



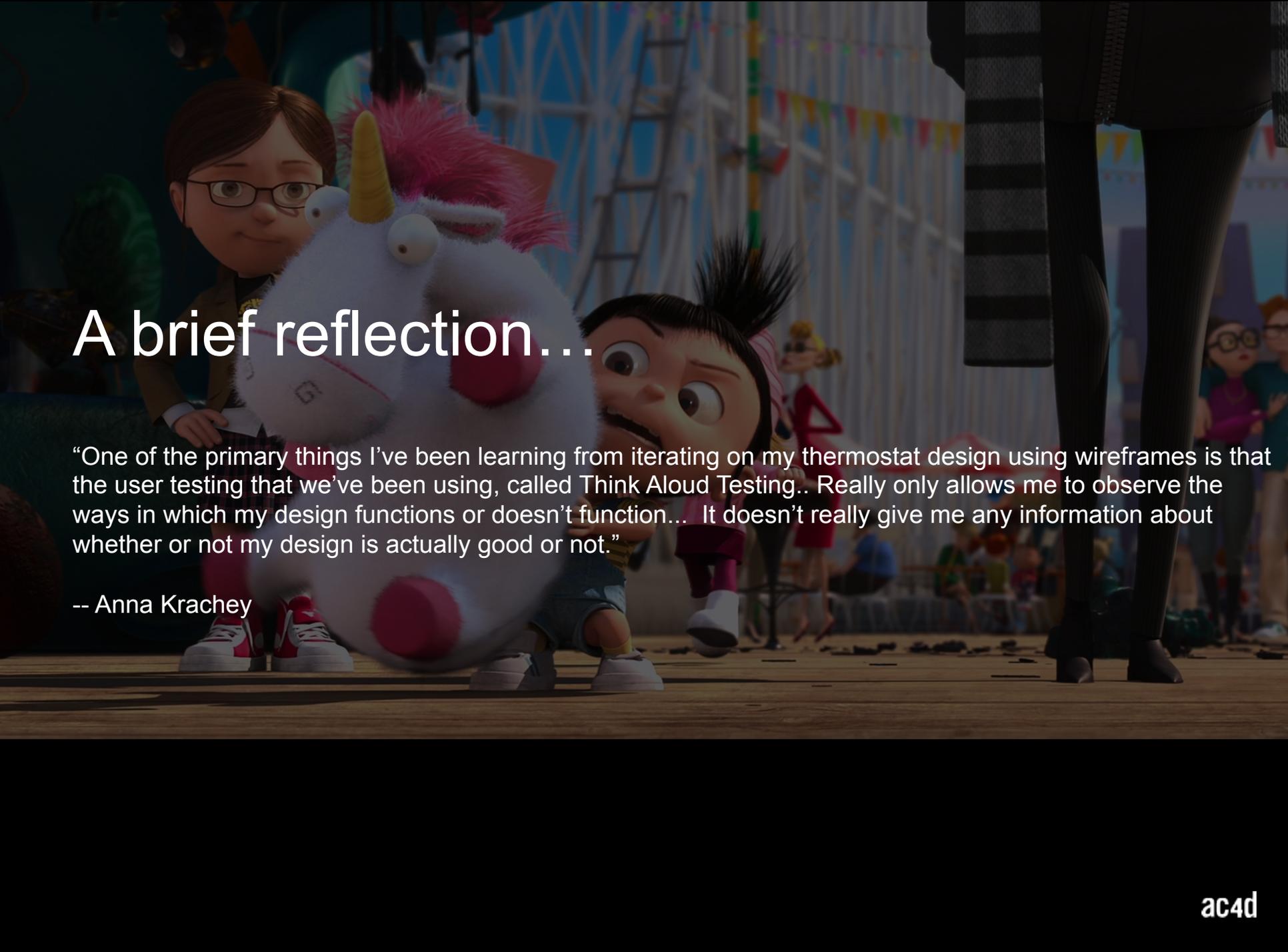
Image: Despicable Me

Zooms, Models, Heuristics, & Desire

Matt Franks

Professor, Austin Center for Design

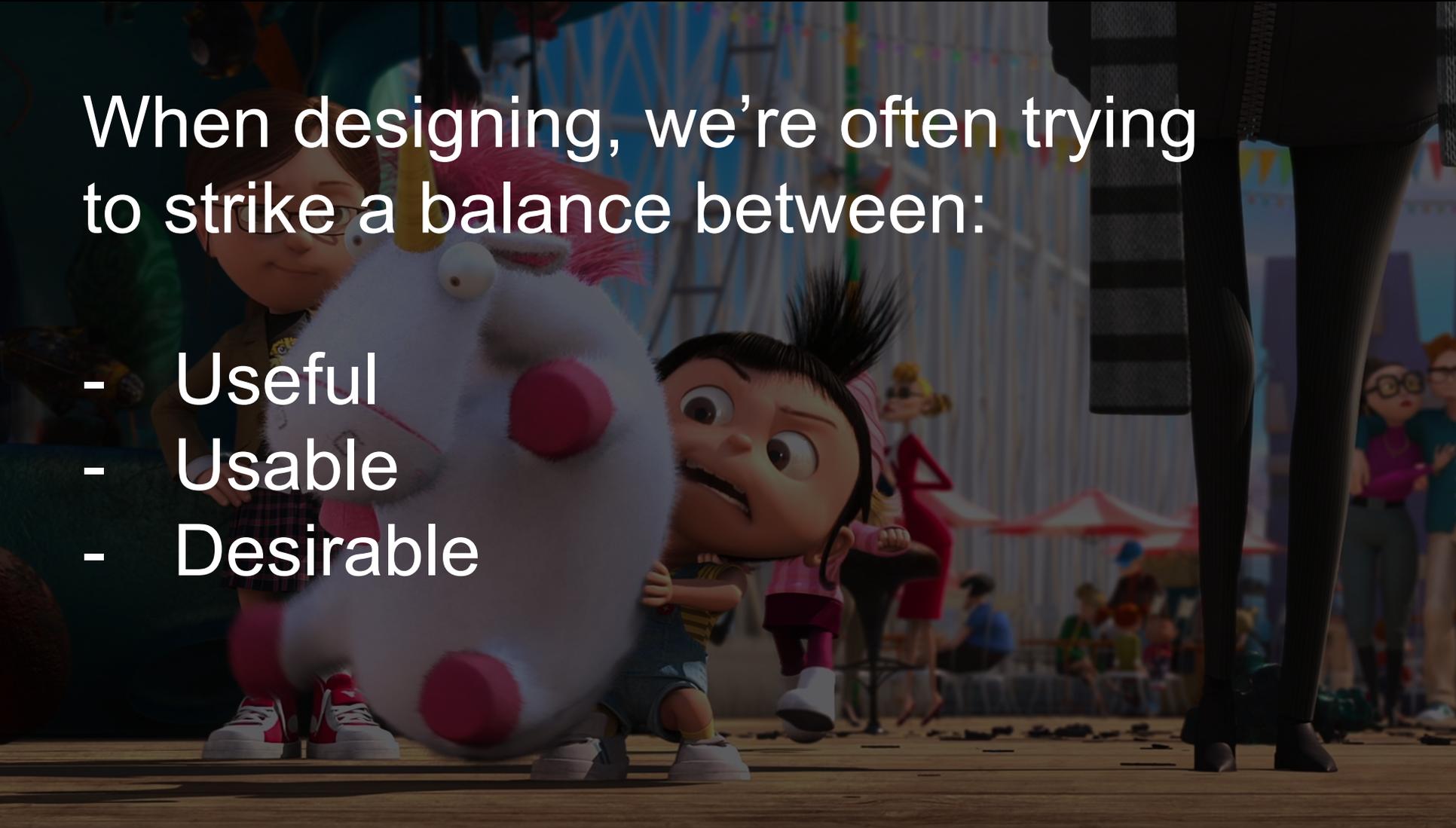
ac4d

A scene from the animated movie 'The Incredibles' showing Elastigirl, Violet, and Mr. Incredible with a large white unicorn plush toy at a fair. Elastigirl is on the left, wearing her signature glasses and brown jacket. Violet is in the center, looking up at the unicorn with a surprised expression. Mr. Incredible is on the right, partially visible. The unicorn is large, white, and has a yellow horn and pink mane. The background shows a fair with colorful flags and other people.

A brief reflection...

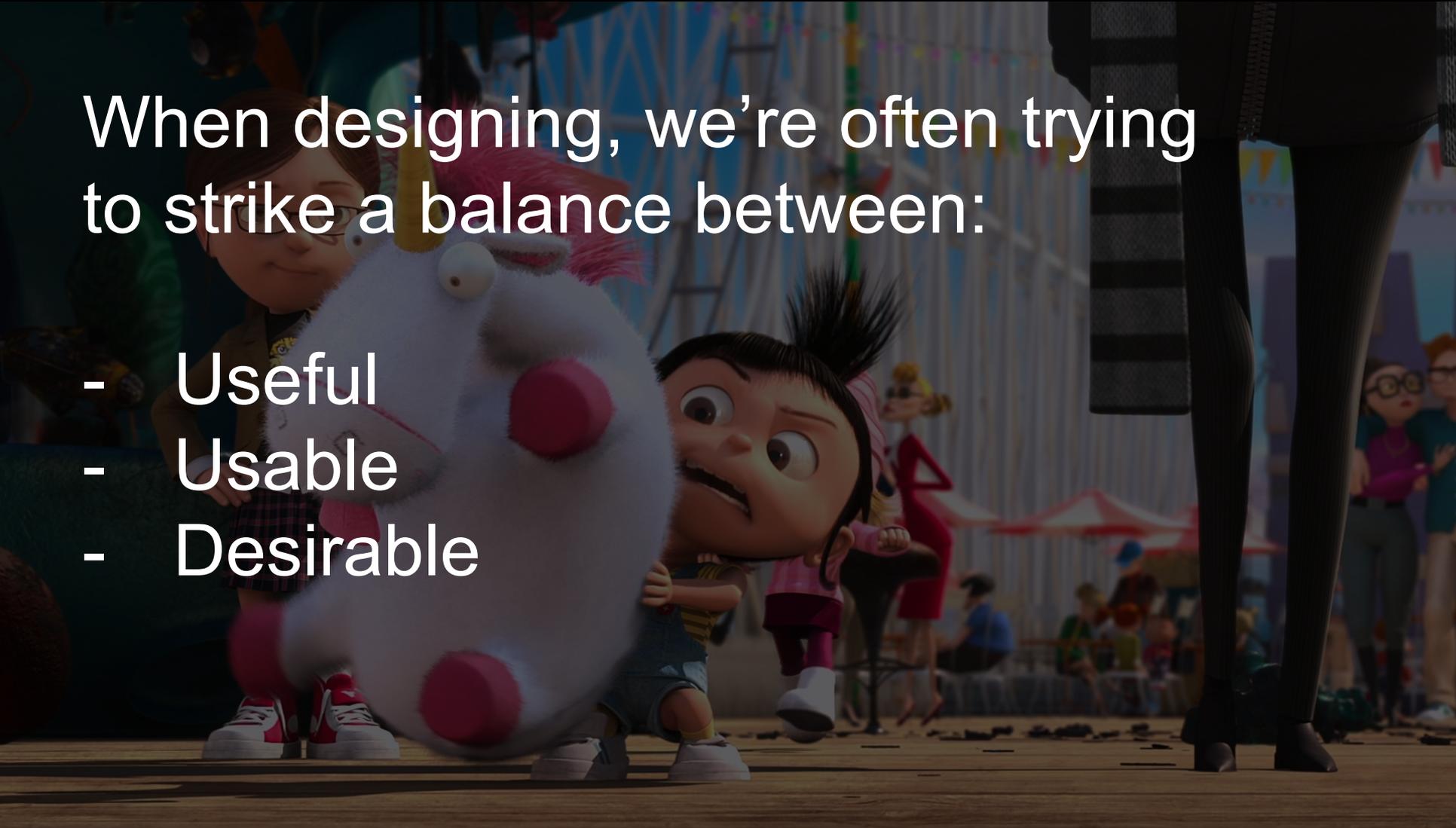
“One of the primary things I’ve been learning from iterating on my thermostat design using wireframes is that the user testing that we’ve been using, called Think Aloud Testing.. Really only allows me to observe the ways in which my design functions or doesn’t function... It doesn’t really give me any information about whether or not my design is actually good or not.”

