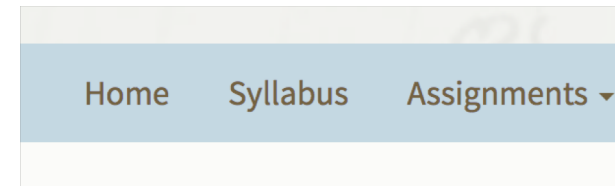
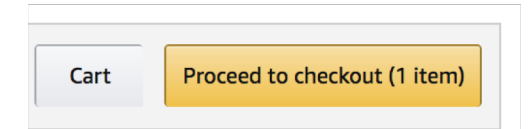
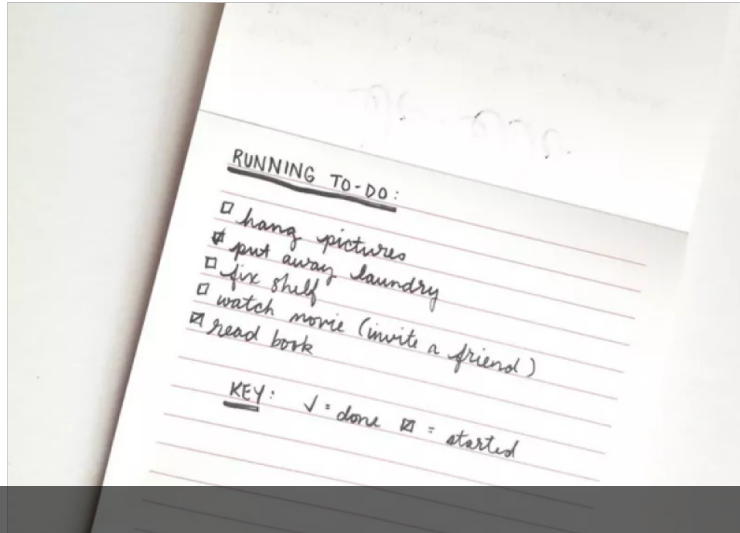
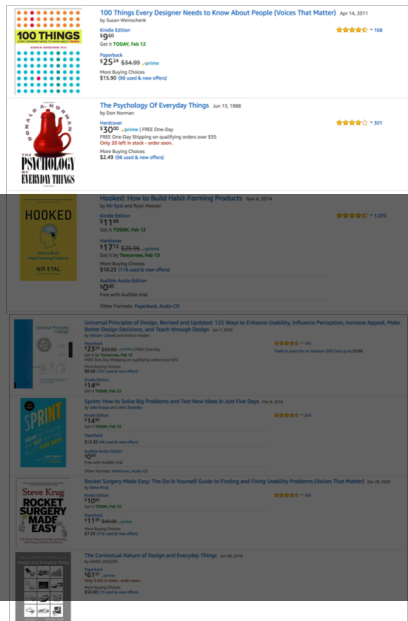
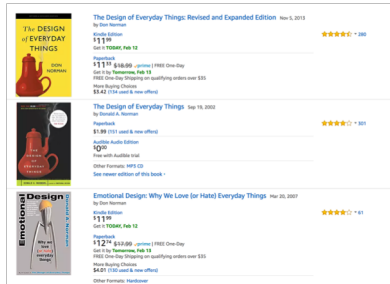


Amazon Departments: How many options are there?



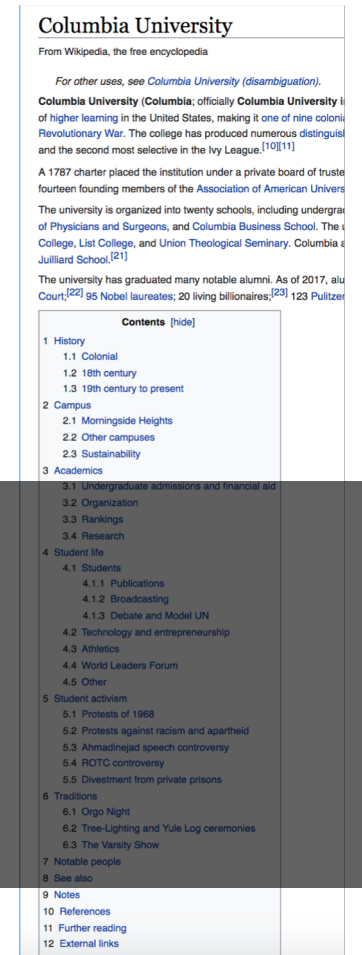
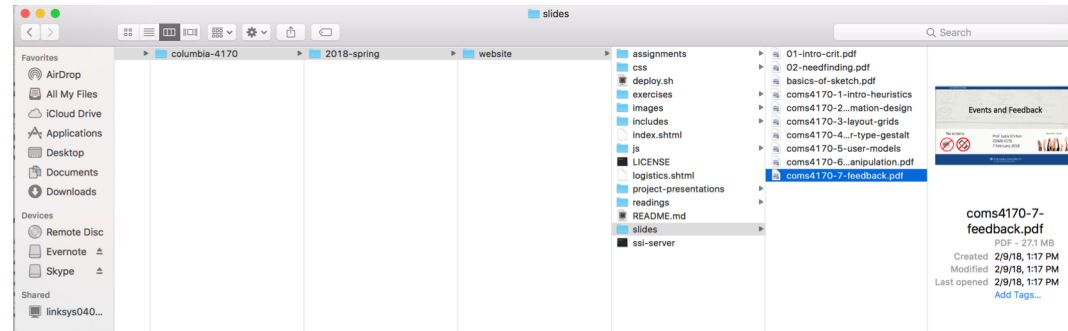
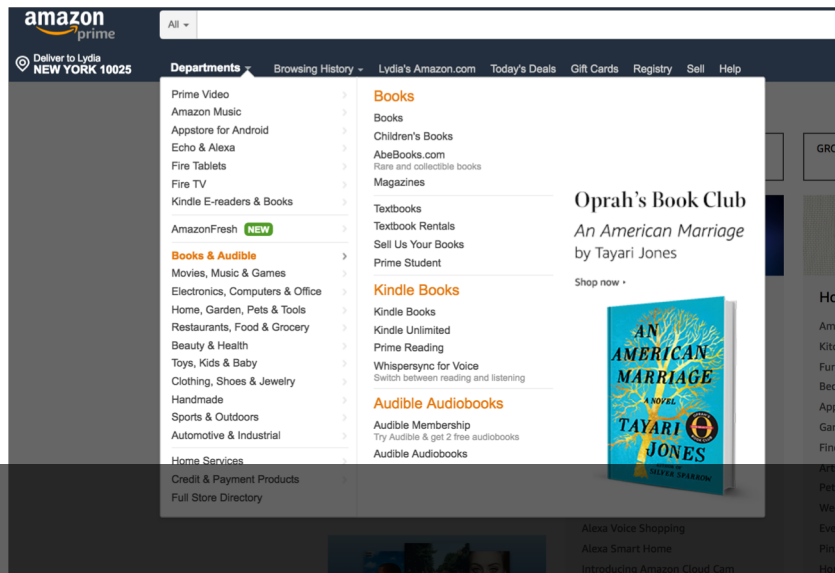
About 100

When displaying ~10 options, how do you display them to suit the needs and abilities of people?



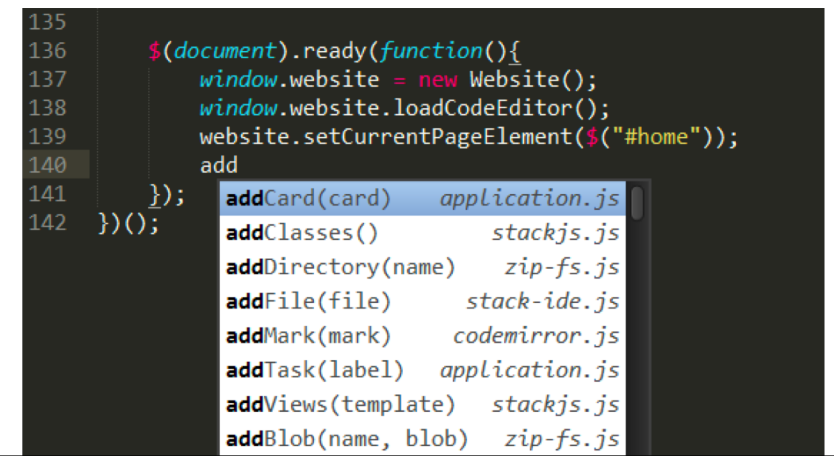
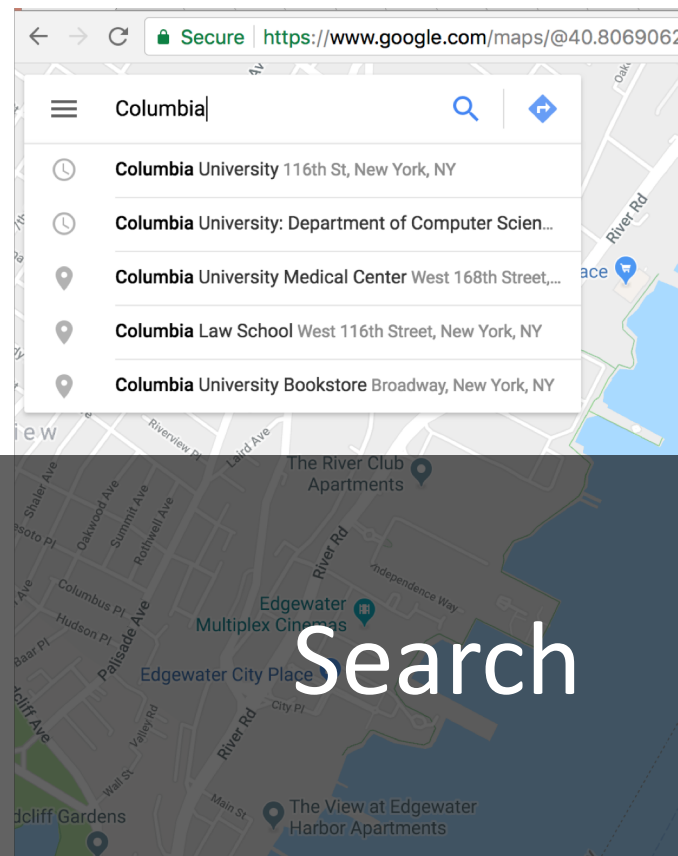
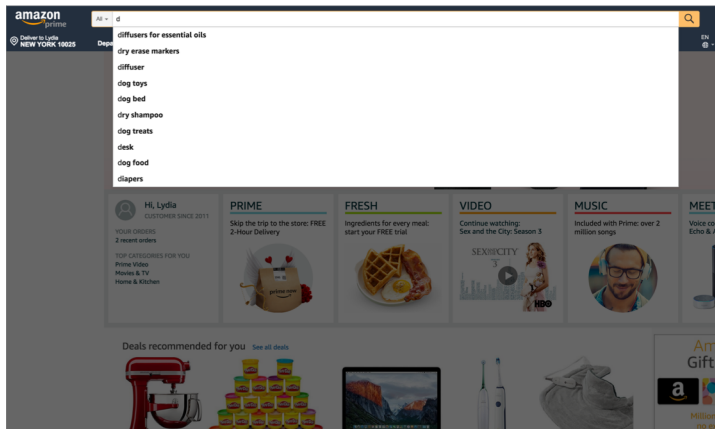
List

When displaying ~100 options, how do you display them to suit the needs and abilities of people?



