

HUMAN-SYSTEMS INTERACTIONS

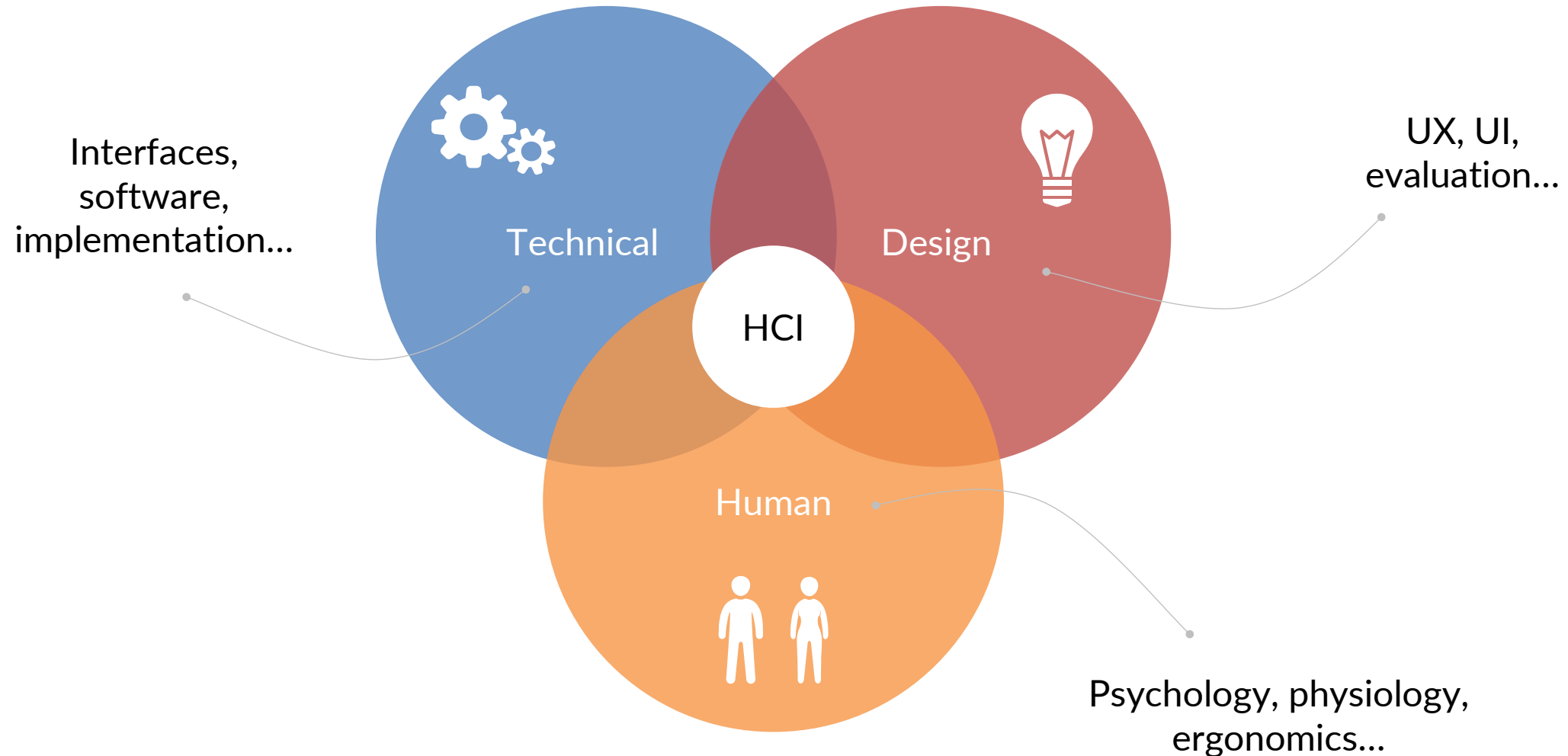


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V2.2

The Human-Computer Interactions Field



HCI Components

Hardware

Buttons, keys, cameras,
sticks...

