

CS449/649: Human-Computer Interaction

Spring 2017

Lecture I

Anastasia Kuzminykh

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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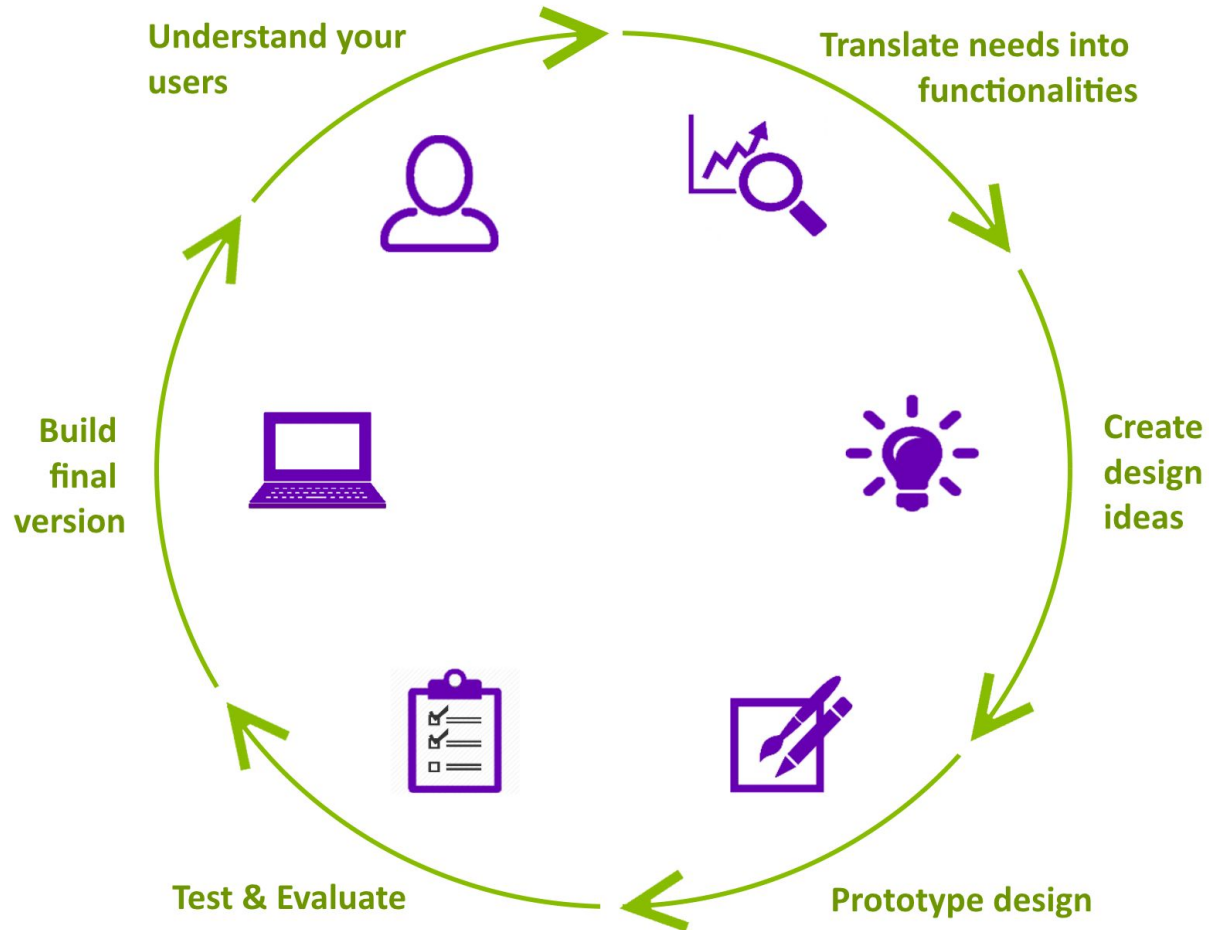
Who