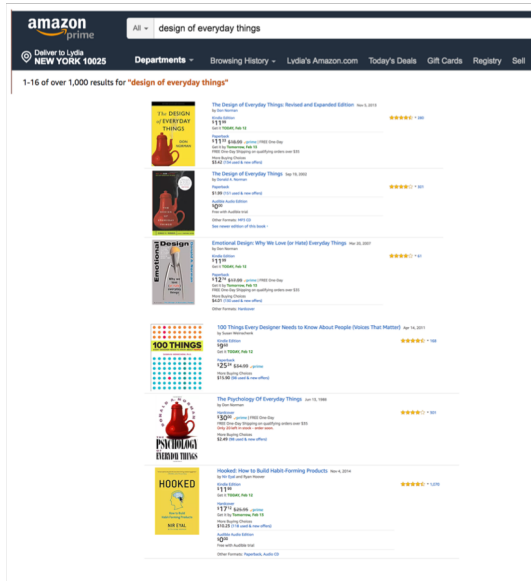
A tree

When displaying ~1000 options, how do you display them to suit the needs and abilities of people?

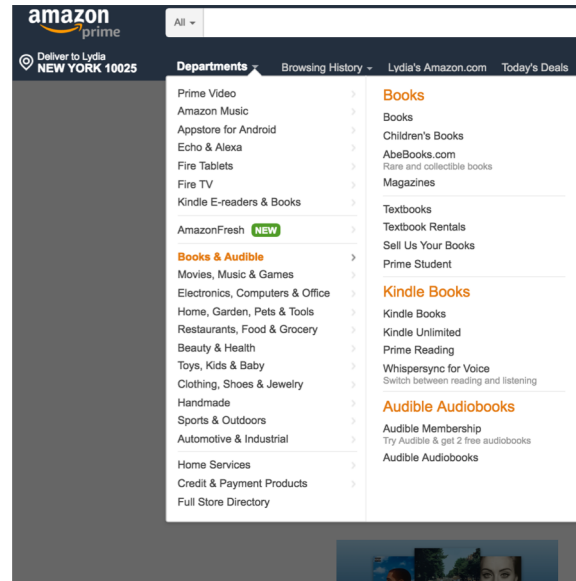


Search

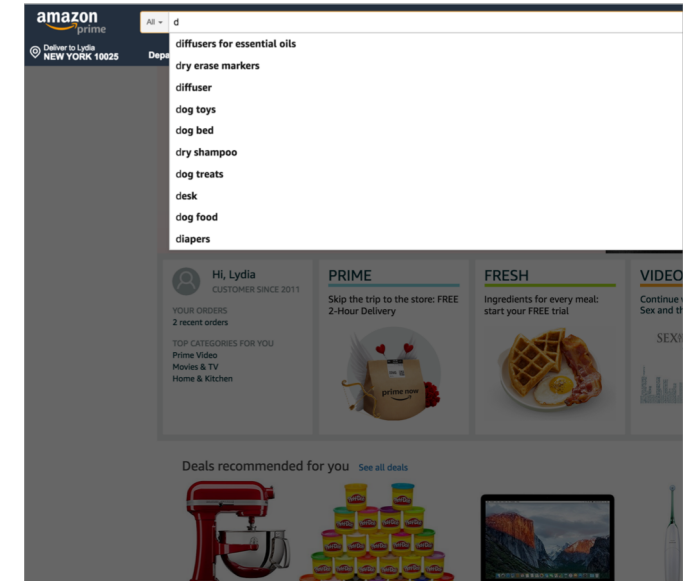
When displaying options, the number of options determines the interaction style.



~10 items = list



~100 items = tree



~1000 items = search

Final Project Rubric

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 - **Mid-level:**
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 - **Low-level:**
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 - **Low level Interaction:** Are they efficient for the user to execute? (target size, number of clicks)
- **Technical:**
 - Is there enough media to accomplish the goal?
 - Do the technical elements work?
- **Visual Information Design:**



“I tried silk chiffon,
but it didn’t work.”

“I tried the Google Object Detection,
but it didn’t work.”

A man with glasses and a suit is looking down. In the background, a whiteboard displays the text 'THE IET SCHOOL'.

MAKE.

IT.

WORK.

Final Project Rubric

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 - **Primary:** Are there appropriate conceptual groupings?
 - **Secondary:** within groupings are the most important things emphasized in TWO ways, and less important things de-emphasied?

All sites display information

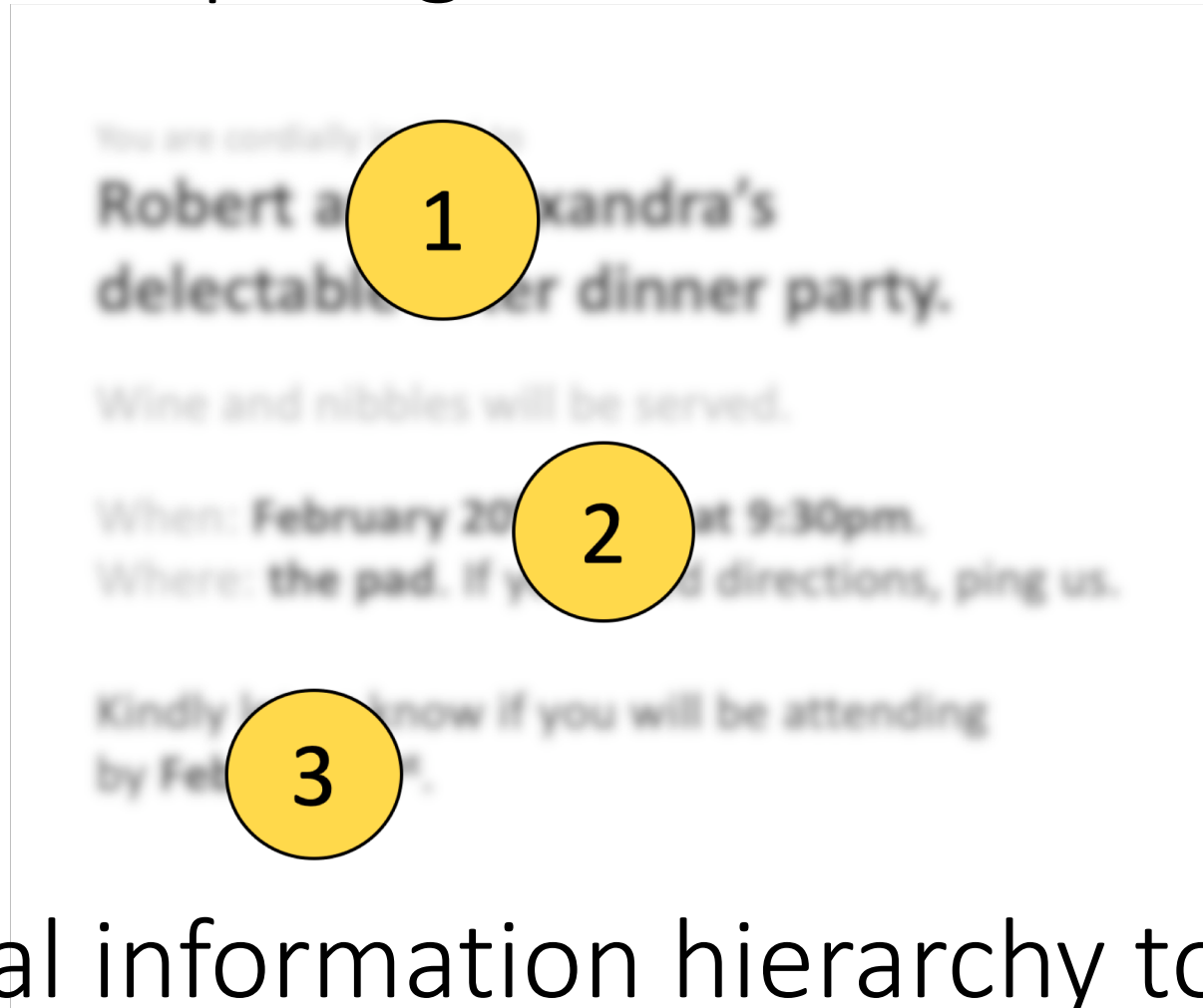
The screenshot shows the Amazon.com homepage with a dark header. The main content area is divided into several sections: 'Popular in Books' featuring award winners and best books of 2017; 'More in Books' with a list of 100 books to read in a lifetime; 'Amazon Kindle' section for e-books; and 'Textbooks' for students. A 'Shop Valentine's Day Deals' banner is at the top right. The page displays book covers, titles, authors, and prices, with a 'prime' logo indicating fast shipping.

The screenshot shows a Gmail inbox interface. The left sidebar lists 'Inbox (2)', 'Sent Mail', 'Drafts (54)', 'Need to Read', and 'Technology Coach'. The main area displays a list of emails with columns for 'Primary', 'Social', 'Promotions', and 'Updates'. Each email entry includes a star icon, a checkbox, the sender's name, the subject, a preview snippet, and the time received. The right sidebar shows a search bar and a list of contacts.

The screenshot shows a Craigslist post titled 'PictureCorrect Photography Tips'. The post is from 'Adel Gomaa and Richard Schneider' and was posted 15 minutes ago. It includes a description of the photographer's resolution for 2011: to capture more landscape photos outside the U.S. and add more countries to their portfolio. The post also features a profile picture of the user and a 'Like' button.