Usage, constraints

Software

Low and high level

User(s)

Actions

Mind, emotions

Body, constraints

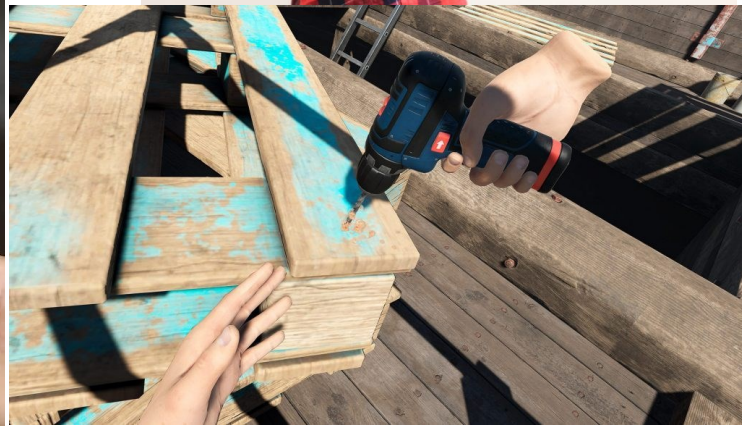
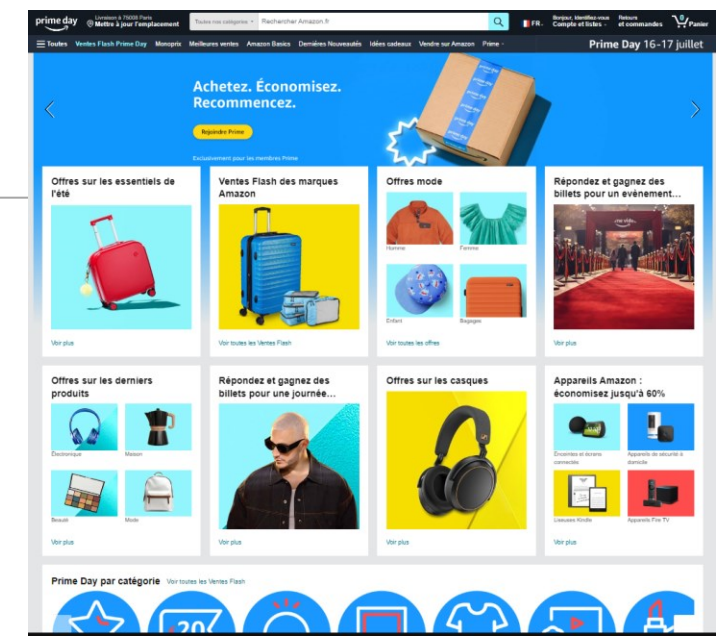
Design of content

Digital elements

Feedback

Affordances

HCI Examples



Course Objectives

Basic knowledge on how to design, program and evaluate HCIs for interactive projects

Practice

- Development (Unity)

- Search for information/inspiration

- Respect the needs/context of the user and the ideas/constraints of the designer

- Design method

- Applied in the gaming domain

Concepts applicable for web, applications or hardware interfaces, games, VR, AR...











In close relation to other fields of expertise (ex. game/level design)

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Methodology and planning

-  Course on interfaces and associated features
-  Development Gamepad / Unity (individual, **graded**)
-  Analysis/report on existing games (paired, **graded**)
-  Search for information on specific game development (everyone)
-  Development of the game controller
-  Search for information (and videos) on "game feel" and feedback
-  Course on UX and evaluations
-  Development of feedback
-  Testing and project finalization
-  Project presentation (paired, **graded**)

