LEMONADE OUT OF LEMONS

Design increases your data's value to your users

SemTech East • Washington DC • 1 December 2011

Design for **Context**

Making software applications and web sites easy to use

www.designforcontext.com

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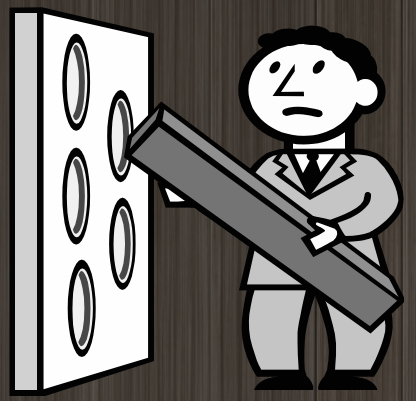
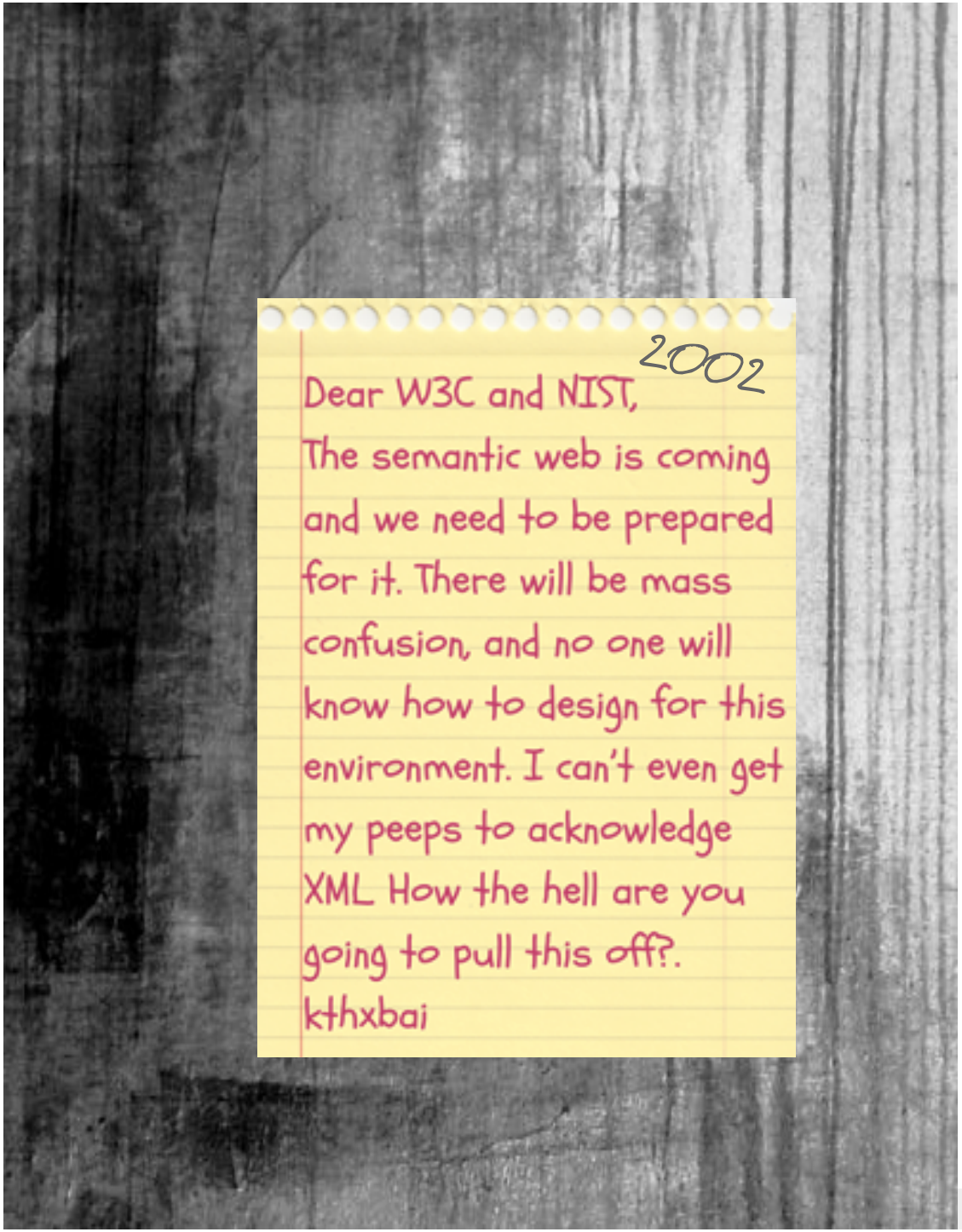


CAN'T THIS BE EASIER TO DO?



jasmin phua

@jasphua

Raw ingredient

=

Data

Value of your data

USER EXPERIENCE

What do you know about the user?

What are they interacting with?

USER GOAL

Why am I here?

design with intent

before

during

after

design perspective

Goals
Motivation
Triggers

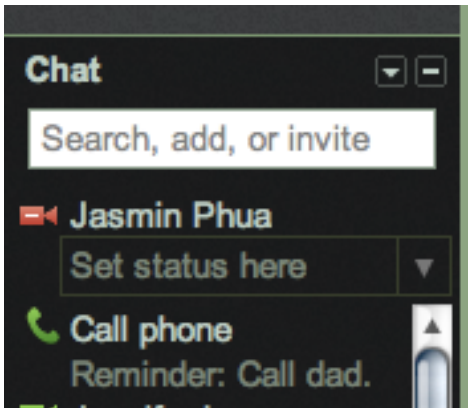
User
Experience
Mental model
Expectations

Situation
Familiarity
Urgency
Specificity
Completeness
Complexity
Preferences

How does the design align with your goals?

A story about CONTEXT

Father's Day 2011



- Proactive behavior
- Context-sensitive
- Relevance

what went wrong?

"Is Gmail really nagging its users about such a personal topic"

"..recently lost my dad...incredibly mocking"

"I don't have a father, and I don't appreciate being reminded"

How do I get rid of the "reminder" to call my "dad"? Report abuse

Annelise W.
Level 1
6/19/11

I understand that Google is celebrating Father's Day, and I accede to there being, for instance, a holiday Google Doodle up on the main page today. However, when I am using my Gmail inbox and the chat function, I don't appreciate there being a "Call dad" reminder next to/under the (otherwise lovely) phone function. Is there a way to get rid of this reminder to call a relative who, to me, does not exist beyond the basic biological level? I've looked at my Tasks list, and "Call dad" is not there, and perhaps there is no option besides closing chat! Which I'm not planning to do, but it's still hard to believe: is Gmail *really* nagging its users about such a personal topic?

Best answers

aaronb79
Level 2
6:34 AM

Best answer - Annelise W. (Asker) Go to this answer

Update:
To disable this and any future insensitive reminders from Google to call someone from GMail, open your GMail settings, and under the Chat settings tab check "Disable Outbound Calls from Gmail." Your GMail should reload, and when the chat starts up the "Reminder: Call dad" message will be gone.

While this may simply be trading one inconvenience for another, at least it is less upsetting.

22 of 34 people found this answer helpful. Did you? Sign in to vote. Report abuse

Replies 1 - 40 of 42

Harpsiccord
Level 1
6/19/11

Same here. I very recently lost my dad and I while I understand the sentiment, having that "reminder" there is incredibly mocking.

61 of 96 people found this answer helpful. Did you? Sign in to vote. Report abuse

mnbear67
Level 1
6/19/11

I agree. Isn't this day hard enough without my own computer rubbing it in my face?

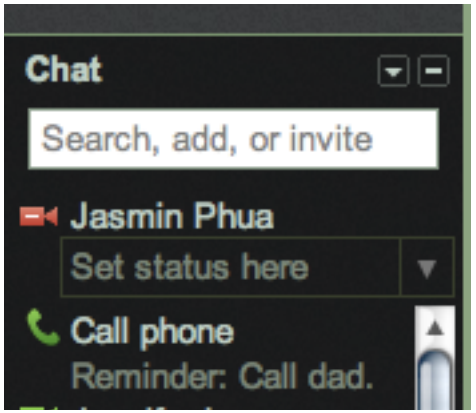
29 of 53 people found this answer helpful. Did you? Sign in to vote. Report abuse

BMRR
Level 2
12:29 AM

Yes, please get rid of this "feature." I don't have a father, and I don't appreciate being reminded of that fact by Gmail. I'm sure it was a sweet and genuine idea by someone who meant well, but we're already bombarded by reminders that it's Father's Day; seeing that little "Call Dad" note just isn't pleasant for those of us who CAN'T call Dad.

22 of 44 people found this answer helpful. Did you? Sign in to vote. Report abuse

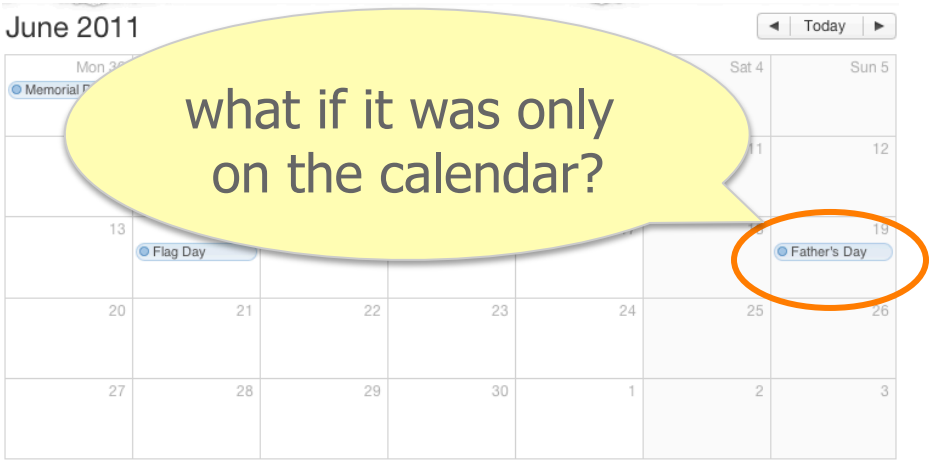
presumptuous design



Did users know that it was Father's Day? Very likely

> "insensitive
> mocking
> nagging
> don't appreciate"

EXPECTATIONS
vs
PRESUMPTIONS



- Location / context in system
- No user control
- Perspective: "reminder"
- Action: "Call..."