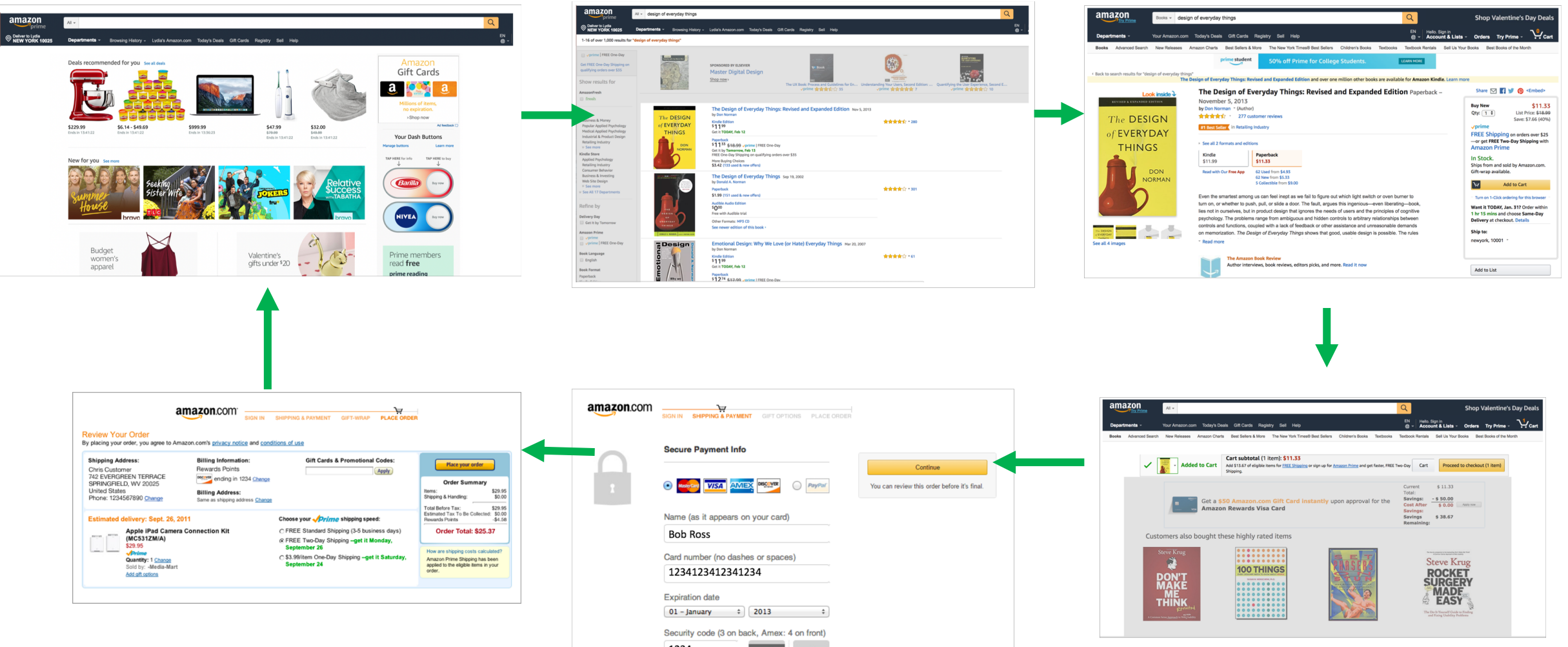
The screenshot shows the Craigslist website interface. The top navigation bar includes the 'craigslist' logo and a search bar. Below the navigation bar, there are several categories listed: 'community', 'housing', 'jobs', 'personals', 'discussion forums', and 'for sale'. Each category has a list of sub-categories. The right sidebar shows a 'nearby' section with a list of cities and a 'language' dropdown menu.

Users have a spotlight of attention.



Use a visual information hierarchy to guide users' attention

Every subgoal should have visual information design to guide users through it



Seven tools for visually indicating importance

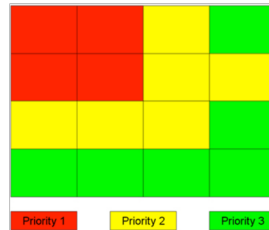
You are cordially invited to
Robert and Alexandra's delectable after dinner
party.

Wine and nibbles will be served.

When: February 20th, 2018 at 9:30pm.
Where: the pad. If you need directions, ping us.

Kindly let us know if you will be attending by
February 1st.

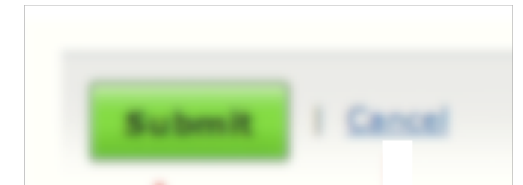
Conceptual grouping



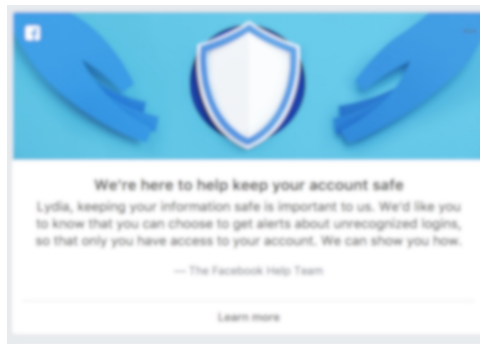
Location



Whitespace



Size



Images

You are cordially invited to
**Robert and Alexandra's
delectable after dinner party.**

Wine and nibbles will be served.

Contrast



Color

Use multiple tools. Use color last.

Use size, whitespace and contrast instead.

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served.
When: February 20th, 2019 at 9:30pm.
Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st.

You are cordially invited to
**Robert and Alexandra's
delectable after dinner party.**
Wine and nibbles will be served.

When: **February 20th, 2019 at 9:30pm.**
Where: **the pad.** If you need directions, ping us.

Kindly let us know if you will be attending
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Examples

Step 1: Listen



A Minor Third has 3 half steps between the lower note and the higher note. Try counting the number of lines and spaces between the two notes on the image above.

The "minor" quality indicates that this interval comes from the minor scale of its lower note, and that the interval sounds slightly dissonant or unhappy.

▶

0:00 / 0:06

🔊

⋮

I like...

Minor Third

Step 3: Quiz Yourself

Identify the Minor Third:

☐ A)

0:01 / 0:06

☐ B)

0:00 / 0:06

☐ C)

0:00 / 0:06

☐ D)

0:00 / 0:04

Submit

Step: 1 2 3

I like that there are intermedia quizzes to help me test my knowledge as I learn it.

For me..., what if...

Minor Third

Step 3: Quiz Yourself

Identify the Minor Third:

☐ A)

0:06 / 0:06

☐ B)

0:06 / 0:06

☒ C)

0:06 / 0:06

☐ D)

0:04 / 0:04

Submit

✓ Yes, that is correct!
Now move onto the next interval 😊

Step: 1 2 3

next interval >

Music Intervals Quiz

1. What interval is this?

0:06 / 0:06

☒ A) Perfect 5th
☐ B) Perfect Octave
☐ C) Major 6th
☐ D) Major 3rd

Submit

✗ Sorry, the answer is C. [Review Interval](#)

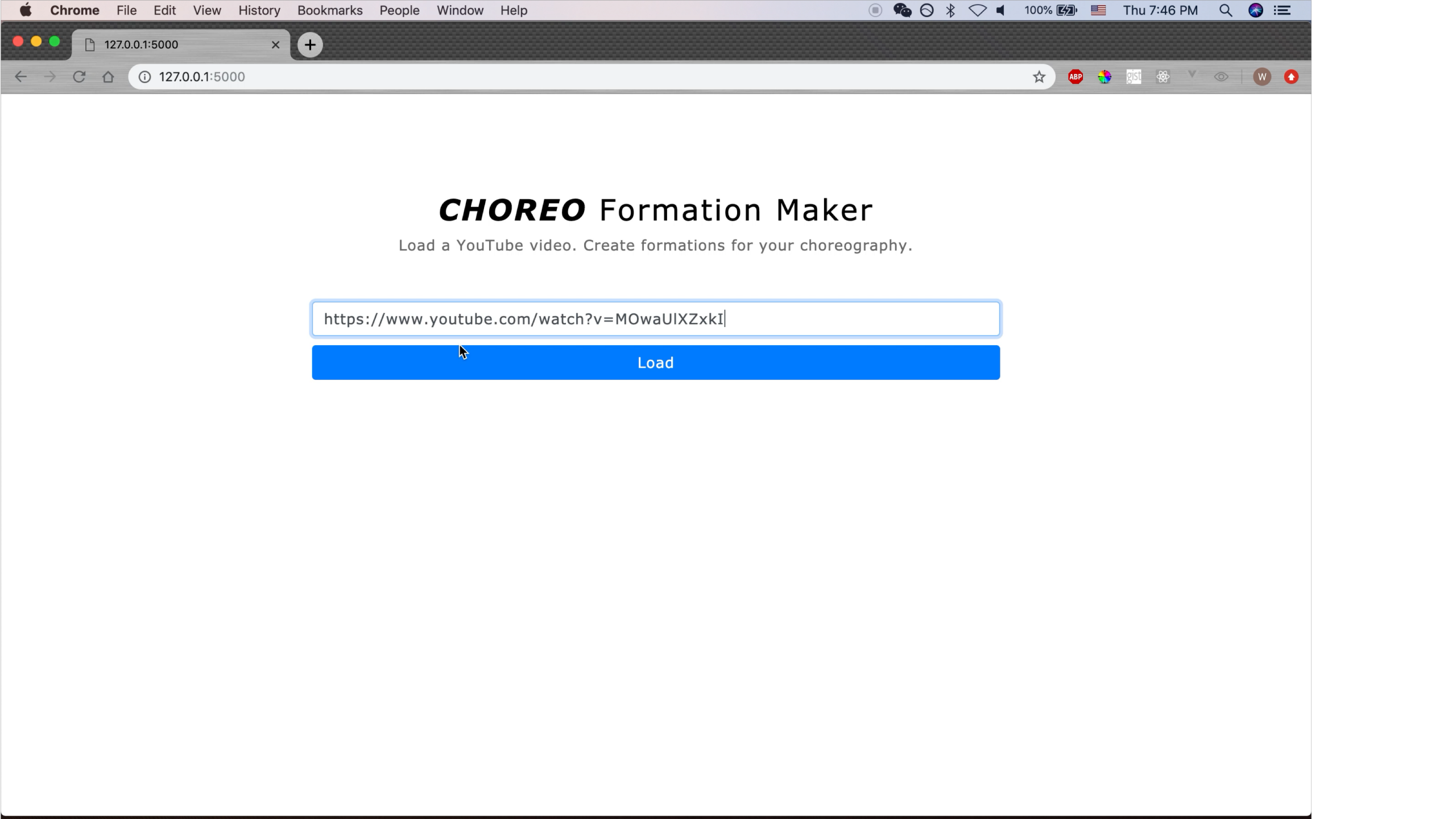
2. What interval is this?

0:00 / 0:06

☐ A) Perfect 5th
☐ B) Perfect 4th
☐ C) Perfect Octave
☐ D) Major 3rd

Submit

For me, the navigation wasn't a little constraining,
What if you gave user more control for how to get back and forth between intervals?