See details in project document

PART 1

HUMAN - VIDEO GAMES INTERFACING



Types of devices

Keyboard & mouse

Joypad controller

Gesture/3D controller

Wiimote, Kinect, PS Move, touch surface

Hybrid controller

Wii U, PS Vita, 3DS, VR controller

Built-in controllers

Arcade machines

Specialized input devices and adapters

Music devices

Steering wheels

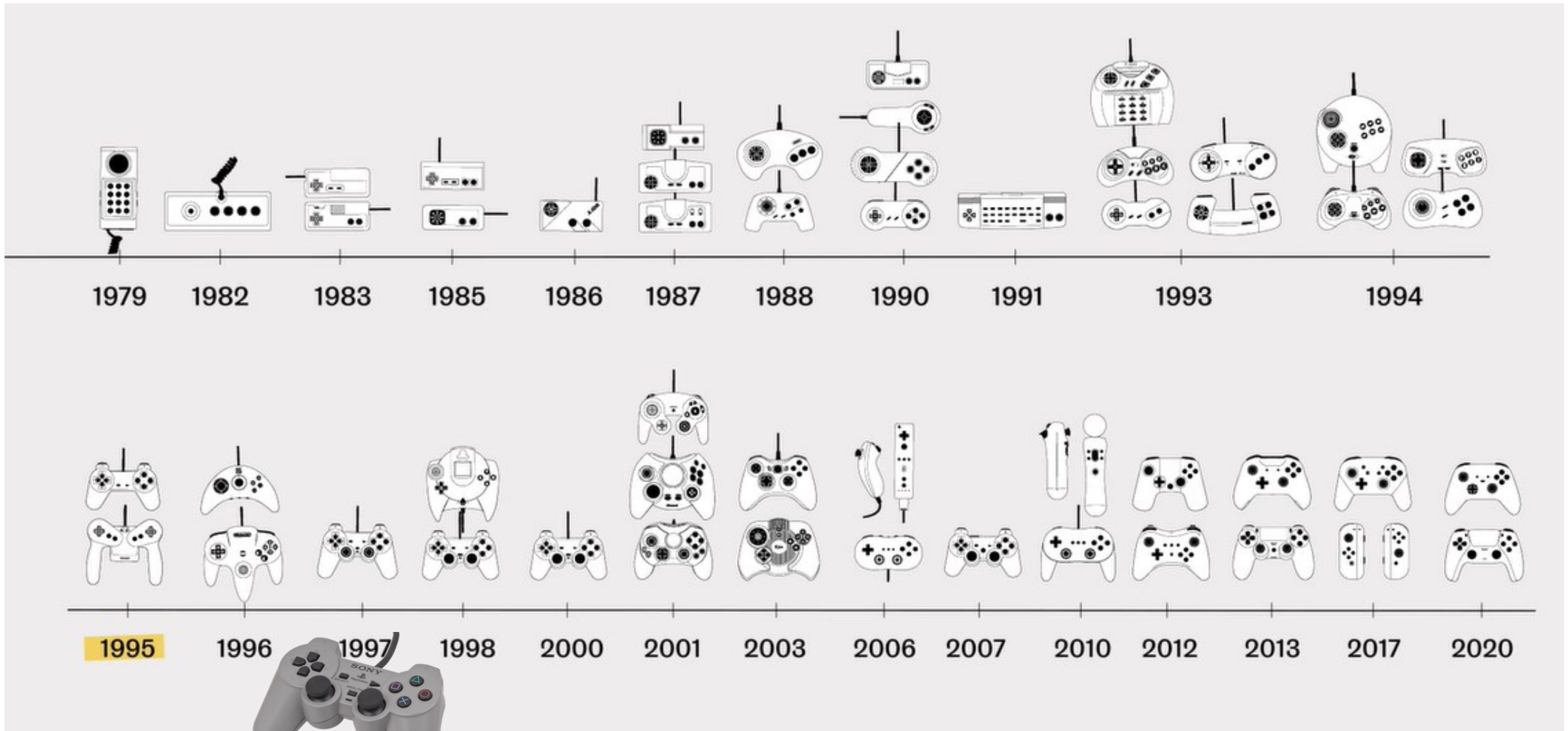
Dance pad

Various form factors and layouts

Common input types

Some kinds of outputs

Joypad Evolution



A top-down view of a disassembled game controller on a blue grid background. The components are arranged in a roughly circular pattern. At the top is the black upper shell with the D-pad and buttons (X, Y, A, B). Below it is the green printed circuit board (PCB) with various electronic components. To the left and right of the PCB are two black analog sticks. At the bottom is the black lower shell with the trigger and bumper. A small white component and a red button are also visible at the bottom right.

LOW-LEVEL DEVICES INPUTS

Autopsy of a Gamepad



La manette DualShock est sortie en 1997 au Japon (1998 pour le reste du monde) ajoutant deux moteurs de vibrations ainsi que deux sticks analogiques.



La manette filaire de la 360 était reconnue d'office par Windows, la rendant très populaire auprès des joueurs PC.

Source: Evan Amos, Les consoles de jeux vidéo

Digital Buttons

2 states:

pressed = down

not pressed = up

(cf. closed or open electrical flow)

1 button usually represented by a bit

0 = up

1 = down

→ states of all of the buttons on a device packed into a single unsigned integer value