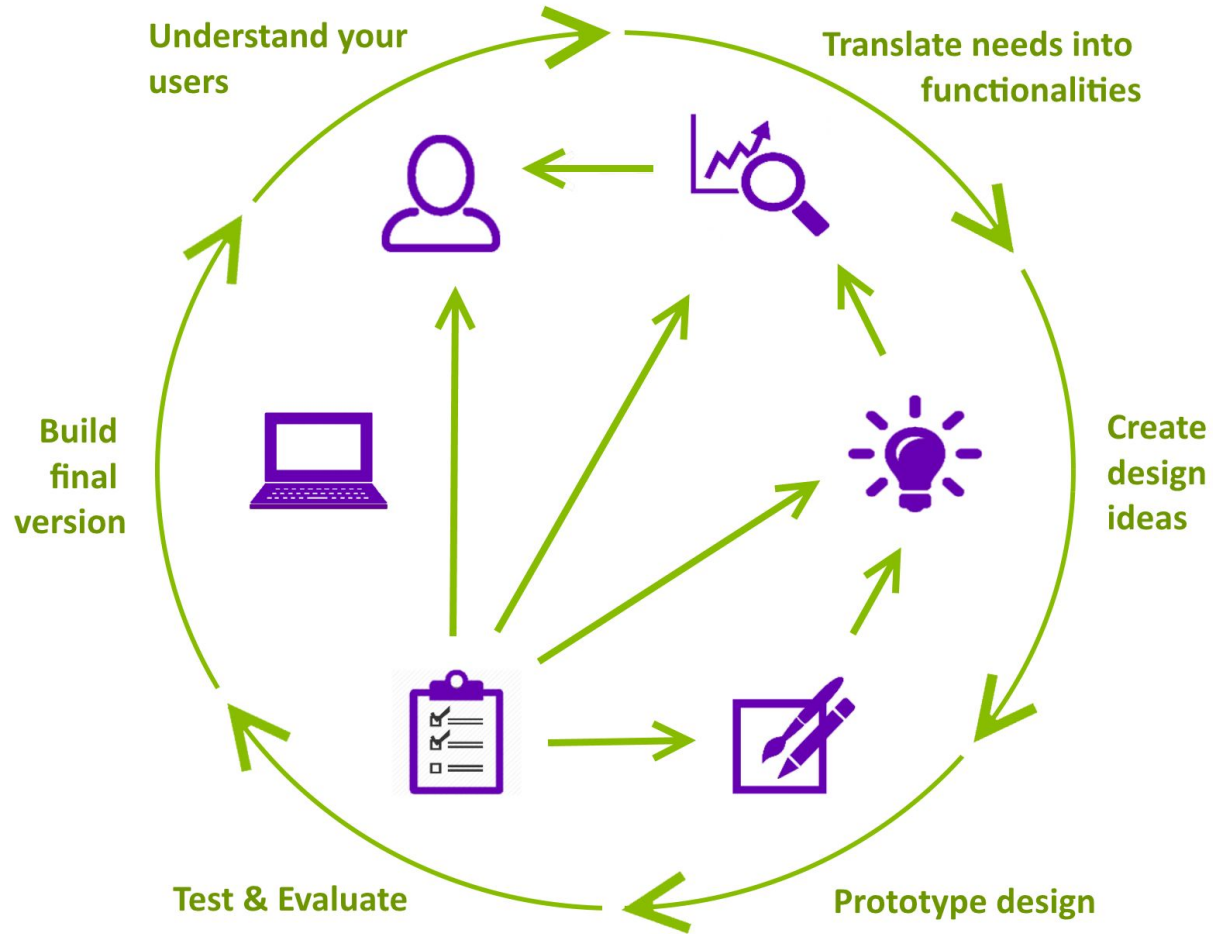
When

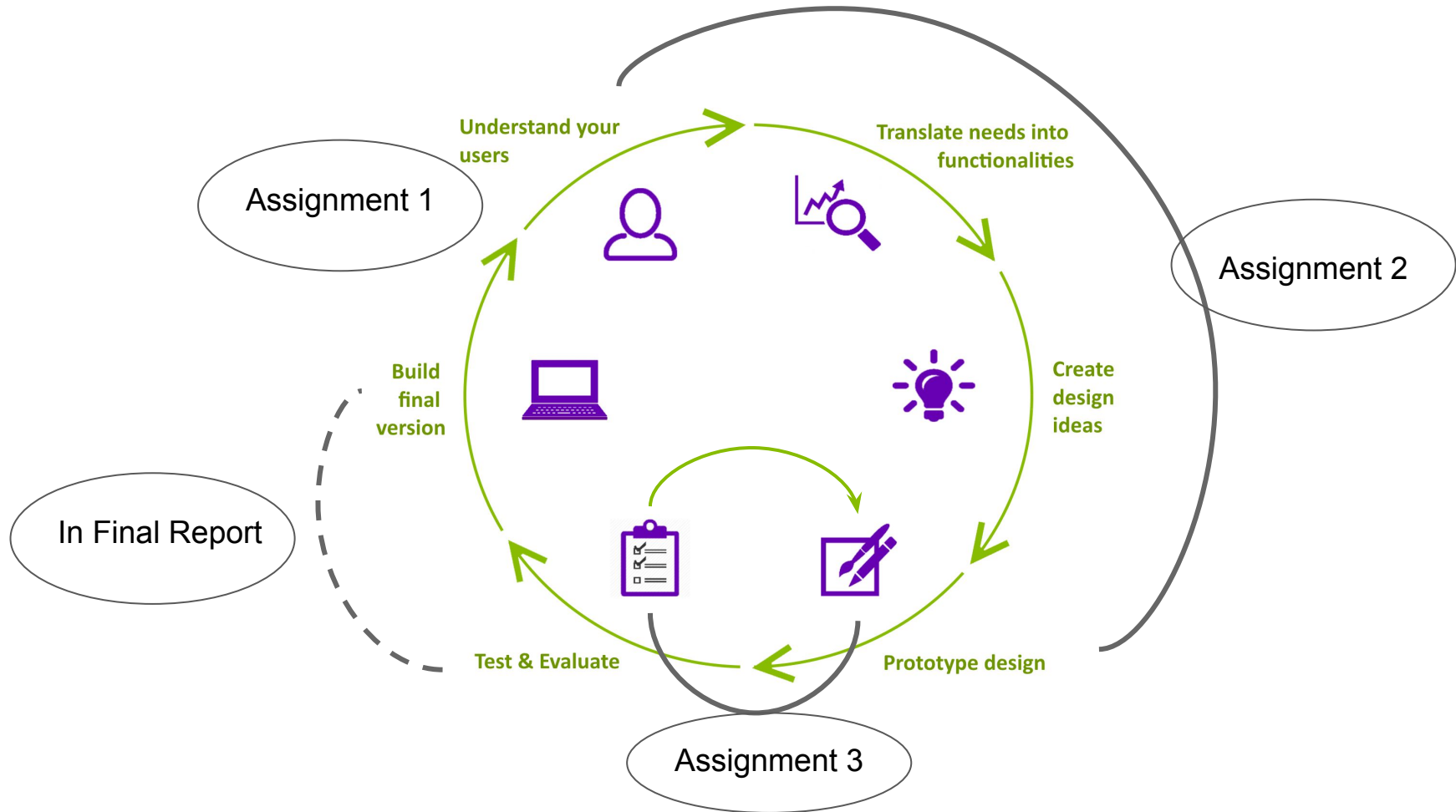
How

Why

What



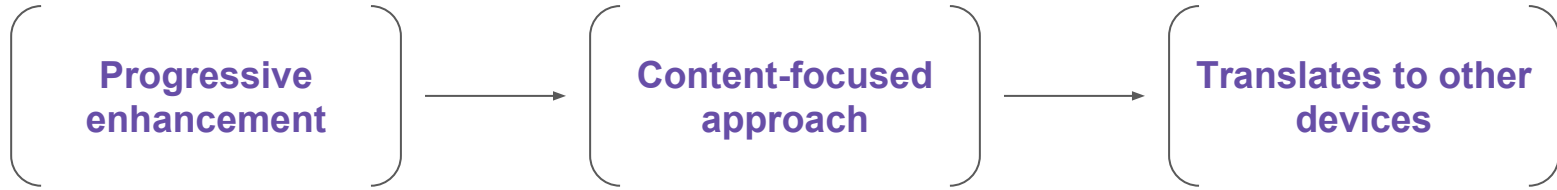




Group project:

- Groups of 3-4 students
- Designing mobile application
- Groups and topics must be finalized by **Wednesday, May 10**

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](#)

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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

Design Thinking = Designing Experience

Video: [How Airbnb designs for trust](#)