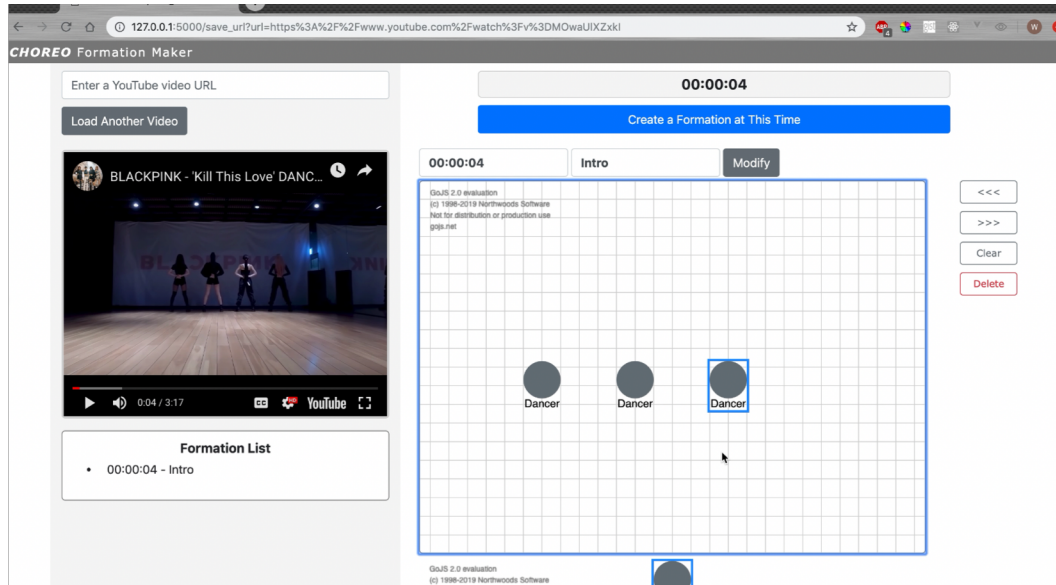
CHOREO Formation Maker

Load a YouTube video. Create formations for your choreography.

https://www.youtube.com/watch?v=MOwaUIXZxkI

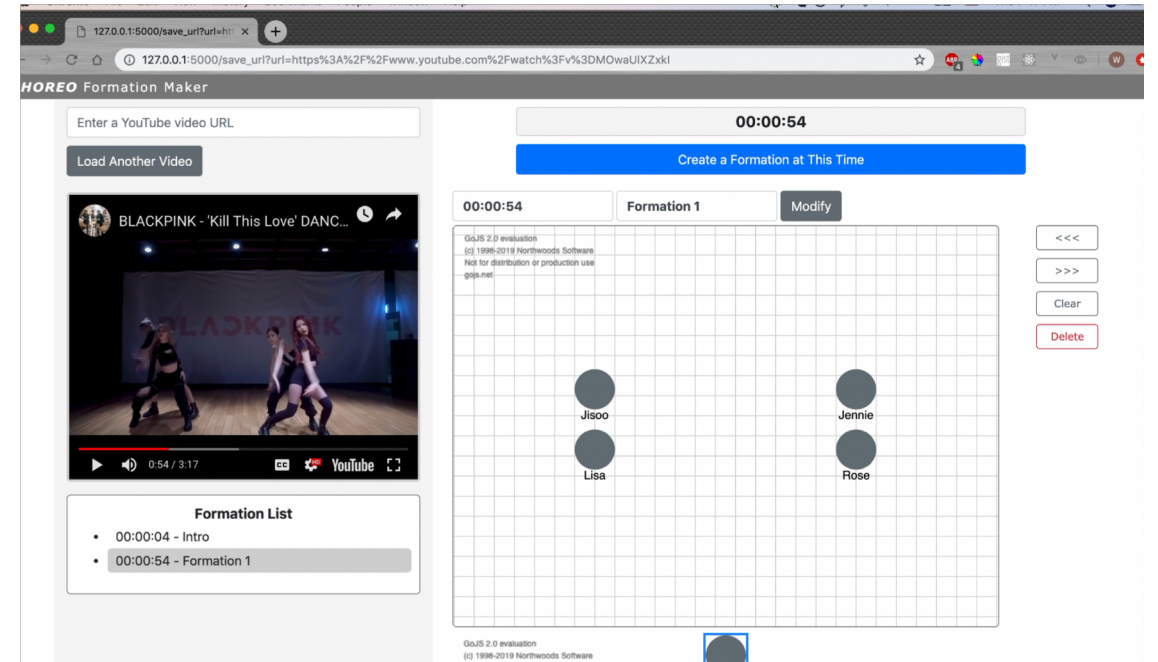
Load

I like...



I liked how easy it was to map out the formation.
You can see the video, and drag, circles, and name them.

For me..., what if...



For me, it didn't quite feel done, or like I'd reached my goal.
What if when you're done you could see all the formations in a list?

Ingredient List
Tequila
Vodka
Triple Sec
Lime
Gin
Tonic
Coke
Peach Schnapps
Grape Juice
Orange Juice
Lemon
Mint
Rum
Club Soda
Grenadine Syrup

Selected

Disliked

Alcohol Content:

☐ Light (1-2 shots)

☒ Medium (3-4 shots)

☐ Heavy (5-6 shots)

Taste type:

☐ Fruity

☒ Bubbly

☐ Neutral

Sweetness:

Cost

Find your Drink!

Reset Page

I'm feeling Lucky

I like...

Ingredient List

Tequila

Vodka

Triple Sec

Lime

Gin

Tonic

Coke

Peach Schnapps

Grape Juice

Orange Juice

Lemon

Mint

Rum

Club Soda

Grenadine Syrup

Selected

Mint

Rum

Lime

Disliked

Tequila

Peach Schnapps

Grape Juice

Alcohol Content:

☐ Light (1-2 shots)

☒ Medium (3-4 shots)

☐ Heavy (5-6 shots)

Taste type:

☐ Fruity

☒ Bubbly

☐ Neutral

Sweetness:

Cost

Find your Drink!

Reset Page

I'm feeling Lucky

I like the interaction of dragging ingredients

For me..., what if...

Ingredient List

Tequila

Vodka

Triple Sec

Lime

Gin

Tonic

Coke

Peach Schnapps

Grape Juice

Orange Juice

Lemon

Mint

Rum

Club Soda

Grenadine Syrup

Ingredient Info

Tequila

It has

the

flavor

of

Agave

and

alcohol.

If it is

aged

it can

also

have a

fruitiness

and

richness.

Close

For me, it was a little hard to read.

What if we used more media and information design here?

Drink: Mojito



Drink details: Mojito is a traditional Cuban hi mint.[1][2] Its combination of sweetness, citr

Ingredients: ['Rum', 'Lime Juice', 'Mint', 'Sug

For me, this output is a little mysterious.

Maybe you could tell me why I'll like this, and give me a ranked list in case I want to change my preferences a little?

Click around the classroom to learn the signs!



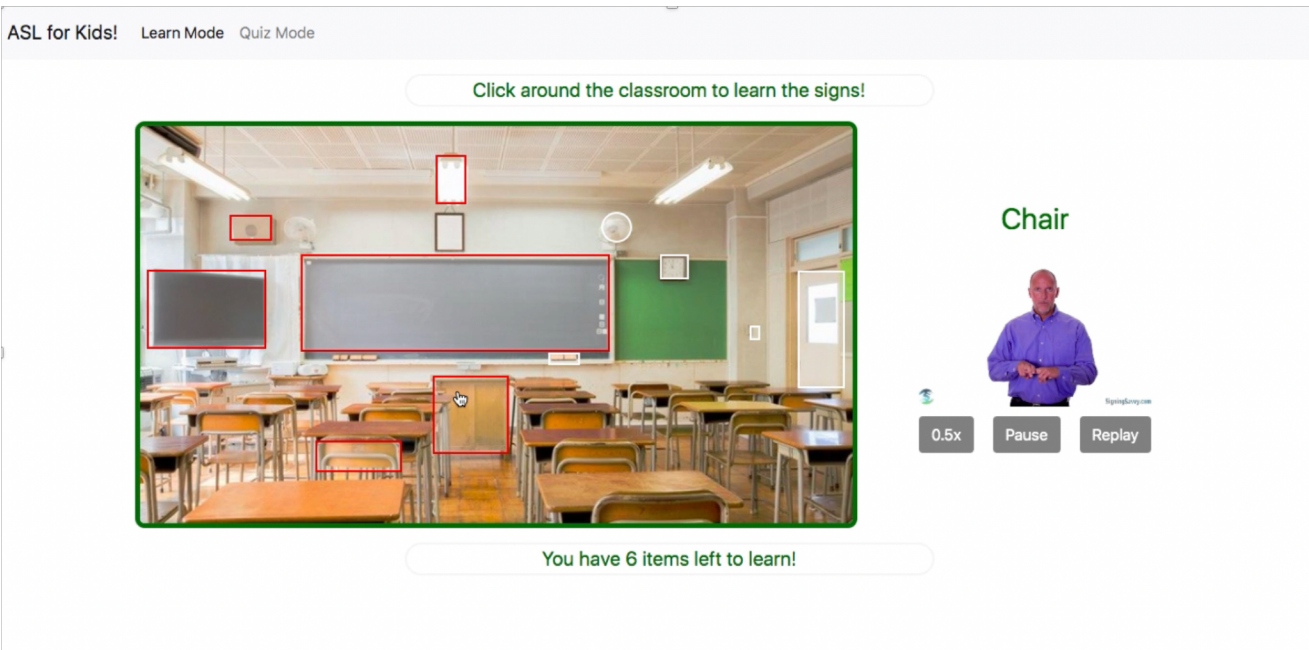
Hover your mouse
over the classroom
to see where to click.



Click to see the sign!

You have 11 items left to learn!

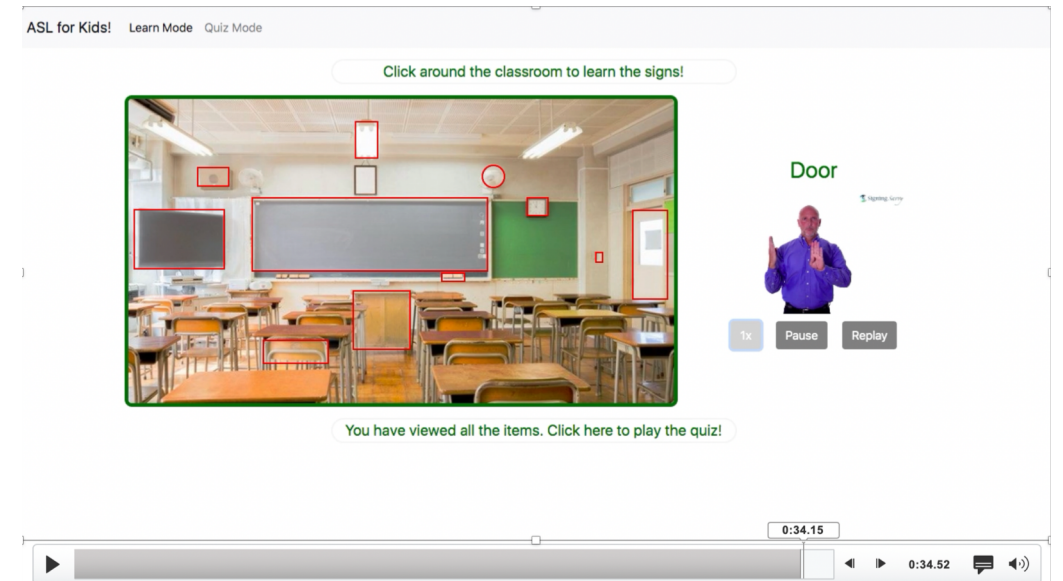
I like...



I like the interaction of clicking on the objects,
And the feedback about how many items left is good.