-- Anna Krachey

A scene from the animated movie 'The Incredibles' showing a young girl with a large, fluffy, pink and white unicorn-like creature in a fairground setting. The girl is looking at the creature with a concerned expression. In the background, there are other people and structures, including a large striped pole.

When designing, we're often trying to strike a balance between:

- Useful
- Usable
- Desirable

A scene from the animated movie 'The Incredibles' showing a young girl with a large, fluffy white unicorn toy in a fairground setting. The girl is looking at the toy with a concerned expression. In the background, there are other people and structures of a fairground.

When designing, we're often trying to strike a balance between:

- Useful
- Usable
- Desirable

How are they different?



The user is not like me...

Semantic and Temporal Zoom

A way to recontextualize a system by looking at it in a new way.

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- 1 Ownership Bundle w/ Digitals**
Package for new owners contains: Package Overview, Welcome Message, User Guide, Training Slides, Quick Start, Takeaway Cards, and CD in sleeve.
- 2 User Guide**
Post-ownership manual that outlines the system and its general operations and meeting functions.
- 3 Training Slides**
Training materials are used for educating Admins (teach the teachers) of the customer's Halo system.
- 4 Quick Start Sheet**
Durable sheet with step-by-step of all necessary things for attending or running a meeting as well as room layout and contents diagram.
- 5 Take-Away Card**
Localized card that tells users about the system, as well as a quick start kit if they decide to carry the card to a demo.
- 6 Poster**
Large format graphic to be hung around offices for evangelizing and educating Users about the potential of the Halo system and its primary use.
- 7 Branded Blank Page**
Blank asset that is HP-branded page used to create any materials to communicate messaging for Halo internally, or the creation of new learning products.

Meeting Evangelists

The recommend stage is short but crucial. Its agents are passionate and motivated owners and/or users of Halo. Their experiences with the system are so positive they often feel compelled to tell people about it when the occasion presents itself. These occasions are archetypal and center around:

- bad business tips & loss of family time
- useless teleconferences
- managing time consuming & dangerous travel
- new technologies in business

Trial Use

This is the key moment for all audiences who get to demo Halo for the first time. They use a Quick Start sheet in this session and can have a Take-Away Card. It outlines the experience of a meeting and the room itself. This card is localized (languages, set-up) to the room the trial use is being conducted in.

Purchase Process

When a customer goes through the purchase process they receive materials about customizing Halo to their needs and their construction process. These materials outline the customization of the system, lead times and a general project plan.

All the Learning Products that come with the system are bundled in one high-quality package. The quality design of the Ownership Bundle represents the quality of Halo.

Training

The Training Presentation is given by experienced users, or ideally by HP. The employees who were trained by HP in a Halo session will train others if the need arises.

This presentation is structured based on the LR and room infrastructure as outlined, as opposed to the meeting structures.

Regular Use

This is the day-to-day use of the system. These materials are passed around and emailed within organizations to maintain good Halo meeting management and ensures the system is used to its full potential. The User Guide outlines help through meeting and assistance frameworks.

Spreading the Word (internally)

This is when Execs, Admins and Users of the system are so excited by the experience they take on new roles in the organization to shepherd the use of Halo.

- A Executive Gifts**
Executive owners of the system are given a special gift kit that allows them to invite colleagues to visit trial uses of Halo rooms.
- B Password Protected Halo Site**
Section of the Halo site that peers and colleagues of Halo owners can be sent to view rich media content of Halo in action.
- C Installation Guide**
Package to show the beauty of the system and outline the project flow and details. This arrives before the installation of a customer's Halo system.

Hand-offs

In the executive network a holder of a gift gives it to another Exec or an Admin to introduce them to Halo. The executive gift is the first touch point for a potential customer. The quality of this gift sets the stage for the high-end value of owning Halo.

Chance

The materials and products for this exposure point are usually created by Marketing and Sales for high-end dealers like Showrooms, or ads in business publications, or trade shows. Any audience can see these materials and be inspired to seek out a trial use of Halo.

Installation

This is the contact information the Exec or Admin receives when the product is shipped. It outlines the details of the process (arrival, how much time, what is expected etc). There is also an executive summary for the Admins to hand to the exec. This represents an attention to detail and service that Halo provides.

These materials should show the beauty of the installation process and detail everything involved in configuring the system for their business. This is another touch point in staging quality.

Spreading the Word (externally)

This is when Execs and Admins are so excited by Halo they close the loop and follow similar preaching patterns mentioned earlier. But now they are armed with evangelizing collateral in the executive gifts.

- Specific number of special codes that invite peers and colleagues (similar to the Gmail invite) to a password protected version of the current Halo website with event examples, registration and scheduling.
- HP + client branded USB jump drive with a high-fidelity interactive demonstration of Halo.

Customer Journey Map

The Customer Journey Map is a high-level illustration of the multiple touchpoints throughout the end-user interaction with the product (and service). The function of the diagram is to demonstrate the importance of in-context cues from Learning Products and marketing materials that enhance and inform the product experience.

RECOMMENDED

Heading it from a trusted source. There's a small tight knit group of people who control the world. This is a top-tier word-of-mouth viral marketing space. Information is exchanged between a trusted social network of peers and colleagues. Agents in this social network have management responsibilities on a global scale. They have a deep concern for issues such as:

- boredom with long and fruitless travel
- senior people trying to get their life back
- managing cost and accelerating productivity
- value chains from top to bottom
- offering new services to customers
- sharing expert & valuable resources

EXPOSURE

Exposure deals with potential customers (or groups consulting for potential customers) and curious decision makers who have already had some form of contact with HP and seen a demo or marketing piece concerning Halo and are seriously considering the purchase (or recommending) of a system. All that is left is to see that it works and to understand the details of purchase and installation. "You don't think of it when you use it. You only think about it when you don't have it."

Sociologists say "people to people" as the most basic element that makes Halo work. Sociologists also stated that a short time to laughter was a good signal that you are making a connection through the system.

OWNERSHIP

This is the moment that a company has installed at least two systems in their offices. At this point the owner needs to educate the staff about Halo. First task is to spread the word by Posters and Take-Away Cards, as well as email with assets from one of the Learning Products that has been designed to be passed in an email. It is also the time when a core set of users, probably Admins and IT, are trained in the system. They will then become the evangelists of the system, training others and evangelizing the possibilities of Halo. The materials represented in the ownership bundle are the foundation for the entire product family.

EVANGELIZE

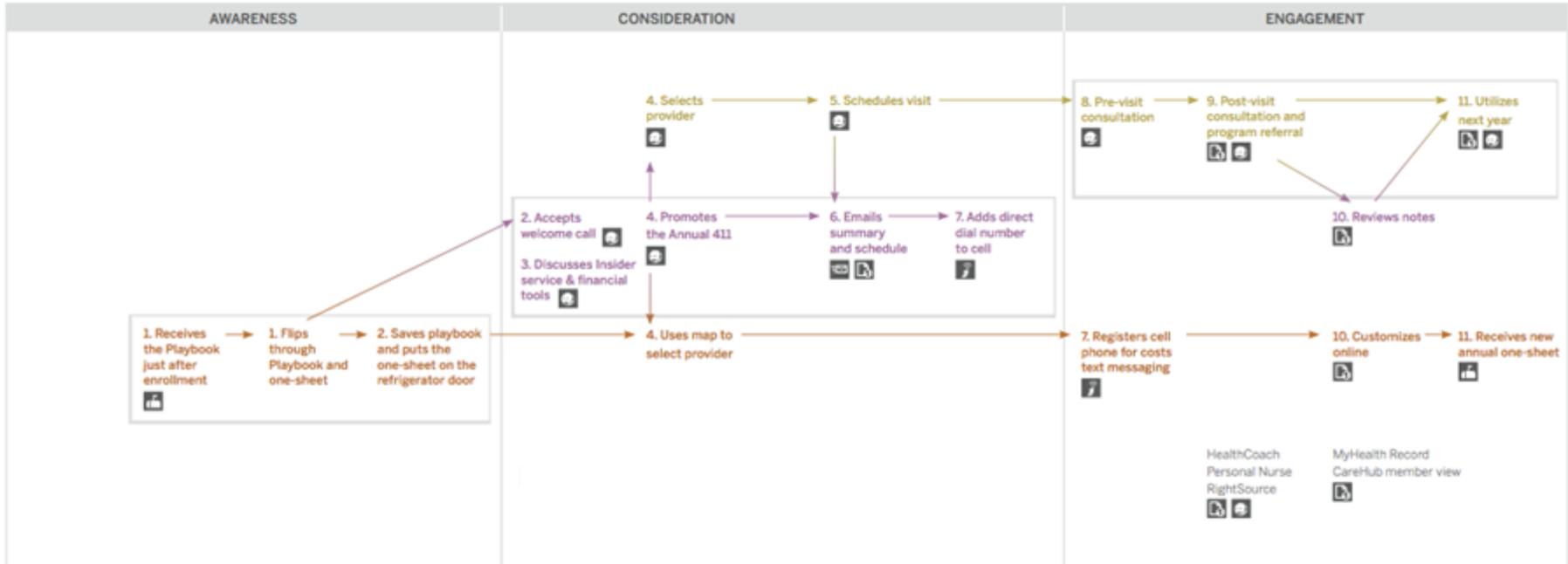
This is the point when the recommend stage is led by customers that are passionate and motivated owners and users of the Halo. Creating learning products that support the knowledge transfer of Halo through unique and well-designed collateral extend the quality of Halo at the top tiers of the value chain. For Execs, the process of receiving and reviewing the executive gift moments begin this groundwork for evangelizing behaviors. This activity also happens at any level within an organization when employees become regular users of Halo.

Integrated Platform

The three concepts work together to encourage use and to direct the consumer to the most appropriate services. Staged delivery of concept features will support the ongoing growth of consumer involvement.