design with intent

people are complex

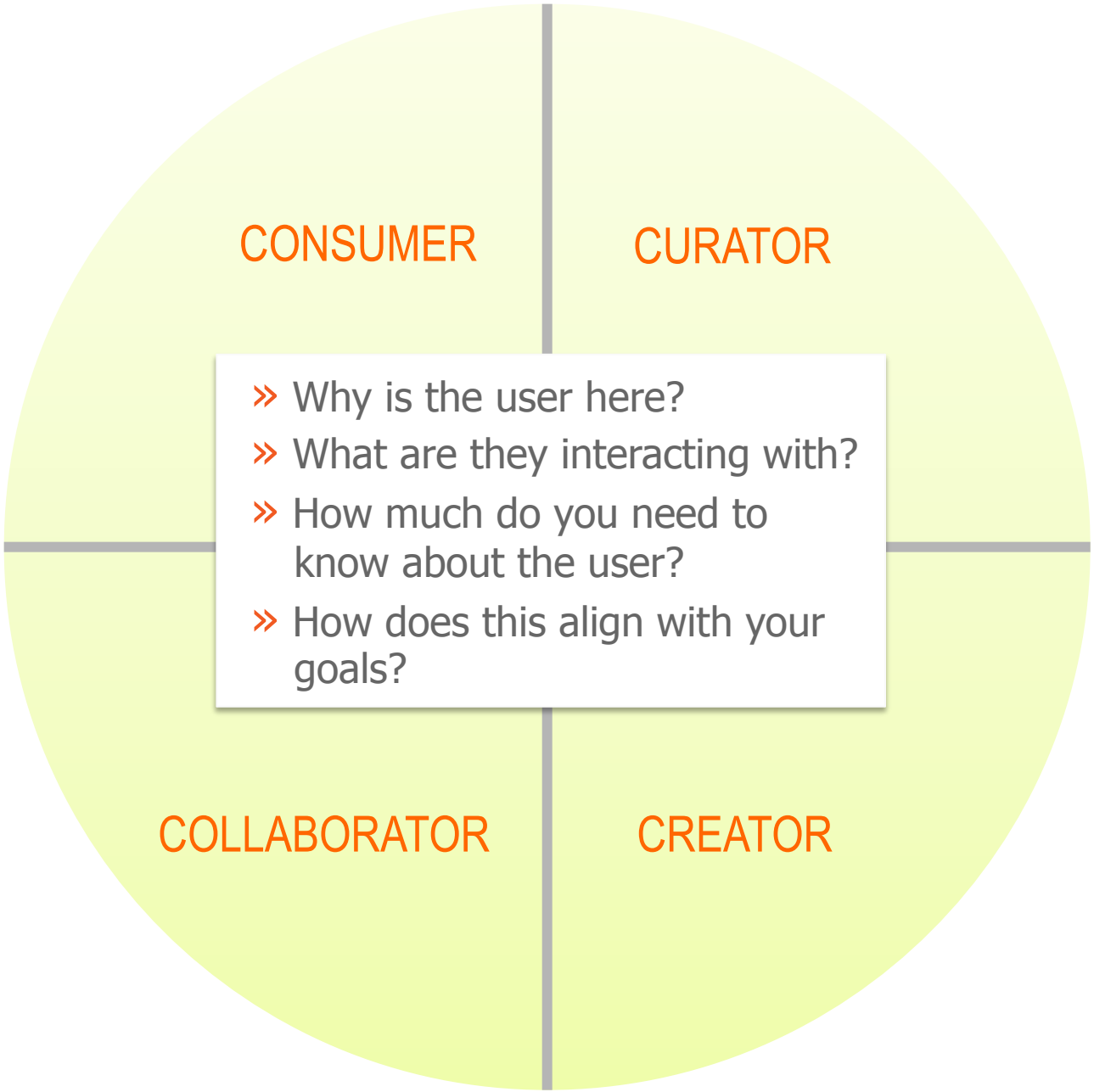
...and have complex needs

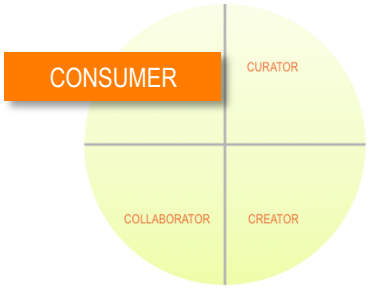
» **User Experience**

- Relevant
- Integrated
- Illuminating
- Personal
- Social
- Mobile
- Location-aware
- Situated
- Temporal
- Multi-modal

INTERACTING WITH DATA

How do users interact with your data?





CONSUME ::

Looking for answers, suggestions, resources, diversion

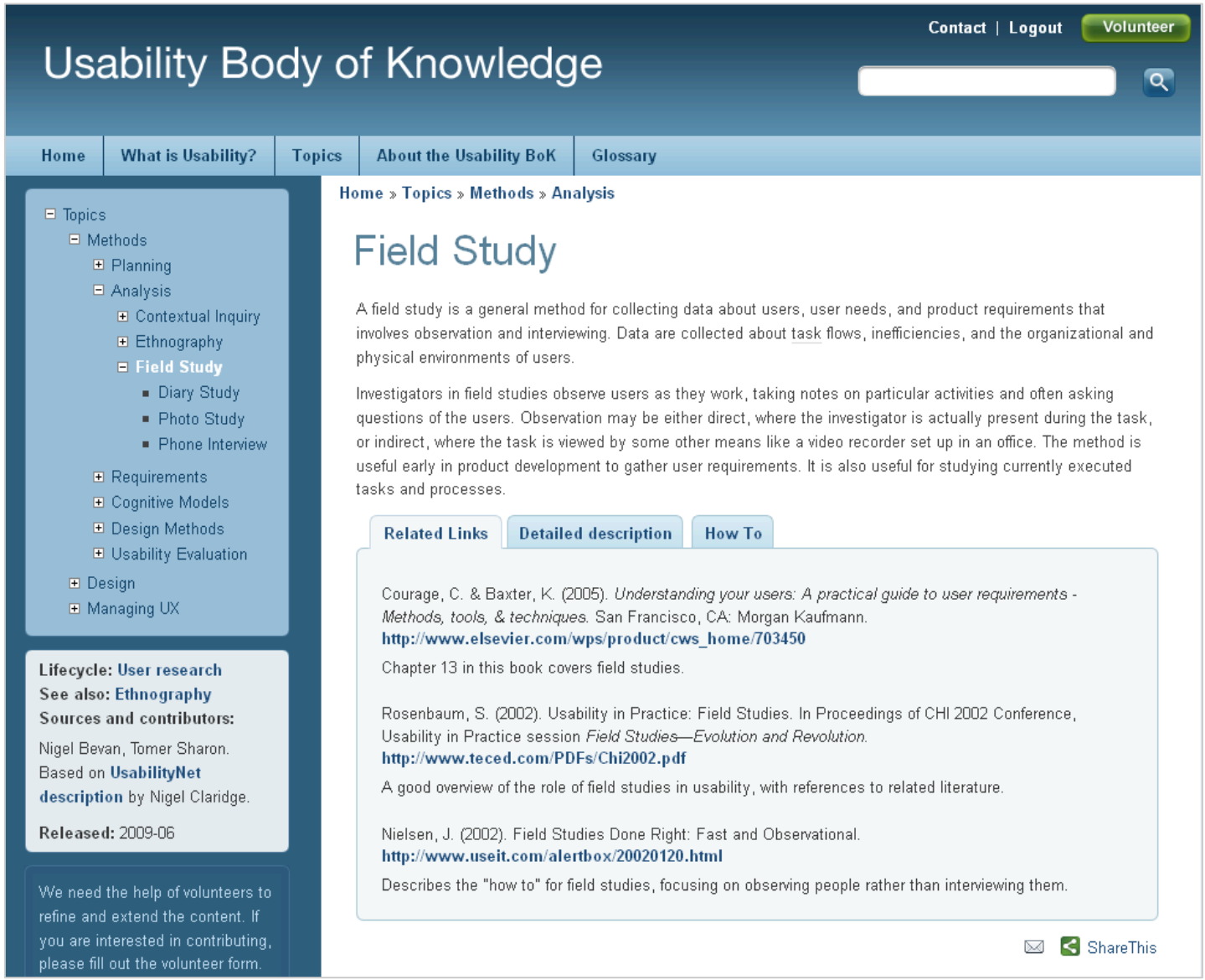
DESIGN GOALS

- Reduce noise
- Increase signal
- Supporting progress

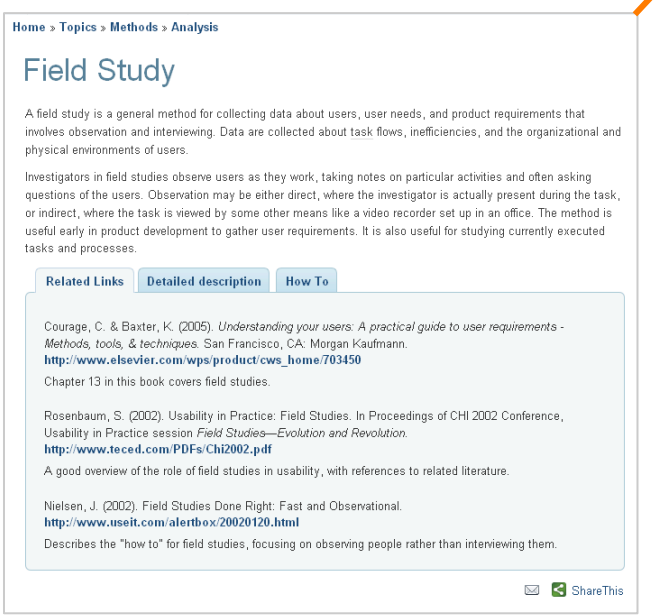
HOW TO HELP THE USER?