It gives me a lot of user control and freedom. (but still
guides me with feedback)

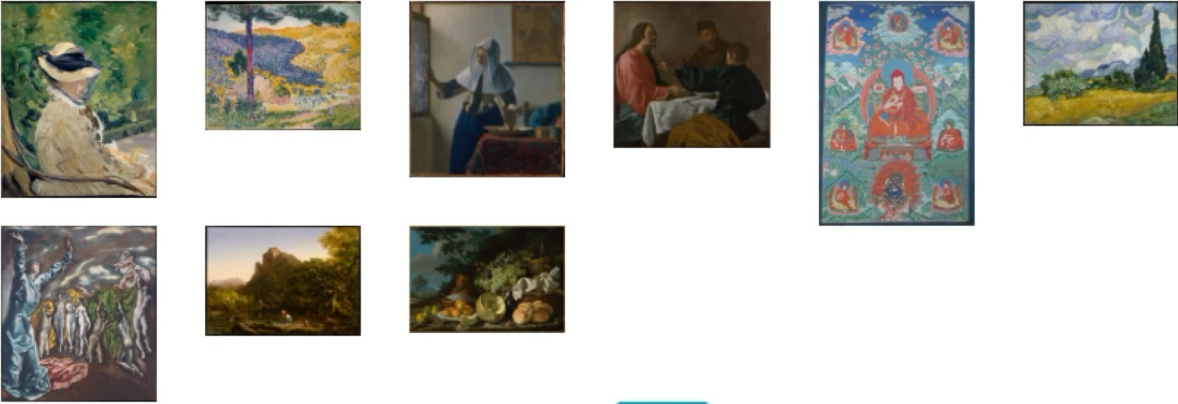
For me..., what if...



For me, I wasn't sure if I learn them.

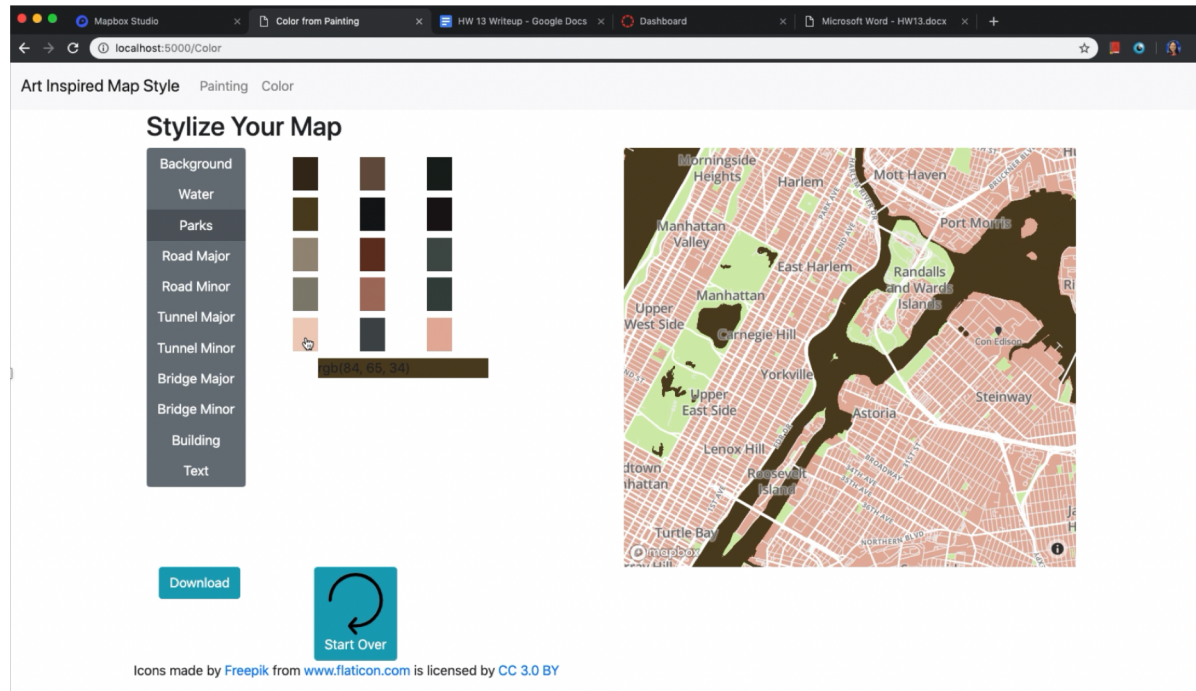
What if we had a quiz.

Select a Painting



Next

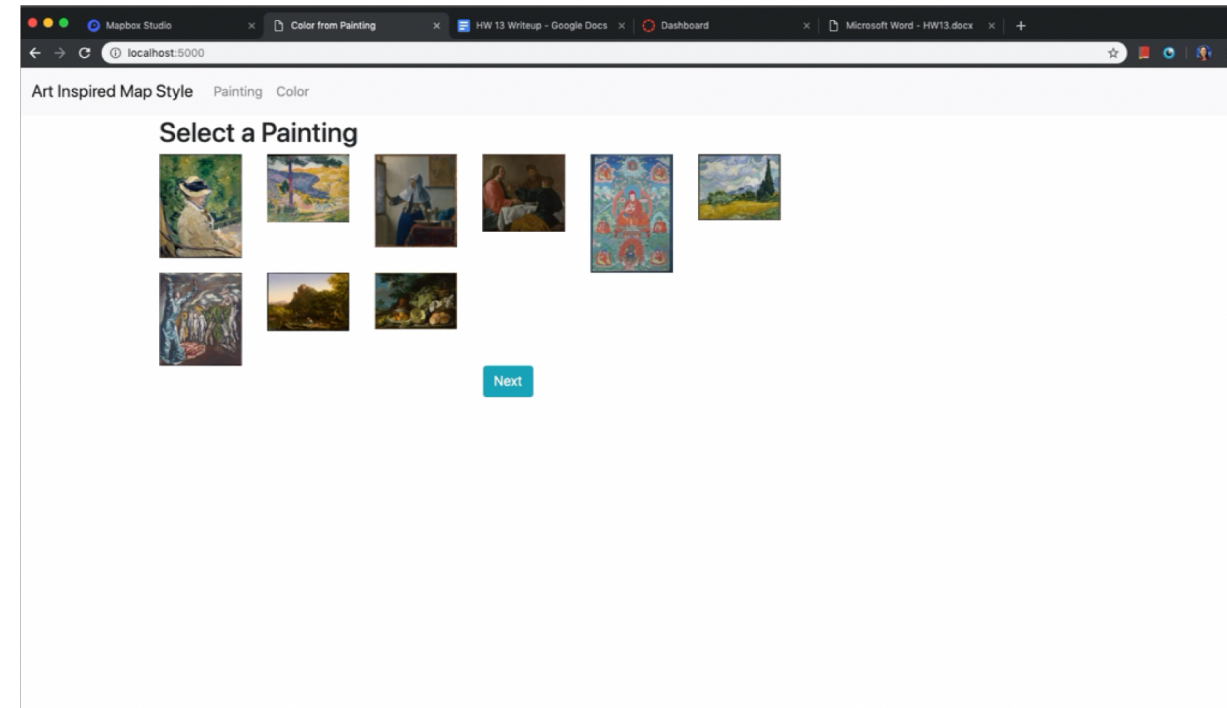
I like...



The immediate feedback you get when you pick colors
And see them on the map.

I can easily tell when two colors are unreadable
together (and I can easily fix it)

For me..., what if...

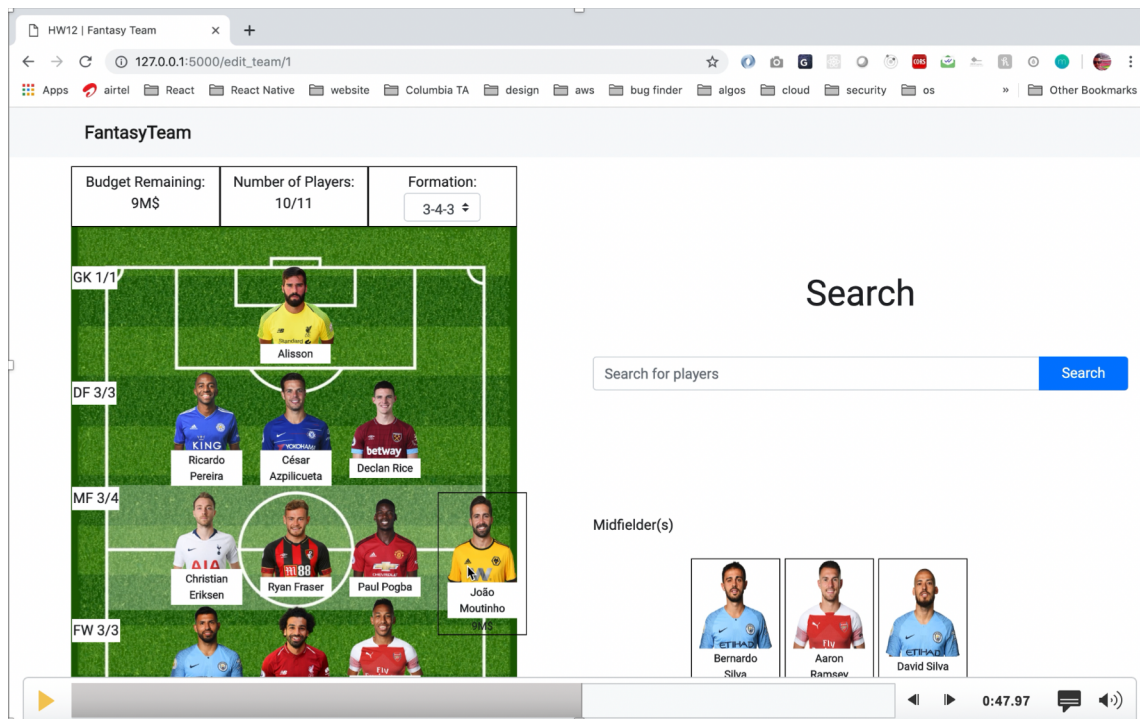


For me, it was unclear what this site was about.
What if you gave more cues to why I'm selecting a painting

FantasyTeam

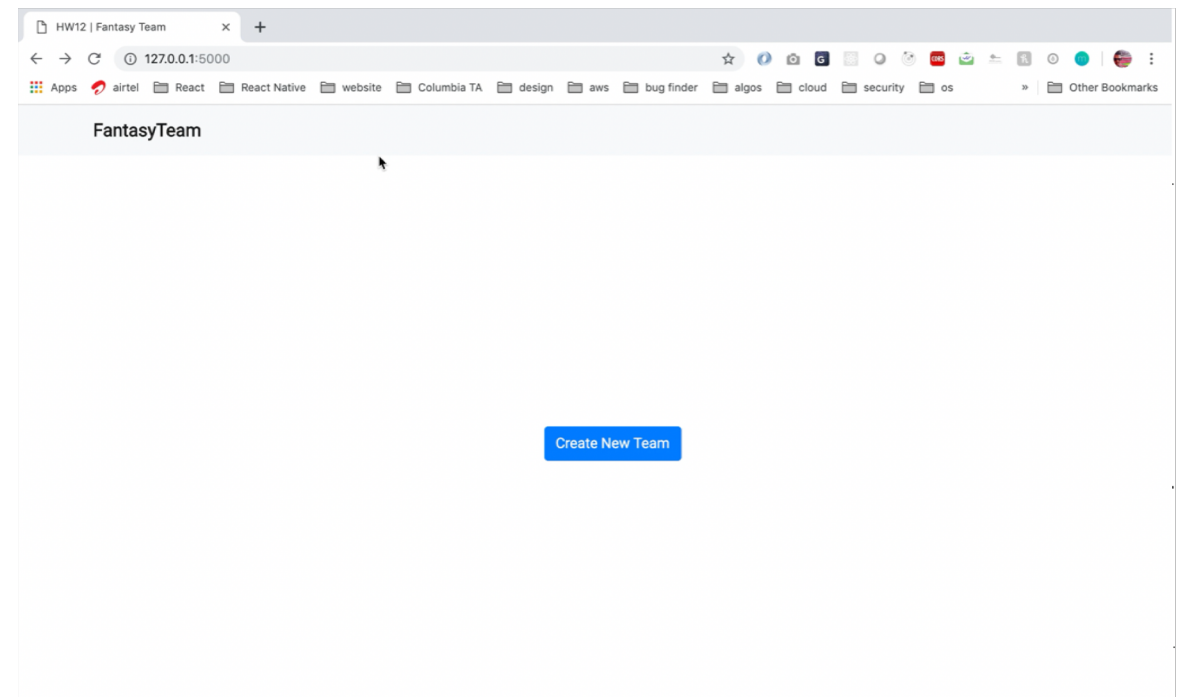
Create New Team

I like...