CHANNEL			
	Representative		Cell phone
	Phone		Email
	Mail		Online

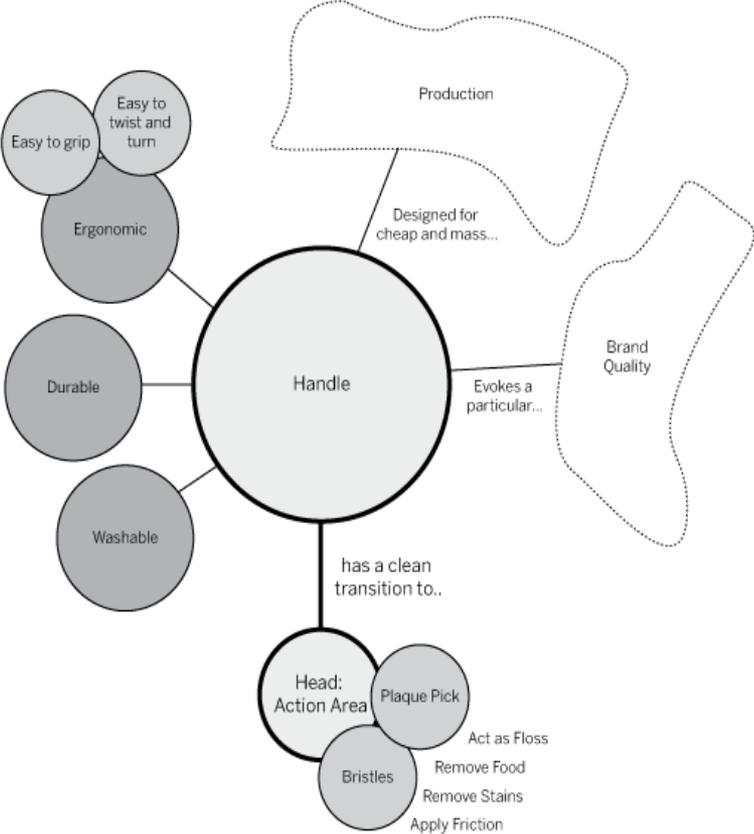
411 ANNUAL 411
 ti THE INSIDER
 hsp THE PLAYBOOK



- | | | | | | |
|-------------------|--|---|---|--|--|
| MOTIVATION | EXPOSURE | COMMITMENT | FIRST USE | REGULAR USE | RENEWAL |
| | <p>1. New Member
A new member receives and scans the Playbook materials.</p> <p>2. Welcome
She saves the Playbook and when the Insider welcome call comes, he is open to receiving it.</p> | <p>3. Discovery
He discusses the services available with the Insider and together they walk through some of the online cost assessment tools.</p> <p>4. Promotion
The Insider promotes Annual 411 and the consumer pulls out his one-sheet to consult the in network map to decide on a provider.</p> <p>5. Scheduling
He gives a range of times for the 411 visit, and The Insider schedules the appointment with the provider.</p> | <p>6. Confirmation
Reviews the summary email from The Insider which includes the appointment schedule and points him to detailed notes from the call.</p> <p>7. Setting up ongoing contact
Adds The Insider direct number to his memory and registers his phone for the text message service for costs and reminders.</p> | <p>8. Goals
Creates a goals list during pre-visit consultation and is guided through online cost tools.</p> <p>9. Consultation and referral
Discusses results during the post-visit consultation and is referred to Health Coach and Personal Nurse for assistance and RightSource to get his prescription at the best cost.</p> | <p>10. Customization
Later logs on to review the notes taken during the post-consultation and to customize his one-sheet by adding his Health Coach's contact information and his gym to the map.</p> <p>11. On to next year
At the beginning of the next year his new one-sheet arrives with his providers on the map, updated annual checklist based on his conditions and claims, and savings recommendations that support his lifestyle.</p> |

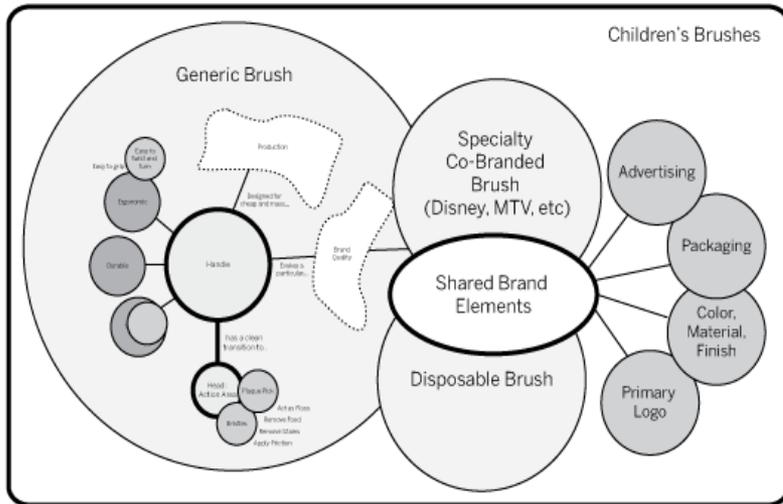


Imagine this as your concept map.

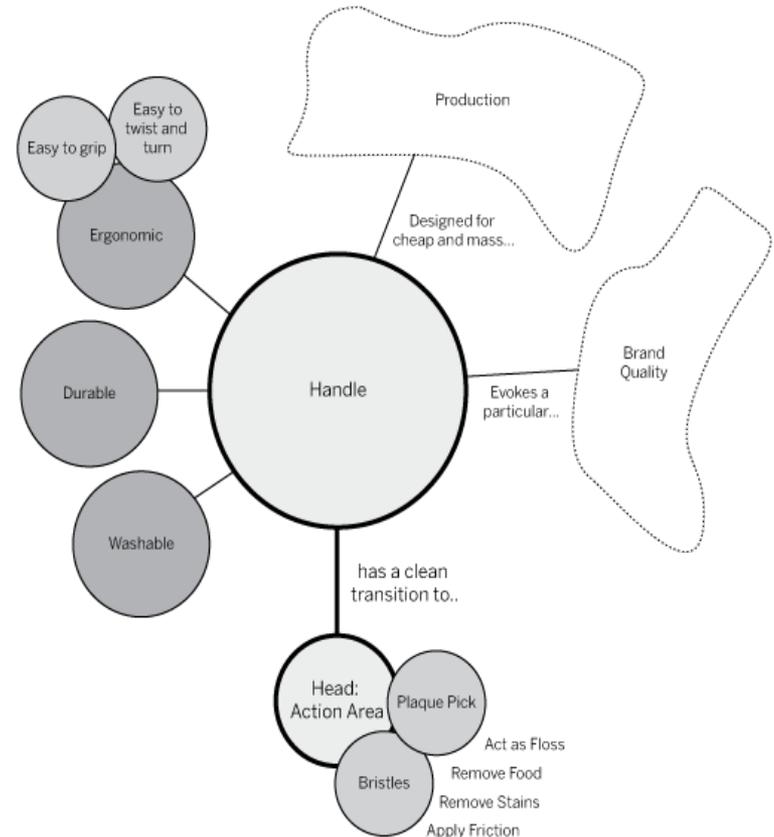


Zoom Level 0: Product

We force a zoom “outwards”, semantically (-1):

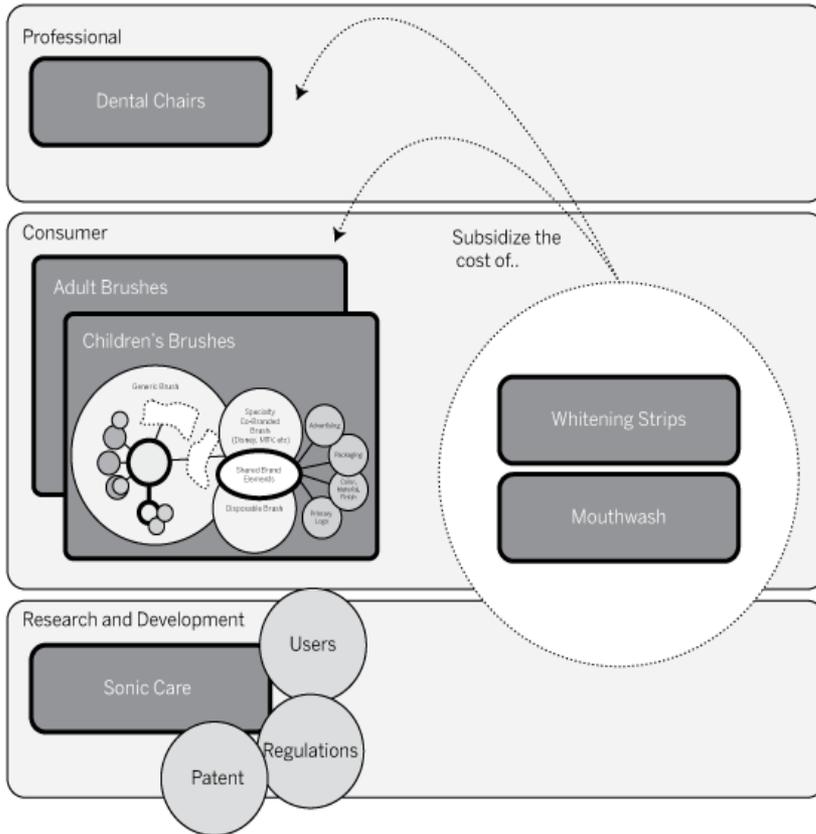


Zoom Level -1: Brand

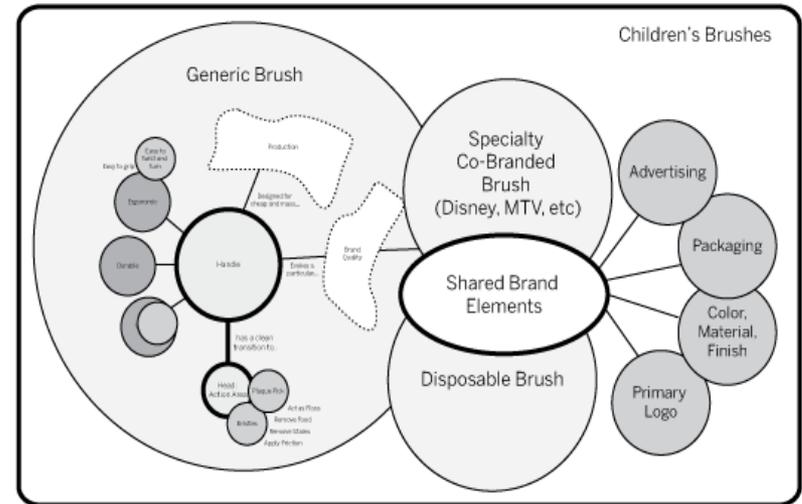


Zoom Level 0: Product

We force a zoom “outwards”, semantically (-2):

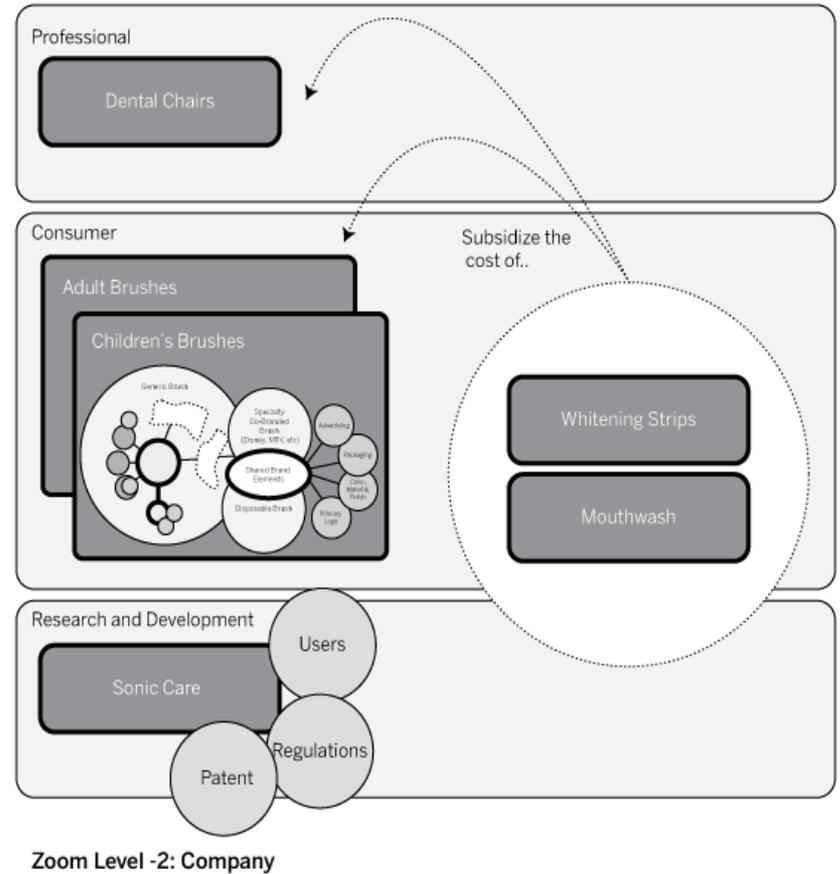
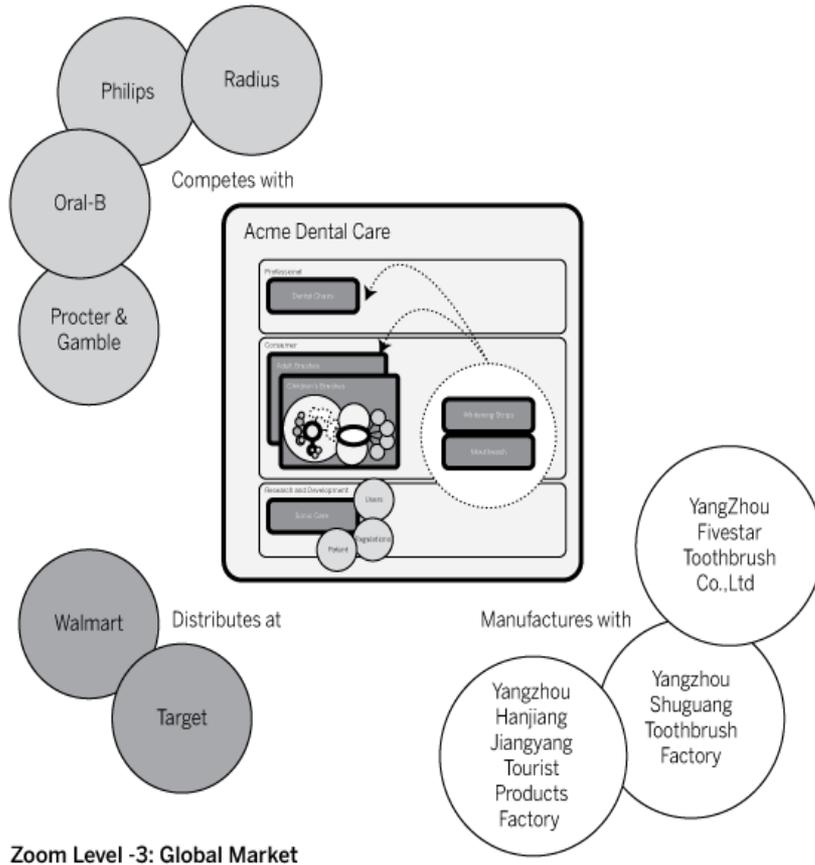