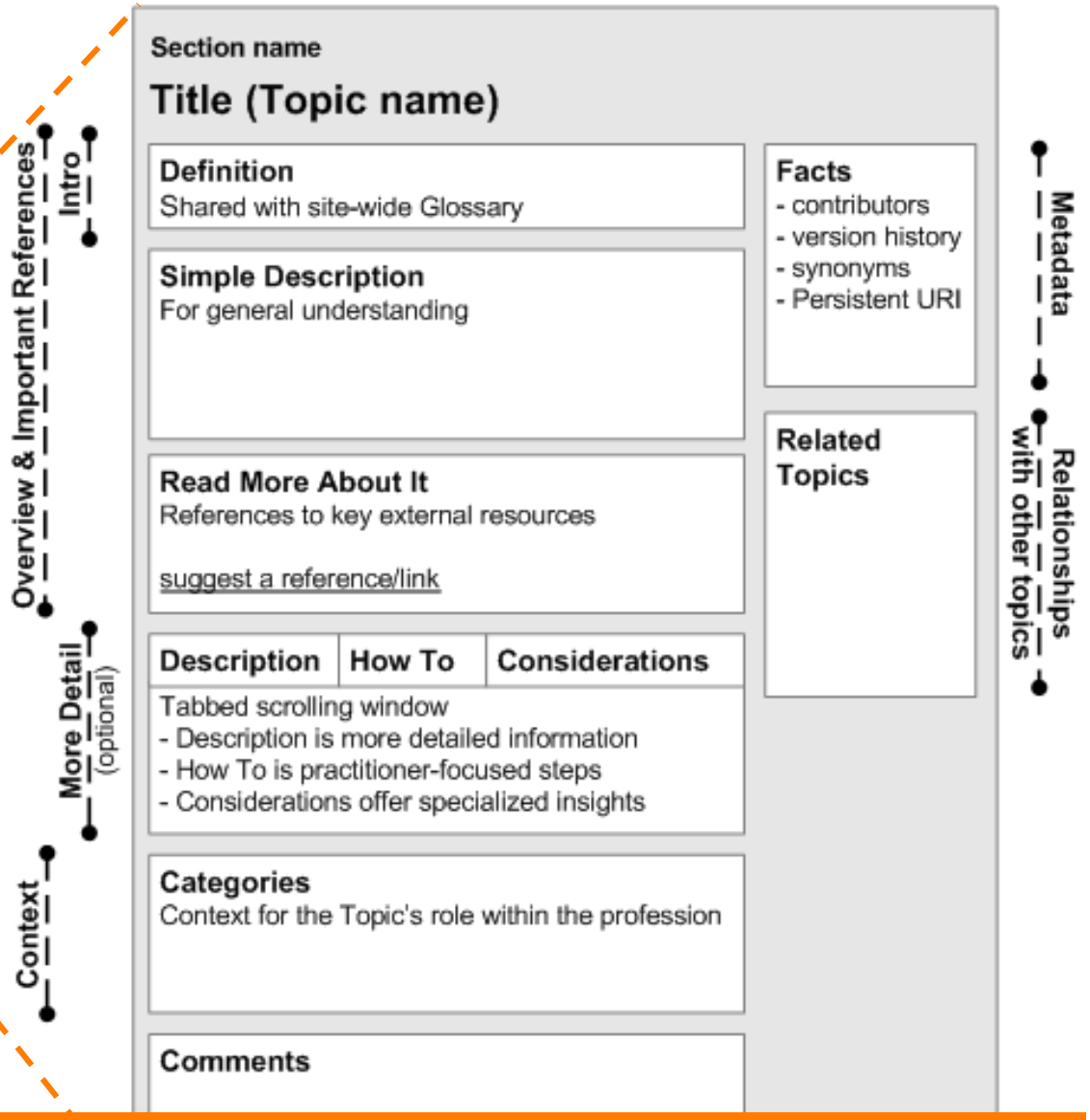
- Bite-size chunks – structure and granularity
- Provide control
- Make it accessible and frictionless
- Create opportunities to capture users' perspectives and interests

Data consumer :: granularity and structure



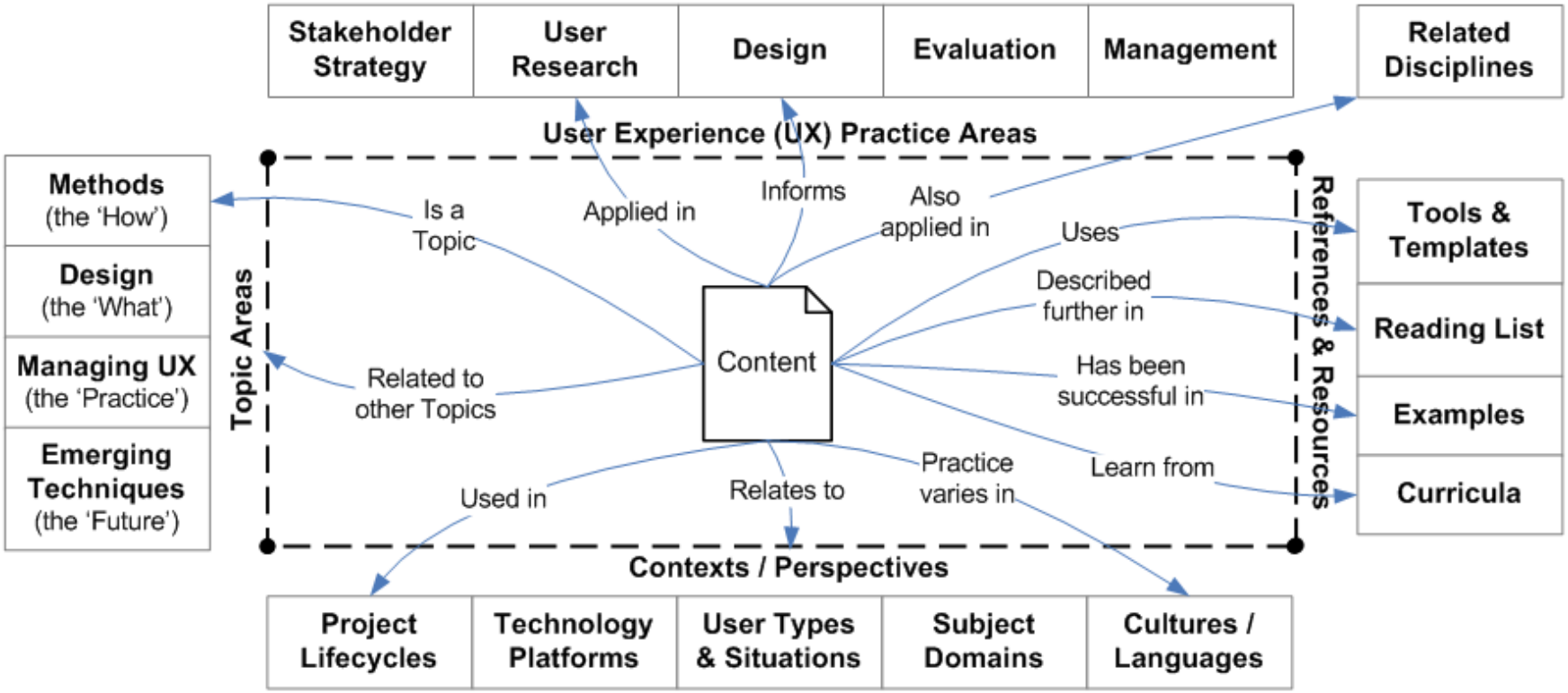
Data consumer :: granularity and structure



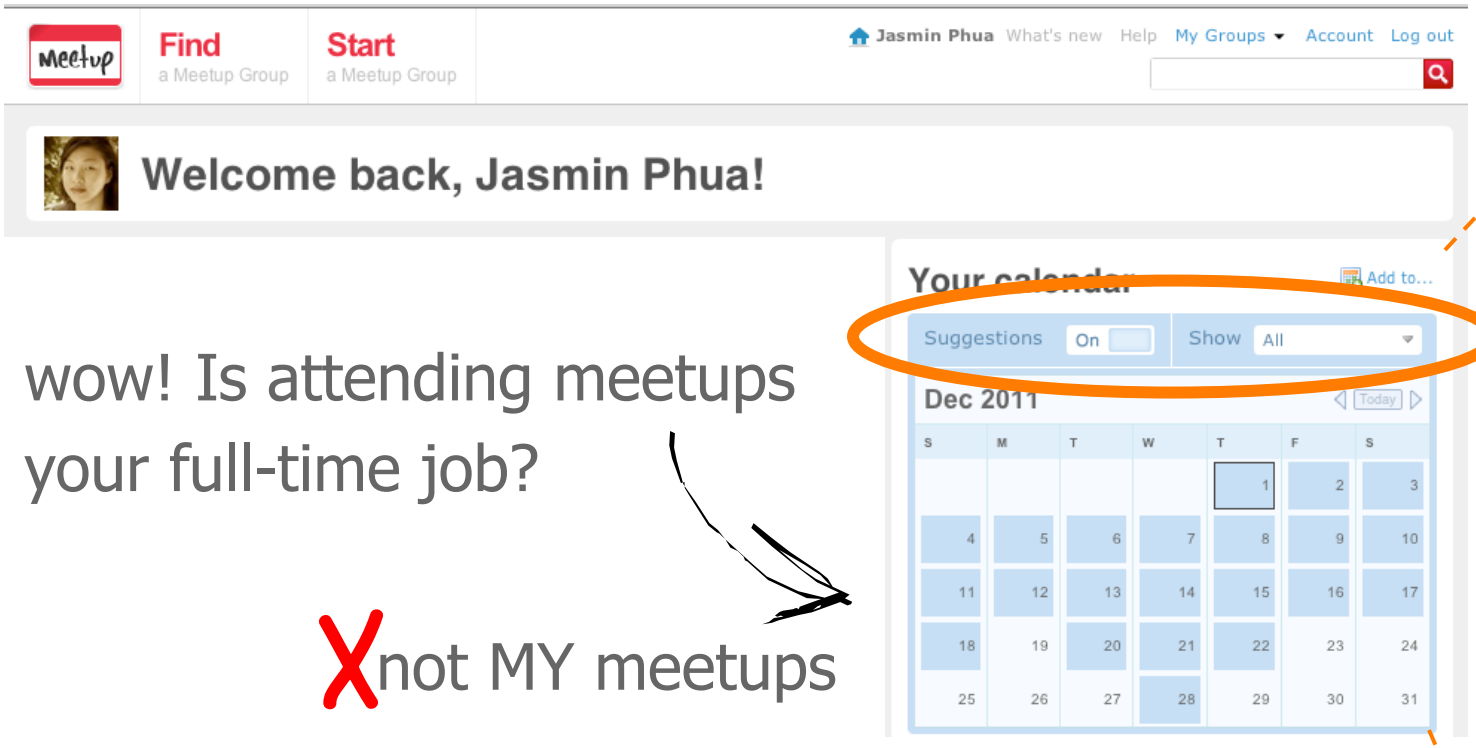


design for bite-sized chunks

Data consumer :: relationships



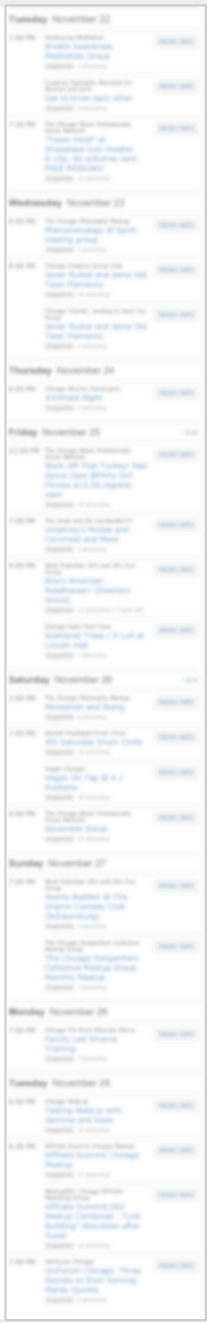
Data consumer :: context, expectations, support



