Paper prototype testing

• 3 periods x 2 rounds

• Each team
  – tests the prototype in 2 periods
  – serves as pilot users in 1 period

• Each round (10 minutes)
  – One user is tested for 3 tasks

• Bring cameras to document

• Take lots of notes
Lecture 14: Satisfaction

March 29
007 DVD Copy is a software to backup your precious DVD Video Disk to DVDR(W) disk without any quality loss. It can copy DVD movie disk even it is CSS-encrypted and region-protected.

$35.95

Xilisoft DVD Copy Express is a stable, fast, and easy-to-use DVD Copy program which provides the best way to copy DVD and backup DVD movie with excellent copy quality.

$35.95
Processing vpnclient-profiles

Writing files

Time Remaining: less than a minute

Install Succeeded

The software was successfully installed.

Desktop  Screen Saver

Aqua Graphite

Apple

- Desktop Pictures
- Nature
- Plants

Art

- Black & White
- Abstract
Today’s topics

• Increase pleasure
• Reduce pain
• Affective computing
Give users pleasure
What happy users say

- This feels good in my hand.
- This looks pretty.
- I’ve accomplished a lot with this.
- I feel proud of myself.
- I’m really good at this.
- I can use this with my friend.
- This is open-sourced.
- I don’t have to pay anything for this.
Designing for pleasure

• Some UI design features do not necessarily improve usability in terms of learnability, memory, errors, and efficiency.

• They are there for subjective pleasure.
Four kinds of pleasure

• Physio-pleasure
• Psycho-pleasure
• Socio-pleasure
• Ideo-pleasure
What happy users say

• This feels good in my hand.
• This looks pretty.
• I’ve accomplished a lot with this.
• I feel proud of myself.
• I’m really good at this.
• I can use this with my friend.
• This is open-sourced.
• I don’t have to pay anything for this.
Four kinds of pleasure

• Physio-pleasure
  – Seeing, hearing, touching
  – E.g., eye candies, cute animated avatars

• Psycho-pleasure
  – Mentally stimulating, sense of accomplishment

• Socio-pleasure
  – Improving relationships with others
  – Competitive among friends and peers
  – Conveying social and economic status (blink blink)

• Ideo-pleasure
  – Core value, belief, it’s the right thing to do
  – E.g., Green technology, Open source
How to design a portable music player pleasing to teenage girls

• Physio-pleasure
• Psycho-pleasure
• Socio-pleasure
• Ideo-pleasure
How to design a portable music player pleasing to teenage girls

• Physio-pleasure
  – Feels good in the hand
  – Easy to carry around
  – Fits well and comfortably inside her pocket
  – Operable without causing damage to fingernails
  – Should have aesthetic looks

• Psycho-pleasure
  – Supports quick and intuitive operations
  – Good quality music
  – Personalization of music
How to design a portable music player pleasing to teenage girls

• Socio-pleasure
  – conveys her social status as a teenage a girl
  – conveys her interests in those types of music
  – competitive amongst her circle of friends

• Ideo-pleasure
  – recyclable material (somewhat likely)
  – not made by child labor (quite likely)
  – does not use proprietary DRM (unlikely)
Positive emotions

- Fulfillment
- Security
- Safety
- Trust
- Gratitude
- Confidence
- Privacy
- Freedom
- Fun
- Respect
Fulfillment

• Remind what users have just accomplished

• Examples:
  – Installation is complete
  – Order is submitted
  – Number of words, lines of code written
Personalization
• Skin
• Toolbar
• Theme
• Desktop background
• Font
• Color
• Layout
Personalization

• What types of pleasure does the ability to personalize give to users?
• Self-expression (psycho-pleasure)
• Ownership (psyhco-pleasure)
• Attachment (socio-pleasure)
• Identification (socio-pleasure)
• Taste (physio-pleasure)
Trust

• Is it legitimate?
• Is it real?
• Is it secure?
• Is it reliable?
Trust: Is it legitimate?

Which site are you more willing to give your credit card information?
Password Management

New Password Security Questions are now available. Click on "Update Security Questions" to select them.
Please visit password.umd.edu to find out more about Directory passwords.

NOTICE: Unauthorized access to this computer is in violation of Md. Annotated Code, Criminal Law Article §§ 8-606 and 7-302 and the Computer Fraud and Abuse Act, 18 U.S.C. §§ 1030 et seq. The University may monitor use of its computing resources as permitted by state and federal law, including the Electronic Communications Privacy Act, 18 U.S.C. §§ 2510-2521 and the Md. Annotated Code, Courts and Judicial Proceedings Article, Section 10, Subtitle 4. Anyone using this system acknowledges that all use is subject to University of Maryland Policy on the Acceptable Use of Information Technology Resources available at http://www.nethics.umd.edu/aup. By logging in to this/these application(s) I acknowledge and agree to all terms and conditions regarding my access and the information contained therein.

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Trust: Is it real?
Baby Seal

Pets or Food™ is proud to announce that we have renewed our exclusive arrangement with Russia's premier furrier to provide freshly clubbed and frozen baby seal meat to American dinner tables!

Order now while supplies last!

Only $68.99 each

special features

From the CEO

Pets or Food™ was founded by a member of MENSA, the high IQ society. We are dedicated to bringing consumers healthy, certified organic animals at wholesale prices. Whether you're getting a pet lizard for your son or a dozen Doberman flank steaks for a SuperBowl party, you won't find lower priced animals anywhere else that are better suited for Pets or Food™.

Sidney Zwiobel, CEO Pets or Food

Sidney Blogs It Like It Is

Pets or Food™ CEO Sidney Zwiobel gets personal in his all new blog! Recipes, letters from customers and random musings on all things Pets or Food™, Zoo-B-Q™, and Click Monkeys™.