Zoom Level -2: Company

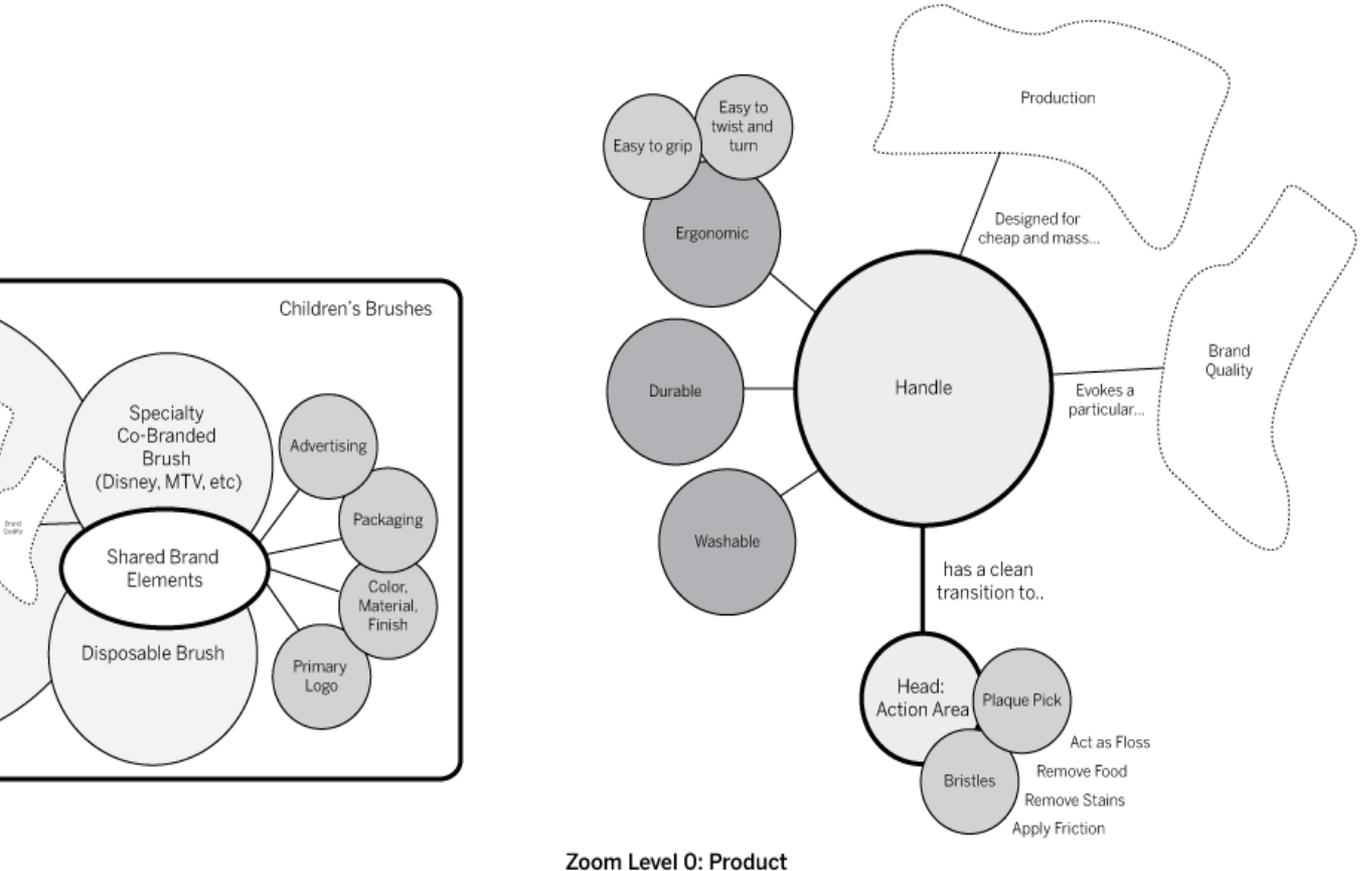


Zoom Level -1: Brand

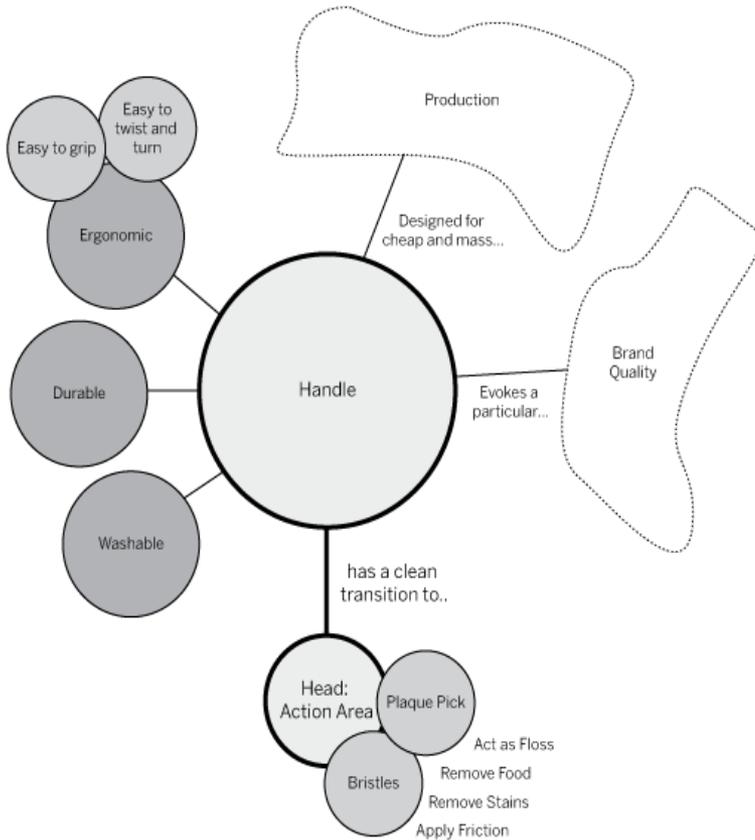
We force a zoom “outwards”, semantically (-3):



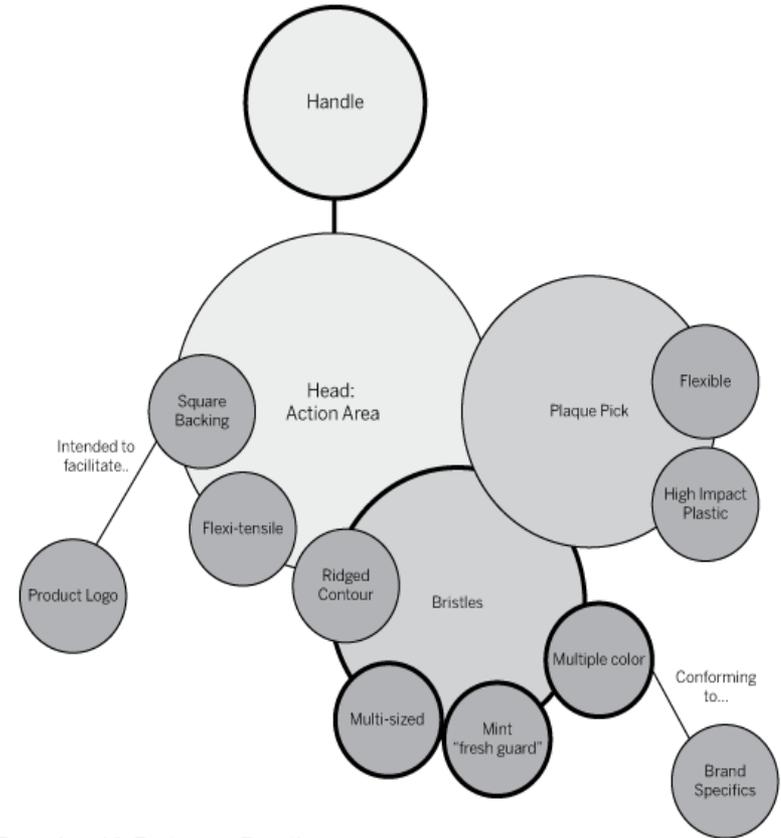
Or, returning to the starting point...



We force a zoom “inwards”, semantically (+1)