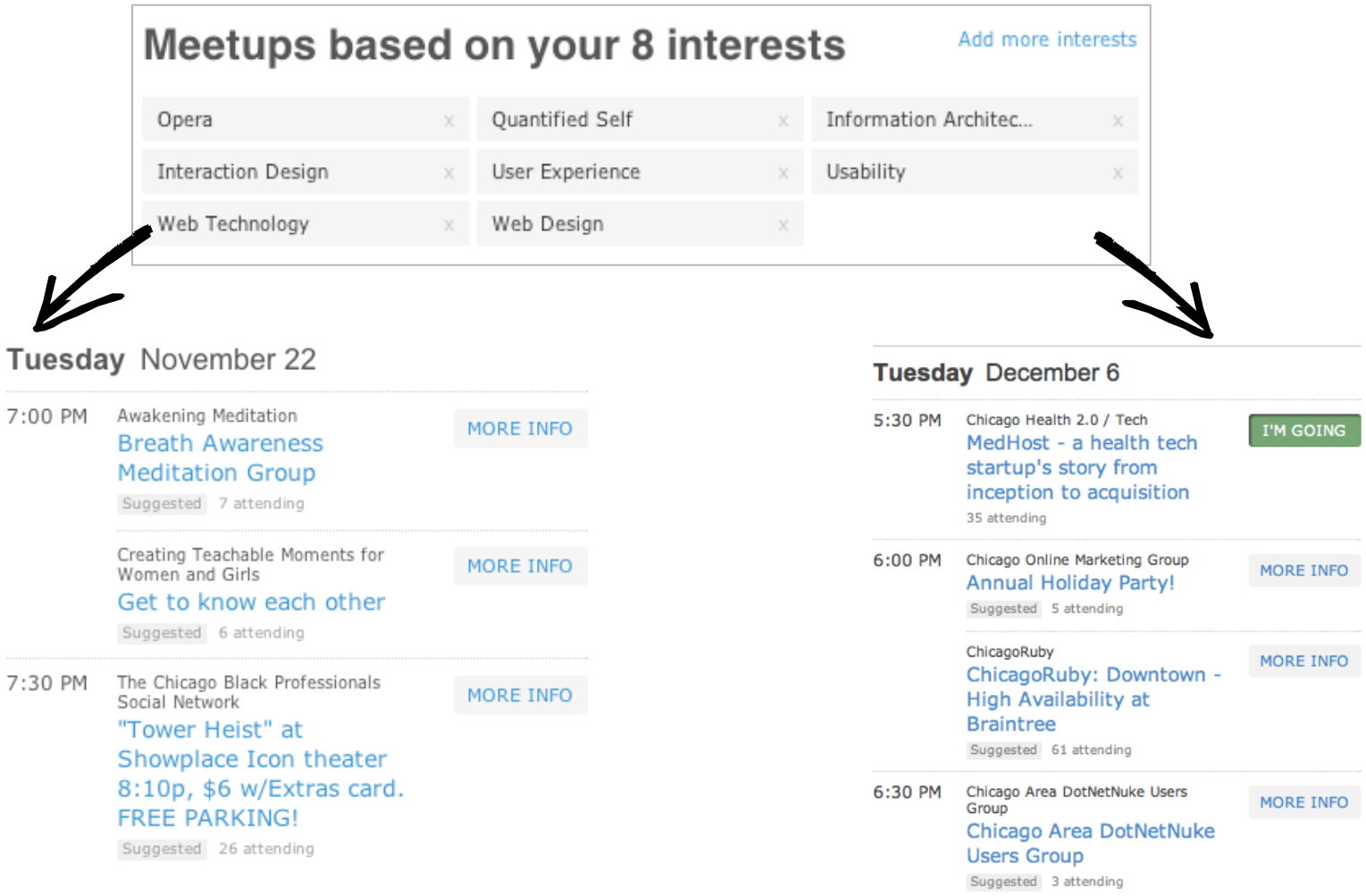
wow! Is attending meetups your full-time job?

✗not MY meetups

what's mine?
which one am I attending?
why are these showing up?



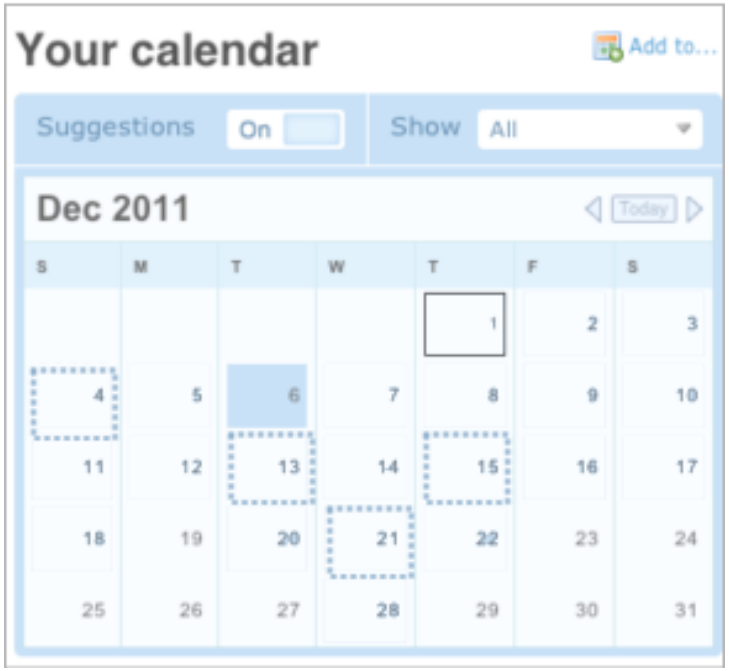
Data consumer :: context, expectations, support

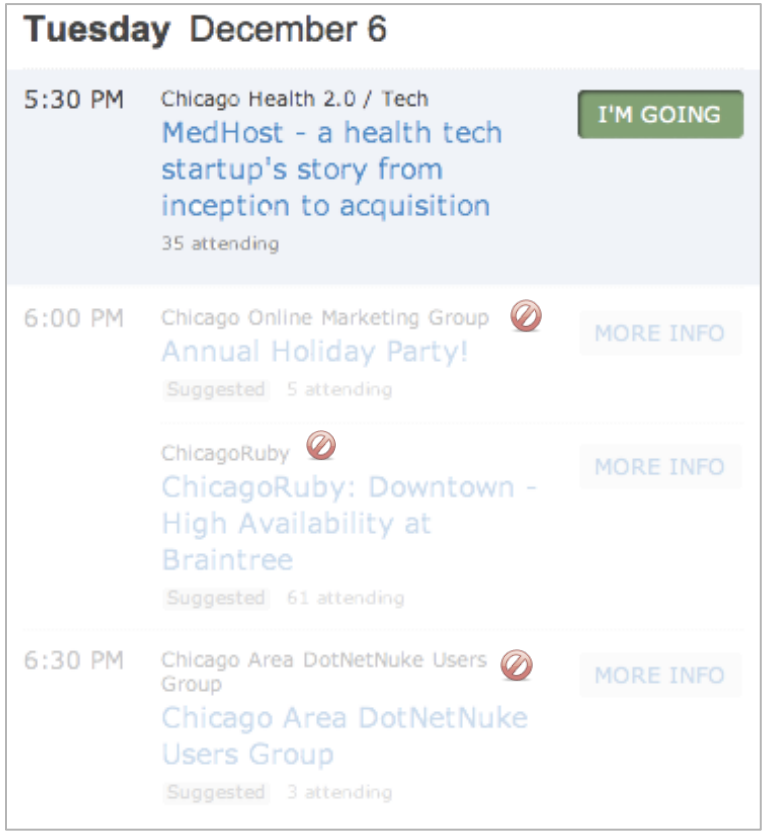


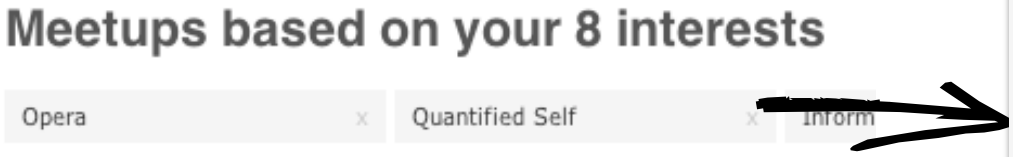
A third party (meetup organizer) has become intermediary for YOUR context

Data consumer :: context, expectations, support

What if?

