

CS449/649: Human-Computer Interaction

Winter 2018

Course website:

<https://www.student.cs.uwaterloo.ca/~cs449/w18/>

Lecture I

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User Interface

User Experience

CS349

UI vs **UX**

CS449

User Interface

User Experience

CS349

UI vs UX

CS449

You **know** what to build
You build a **nice and clear**
interface

You **don't** know what to build
You **explore & build (new)**
functionalities

What is User eXperience?

User Experience is not about good industrial design, multi-touch, or fancy interfaces. It is about transcending the material. It **is about creating an experience through a device.**

- Marc Hassenzahl (2013): *User Experience and Experience Design*

I invented the term because I thought **human interface** and **usability** were **too narrow.**

- Don Norman

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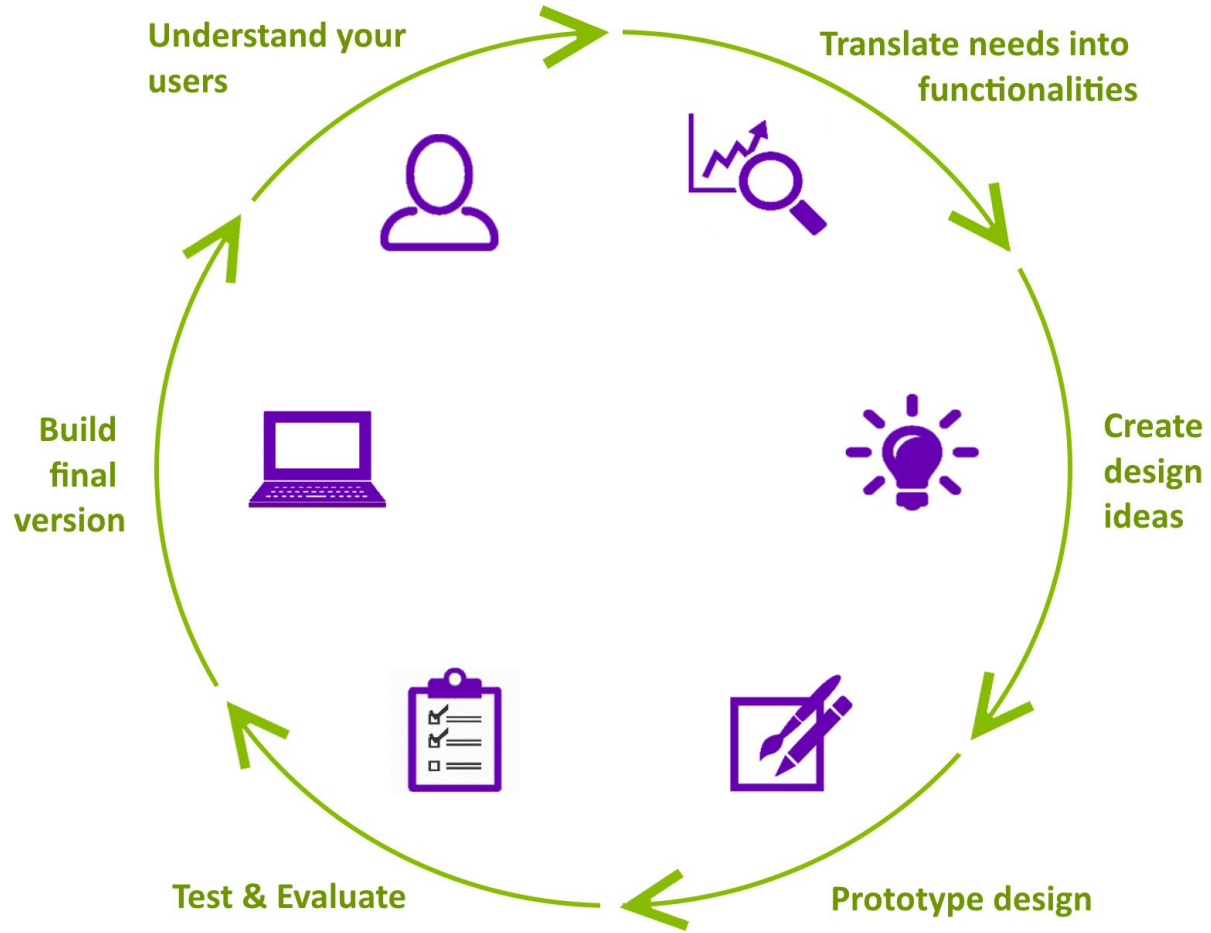
Who