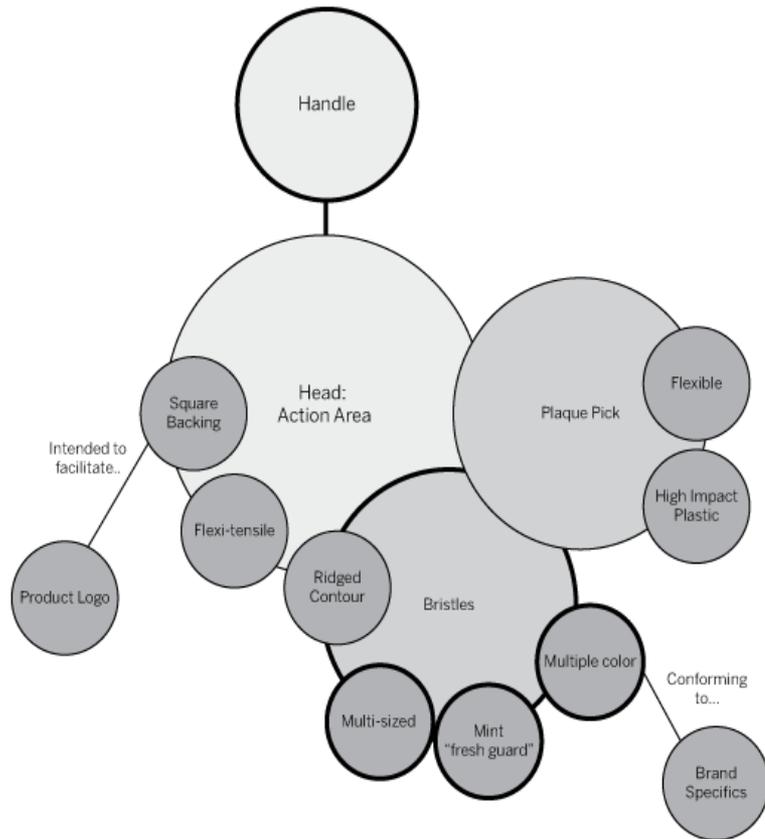


Zoom Level 0: Product

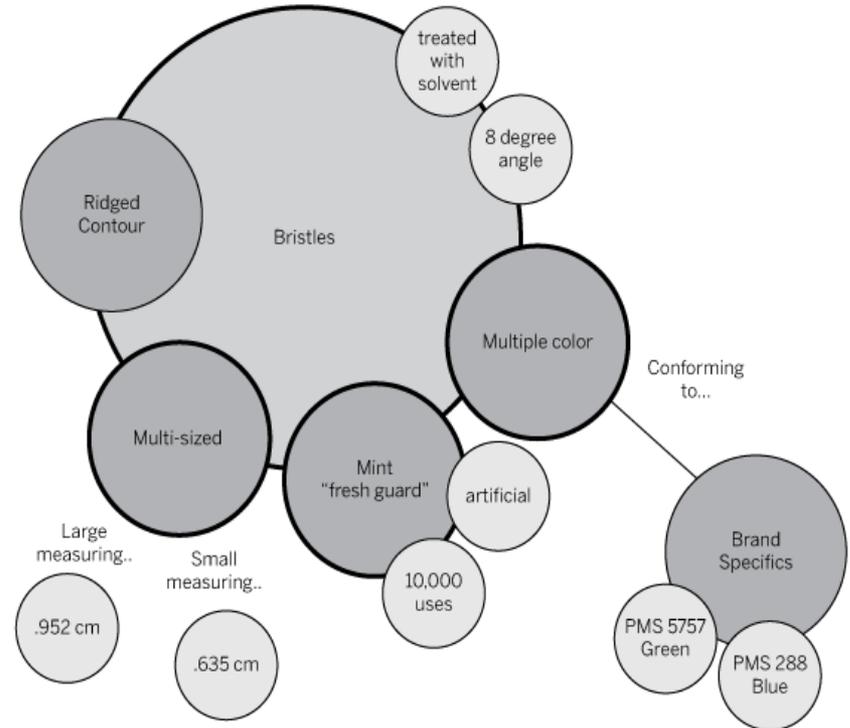


Zoom Level 1: Feature or Function

We force a zoom “inwards”, semantically (+2)

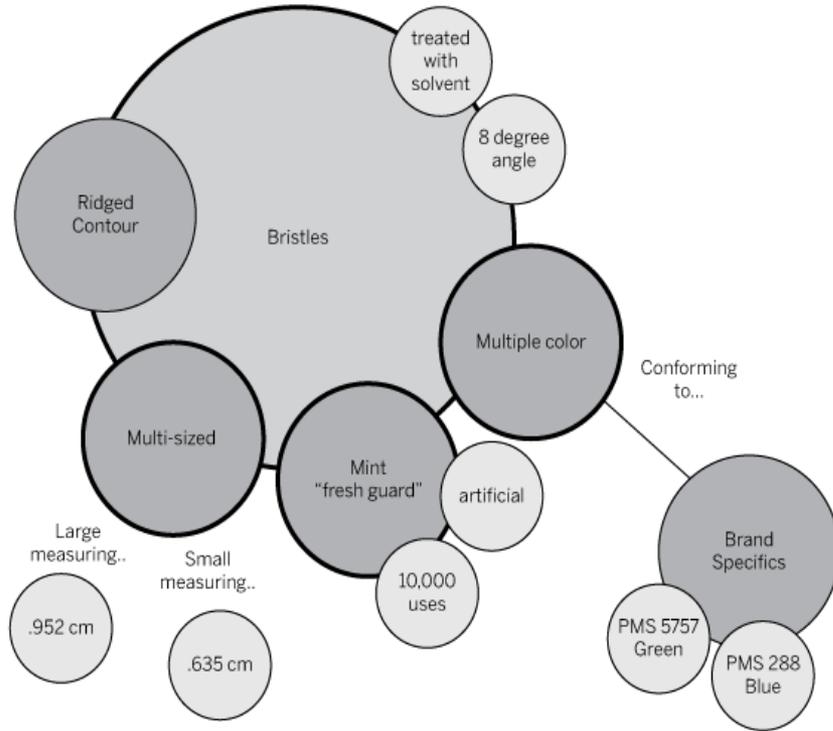


Zoom Level 1: Feature or Function

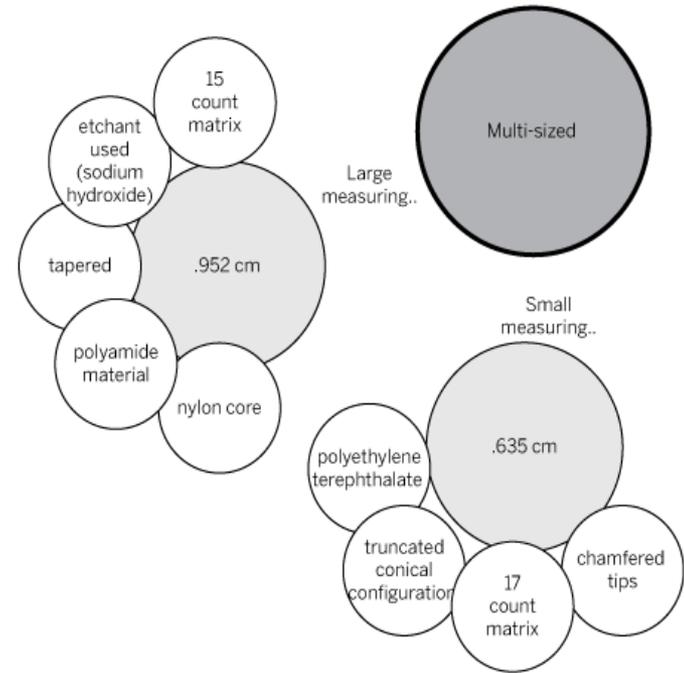


Zoom Level 2: Control or UI Feature

We force a zoom “inwards”, semantically (+3)

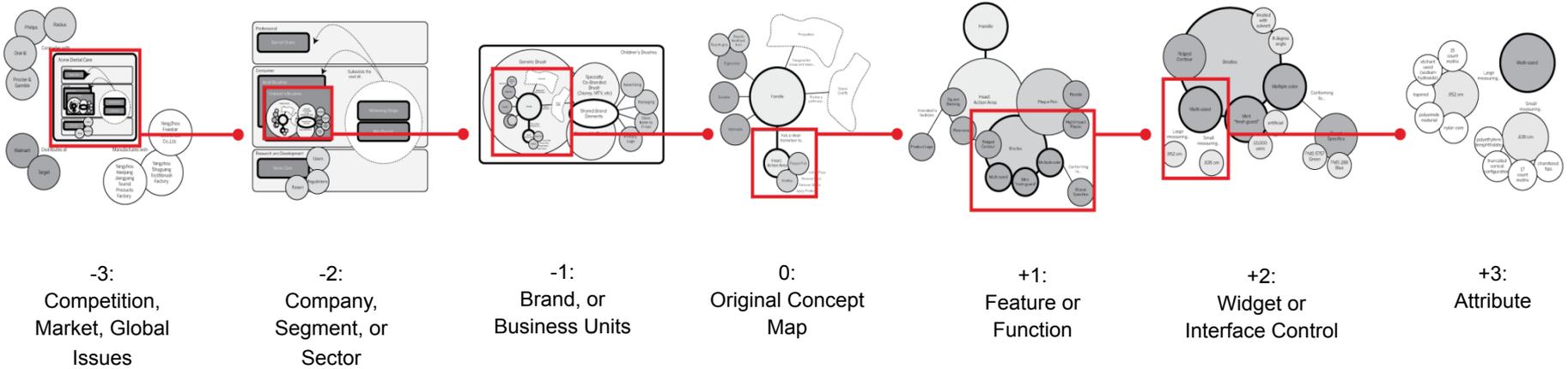


Zoom Level 2: Control or UI Feature



Zoom Level 3: Attribute or Detail

The Full Semantic Zoom



The Power of the Zoom

Use the Concept Map as a starting point for further synthesis and abductive thinking.

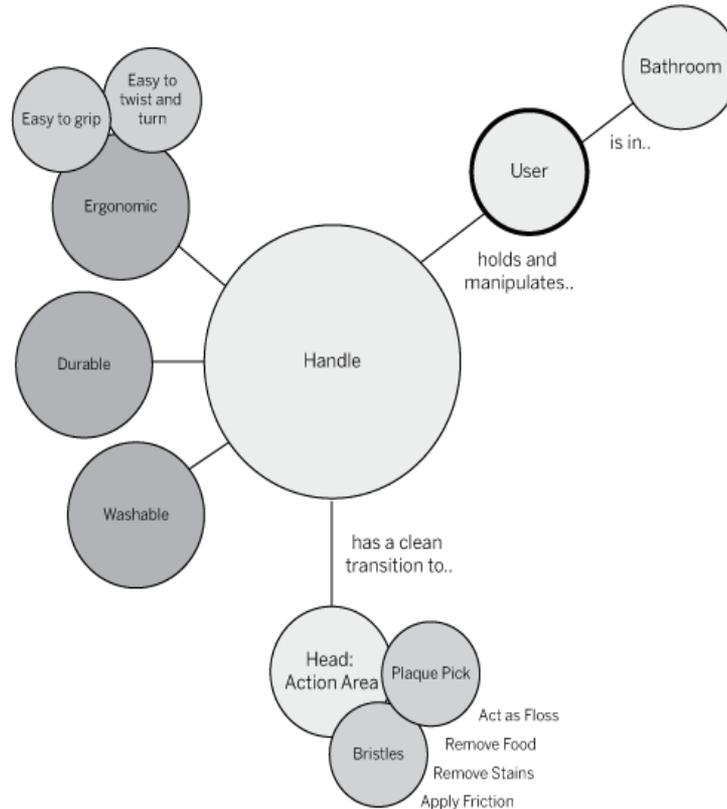
Temporal Zoom – a shift in time

Explores the connected areas before and after a given moment in time

Forces the designer to tell a compelling story

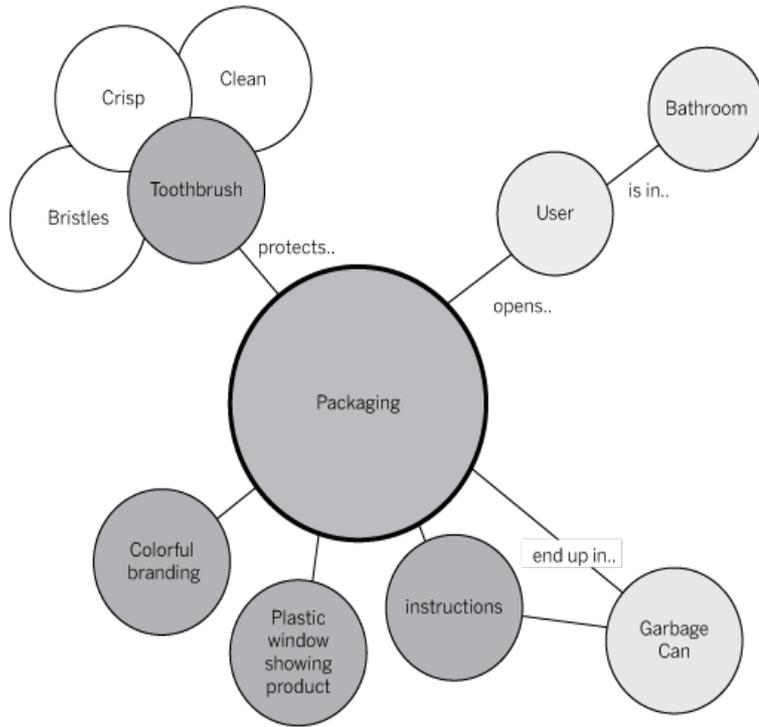
Forces a new, reframed perspective

Let's try time...