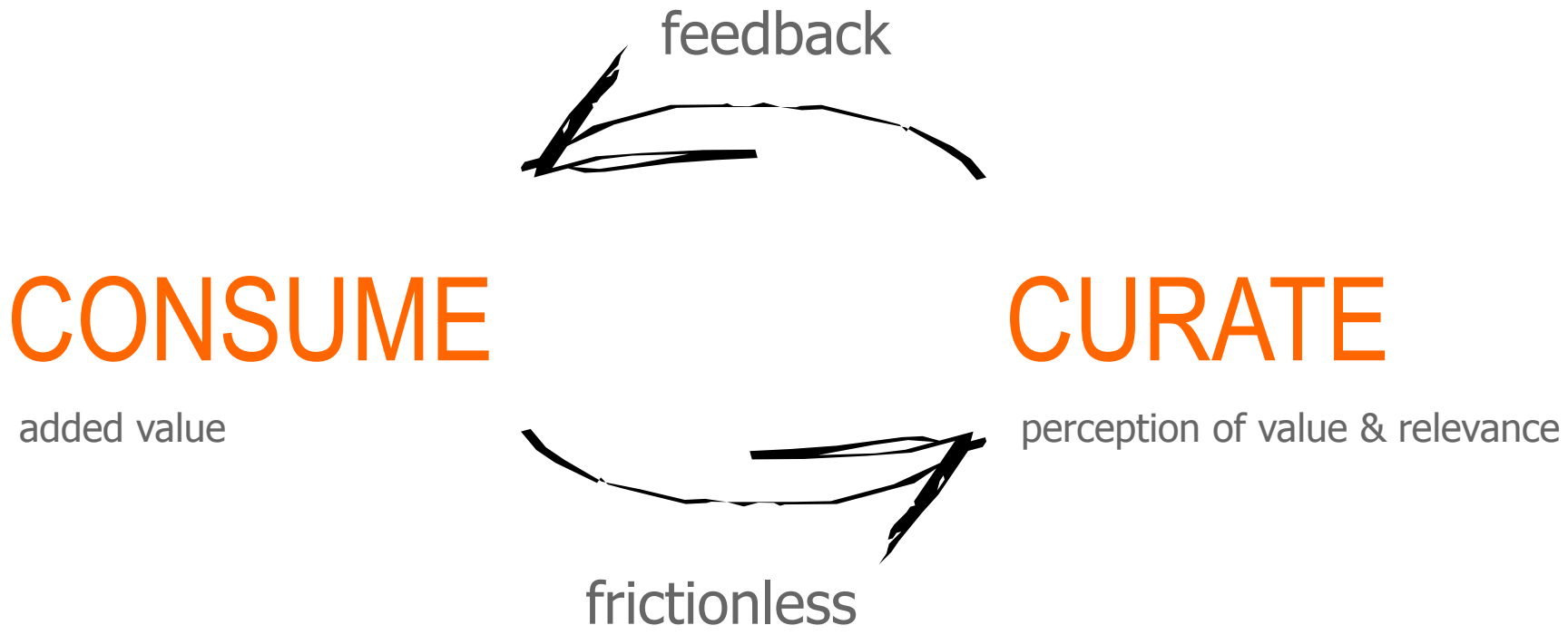






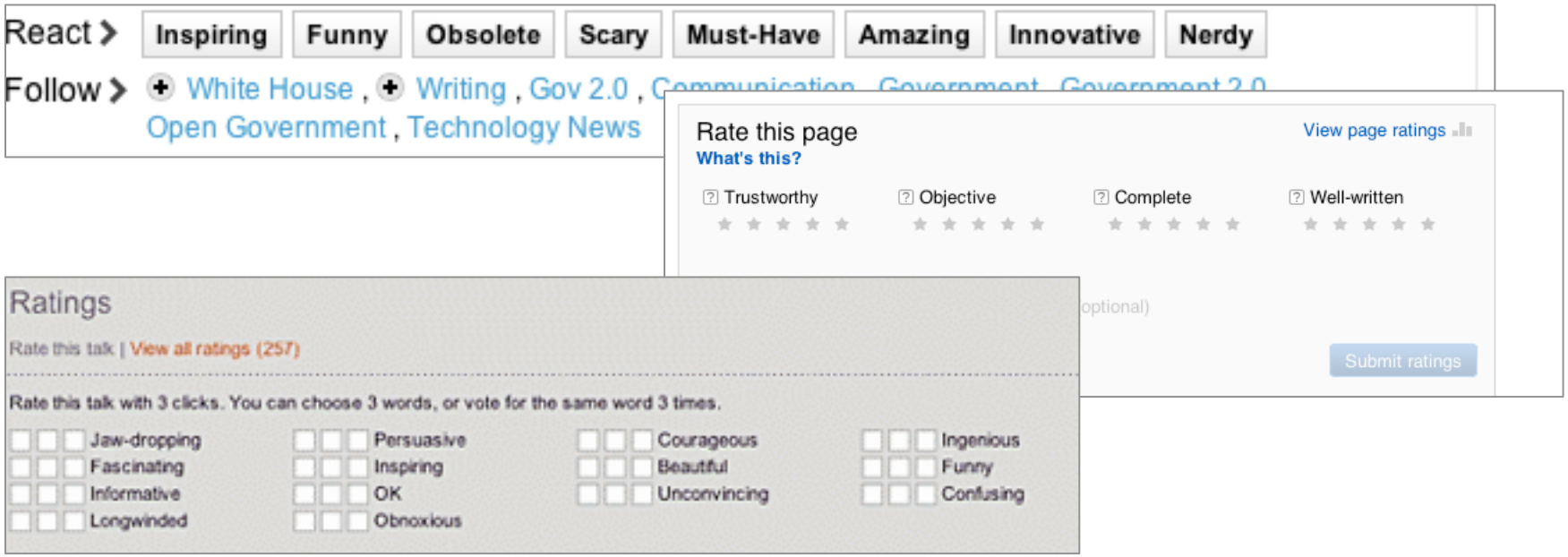
design for control

Data Consumer to Data Curator



Data consumer :: low friction interaction

design for availability and access



Moving from consuming to curating

Brooklyn Museum

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Evaluation
Consider this
most effective

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- Do you conside given the techr

Works will be e from most to lea image, please r appropriate pos SUBMIT button

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In the Gallery | Top 10 Compared | Most Discussed | Select & Co

Compare Top 10 by: Evaluator Knowledge Evaluator Loc

What ar

All Evaluator Knowledge Levels

compare compare compare compare compare

No Knowledge

Marcia Bricker Halperin. *Dubrow's Cafeteria*, 1979. All rights reserved

Artist Statement

A 1970 taxi driver's guide lists 3 pages of NYC cafeterias including Dubrow's cafeteria on Kings Highway. A sprawling, art deco style eating establishment on the corner of 16th Street you would enter through the revolving doors, take a ticket from the machine that announced your entry with a beep and scan the tables looking for familiar faces. You could plunk down a quarter for a cup of coffee and sit all day.

27 Comments

great shot.

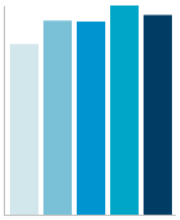
That is a fantastic exposure; you absolutely nailed this one. The composition is absolutely compelling, and the exposure is dead-on; it's remarkable that the light was such that this happened, and even more remarkable that you happened to have your camera ready. Fantastic.

The effect is almost that of a collage. Wonderful.

Are you new to *Click*?

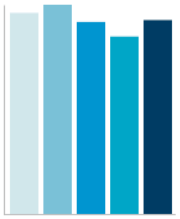
Visit the ***Click!* Home**, view the **tutorial**, or use the menu above to view more images from *Click!*.

Rating by Knowledge Level



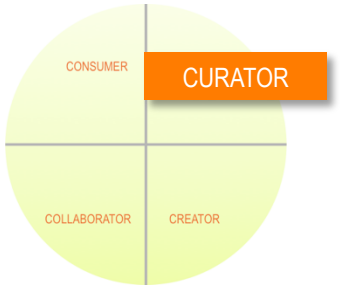
None (58 evals)
Some (218 evals)
More Than a Little (228 evals)
Above Average (247 evals)
Expert (303 evals)

Rating by Location



Outside the U.S. (44 evals)
United States (237 evals)
Tri-State Area (103 evals)

User-surfaced perspectives of your content



CURATE ::

Refining, supplementing, adding value, offering perspectives, helping out

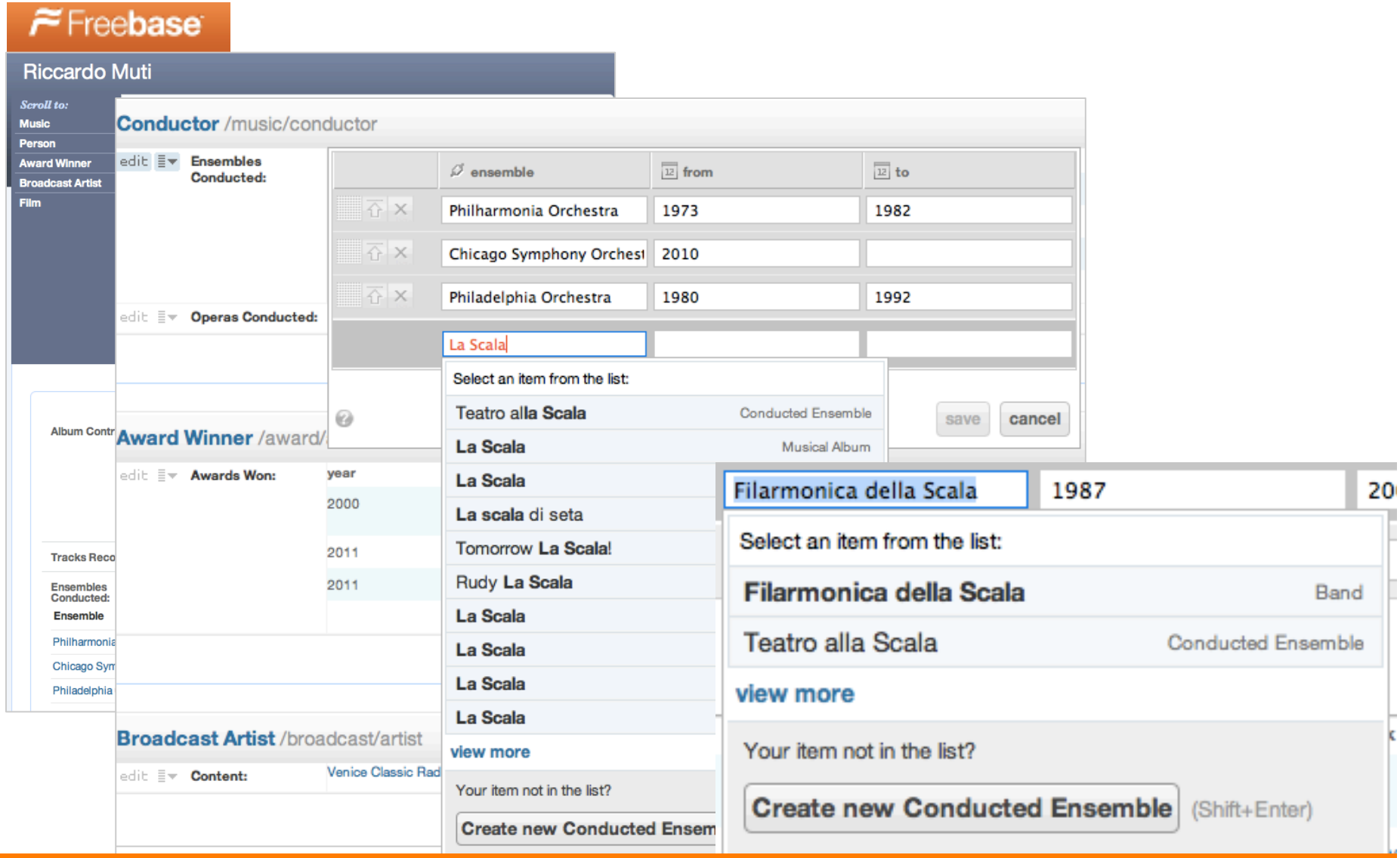
DESIGN GOALS

- Lighter weight data entry responsibilities and engagement
- User engagement adds value without pre-requisite knowledge or experience
- Support the users' understanding beyond creation needs

HOW TO HELP THE USER?