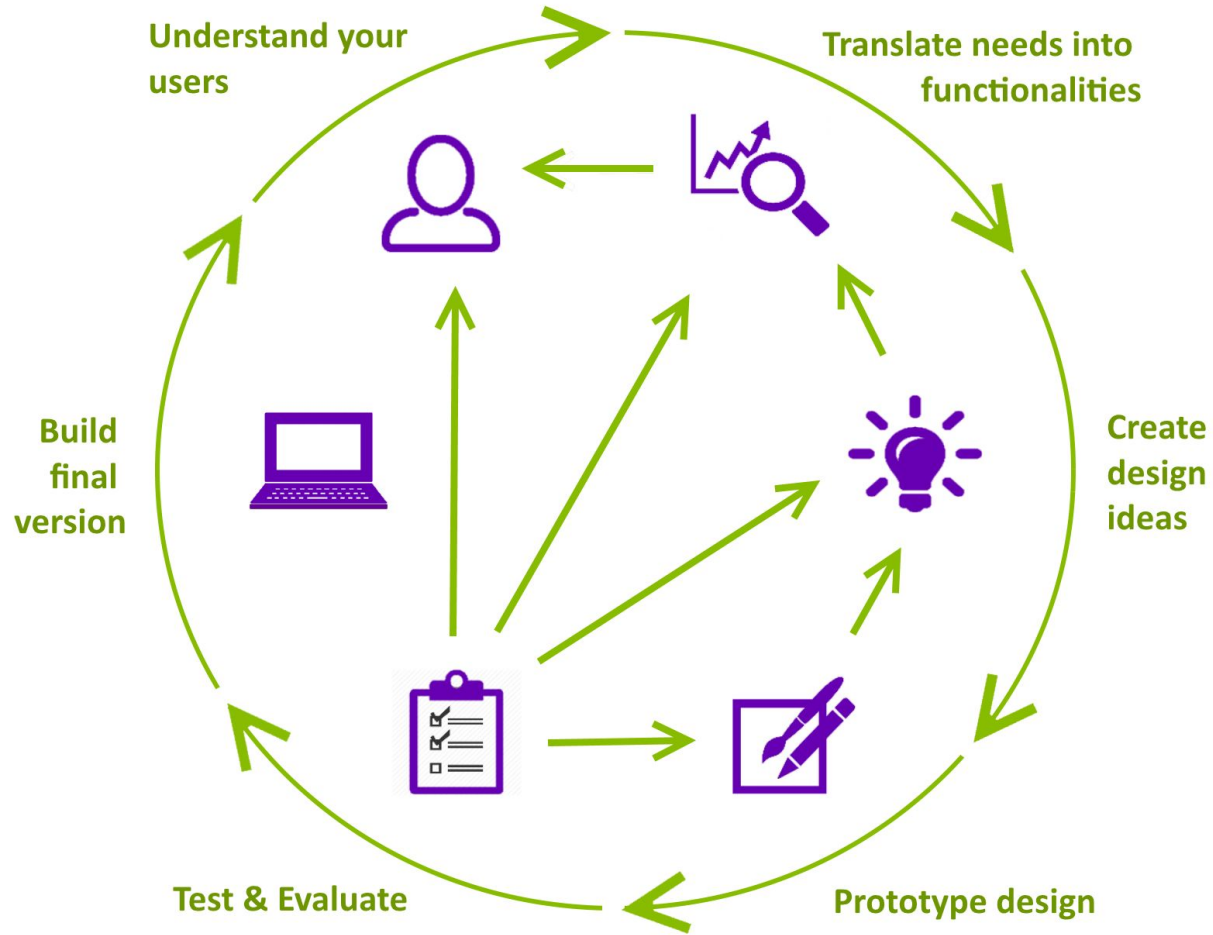
When

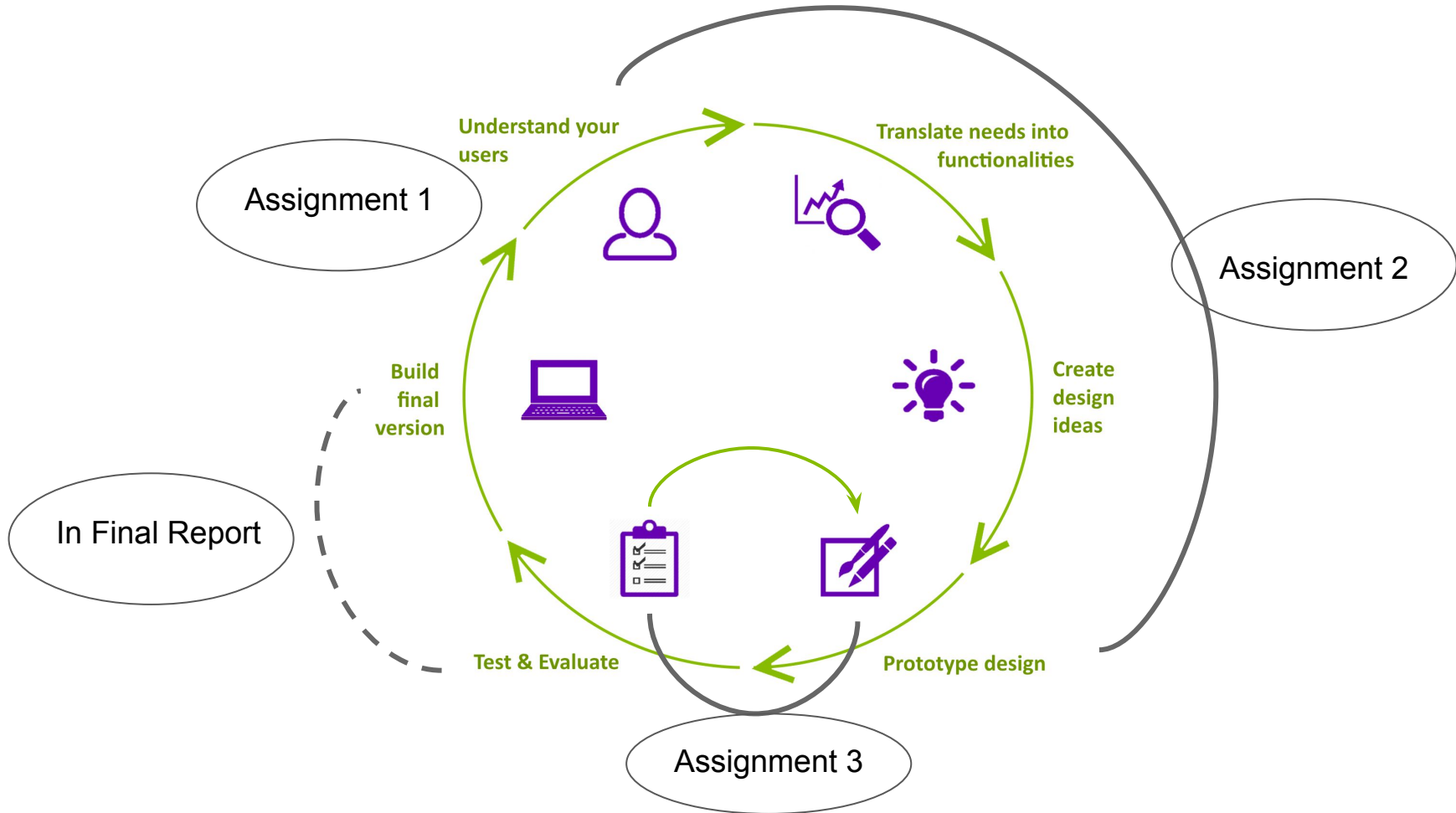
How

Why

What



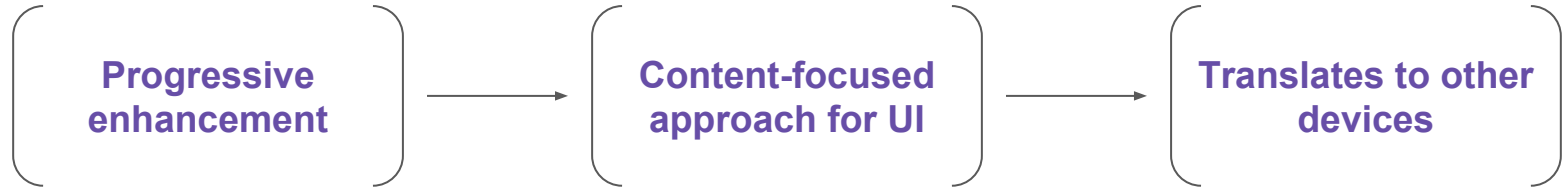




Group project:

- Groups of 3-4 students
- Designing a digital solution

Mobile first design:



See: [What is Mobile First Design? Why It's Important & How To Make It?](#)

“Phones are so much more personal and satisfying. The phone is no longer just a phone, it’s your alter ego – it’s fundamental to everything you do.”

Eric Schmidt, Google’s then-CEO at The Mobile World Congress in 2010

[The Telegraph](#)

Group project:

- Groups of 3-4 students
- Designing a digital solution
- Groups and [topics](#) must be finalized by **Thursday, January 11**

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Related deliverables:

- Assignments & Final Report - [Policies](#)
- Two poster presentations
- Video demo of the high-fidelity prototype