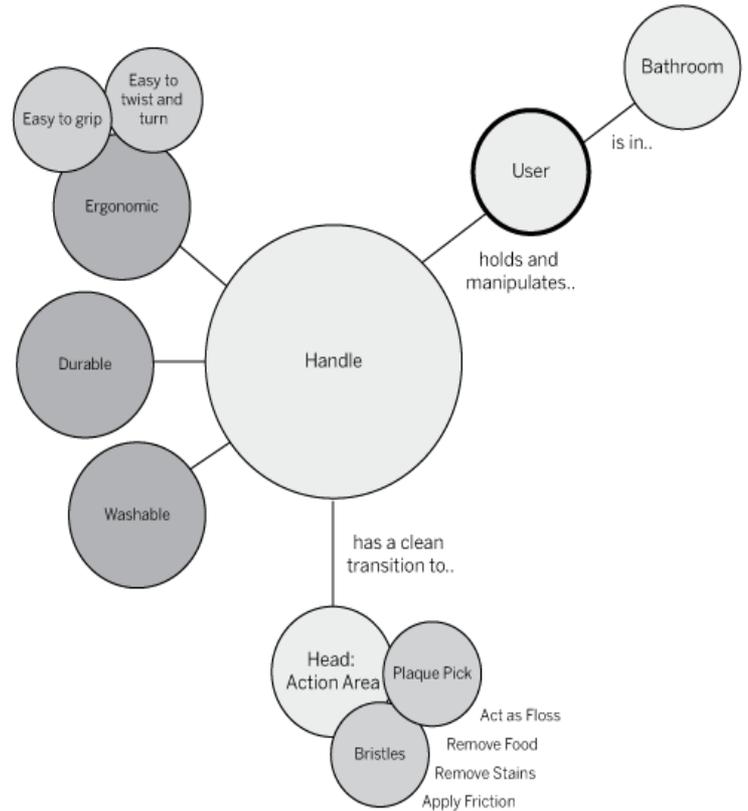


Zoom Level 0: Normal Use

We force a zoom backwards in time (-1)

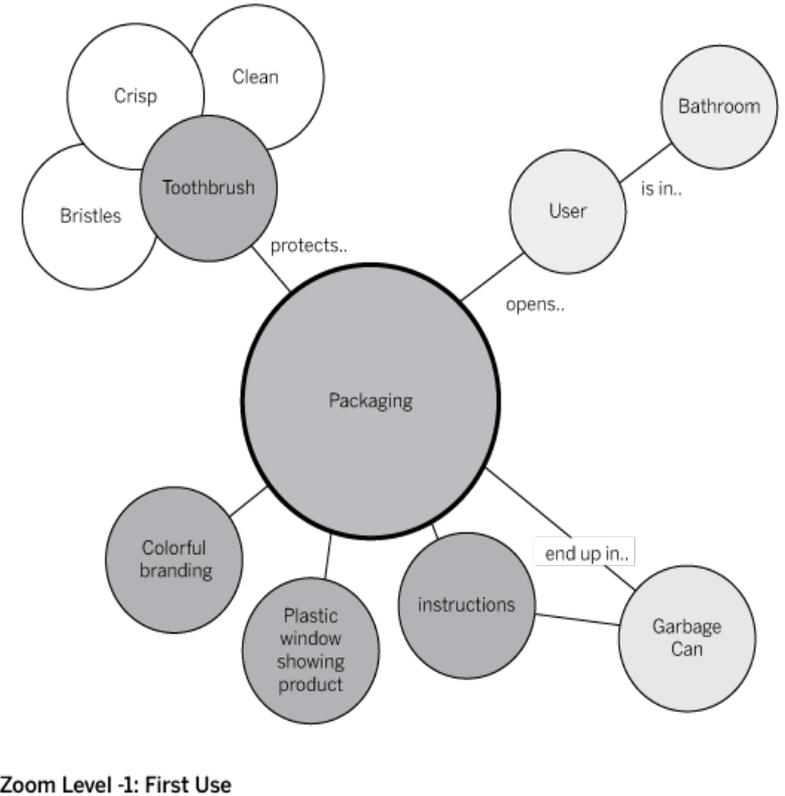
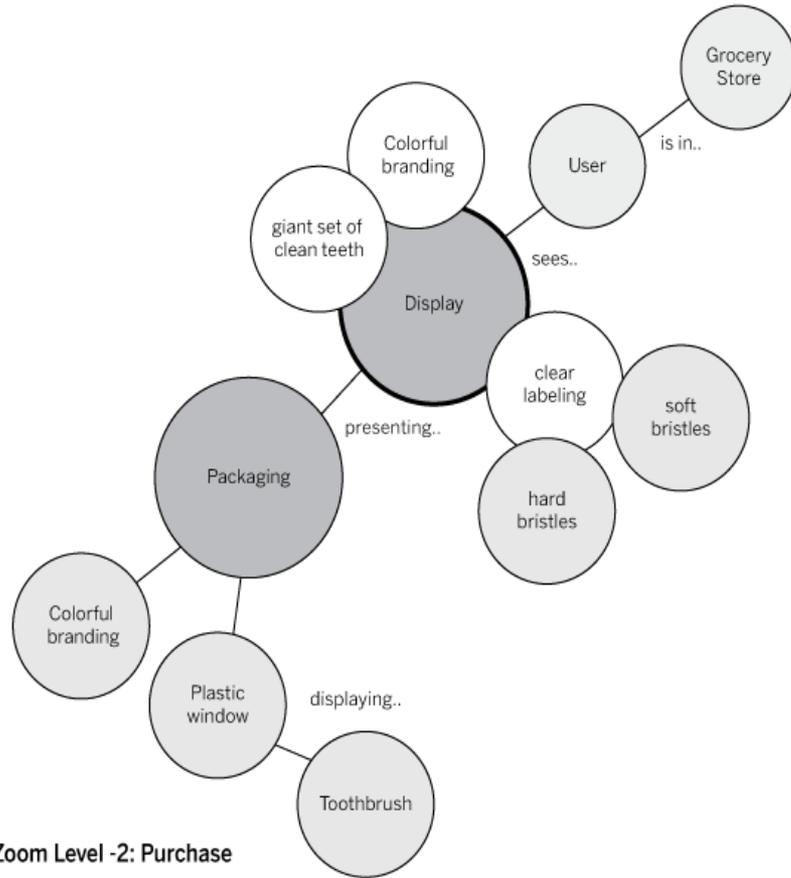


Zoom Level -1: First Use

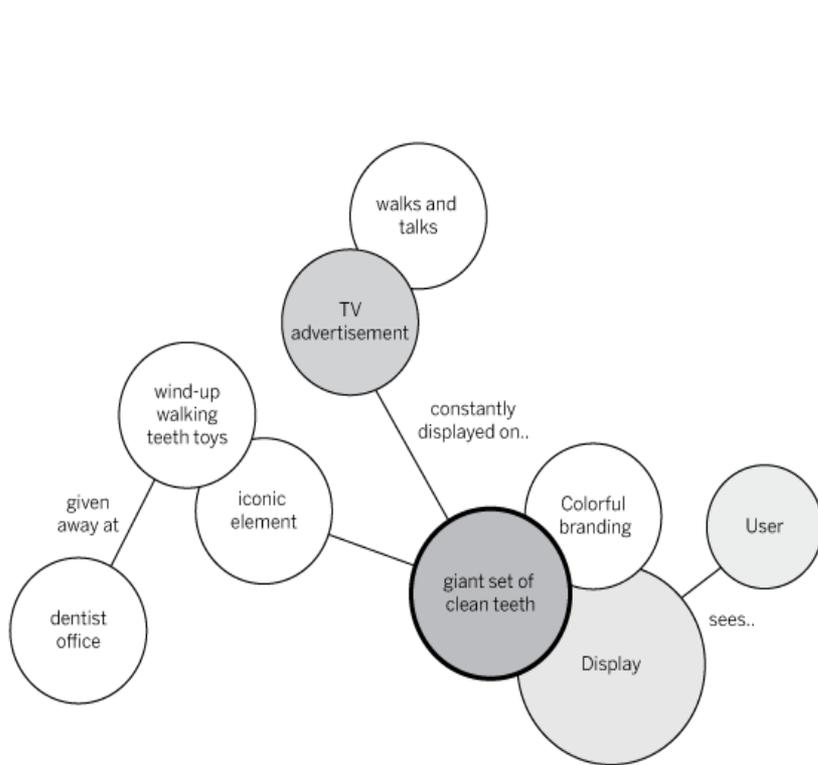


Zoom Level 0: Normal Use

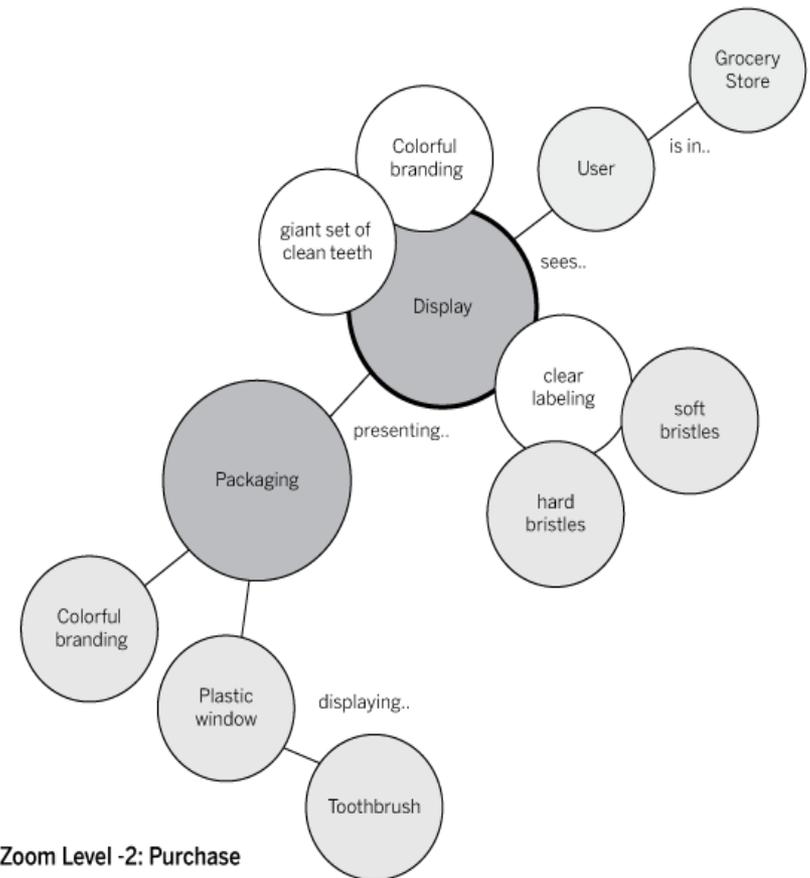
We force a zoom backwards in time (-2)



We force a zoom backwards in time (-3)