Sidney is now on Facebook!
• Learn from Hoax sites how to earn trust
  – But use what you learn to do good

• Features eliciting trust
  – CEO’s picture
  – Subscription to Newsletter
  – Professionally made
  – Testimonials
  – Facebook group
Is it reliable?

Dear valued T-Mobile Sidekick customers:

T-Mobile and the Sidekick data services provider, Danger, a subsidiary of Microsoft, are reaching out to express our apologies regarding the recent Sidekick data service disruption. We appreciate your patience as Microsoft/Danger continues to work on maintaining platform stability, and restoring all services for our Sidekick customers.

Regrettably, based on Microsoft/Danger’s latest recovery assessment of their systems, we must now inform you that personal information stored on your device – such as contacts, calendar entries, to-do lists or photos – that is no longer on your Sidekick almost certainly has been lost as a result of a server failure at Microsoft/Danger.
Is it secure?
Trust

• Guidelines:
  – Professional look
  – Transparency
  – Real-world feel
  – Ease of use
Gratitude

Thanks for your order!
We'll send you an e-mail confirmation shortly.

Note: If you ordered several items to be delivered to the same address, we may send them to you in separate boxes to give you the speediest service. Rest assured, this will not affect your shipping charges.

Manage Your Order:
- Track the status of this order
- Cancel items from this order
- Edit Shipping Method
- See the status of all your orders
- Organize all your book, music and video purchases in Your Media Library
Privacy

• Is my email going to be given to telemarketers?
• Does my company know I am visiting this website?
Fun

- Hard fun
- Easy fun
- Altered states
- The People factor
Love

Virtual Intimate Object

Lover’s Cup

Hug Vest
• These are examples of “Productive Love Devices”

• Which types of pleasure does each device bring?
Activity: Design Challenges

• How would you
  – Give a sense of accomplishment when the user has booked a cheap flight?
  – Give a sense of legitimacy (trust) to a website for registering home phone numbers to a “do-not-call” list?
  – Improve the socio-pleasure of the course wiki?
Don’t let users suffer
What unhappy users say

• I feel stressed.
• This is frustrating.
• I’m afraid of breaking something.
• I can’t concentrate.
• I’m bored.
• I am afraid I may break something.
• This is making me angry.
• My wrists are sore. My thumb hurts.
• I’m tired.
Negative emotions

- Stressed
- Frustrated
- Pressured
- Angry
- Anxious
- Puzzled
- Suspicious
- Insecure
- Tentative
- Bored
- Offended
Effects of negative emotions

• Negative emotion affects productivity, learning, creativity, overall well-being
Scenarios

• Users may come directly to express their negative emotions.
  – “It’s quite stressful using your software”
  – “The text on your website makes my eyes hurt”
Scenarios

• Others (e.g., software developers, webmasters) may come to you to ask for advice regarding frustrated customers
  – “Our users are angry!!”
  – “Our visitors said our site is frustrating to use. Any advice?”
Why are they complaining?

• Distracted
  – because there’re too many disruptions

• Sore
  – because the UI requires awkward motor movement

• Bored
  – because of lack of rewarding and engaging stimulus

• Anxious
  – because of uncertainty about the data, about charges, about unforeseen negative consequences
Why are they complaining?

• Frustrated
  – because users not getting what they want

• Stressed
  – because users not given enough time, or the cost of error is high

• Angry
  – because not respected, trust is violated, cheated

• Tentative
  – because not sure about the robustness of the system (i.e., the system’s ability to tolerate errors)
Dissatisfaction when other usability attributes are poor

• Learnability:
  – When users can not figure out what to do to perform a task

• Memory
  – When users are overwhelmed by the steps and data they need to keep in their head to perform a task

• Few errors:
  – When users keep making errors by accident because of bad design

• Efficiency
  – When users feel their time is wasted unnecessarily
Activity: Anti Design Challenge
The most hated IM client

- How’d you design an IM client that makes users
  - Stressed
  - Frustrated
  - Pressured
  - Angry
  - Anxious
  - Puzzled
  - Suspicious
  - Insecure
  - Tentative
  - Bored
  - Offended
Affective computing
“Humans readily generalize their expectations from human-human interaction to HCI regardless of whether or not that is the intent of system designers” (Miller 2004).
Affective computing

• Computers that can
  1. Recognize emotions
  2. Appear to have emotions
  3. Evoke positive human emotions
1. Recognize user’s emotions

- Example: StressCam
  - Use thermal imaging to recognize user’s stress level
  - Adjust game difficulties accordingly
2. Appear to have emotions

- Believable agents exhibiting realistic emotional behaviors
- Modeling emotions using AI
- Examples:
  - Tamaguchi
  - Nitendog
Talk like a human

You’re logged as “tomyeh”

“Hello Tom! Happy to see you again. Welcome back!”

Error! Try again.

“I’ sorry that I can not recognize your command. Can you please try again?”
Be apologetic

• Admit mistakes

Well, this is embarrassing.
Firefox is having trouble recovering your windows and tabs. This is usually caused by a recently opened web page.

• (Blame others)
“I’m really really sorry about the crash and losing all your data!”

• But, how sincere would users think the computer was being?

• Who would users think is the one saying sorry, designer or the computer?
Show empathy

“I understand it must be frustrating. Let me guide you through the steps to recover the files”.

• Empathy alleviates user frustration and increases user’s liking of a software agent
3. Evoke users’ emotion

- People like cute stuff
- People like pretty stuff
- People have national pride
- People hate lawyers
- People respect doctors

...
Summary

• Pleasure
• Suffering
• Affective computing