Design 10 : 5 : 2

... ideas for rich interaction design

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www.DesignForContext.com
www.DesignforSemanticWeb.com
Design process: user-centered, intentional, iterative

Semantic Web: open, extensible, related
10 ideas: Goal-driven

5 examples: 

“Explore...”
Goal-driven

Platforms

Information

Situation

Experience

Expectations

Mental models

10 ideas: 

5 examples:
Discovering motivation

Goal-driven
10 ideas: Goal-driven

5 examples: Discovering motivation
10 ideas: Goal-driven

5 examples: Discovering motivation
10 ideas: Goal-driven

5 examples: Discovering motivation
Suit the purpose

User's awareness of need

- Specific awareness of content and ability to articulate problem
- Awareness of problem but little ability to articulate
- No awareness of need for information

Nature of content related to task

- Required
- Available
- Prohibited
- Not available

10 ideas: ● ● ● ● ● ● ● ● ● ●

Suit the purpose

5 examples: ● ● ● ● ●

Content/transaction integration
Suit the purpose

**Ideal:**
Embed components in transactional applications
10 ideas: ⚫⚫⚫⚫⚫⚫⚫⚫⚫⚫  5 examples: ⚫⚫⚫⚫⚫

Make sense
10 ideas: 

Make sense

5 examples: 

Capturing concepts
10 ideas: Simple

Java SE Desktop Articles
Java SE provides everything you need to make your Swing apps swing, ... Understanding the

Swing (Java) - Wikipedia, the free encyclopedia
Swing is the primary Java GUI widget toolkit. It is part of Sun Microsystems' Java Foundation

Videos for swing
Savage - Swing 3 min - Feb 3, 2006
Uploaded by breathwithrne youtube.com
Trace Adkins - Swing 4 min - Jun 14, 2007
Uploaded by CapitolNashville youtube.com

News for swing
Bautista emulating Aaron with strong swing - 23 hours ago
He's laying off some tough sliders down and away, which a lot of guys who are trying to
hit everything will swing at those pitches. ...
MLB.com - 656 related articles

Books for swing
Swing: A Mystery - Rupert Holmes - 2006 - 384 pages
Accompanying the novel is a CD of original songs and music that feature prominently in ...
Swing - Scott Yanow - 2000 - 514 pages
Covering the gamut from Duke Ellington to Big Bad Voodoo Daddy, his complete guide ...
Swing: a beginner's guide - Herbert Schildt - 2006 - 590 pages
In this fast-paced guide, master programmer and bestselling author Herbert Schildt ...
books.google.com
10 ideas: 

- Simple

5 examples: 

- Swing dance
- Salsa dance
- Swing dance moves
- Swing dance steps
- Swing dance music
- Swing dance history
- Swing dance clothing
- Swing dance songs
- Swings
- Child swing
- Baby swing
- Swing sets
- Swing soulja boy
- Swing

Translated search

Transcribed results for swing dance - My language: English

- French: danse swing - Edit
- German: Swing tanzen - Edit
- Spanish: la danza del oscilación - Edit
- Italian: Swing Dance - Edit

Related searches

- swing lyrics
- swing music
- swing sets
- java swing
- swing soulja boy
- swing savage
- swing song
- child swing
- swing dance steps
- outdoor swing
- porch swing
- swing movie
- swingtown
- schwung
- baby swing
- swinglife
- bebop
- knocked up soundtrack
Simple

- **Remove**
  - Focus on what’s really useful

- **Organize**
  - Put things in their place... which means users are less disoriented by clutter that is out of place

- **Hide**
  - What is needed... when it is needed
  - “Progressive disclosure”

- **Displace**
  - Apply the appropriate interactions to appropriate devices/environments, rather than making interaction too complex in one device/environment
  - Consider the platforms in the environment
  - Consider the user’s context and goals
Convenient

10 ideas: ● ● ● ● ● ● ● ● ● ● 5 examples: ● ● ● ● ●
10 ideas: convenient

Convenient

5 examples: convenient

Convenient
10 ideas: □ □ □ □ □ □ □ □ □ □

5 examples: □ □ □ □ □

Comfortable

e-culture.multimedian.nl/demo/search

aqua.queenslibrary.org/
10 ideas:

- **Humility**
  - Know thy limitations
  - Ask

- **Provenance & transparency**
  - Trust as a user interaction challenge
  - Tracing data history... more possible than ever... and more important than ever

- **Conscious sharing**
  - Building on the strength of Web 2.0
  - Stronger relationships... between each other... between our data "selves"

- **Privacy**
  - Who's in charge?
  - Informed consent: How to we know what we've given permission for?
  - In future, we're not just giving permission for data... we could empower agents with responsibility for *action* on our behalf

5 examples:
10 ideas: 🔴🔴🔴🔴🔴🔴🔴🔴🔴🔴

5 examples: 🔴🔴🔴🔴🔴

Respectful

The New FB Privacy setting called "Instant Personalization" went into effect and is enabled. It shares your data with non-FB sites. Go to Account > Privacy Settings > Apps & Websites > Instant Personalization > edit settings & uncheck "Enable". BTW If your friends don't do this, they will be sharing info about you as well. Copy and repost.