Digital Buttons: Microsoft 's XInput API

Struct contains a variable `wButtons` that holds the [state of all buttons](#)

```
typedef struct _XINPUT_GAMEPAD {  
    // 16-bit unsigned integer  
    WORD wButtons;  
    // 8-bit unsigned integer  
    BYTE bLeftTrigger;  
    BYTE bRightTrigger;  
    // 16-bit signed integer  
    SHORT sThumbLX;  
    SHORT sThumbLY;  
    SHORT sThumbRX;  
    SHORT sThumbRY;  
} XINPUT_GAMEPAD;
```

An individual button's state can be read by masking the `wButtons` word with the appropriate bit mask

[Bit mask](#) defines which physical button corresponds to each bit in the word

```
#define XINPUT_GAMEPAD_DPAD_UP        0x0001 // bit 0  
#define XINPUT_GAMEPAD_DPAD_DOWN      0x0002 // bit 1  
#define XINPUT_GAMEPAD_DPAD_LEFT      0x0004 // bit 2  
#define XINPUT_GAMEPAD_DPAD_RIGHT     0x0008 // bit 3  
#define XINPUT_GAMEPAD_START          0x0010 // bit 4  
#define XINPUT_GAMEPAD_BACK           0x0020 // bit 5  
#define XINPUT_GAMEPAD_LEFT_THUMB     0x0040 // bit 6  
#define XINPUT_GAMEPAD_RIGHT_THUMB    0x0080 // bit 7  
#define XINPUT_GAMEPAD_LEFT_SHOULDER  0x0100 // bit 8  
#define XINPUT_GAMEPAD_RIGHT_SHOULDER 0x0200 // bit 9  
#define XINPUT_GAMEPAD_A              0x1000 // bit 12  
#define XINPUT_GAMEPAD_B              0x2000 // bit 13  
#define XINPUT_GAMEPAD_X              0x4000 // bit 14  
#define XINPUT_GAMEPAD_Y              0x8000 // bit 15
```

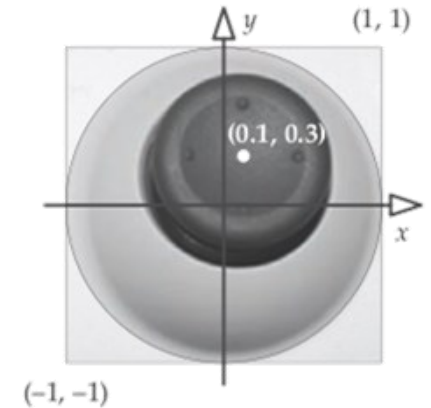
```
bool IsButtonADown(const XINPUT_GAMEPAD& pad){  
    // Mask off all bits but bit 12 (the A button).  
    return ((pad.wButtons & XINPUT_GAMEPAD_A) != 0);  
}
```