I like the interaction of dropping players into their position

For me..., what if...



For me, it was unclear what this site is about..
What if you gave more cues to what the starting state is.

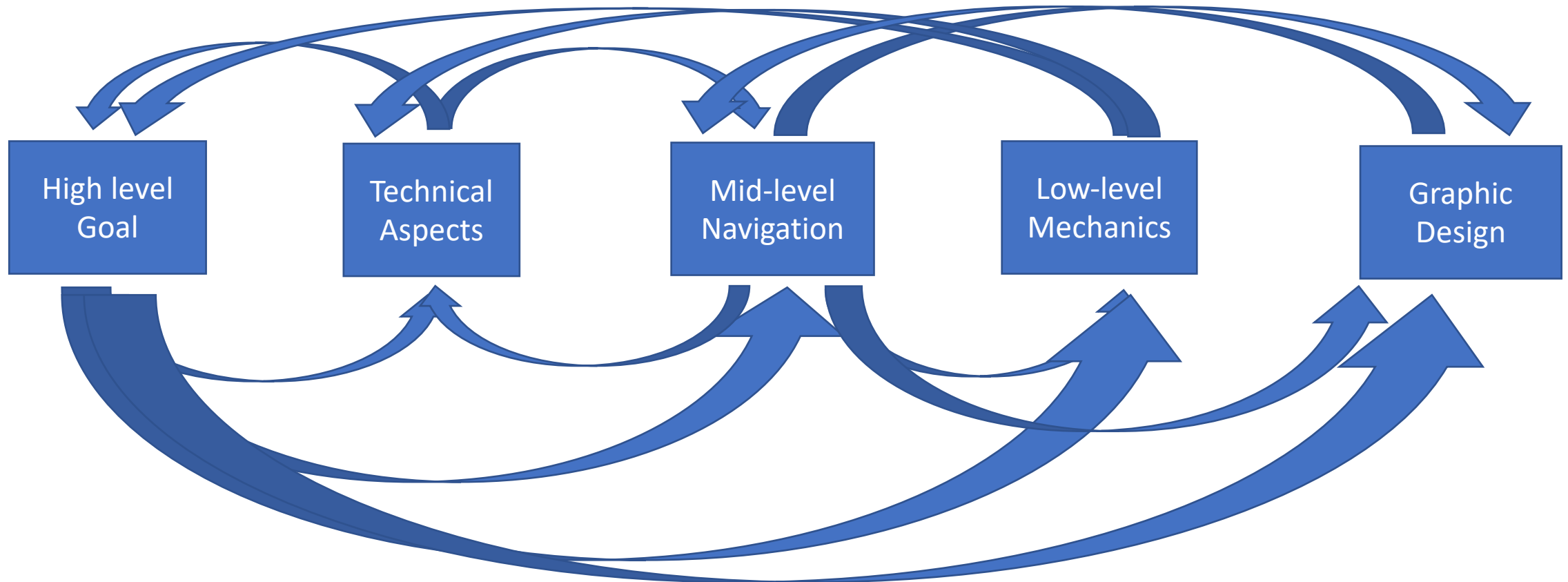
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Is design really this hard?

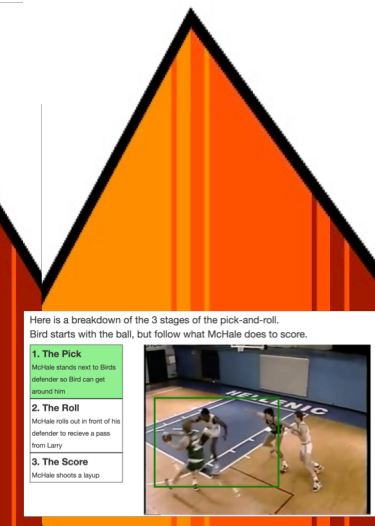
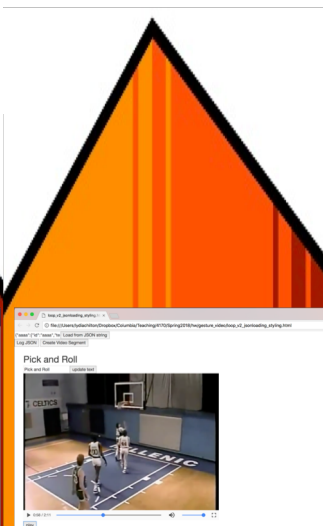
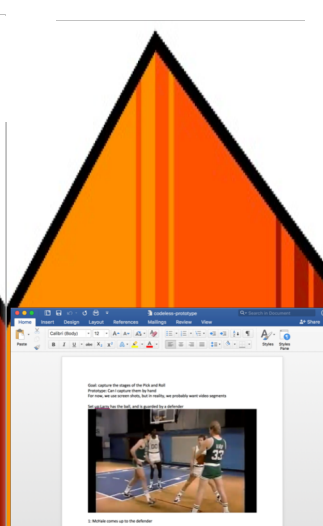
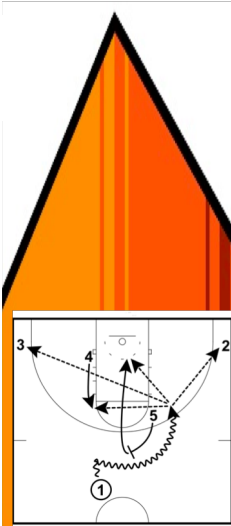
Or are we just stupid?

Design is hard because requires combining many elements that are dependent on each other.



Design requires synthesizing many elements that are completely dependent on each other.

Idea:
Help NBA fans
Recognize the
strategy
during games



Idea

Resources

Design

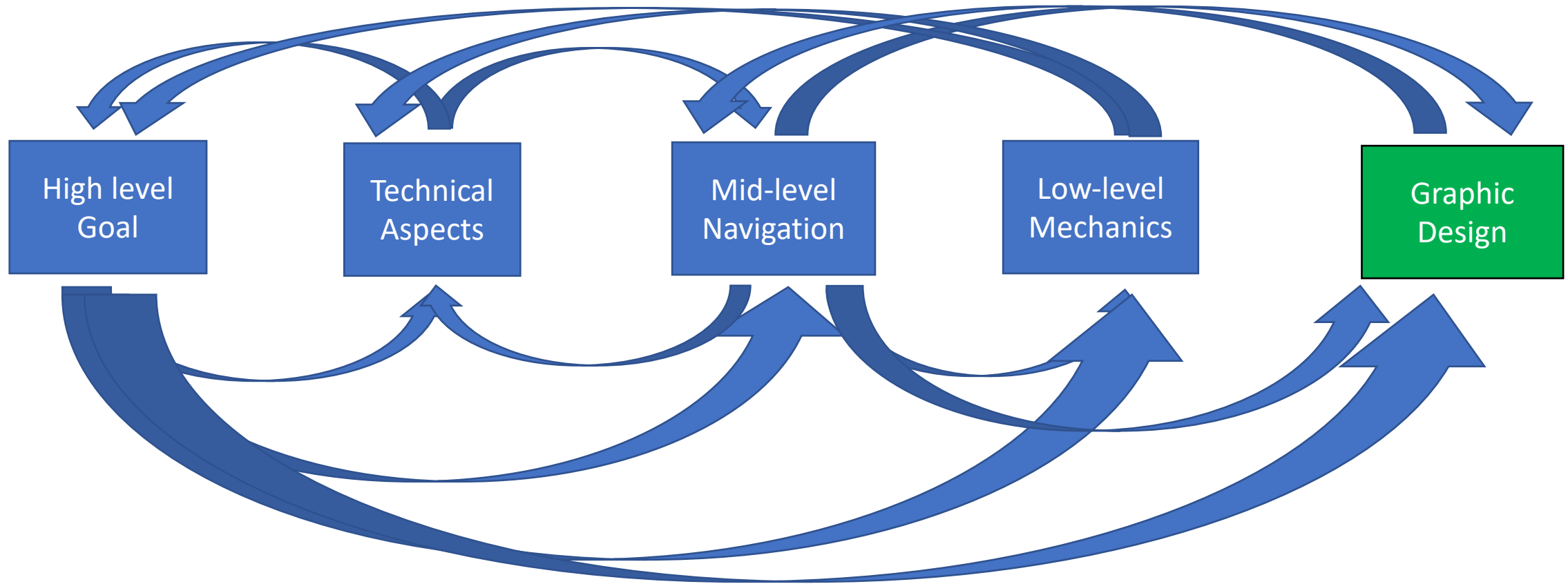
Technical

Design

Idea

Design

Graphic design is the final step for designers. Why?



But what do users perceive first? **Graphic Design**

Is that everything I need to know
to be the next tech unicorn?

Market Research

Is there an **audience** I can research that will **pay** for this?

The screenshot shows a 'Course Planner' interface. At the top, there is a search bar with 'pe 080' entered. Below the search bar, there are three course entries: 'PE 080A', 'PE 080B', and 'PE 080C'. Each entry has a '1-1-1 Stapf' label and a color-coded bar indicating the semester (Fall, Winter, or Spring). To the right of these entries is a grid of course offerings for Fall, Winter, and Spring semesters. The grid is organized by units (373, 42, 42, 39, 45, 48, 42) and includes course numbers and names. The interface also has 'Save' and 'Clear All' buttons.

Specific user need:

A student at Columbia trying to pick classes that don't conflict

The screenshot shows a 'Spring 2018-19 Biology Department' course selection interface. At the top, there is a 'Courses' section with a '+ COURSE' button and a 'VALIDATE SCHEDULE' button. Below this is a list of courses with checkboxes and icons indicating status or warnings. The courses listed are: 'BIO001 Test Course 1', 'BIO002 Test Course 2', 'BIO1300 General Biology I', 'BIO2200 Developmental Biology', 'BIO5100 Microbiology In Health And Disease', 'BIO5300 Ecology', 'BIO6100 Research Methods', and 'BIO7000 The Biology Of Nutrition'. A modal window titled 'Select Meeting Pattern For BIO002' is open, showing three options for meeting patterns: 'Mo, We, and Fr 9:00 AM-9:50 AM' (Non-Prime Time, Usage 1, Preference Fit 100%), 'Mo, We, and Fr 10:00 AM-10:50 AM' (Prime Time, Usage 2, Preference Fit 99%), and 'Mo, We, and Fr 11:00 AM-11:50 PM' (Prime Time, Usage 4, Preference Fit 96%).