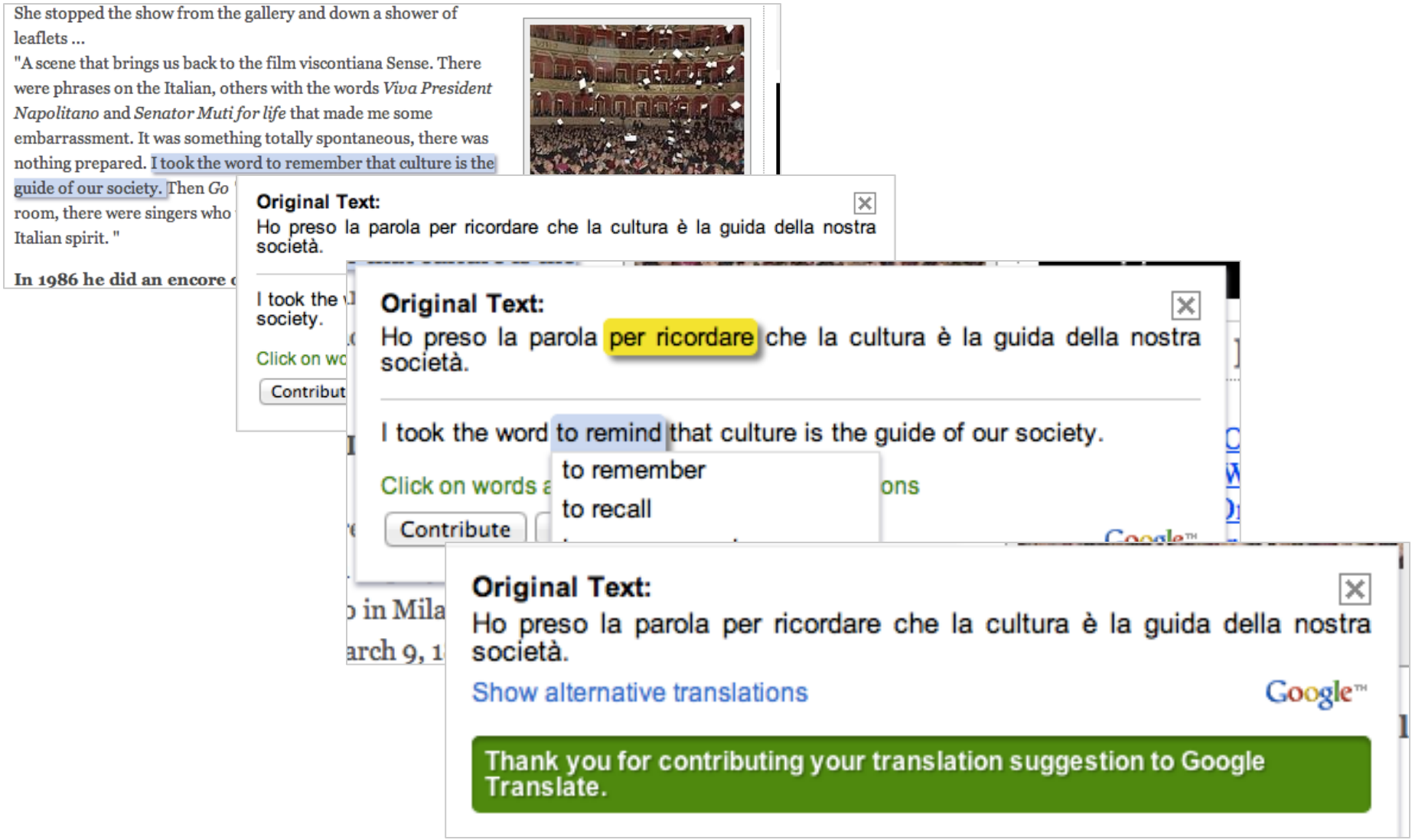
- Enable users to surface relationships
- Embedding opportunities into the consumer interface meaningfully

Data curation :: enable surfacing of relationships



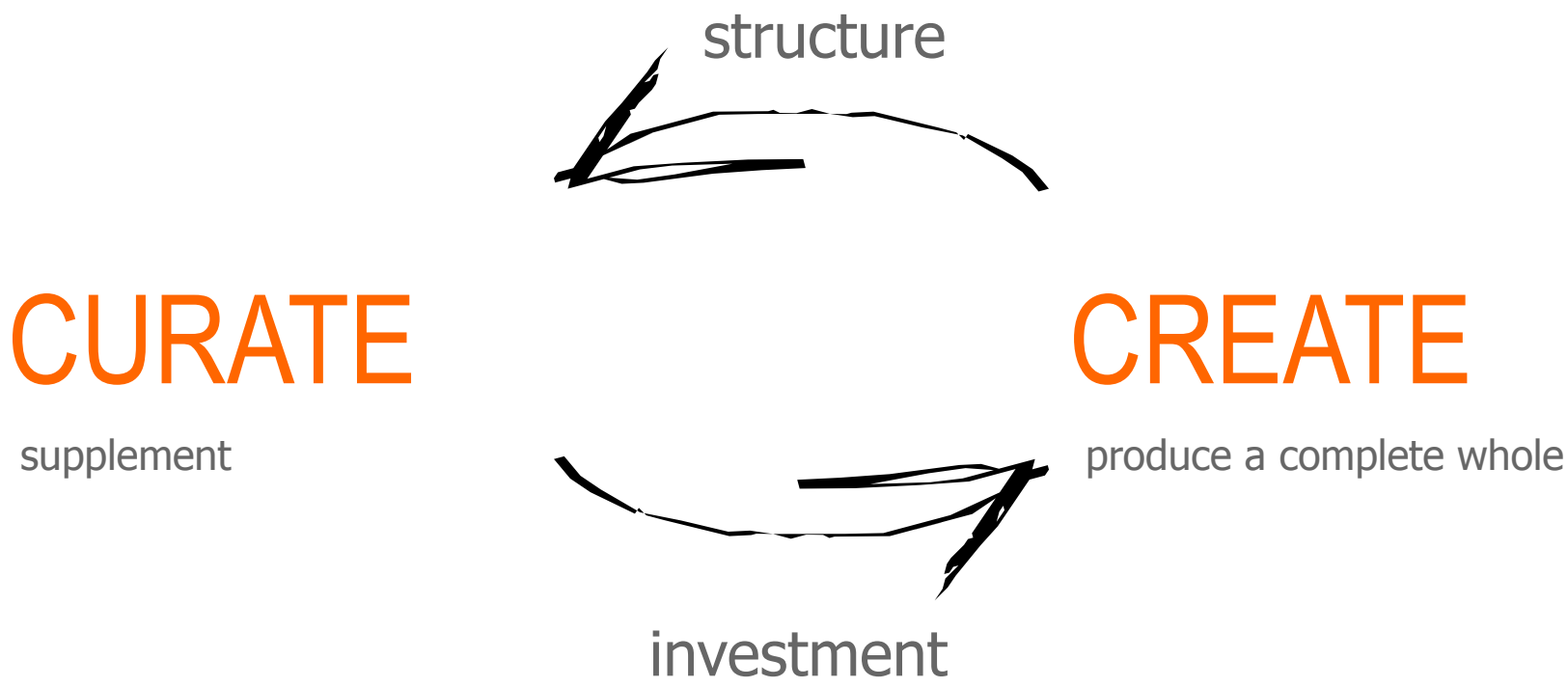
design to manage risk

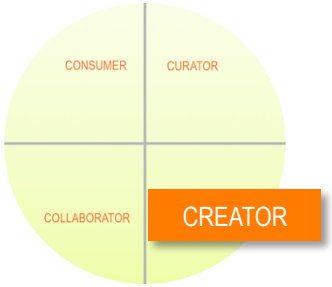
Data curation :: embedding opportunities



design for serendipity

Data Curator to Data Creator





CREATE ::

Express or produce something that creates a complete whole

DESIGN GOALS

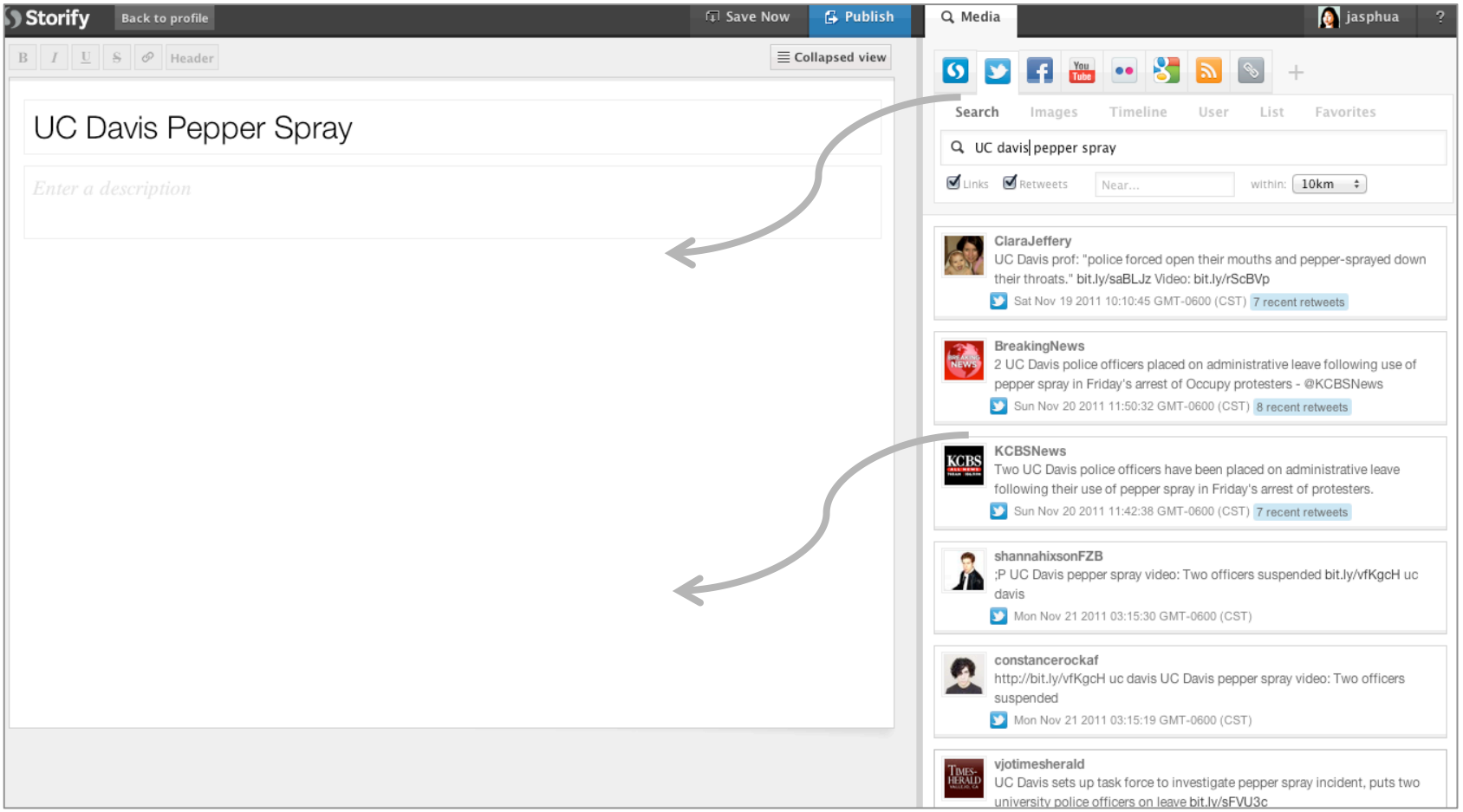
- All the capabilities and resources to produce a finished product should be at hand
- If structure is important, then structure should be supported

HOW TO HELP THE USER?