Analog Axes and Buttons

Axes

Range of values

Used to represent the degree to which a trigger is pressed, or the 2D position of a joystick (two analog inputs x and y)



Buttons

Ex : Metal Gear Solid 2

Signals usually too noisy to be usable

Input signal usually digitized using integer or float

Analog Axes and Buttons: Microsoft 's XInput API

16-bit signed integers for left and right thumb sticks

[-32768, 32767]

8-bit unsigned integers for left and right shoulder triggers

[0, 255]

```
typedef struct _XINPUT_GAMEPAD {  
    // 16-bit unsigned integer  
    WORD wButtons;  
    // 8-bit unsigned integer  
    BYTE bLeftTrigger;  
    BYTE bRightTrigger;  
    // 16-bit signed integer  
    SHORT sThumbLX;  
    SHORT sThumbLY;  
    SHORT sThumbRX;  
    SHORT sThumbRY;  
} XINPUT_GAMEPAD;
```

Relative Axes

The position of an analog button, trigger, joystick, or thumb stick is absolute

- Clear zero value

For relative devices

- No clear location at which the input value should be zero

- Zero input value = the position of the device has not changed

- Non-zero input values = delta value from last time

- Ex: mice, mouse wheels, track balls...*

Spatial Inputs

6D Pose

VR Controllers and headsets
Inside-out or Outside-in



3D Position

IR Camera (Wiimote)

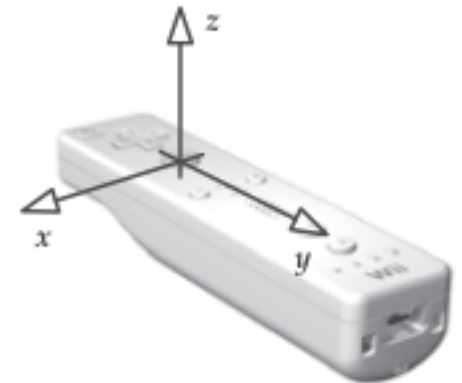
Location, size and distance of 2 fixed IR LEDs

Camera (EyeToy)