Specific user need:

The Columbia Law School Registrar finding the right size classrooms to schedule all their classes

Coursedog

Justin Wenig, COMS 4170 Spr 18

crunchbase

Solutions ▾Products ▾Resources ▾Pricing

Search Crunchbase

Crunchbase Pro

SEARCH

Companies

People

Investors

Funding Rounds

Acquisitions

Schools

Events

Hubs

My Searches

My Lists

Marketplace

Add New Profile


Coursedog

OverviewUnlock ChartsFunding RoundsInvestorsRelated HubsWebsite Tech Stack by BuiltWithWeb Traffic by S

Overview

Total Funding Amount\$1M

CB Rank (Company)6,647



Coursedog

Coursedog automates administrative tasks for universities starting with course scheduling.

New York, New York, United States

Categories

Headquarters Regions

Founded Date

Founders

Operating Status

Funding Status

Last Funding Type

Number of Employees

Business Information Systems, Project Management, Software

Greater New York Area, East Coast, Northeastern US

Mar 14, 2018

Justin Wenig

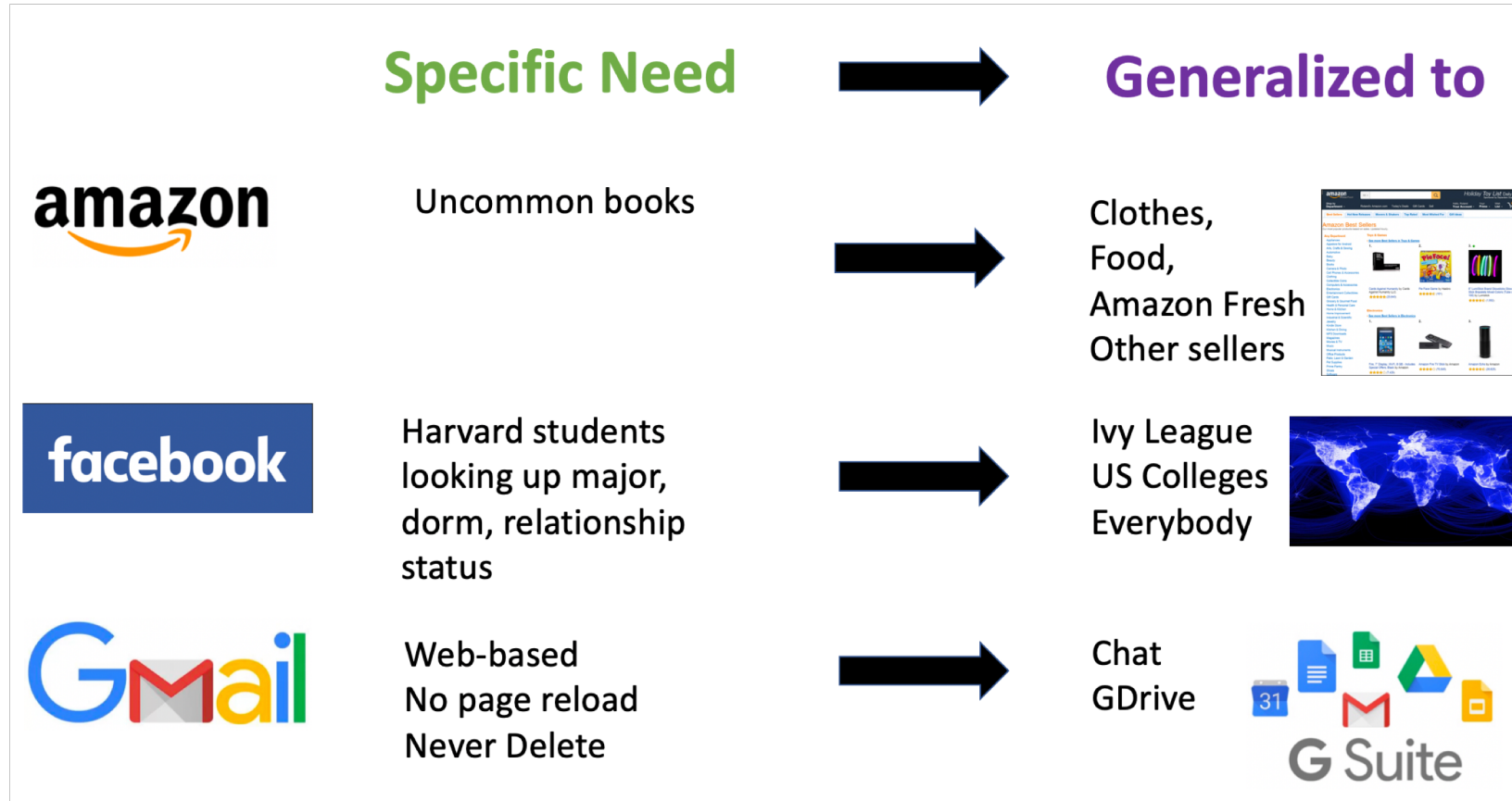
Active

Seed

Seed

11-50

If you start general, you may never start.



If you start specific, you can usually generalize later.

Don't get stuck.

Have more ideas.

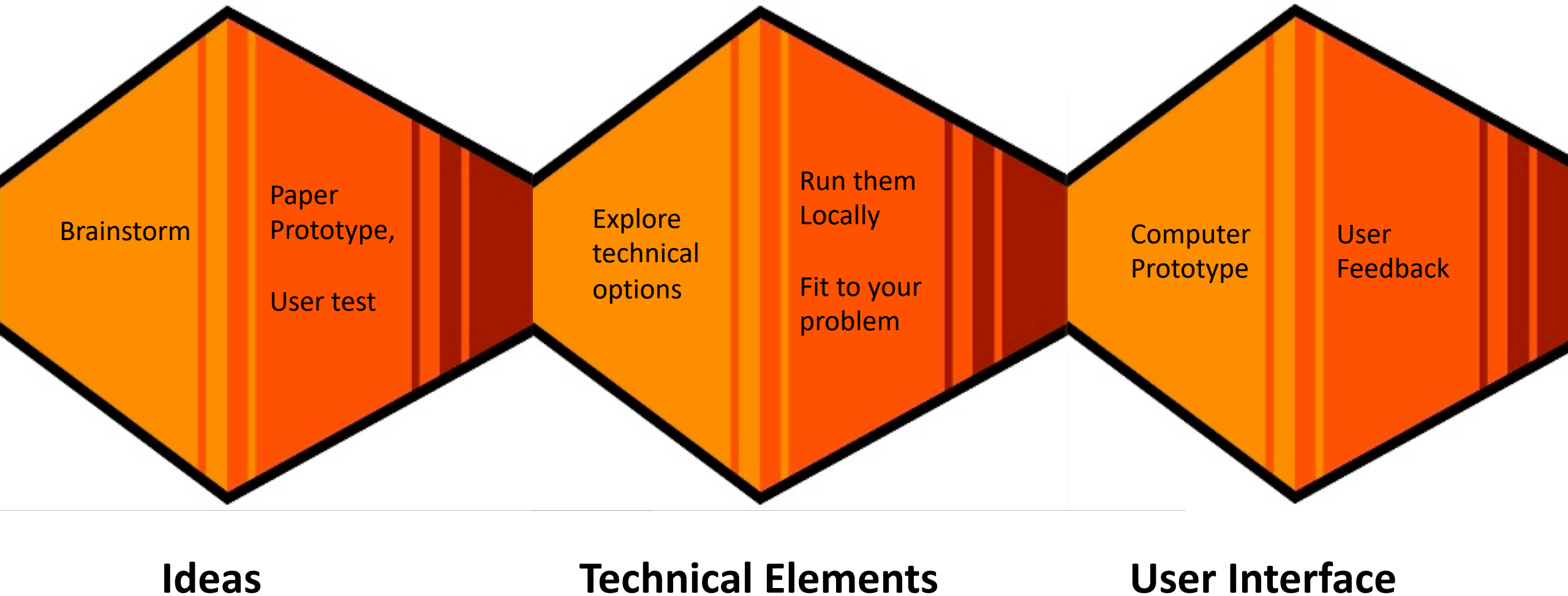
Flare and focus:
Explore many options, test them to decide.

Web app ideas

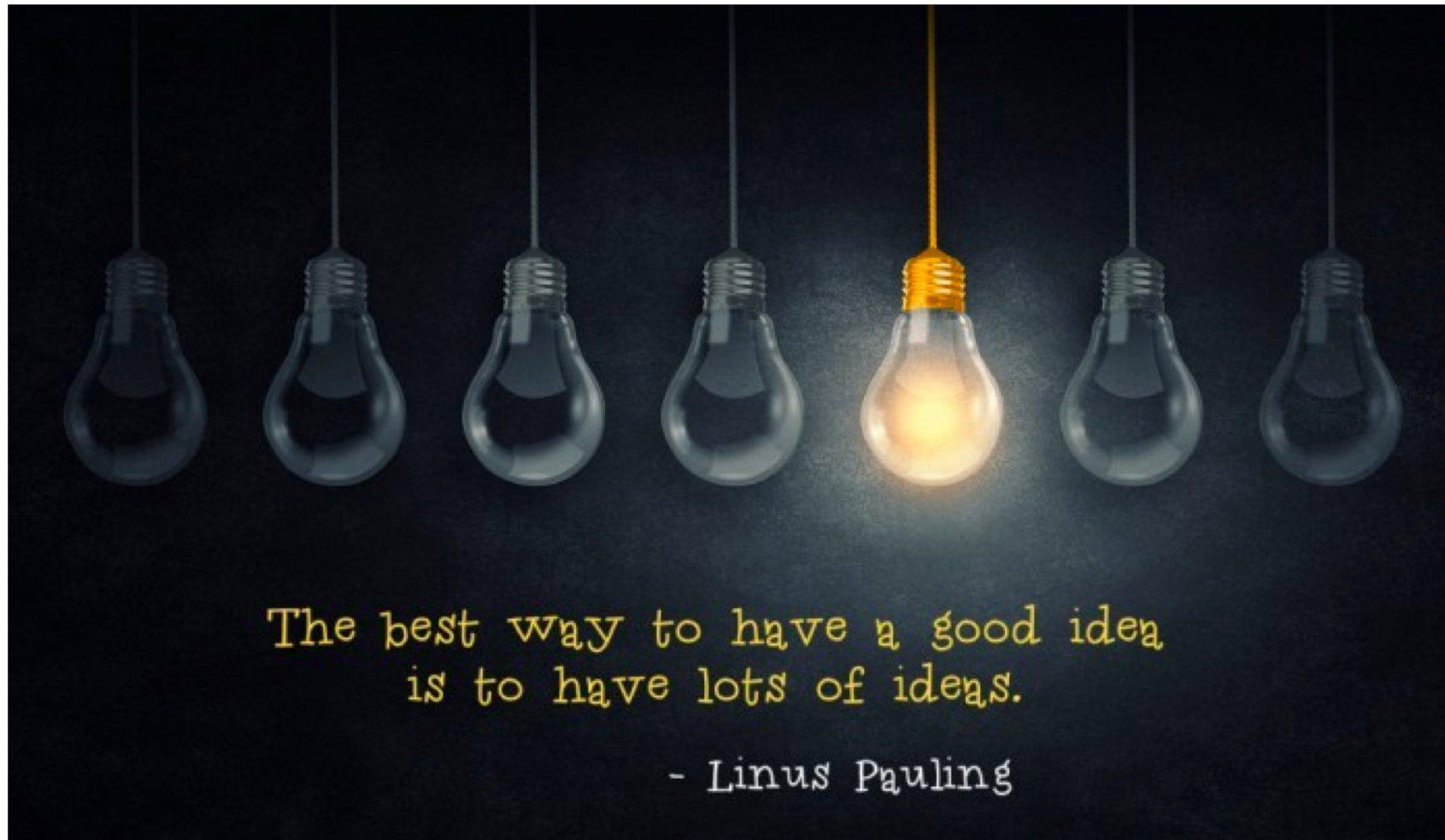
Learn Chinese tones
Learn Pick-and-Roll
Make a Zumba playlist
Track & increase walking fitness
Track & decrease Splenda you intake
Track Columbia Outreach progress
Learn different kinds of Jazz



Sequential Flare and Focus



Brainstorming: The idea itself is risky.
So we have many ideas before picking one.