Primary luminaries

Major movements
in HCI

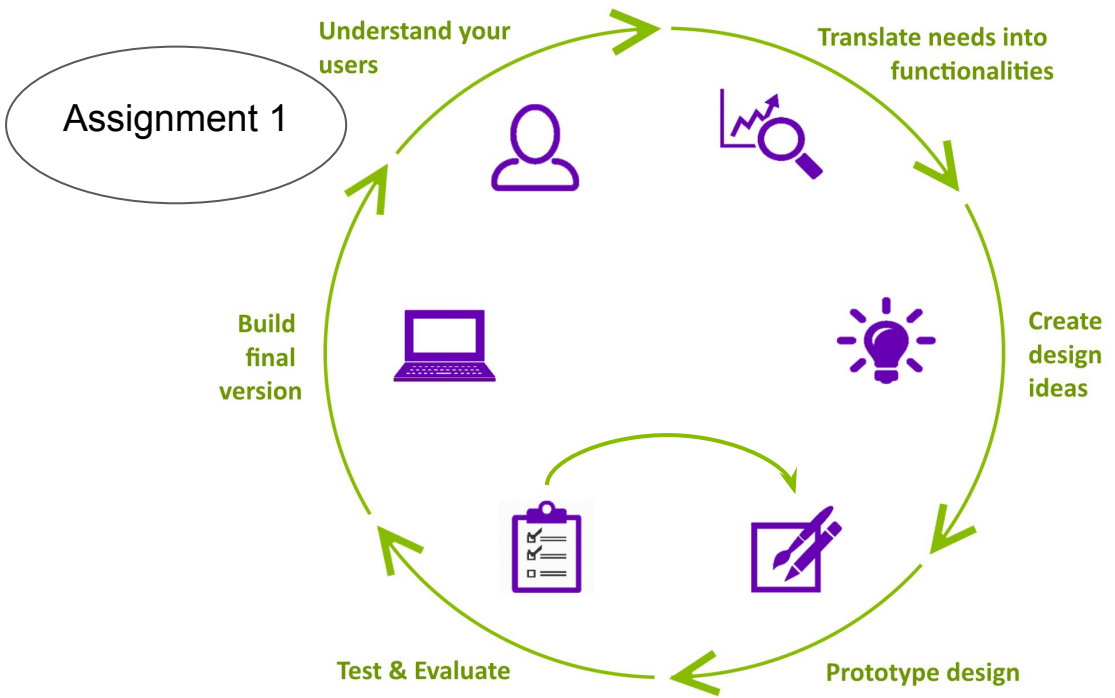
User-centered
interaction design

Identifying user
needs

Prototyping
designs

Usability testing

Design thinking



Project area

Market
research

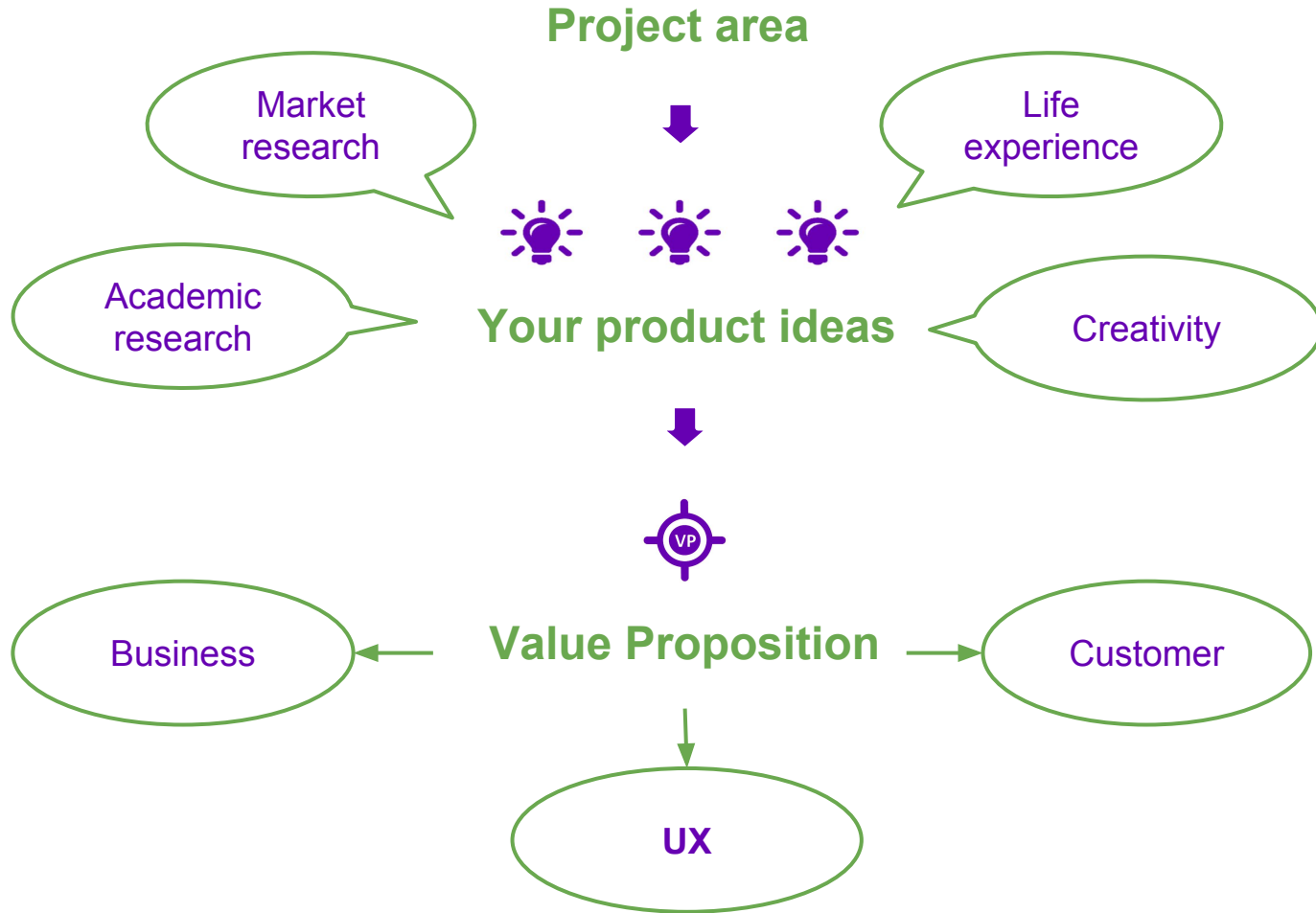
Life
experience



Academic
research

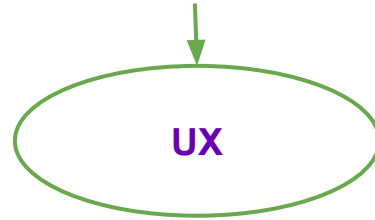
Your product ideas

Creativity





Value Proposition



1. **Identify key objectives and desired outcomes**
2. **Identify corresponding critical aspects of the user experience**