3D Orientation

3 accelerometers along each axis

Based on constant downward gravity



Spatial Inputs

Touch

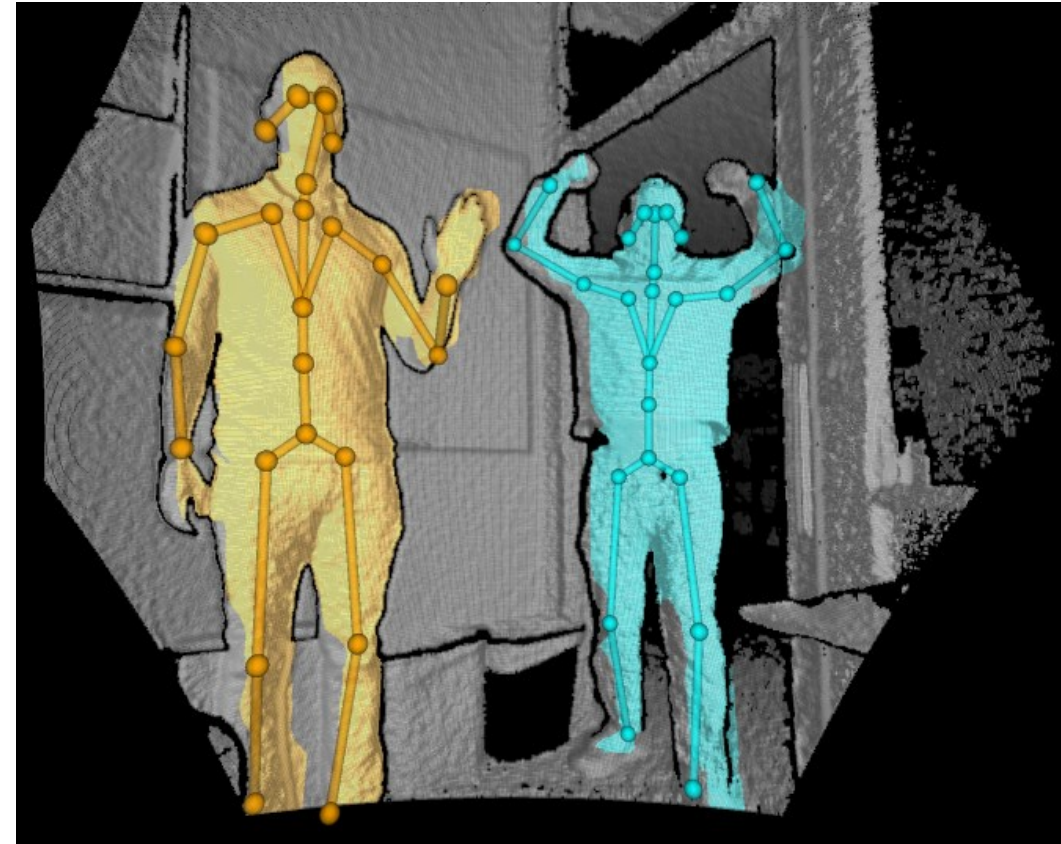
Single or multiple contact points on screen or surface

Movements

Body tracking

Computer vision-based techniques

Hand poses, body movements, facial expressions...



The image shows a disassembled game controller, likely a PlayStation 4 DualShock 4, laid out on a blue grid background. The components are arranged in a roughly circular pattern around the central text. At the top is the black plastic upper shell with the analog sticks and D-pad. Below it is the green printed circuit board (PCB) with various electronic components. To the left and right of the PCB are two black analog stick caps. At the bottom is the black plastic lower shell with the touchpad and buttons. To the right of the lower shell is a small white plastic component and a red button cap labeled 'B'. The text 'LOW-LEVEL DEVICES OUTPUTS' is centered in white, bold, uppercase letters.

LOW-LEVEL DEVICES OUTPUTS

Rumble & Force-Feedback

Vibrations

One or more motors rotating a slightly unbalanced weight at various speeds

Game can control:

- motors on/off

- speeds -> different tactile effects

Force

Actuator(s) driven by a motor

Resist the motion of the player

Game can control:

- motors on/off

- strength and direction of the forces

Ex. arcade driving games: steering wheel resists the player's attempt to turn it, simulating difficult driving conditions or tight turns

Other Outputs

Audio

- Small speaker

- Embedded USB audio I/O device

Memory card slot on the pad (Dreamcast)

LEDs

Specific outputs for specific controller (music instruments...)

HIGH-LEVEL INTERFACE SYSTEMS



Game Engine Interface Systems

Inputs processing

From raw data to smooth, pleasing, intuitive behaviors in-game

Input management features

Level of abstraction

Decouple raw inputs & logical game actions

Ex. button-mapping table

Dead Zone

Analog axis => input values between predefined range I_{min} and I_{max}

Ideal = control not touched => steady and clear “undisturbed” value I_0

$$I_0 = 0$$

$$I_0 = (I_{min} + I_{max})/2 \quad \text{or} \quad I_0 = I_{min}$$

In practice:

Noisy voltage produced by device

No input fluctuates around I_0

Definition of a **dead zone**

Any input values within the dead zone clamped to I_0

$[I_0 - \delta, I_0 + \delta]$ for a joystick

$[I_0, I_0 + \delta]$ for a trigger

Wide enough to deal with the most noisy inputs generated by a normal device

Small enough not to interfere with the responsiveness expected by the player

Analog Signal Filtering

A noise signal is usually of a high-frequency, relative to the signal produced by the player