I'm seriously thinking of quitting FB--anyone have any good options?

01 February at 10:10  Like  Comment

OK, what happened to "Invite friends to join group"? All I can do now is add them, and poof! they're members whether they agree or not. Me not like.

about an hour ago  Like  Comment

The New York Times

Business Day

Published: May 12, 2010

Facebook Privacy: A Bewildering Tangle of Options


The Wall Street Journal | TECH

WHAT THEY KNOW | JULY 30, 2010

Sites Feed Personal Details To New Tracking Industry

WHAT THEY KNOW | JULY 30, 2010

The Web’s New Gold Mine: Your Secrets

A Journal investigation finds that one of the fastest-growing businesses on the Internet is the business of spying on consumers. First in a series.

http://online.wsj.com/article/SB10001424052748703940904575395073512989404.html
http://online.wsj.com/article/SB10001424052748703977004575393173432219064.html

The New York Times | Business Day

Media & Advertising

Stage Set for Showdown on Online Privacy

By EDWARD WYATT and TANZINA VEGA

Published: November 9, 2010


Business Day

Facebook and Google in data sharing spat

http://www.bbc.co.uk/news/technology-11717448
Respectful

10 ideas: 5 examples:

Assuming "york" is a city | Use as a financial entity instead
Assuming York (Pennsylvania, USA) | Use York (United Kingdom) or
more instead

York, Pennsylvania | New York City, New York

Input interpretation:

Populations:

<table>
<thead>
<tr>
<th></th>
<th>York, Pennsylvania</th>
<th>New York City, New York</th>
</tr>
</thead>
<tbody>
<tr>
<td>city population</td>
<td>40,097 people (2008)</td>
<td>8,392,000 people (2009)</td>
</tr>
<tr>
<td>urban area population</td>
<td>192,903 people (2000)</td>
<td>17.8 million people</td>
</tr>
<tr>
<td>metro</td>
<td>488,097 people</td>
<td>19.07 million people</td>
</tr>
</tbody>
</table>
ARIA: Accessible Rich Internet Applications (W3C)
www.w3.org/WAI/intro/aria.php

Live regions announce levels
10 ideas: ● ● ● ● ● ● ● ● ● ● Layered

5 examples: ● ● ● ● ●

Tags Options

Top 10 Tags

Tag Bundles 24

Unbundled Tags 2305

Start to type, then choose from the list or search by Google:

- geo
- Geocoding
- Geographic information system
- Geography of France
- Geolocation software
- Geometry
- Geo
- Geo (automobile)
- Geo (landscape)
- GFO (magazine)

Edit title and notes >

Save

Close

www.delicious.com

www.faviki.com

www.dbpedia.org
**Facet layering**

10 ideas: ● ● ● ● ● ● ● ● ● ●

5 examples: ● ● ● ● ●

Layered

Integrated Faceted Breadcrumbs

*Faceted Finding with Super-Powered Breadcrumbs*
Greg Nudelman, 9-Apr-2010
Layered

Facet layering
10 ideas: □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□

5 examples: □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□ □□□□□□□□□□□

Relevant

Everything’s a topic now
10 ideas: ●●●●●●●●●●●●●

Relevant

Does the data…

→ Fit the task?

Does the interaction…

→ Make sense to the user?

→ Meet the user’s goals?

→ Conflict with existing data?

→ Raise policy flags?

→ Change the task?

→ Adjust user’s perspective?

→ Change data?

→ Change required interactions?

→ Trigger new actions?

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Data, code, or algorithm?

Data
e.g. databases, social networks

Code
e.g. wikis, CMS, browser

Algorithms
e.g. search
Listen
- Engage with real users... not buyers, stakeholders, stand-ins
- Understand user goals, expectations, motivations, and experience
  - Analytics
  - Surveys
  - Face time – interviews, usability testing
  - Conversations with “user proxies” – people who interact with users
- Question your assumptions

Focus
- Identify and prioritize for value
  - To users
  - To organization
  - To community and society
  - To peers
10 ideas : 5 examples : 2 actions

- Goal-driven
- Suit the purpose
- Make sense
- Simple
- Convenient
- Comfortable
- Respectful
- Layered
- Relevant
- Data, code or algorithm?

- Discovering motivation
- Content/transaction integration
- Capturing concepts
- Aligning standards
- Facet layering
- Listen
- Focus

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