Presenting Design Work

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Breakdowns

“Wait, so what am I supposed to be looking at here?”
- Staring at the screen without clicking anything
- Village: unclear mental model

“Is something supposed to happen here?”
- Clicking multiple times waiting for action to happen
- Mistake: expected a page switch

“Complete! Complete! Done! ...Now what?!”
- Not clicking anything as thought she was done
- Unclear action to complete task

Design Opportunities

“I wish there was a calendar here instead to pick a date”
- Takes attention off of app
- Using watch as way to check what day of week date occurs
- Familiar with days, not specific dates

“Where’s the edit function? I didn’t want to do that…”
- Tapping on created mission multiple times to try to open an editor
- Error correction on missions not present

“Oops! Didn’t realize I needed to press that”
- Error message needed to catch slip
- Target interaction point very small
- Kept forgetting to press +
Your Presentation

• A 30-second spiel
• A slide for the background while you talk
• A poster - can be made from butcher paper
• A practiced 1-minute in-person demo
• http://d.ucsd.edu/class/intro-hci/2016/finalpresentation/
# Poster Printing Costs

<table>
<thead>
<tr>
<th>Option</th>
<th>Location</th>
<th>Cost (for 24&quot; x 30&quot;)</th>
<th>Submission Time</th>
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</thead>
<tbody>
<tr>
<td>Large Format Printing (Cplot1)</td>
<td>Applied Mathematics &amp; Physics Room 113</td>
<td>$3.00 $9.00</td>
<td>Needs to be submitted 48 hours in advance</td>
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<tr>
<td>Imprints</td>
<td>Campus Services Complex: Building A</td>
<td>$30.24</td>
<td>Needs to be submitted 48 hours in advance</td>
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<tr>
<td>FedEx</td>
<td>La Jolla Village Sq.</td>
<td>$3.75 $36.25</td>
<td>Anytime before final presentation</td>
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List of Changes

Development Plan

Home Screen & Key Screens

Navigational Skeleton

Revisit the Brief
Your presentation is the User Interface between your project and the jurors
What is your objective?
Tell Your Story
The Art of Storytelling
For sale:
Baby shoes, never worn.

Ernest Hemingway
Your Story

WHAT is the Problem?

HOW did you Solve it?
Class Activity
You have 30 seconds
Define the Problem
In one sentence, describe the problem.
Define the Problem

Why is it important?
Why should we care?
How does it affect us?
How did you solve the problem?
What makes your project unique?
Describe your project, problem & solution. You have 30 secs.
Speak to logic and emotions
2 examples.
Golf Guru

Experience shouldn’t trump skill in golf

Golf Guru lowers the home course advantage
iDrnk.com
I don't always drink, but when I do, I use iDrnk.com

Track Your Drinks
Calculate Your BAC
Call a Cab/5-Sure

Enjoy Responsibly!
Use powerful visuals
Show the interface
Consider the differences between your slide & poster
What does your poster say from:

30 feet
10 feet
3 feet
INSPIRATION

Eating healthy means solving three different problems:
Finding good recipes, buying the necessary ingredients, and
cooking.

There are many recipe-searching applications, but existing solution
recipes contain a large gap between the process of buying food and the process
of making a meal. With the multitude of recipe websites, there isn’t a short-
age of good and healthy things to make - however, the gulf of execution is
massive because of the means with which to remind oneself of those reci-
pes once it is time to purchase the ingredients is very limited.

PROTOTYPING

Our application was developed over the course of two months using
rapid prototyping and heuristic evaluation techniques. Initial iter-
ations of the app were designed to recommend recipes based on
what the individual has in his or her fridge.

At the early stage of the design
process, we created three different
designs on paper prototypes, and used heuristic evaluation to
come up with one final version.
This version had two different
screens for the shopping list and
the favorite recipes. Later, based
on feedback, we continued to
improve on many ideas that were
created.

USER TESTING

Clicking and tapping be-
behavior is captured in this
heatmap generated by
tracking through
CrazyEgg.

We obtained results from Google
Analytics and CrazyEgg about general behavior. We also performed a within-
subjects test on 20 users comparing
two different colored renderings of
the app. Lastly, we performed a be-
tween-subjects test that evaluated,
among other things, user feedback
on first impressions (“What button
would you press first?”) and what it did
(“What does this app do?”).

SOLUTION

LazyCook’s smart algorithm suggests recipes
based on your shopping behavior, and then
keeps track of what you need to buy, so that
your shopping list is always with you.

In order to solve the problem that busy individu-
als or college students would not be motivated enough to
maintain an updated inventory of their fridge,
LazyCook suggests recipes based on previously
bought items. Over time, with more items purchased,
the suggestion algorithm will become more intelli-
gent in its recommendations.

In order to eat healthy you need to cook healthy - in order to cook
healthy, you need to shop healthy. In order to shop healthy you
need great inspirations. LazyCook has 12,000 recipes and integrates
recipe-finding with your shopping list.

1. SEARCH

2. CHOOSE

3. SHOP

4. COOK
Radio Guide
Real-time song info for all your local stations
go.gl/fn9cN

Universal Search Box
- Song Title
- Artist
- Radio Station

Now Playing Box
- Album Art
- Song Details
- Station Details

Browse By
- Genre
- FM/AM Frequency

Features
- Favorite Stations
- Location Aware
- YouTube Links
- Lyrics
QuickMeet
Aaron Sarnoff | Amanda Schloss | Jeff Gilbert

What It Does
We aim to match nearby people on the basis that if they like the same things, they are more likely to get along. Users develop different lists of interests for different occasions, simply switching which lists are active based on the situation.

Brainstorming
Needfinding:
When you’re looking for someone to talk to, how do you find someone you might get along with?
Discovery:
People enjoy spending time with others who share some of their interests
People look for different shared interests depending on what they’re doing (work, mall, etc)

Prototyping
By creating prototypes and iterating based on feedback, we were able to quickly hone in on the best way to approach solving the need we found. Problems with confusing terminology and poor intuitive usability were fixed before a full product was even made.

Testing
User testing allowed us to identify weaknesses in our design. By evaluating these results, we were able to fix such problems, improving the application and solidifying the end user experience.
PARTYWHERE
FIND A PARTY NEAR ME.
BIZMASTR!

Create Your Card

Gather Contacts

Learn Names!
yelp + LinkedIn = Realtalk
Class Activity
Less is more
Leave listeners hungry for more
Announcements

• A9: Need to show math for chi-square calculations (due Thursday 11:59pm)
• A10: due Thursday 3/10, 11:59pm before final presentations
• Extra credit: will submit via a new assignment
• Office hour changes this week:
  • Tricia: Thursday 9:30-10:30am
  • Adam: Cancelled
• COGS 121