Examples

Discrete 1st order low-pass filter

Combine the current unfiltered input value with last frame's filtered input

$$f(t) = (1 - a) f(t - \Delta t) + a \cdot u(t)$$

$$\text{with } a = \frac{\Delta t}{RC + \Delta t} \text{ and } RC \text{ constant}$$

Average on n frames

Store the input data in a n -element circular buffer

Detecting Button Up and Down

Bit-wise operators to compare buttons' state bits between frames

Previous XOR Current => 1 for changed buttons

Result AND Current => button-down event

Result AND NOT Current => button-up event

Detecting Chords

Group of buttons pressed at the same time

Watch the states of the buttons

Perform the requested operation when all are down

Problem 1: Ambiguities if chord includes a button assigned to an action

Sol. 1: Perform both actions. Game design such that a chord does all the actions of the individual buttons + additional action

Sol. 2: When detecting the individual button-presses, check that the other chord buttons are not down before action

Detecting Chords

Problem 2: Humans rarely press buttons in the same frame

Sol. 1: Delay between individual button-down event detection and action

If chord detected during this time it prevails

Sol. 2: Begin the single-button move immediately and preempt it by the chord

Sol. 3: Detect the chord when buttons pressed, but trigger effect when released

“Gesture”

Sequence of actions performed within maximum time-frame

Implemented with a history of actions

1st detected component

Add to buffer, with a time stamp

Each subsequent detected component

Time difference -> if within the time-frame, add to buffer

If entire sequence completed within the time-frame

Generate event

If any non-valid intervening inputs detected, or if any component outside valid time window

Reset buffer

Robustness

Managing **multiple devices** for multiple players

- One-to-one mapping between controller index and player index

- Assigning controllers to players when start

Detecting **low-battery** conditions

- Handled by game or OS

- Unobtrusive message and/or sound effect

Lost **connection**

- Ex: controller being unplugged or running out of batteries*

- Usually pause gameplay, display a message, and wait for the controller to be reconnected

Multiplayer games

- Suspend or temporarily remove the avatar corresponding to a removed controller

- Allow the other players to continue playing the game

- The removed/suspended avatar might reactivate when the controller is reconnected

Cross-Platform

Platform-specific versions of all the code that requires device I/O, conditional compilation directives...

Hardware abstraction layers

- Translate between raw control ids on the current target hardware and abstract control ids

- Use abstract controls according to their function in the game

- Introduce higher-level functions that detect abstract gestures, with custom detection code on each platform

Input Re-Mapping

Many games allow to choose the controls

Ex: sense of the vertical axis for camera, predefined button mappings, full control of individual keys

Mapping

Table to maps each control index to a logical function

Only permit logic re-mappings, depending on the input data

Normalize all the inputs and group into classes

Context-Sensitive Controls

A single physical control can have different functions depending on context

“Use” button -> open, pick up...

Modal control -> navigate and control camera, steer a vehicle...

Problem: how to decide the state given the context

Ex: equidistance between 2 items

State machine, priority system...

Lots of trial-and-error

Control Ownership

Controls might be “owned” by different parts of the game

Ex: Player control, camera control, menu system (pausing...)

“Logical devices” each assigned to a system (camera, player...)

Disabling Inputs

Ex.: Disable all player controls during cinematic, disable free camera rotation when walking through a doorway

Use a bit mask to disable individual controls on the input device

When needed, neutral or zero value returned instead of the actual value read

Interfacing in practice

Interactions are the basis of the player mechanics: correct and smooth handling is an important part of any good game

Deal with

- Variations between different input devices

- Filtering

- Command mappings

- Achieving the right “feel”

- Limitations from manufacturers (technical requirements checklists TRCs)

=> Devote significant time and engineering to a careful and complete implementation of the interface system