- Reduce redundancy in user interactions via accelerators
- Anticipate capabilities and resources needed
- Provide structure where encouraged and appropriate

Moving from curation to creation

Storify



How do you support
the curate-to-create transition?

Data creation :: assembling content » curatorial perspective

Storify

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broad sense, so including ideologues and schola

Storified by Mohammed Ismail
2 hours ago · 1319 views 245 759

Egypt's Revolution 2.0 - Day 8

Tweet | Embed

...has torn down tents in Tahrir Square in an attempt to clear the square of protesters. Egyptians fought off the SCAF capturing one of their trucks in the process. A march is now starting in Tahrir Square. [UPDATE] The protesters have now re-occupied the Square and have set up barricades.

"Pics of #Egypt solidarity actions in Melbourne: tinyurl.com/7gxrlgp Sydney: tinyurl.com/7okt4k8 tinyurl.com/6pwlnmf #tahrir
2 hours ago

"Egypt's Muslim Brotherhood wants the parliamen to form a government - media reports #news #Ta
2 hours ago

"I support #Tahrir from Venlo (NL) bit.ly/isuppor luck on a hopefully peaceful path to democracy!
2 hours ago

"@Moh20111 people are not in #tahrir for election streets for you and my dignity and freedom , we a revolution
2 hours ago

"Worst thing, they beat me b4 they accuse me of a interrogation, no accusations, nothing! the only q "where r u from?"

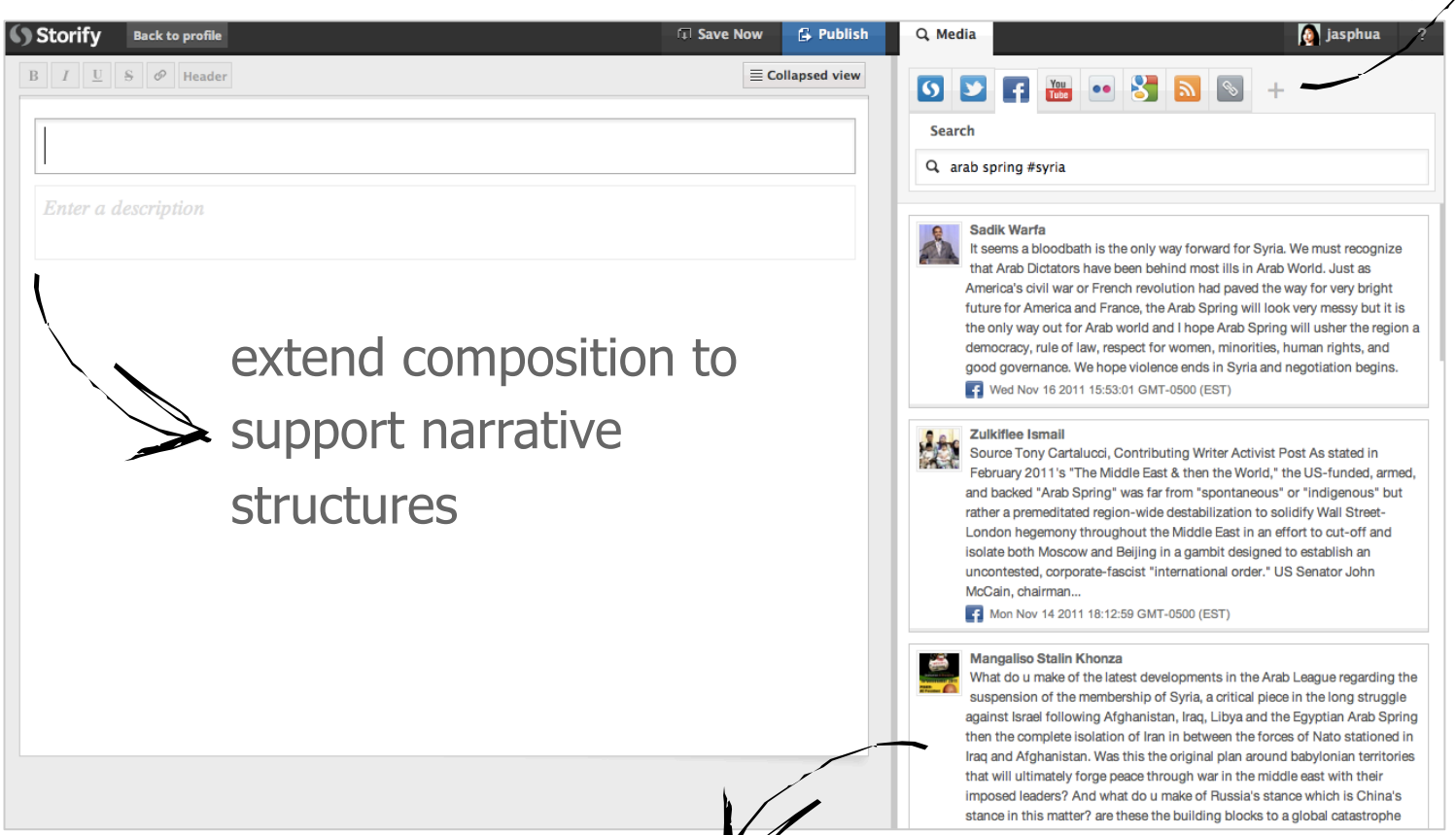
RT @thesafwats An X ray foot of a #tahrir protester #20nov showing a bullet behind his heel @mar3e http://yfrog.com/ocy5ryj #ocuppycabinet
a day ago — Saleh Fekry Mohamed

#tahrir من أعظم ألفاظ فى التحرير. محاكمة قاتل الثوار حمدى بدين http://yfrog.com/oekuuxj
3 days ago — The Big Pharaoh

Data creator :: anticipate capabilities

What if ?

bring relevance and context from your content environment



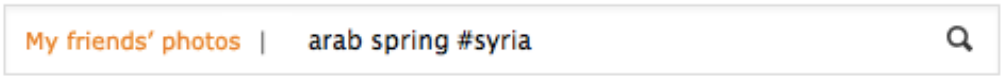
extend composition to support narrative structures

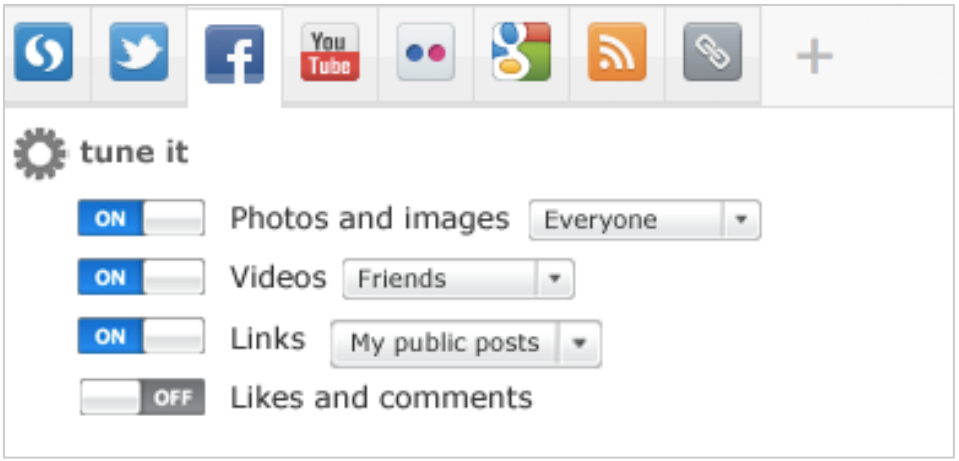
provide smart metadata opportunities

Data creator :: relationships from your content environment

searches are brute force ways to assemble and tune content

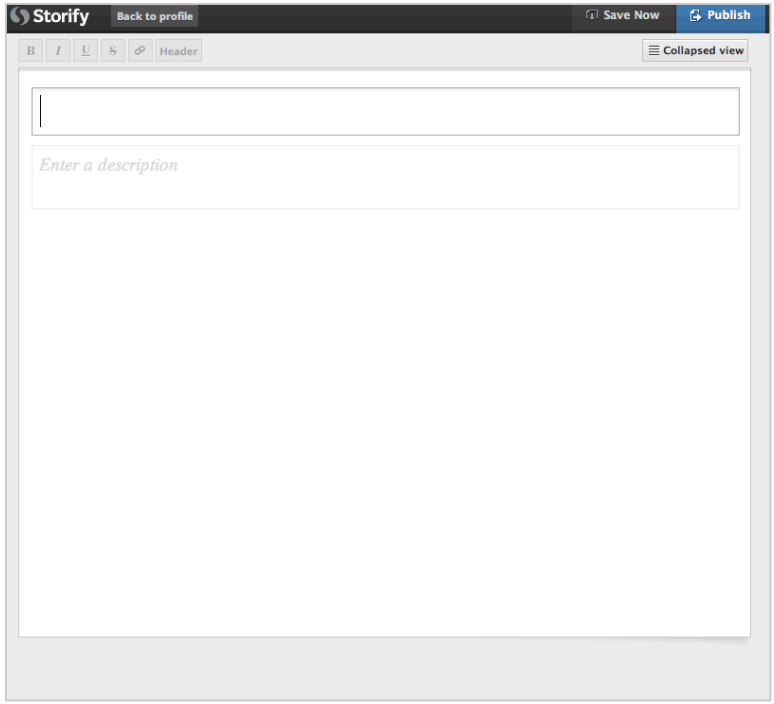
What if?