Don't get too attached to one idea.



You are not your idea

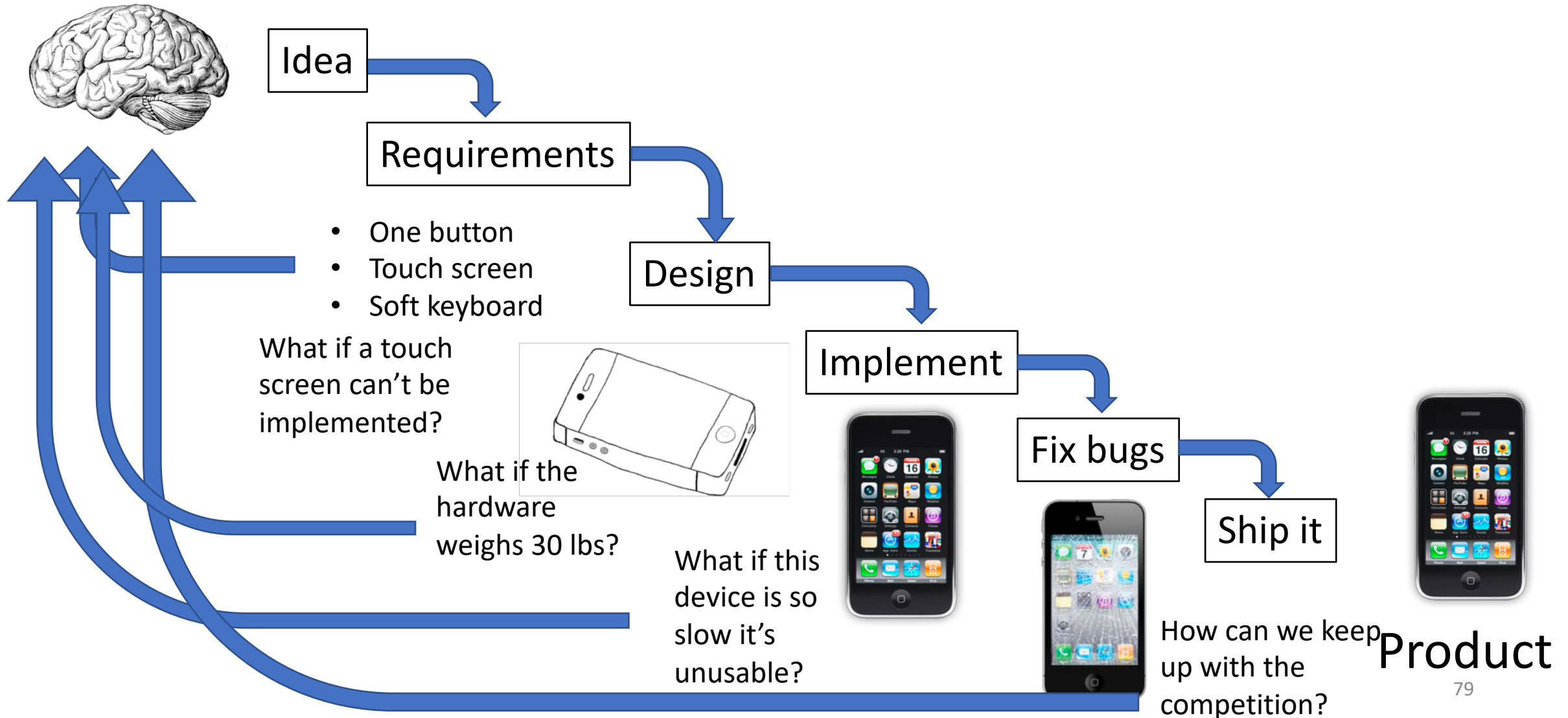


You are an idea machine.

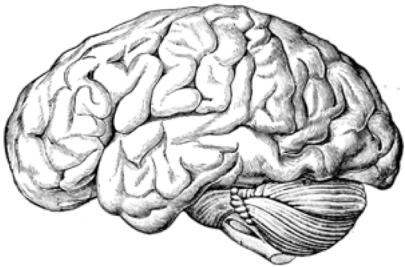
Perfection is impossible.

Iterate to add value and mitigate risk

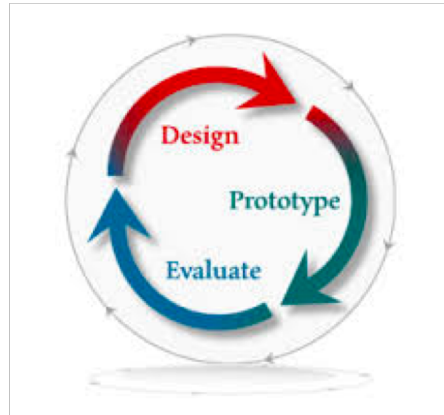
The Waterfall Model assumes all the the steps will work perfectly. They wont'.



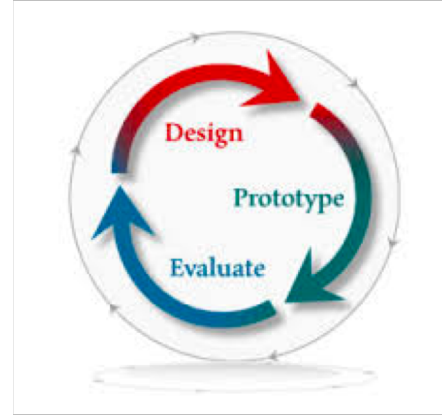
Iterative Design adds value one step at a time by iteratively testing risking features



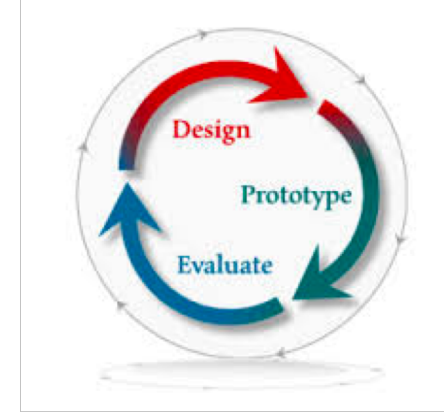
Idea



Touch screen



Soft keyboard



One button



Product

Advanced Web Design Studio

COMS 6998 · Fall 2018

[Home](#) [Syllabus](#)

[Piazza](#)

Goals

1. Master front-end and back-end technologies for making interactive websites.
2. Discover specific user needs by developing a low-level, mechanical model of human behavior.
3. Practice iterative design to meet specific user needs.

INSTRUCTOR

[Prof. Lydia Chilton](#)

OH: Tuesdays 4-5, CEPSR 612

Please contact staff through [Piazza](#) only

TAS

Katy Gero

OH: Wed 2:30-3:30, CEPSR 603

Savvas Petridis

OH: TBA, CS OH room

WEEKLY SCHEDULE

Lecture

Friday 2:10–4pm in Mudd 337

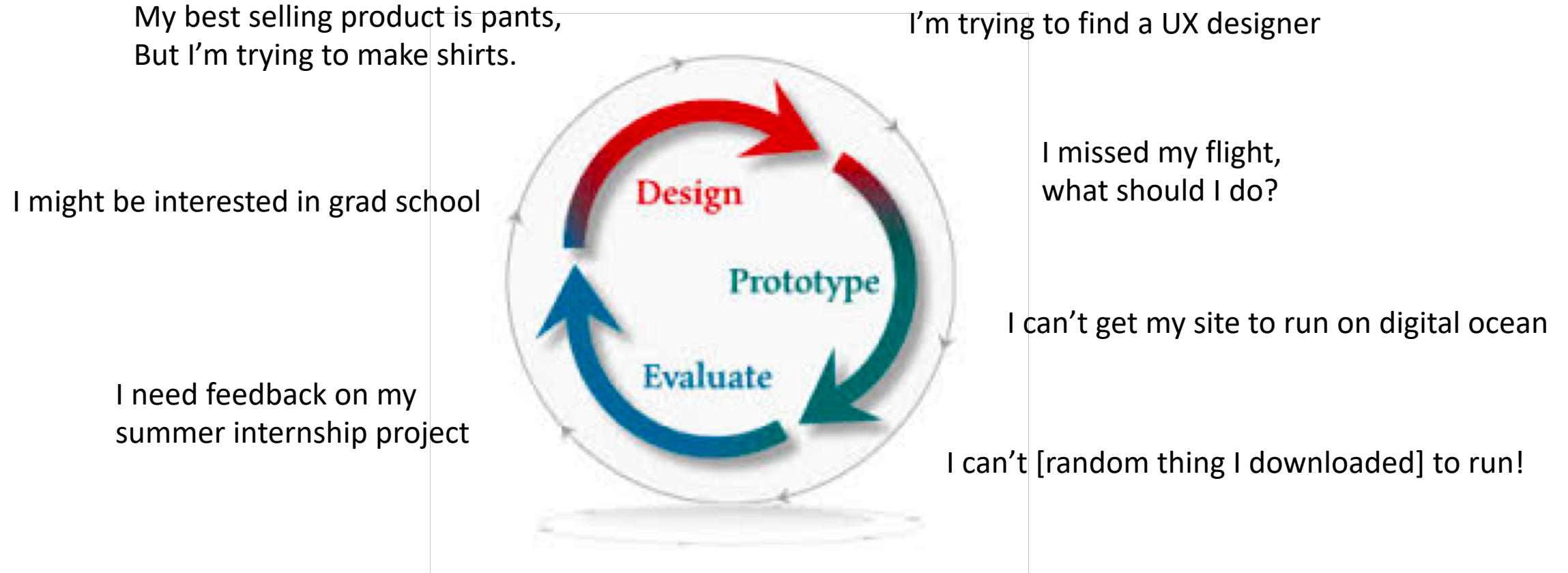
(also known as the Engineering Terrace)

TEACHING METHOD

This is a studio style class in the tradition of art and architecture. Students are expected to already know the fundamental techniques. We will practice these techniques as well as give and receive critique on a weekly basis. Attendance is mandatory. Any absence, excused or otherwise, must be made up

Lastly,

You have always got me.



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