LEMONADE OUT OF LEMONS
Design increases your data’s value to your users
duane degler

@ddeglere

CAN'T THIS BE EASIER TO DO?
Dear W3C and NIST,
The semantic web is coming and we need to be prepared for it. There will be mass confusion, and no one will know how to design for this environment. I can’t even get my peeps to acknowledge XML. How the hell are you going to pull this off?
kthxbai
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"?

I understand that Google is celebrating Father's Day, and I agree 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 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 beside 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?

Report abuse

Best answers

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

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

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

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..."

what if it was only on the calendar?

design with intent
people are complex

...and have complex needs

Users
Goals
Situation

» User Experience
- Relevant
- Integrated
- Illuminating
- Personal
- Social
- Mobile
- Location-aware
- Situated
- Temporal
- Multi-modal
INTERACTING WITH DATA
How do users interact with your data?

- Why is the user here?
- What are they interacting with?
- How much do you need to know about the user?
- How does this align with your goals?
CONSUMER ::
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
Field Study

A field study is a general method for collecting data about users, user needs, and product requirements that involves observation and interviewing. Data are collected about task flows, inefficiencies, and the organizational and physical environments of users.

Investigators in field studies observe users as they work, taking notes on particular activities and often asking questions of the users. Observation may be either direct, where the investigator is actually present during the task, or indirect, where the task is viewed by some other means like a video recorder set up in an office. The method is useful early in product development to gather user requirements. It is also useful for studying currently executed tasks and processes.

Related Links


Chapter 13 in this book covers field studies.


A good overview of the role of field studies in usability, with references to related literature.


Describes the "how to" for field studies, focusing on observing people rather than interviewing them.
Data consumer :: granularity and structure

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Related Links

  http://www.oreilly.com/wps/product/9780596523439

  http://www.research.com/PDFs/CHI02.pdf

- A good overview of the role of field studies in usability, with references to related literature.

  http://www.nisih.com/structure/200302120.html

Descriptions of the "how to" for field studies, focusing on observing people rather than interviewing them.

Related Topics

- Metadata
  - with other topics

Design for bite-sized chunks

Section name

Title (Topic name)

Definition

Shared with site-wide Glossary

Simple Description

For general understanding

Read More About It

References to key external resources

suggest a reference/link

Description

Tabbed scrolling window

- Description is more detailed information
- How To is practitioner-focused steps
- Considerations offer specialized insights

Considerations

Context for the Topic’s role within the profession

Categories

Facts

- contributors
- version history
- synonyms
- Persistent URI

Related Topics

- with other topics

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Data consumer :: relationships

User Experience (UX) Practice Areas

Stakeholder Strategy | User Research | Design | Evaluation | Management

Methods (the ‘How’)
Design (the ‘What’)
Managing UX (the ‘Practice’)
Emerging Techniques (the ‘Future’)

Topic Areas

Content

Related Disciplines

References & Resources

Tools & Templates
Reading List
Examples
Curricula

Project Lifecycles
Technology Platforms
User Types & Situations
Subject Domains
Cultures / Languages

Contexts / Perspectives

Is a Topic
Applied in
Informs
Also applied in
Uses
Described further in
Has been successful in
Practice varies in
Learn from

Related to other Topics
Used in
Relates to
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?
A third party (meetup organizer) has become intermediary for YOUR context.
Data consumer :: context, expectations, support

What if?

Your calendar

Meetups based on your 8 interests

Quantified Self

Less like this

More like this

I don't want suggestions for this

Design for control
Data Consumer to Data Curator

CONSUME

feedback

CURATE

added value

perception of value & relevance

frictionless
Data consumer :: low friction interaction

Charlie Trotter’s

Category: American (New)  [Edit]
816 W Armitage Ave
(between Halsted St & Dayton St)
Chicago, IL 60614
Neighborhoods: Lincoln Park, DePaul

Design for availability and access
Moving from consuming to curating

Brooklyn Museum

When evaluating the submitted works, please consider the following:

- How well does the image illustrate or express the theme “The City”?
- Do you consider it to be a useful contribution given the theme and context?

Works will be evaluated based on elements from most to least valuable. If you feel an image is not appropriate, please use the "SUBMIT" button to flag it.

Once you’ve submitted a specific work, it will be on view through May 23. The evaluation process will be used to inform the next round of submissions.

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

She stopped the show from the gallery and down a shower of leaflets...

"A scene that brings us back to the film viscontiana Sense. There were phrases on the Italian, others with the words Viva President Napolitano and Senator Muti for life that made me some embarrassment. It was something totally spontaneous, there was nothing prepared. I took the word to remember that culture is the
guide of our society. Then Go room, there were singers who
Italian spirit."

In 1986 he did an encore
of Beethoven's Fifth Symphony alongside
the Milan Philharmonic in China.

Original Text:
Ho preso la parola per ricordare che la cultura è la guida della nostra società.

I took the word to remind that culture is the guide of our society.

Click on words and suggestions
Contribute

Original Text:
Ho preso la parola per ricordare che la cultura è la guida della nostra società.

Thank you for contributing your translation suggestion to Google Translate.

design for serendipity
Data Curator to Data Creator

CURATE
supplement

structure

CREATE
produce a complete whole

investment
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

How do you support the curate-to-create transition?
Egypt 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.
Data creator :: anticipate capabilities

What if?

- bring relevance and context from your content environment
- extend composition to support narrative structures
- provide smart metadata opportunities
searches are brute force ways to assemble and tune content
Data creator :: smart metadata opportunities
Data creator :: support narrative structures

Comparison

Quote

""

Montage

Procedural / Sequential

1. 
2. 
3. 

Rating and Review

⭐⭐⭐⭐⭐

⭐⭐⭐⭐⭐

⭐⭐⭐⭐⭐
Data Creation & Curation to Data Collaboration

CONSUME → CURATE → CREATE

COLLABORATE
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
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

jasmin@designforcontext.com
duane@designforcontext.com