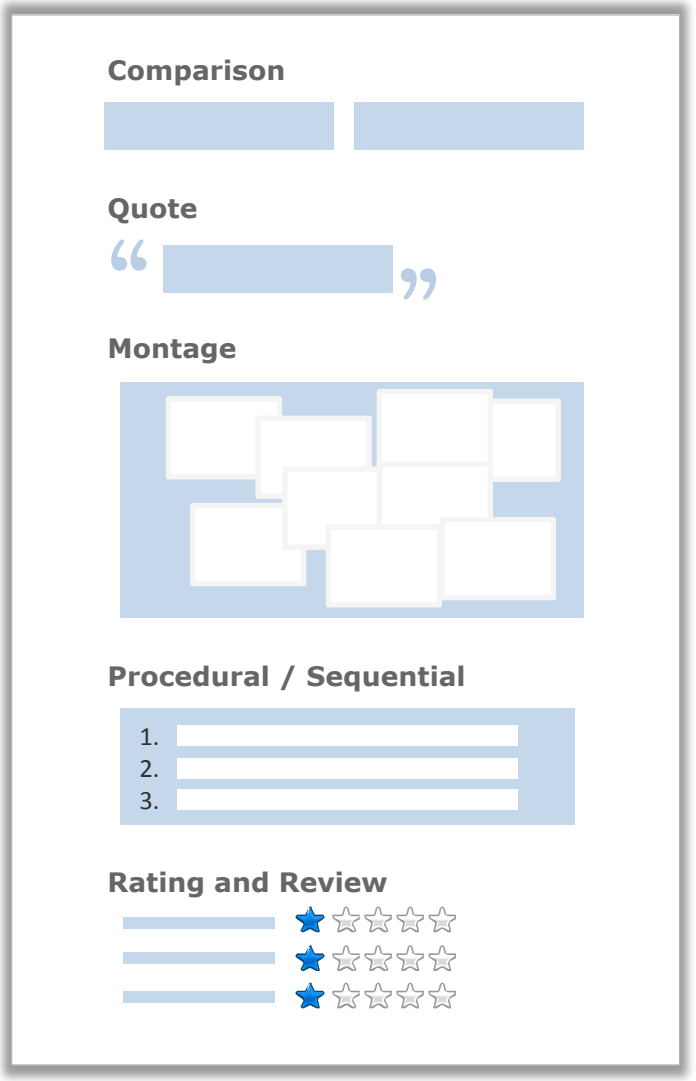




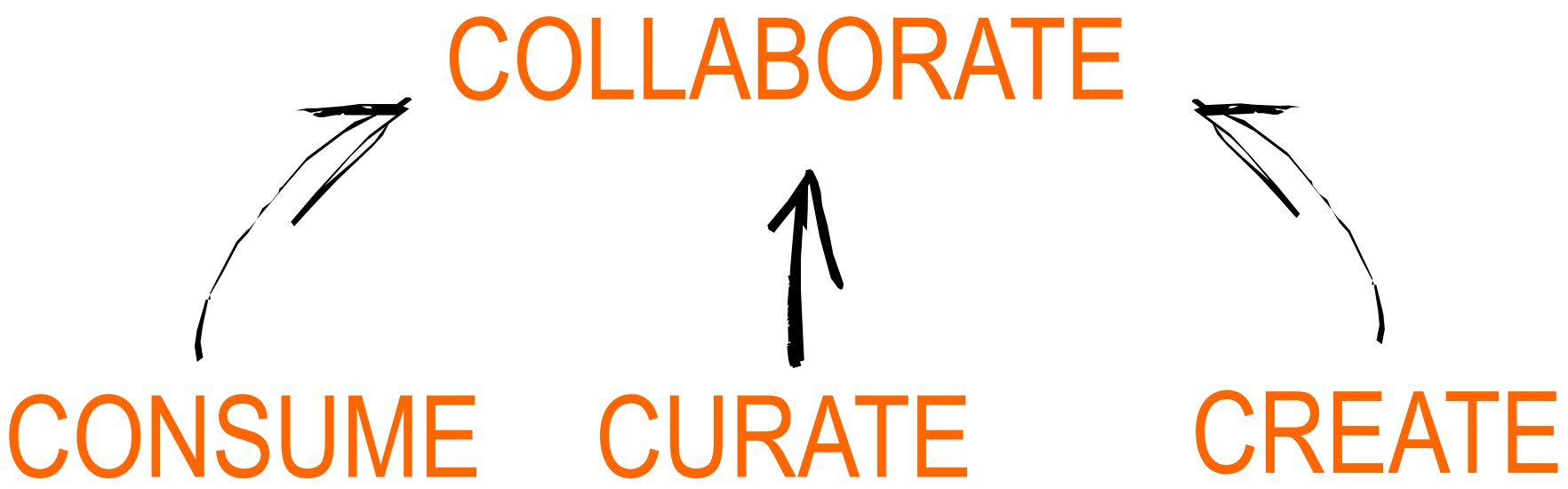
Data creator :: smart metadata opportunities

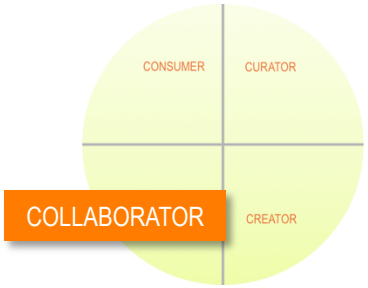
Data creator :: support narrative structures





Data Creation & Curation to Data Collaboration





COLLABORATE ::

Working with others towards a shared experience, community, or vision

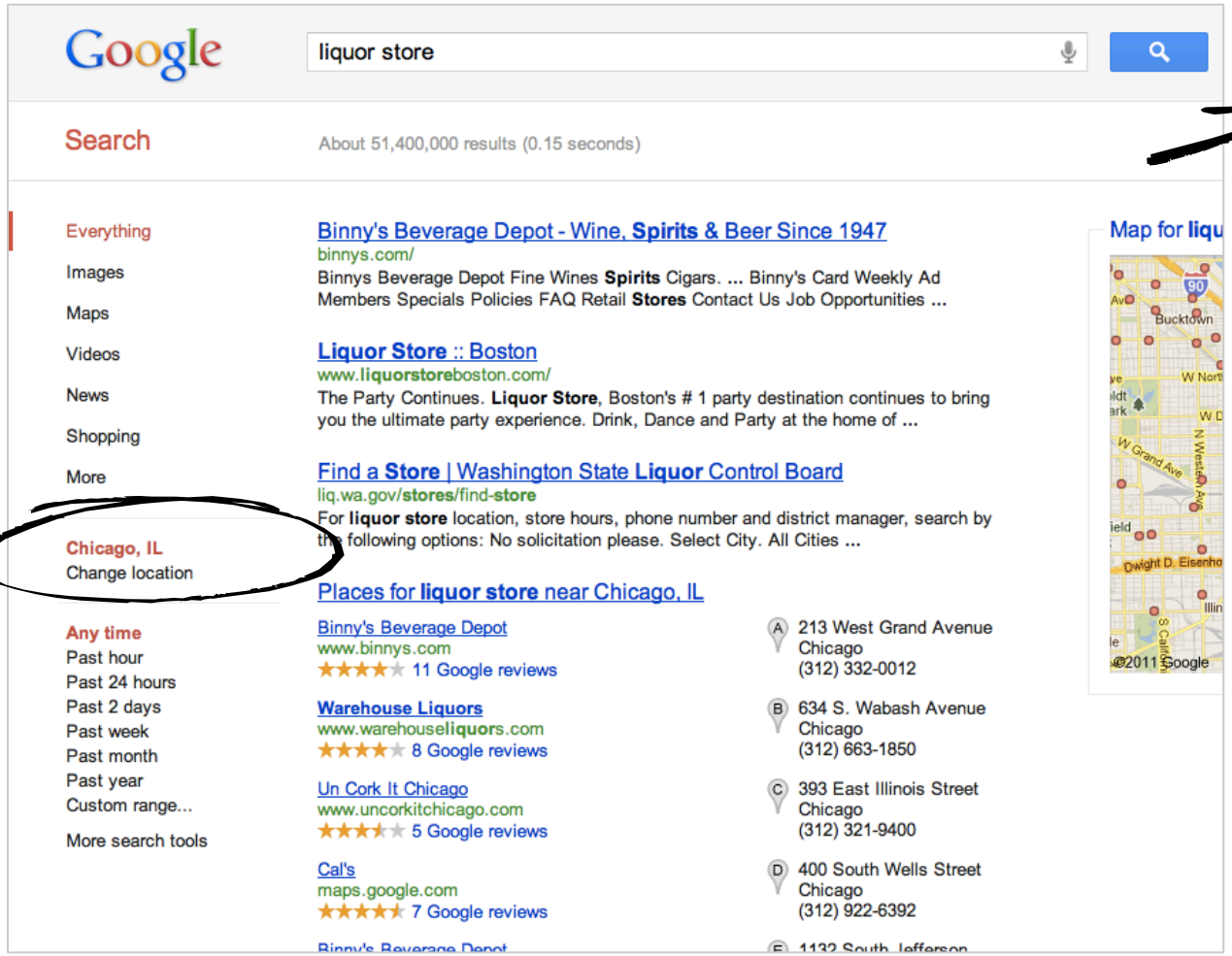
DESIGN GOALS

- Make information available in a consumable manner
- Support human agent dialogues; online-offline

HOW TO HELP THE USER?

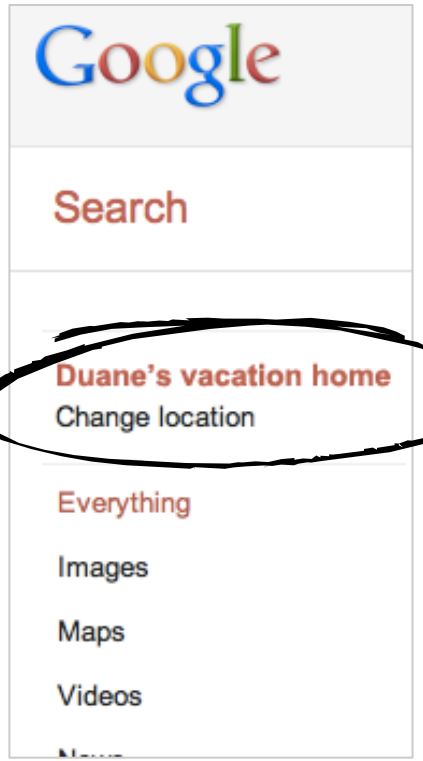
- Transparency
- Increase exposure and awareness of context
- Support articulation of differing perspectives

Data Collaboration: applied context



filter bubble issue

What if?



design for transparency and awareness

Data Collaboration: applied context

Where shall we go for dinner?

I want seafood pasta

As long as there are vegetarian options

that place on via dei Mille near Piazza Amedeo

Coffee, must have good coffee

Let's find a place where we can sit outside

Thank you

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