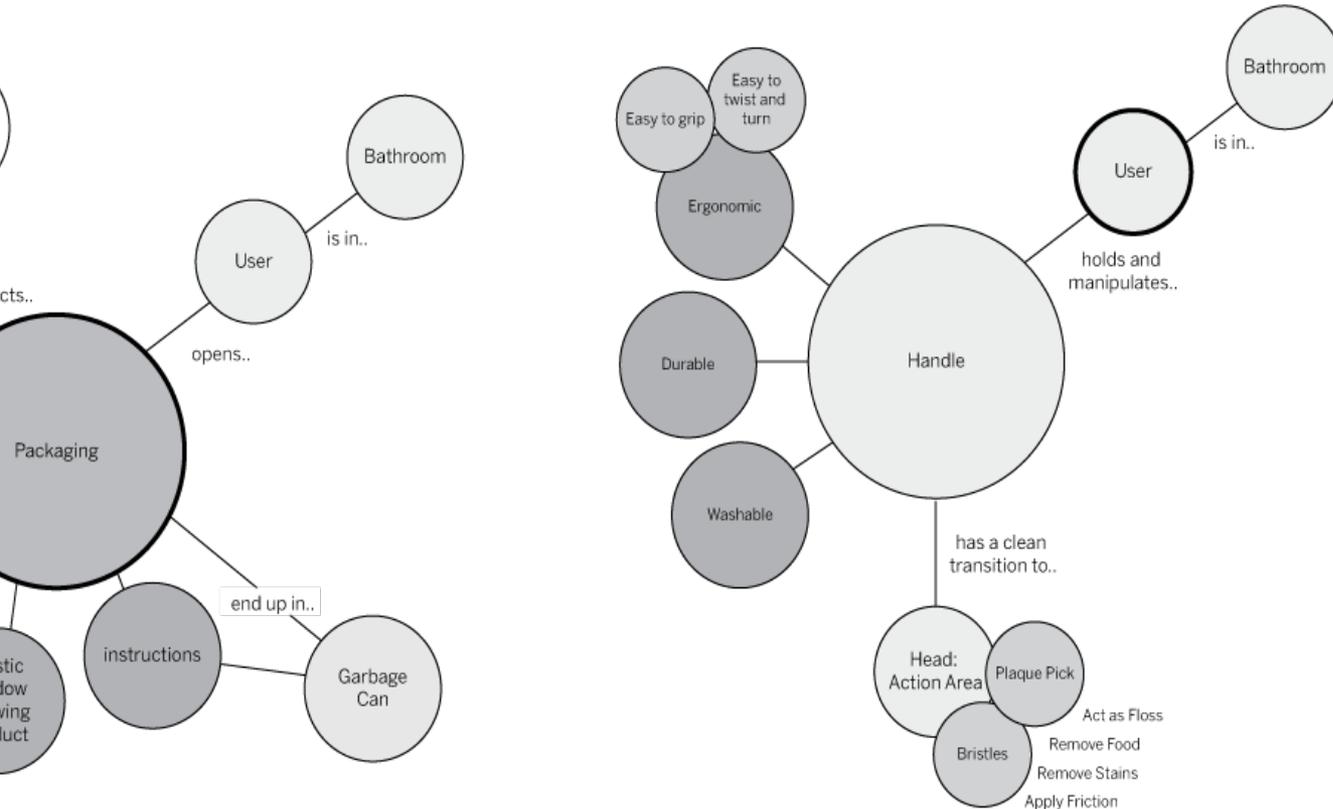


Zoom Level -3: Pre-Acquisition



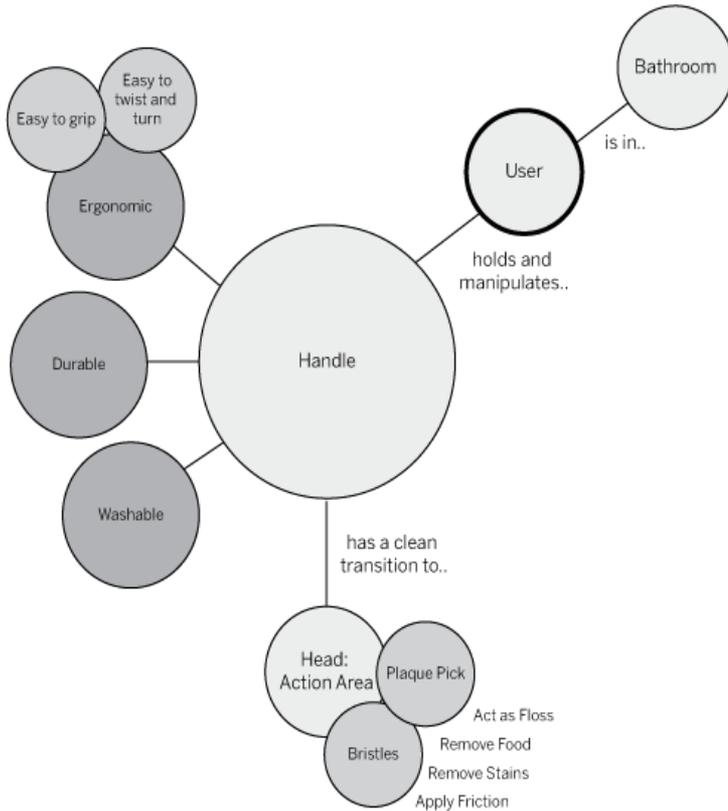
Zoom Level -2: Purchase

Or, returning to the starting point...

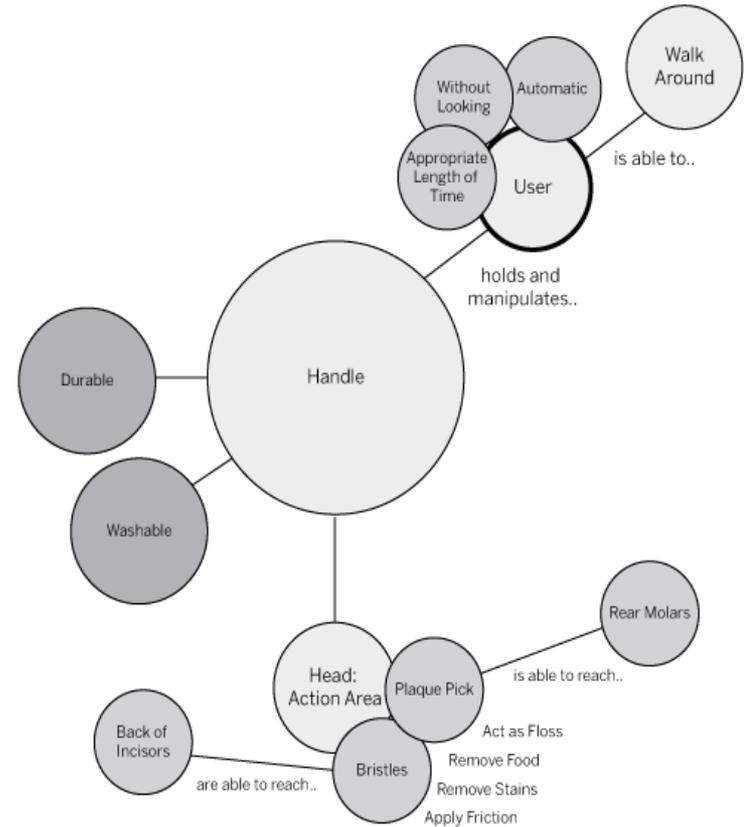


Zoom Level 0: Normal Use

We force a zoom forwards in time (+1)

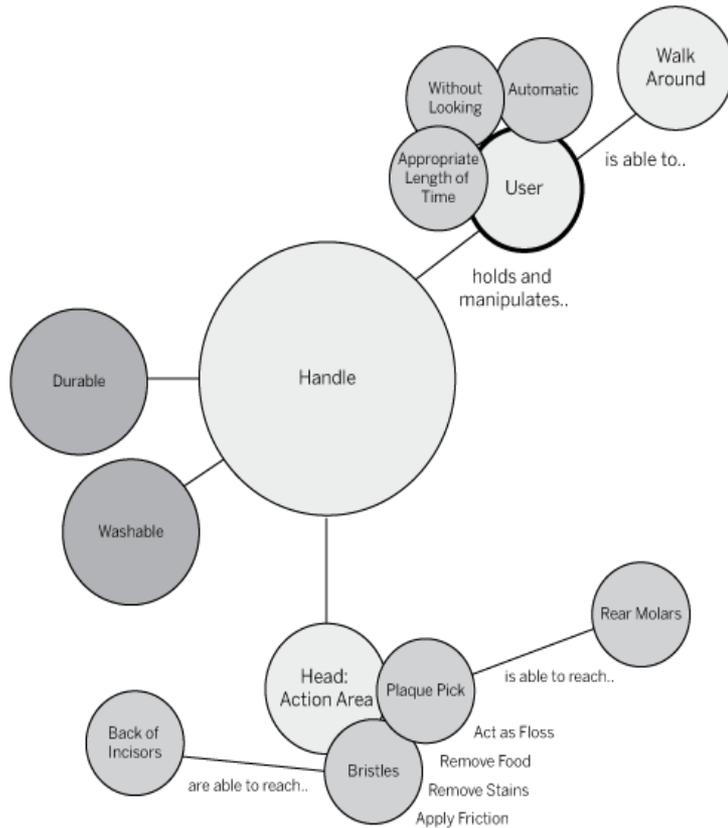


Zoom Level 0: Normal Use

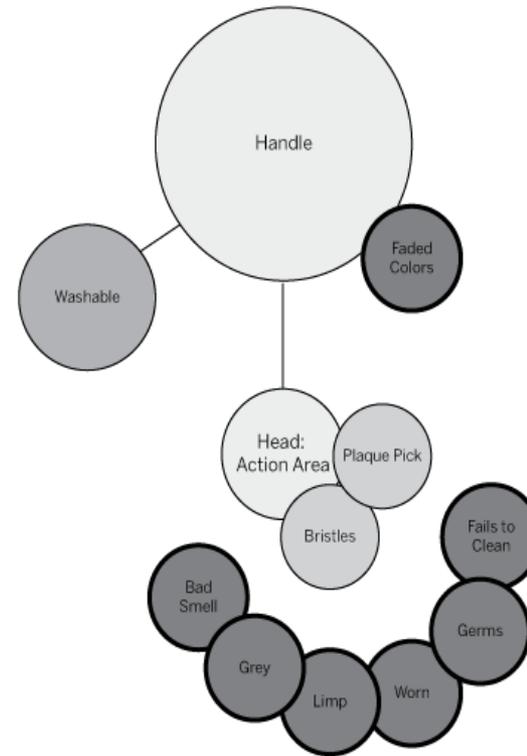


Zoom Level 1: Expert Use

We force a zoom forwards in time (+2)

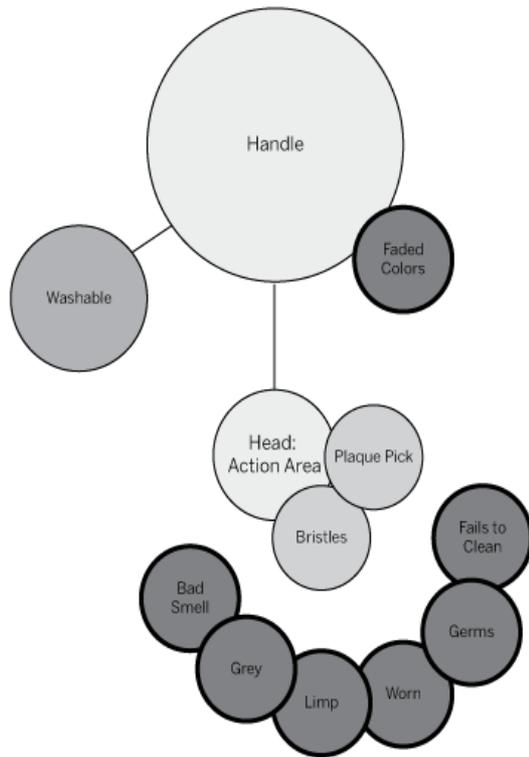


Zoom Level 1: Expert Use

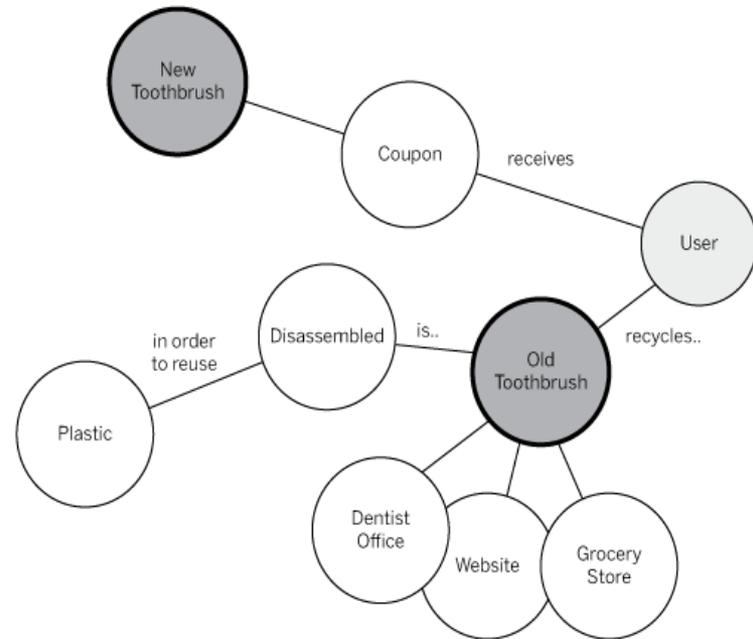


Zoom Level 2: Failure

We force a zoom forwards in time (+3)

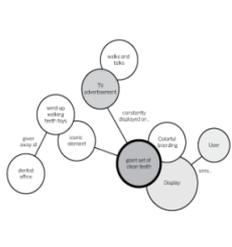


Zoom Level 2: Failure



Zoom Level 3: Replacement

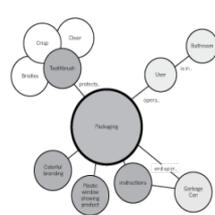
The full temporal zoom.