3. **Identify the design work that can be done**



Value Proposition

A promise of the value you can deliver; a sharp product definition that highlights the key aspects of it.

Often reflected
in slogans:



- “Relationships Matter”



- “Watch TV programmes and films anytime, anywhere.”



- “Connect with friends and the world around you on Facebook”



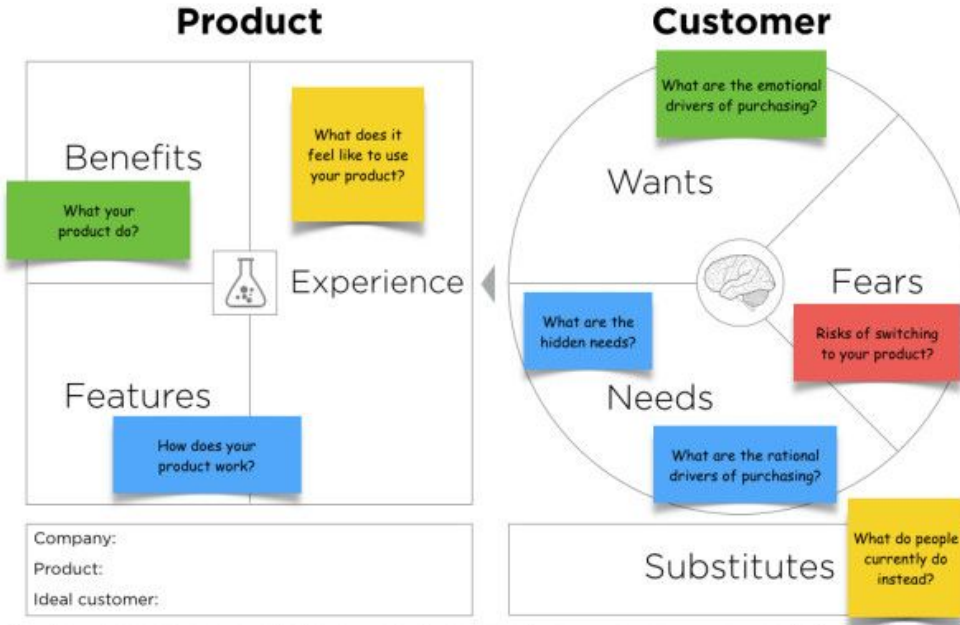
- “Broadcast Yourself” (2005–2012)



- “The simpler, safer way to get paid.”



Value Proposition Canvas



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Created by [Peter Thomson](#)



Value Proposition

A promise of the value you can deliver; a sharp product definition that highlights the key aspects of it.

What do you do?

How will it help?

Who is it for?

Why you?



Value Proposition

A promise of the value you can deliver; a sharp product definition that highlights the key aspects of it.

Assignment 1:
Description of the project

What do you do?

How will it help?

Assignment 1:
Goals and Hypotheses

Assignment 1:
Target user groups & personas

Who is it for?

Why you?

Assignment 1:
Description of the project