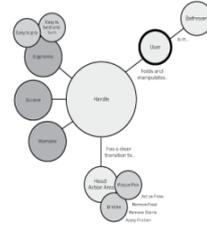
-3:
Pre-Acquisition



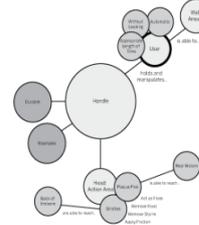
-2:
Acquisition,
Prior to Use



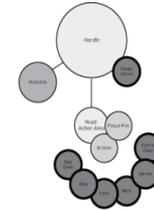
-1:
First Use
("Out Of Box
Experience")



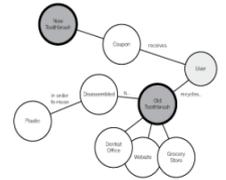
0:
Original
Concept Map



+1:
Expert Use



+2:
Product Failure



+3:
Product
Replacement

Semantic and Temporal Zoom

A way to recontextualize a system by looking at it in a new way.

ZOOMS/

1. Explores the connected areas on the periphery of the topic, and within the topic area
2. Forces the designer to think broadly and deeply
3. Forces a new, reframed perspective

Interaction Model

The expression of the concept model through architecture, hierarchy, and navigation patterns.

If you remember:

A concept model is a way to visualize the components of a system and their relationship to one another.

Interaction Model

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- Is one level deeper (a semantic zoom in) when compared to a concept model.

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- Allows you to visualize conventions (interaction paradigms)

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- will shift and change over time (is a working document)

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- allows you to experiment with varying architectures, organization schemes, & navigation patterns
- Allows you to visualize conventions (interaction paradigms)
- will shift and change over time (is a working document)
- doesn't have to be complex to be powerful
(error on the side of simplicity)

Let's look at an interaction model that was based on our "TV Interface" concept model.



Interaction Model

Navigating the interaction model

UP, DOWN

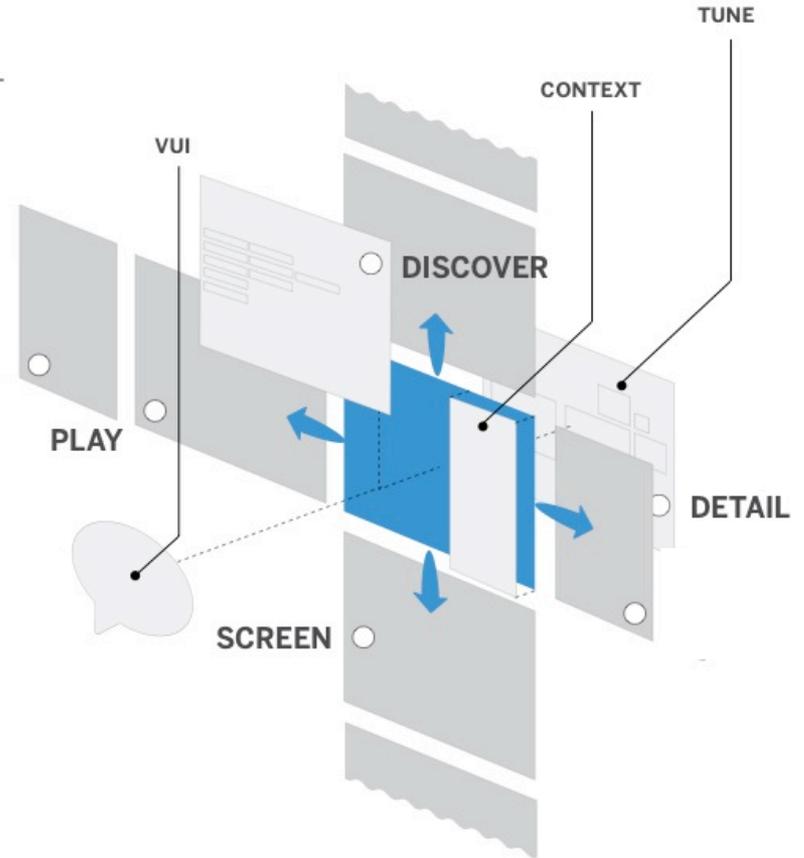
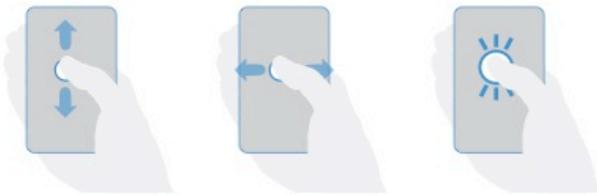
Users can tune the contents of the feed by swiping up and down. In the Comcast feed, this action changes the channel.

LEFT, RIGHT

Users can shift between feeds and media hubs by swiping left and right.

TAP

Tapping a screen will display it's contextual controls



Interaction Model

Navigating justified menus

Justified menus, like contextual controls and XMedai, move in from the right of the screen. The user has three navigation options within these menus.

UP, DOWN

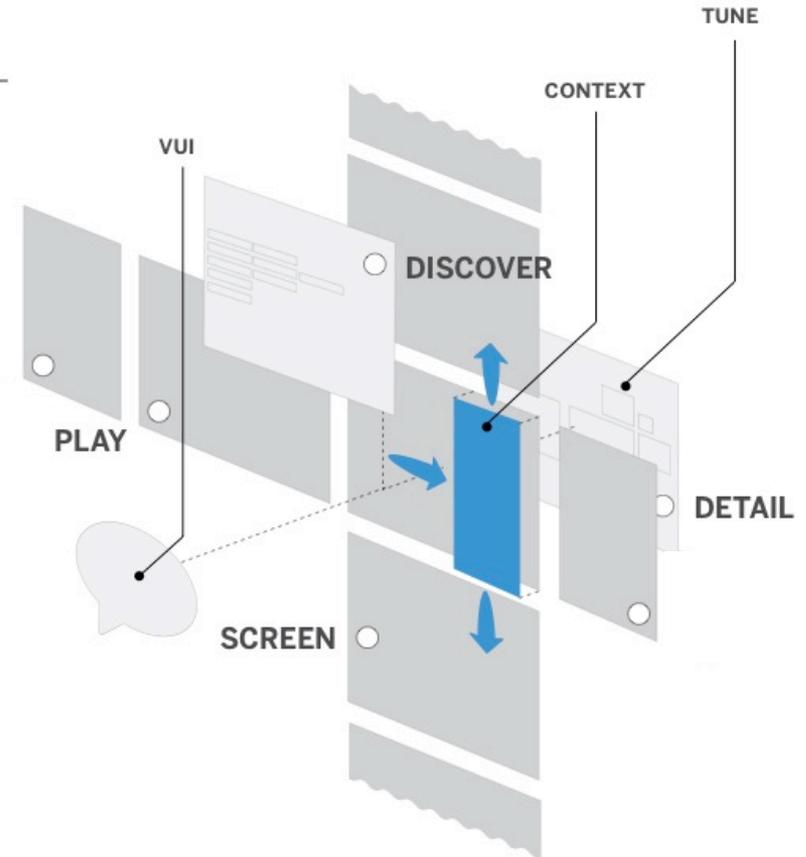
Navigates between the menu items.

TAP

Selects the menu item.

PULL RIGHT

Exits the menu, returning the user to the feed. Conversely, pulling left on a left justified menu will exit the menu (Xbox).



Interaction Model

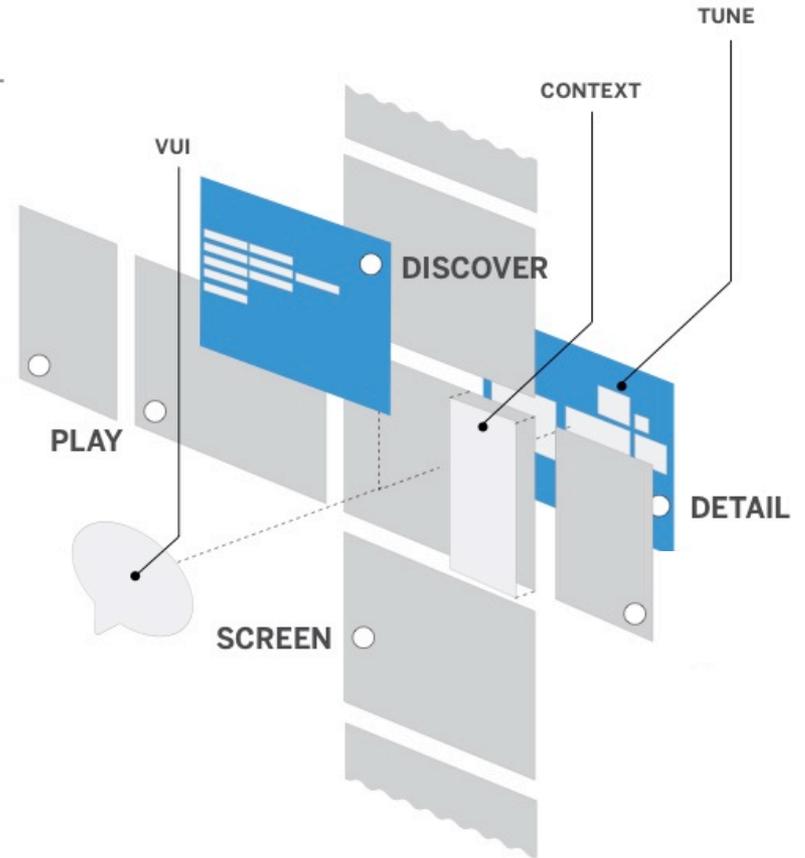
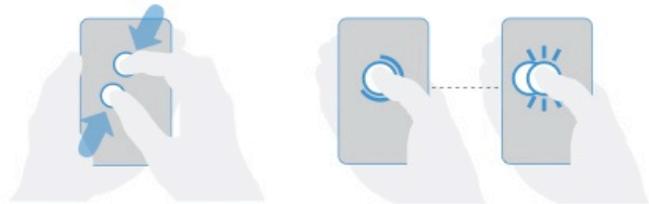
Accessing Discover and Detail

PINCH OUT

Users can access the discover area by pinching out. While in the discover area, users have 5-way control.

LONG PRESS OR DOUBLE TAP

Users access the detail area with a long press or a double tap from the screen in focus.



We can use an interaction model
to introduce our hero flows..

Example....

Heuristic Evaluation

Is another method for evaluating our design decisions...

The 10 [most popular] Heuristics

Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Flexibility and efficiency of use

Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Heuristic Evaluation

Is another method for evaluating our design decisions... but it isn't as effective as think aloud testing

Why not?

ac4d

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