Unity

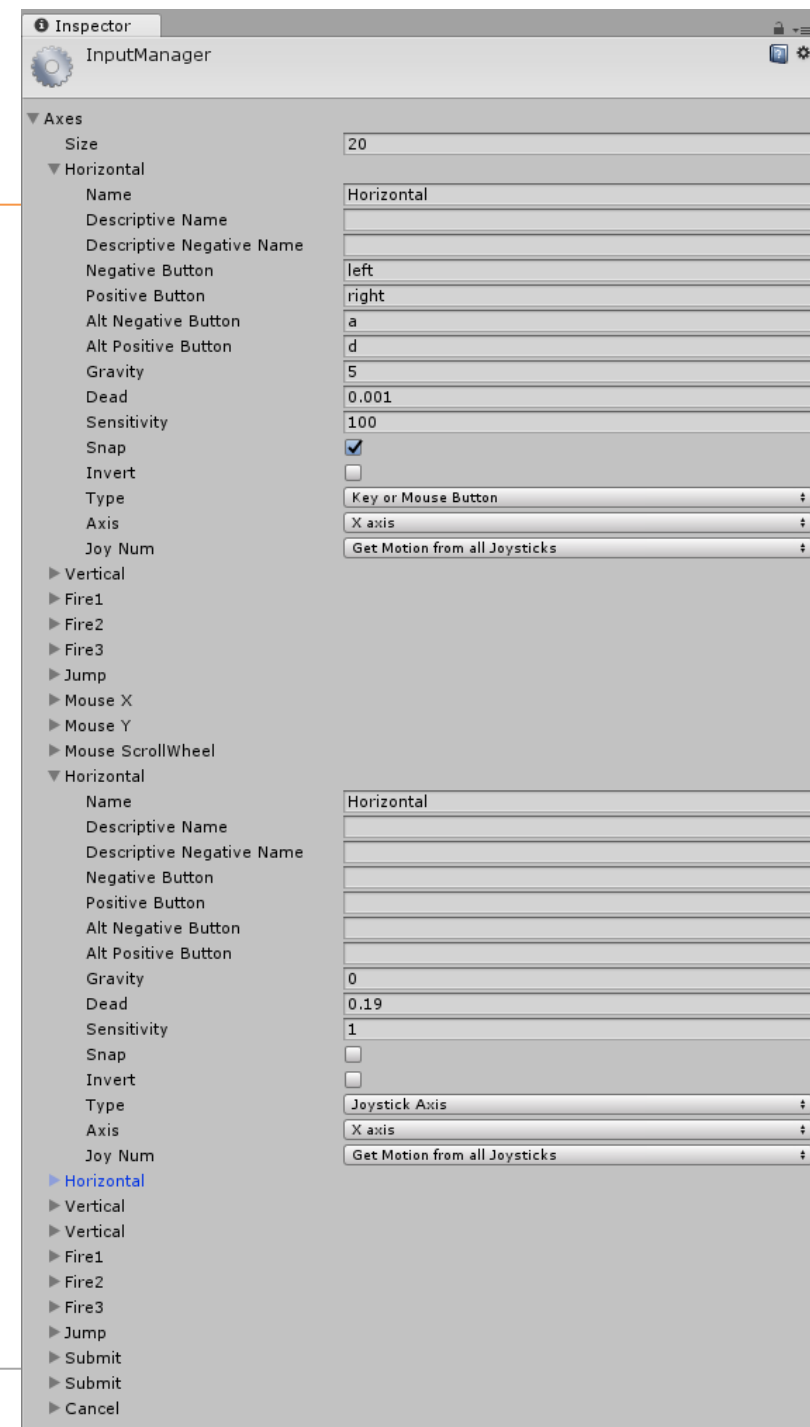
Input

<http://docs.unity3d.com/ScriptReference/Input.html>

Input Manager

Custom axis and buttons, dead zone, gravity, sensitivity, key binding...

Time



Unity

(New) Input System

Input Actions Assets

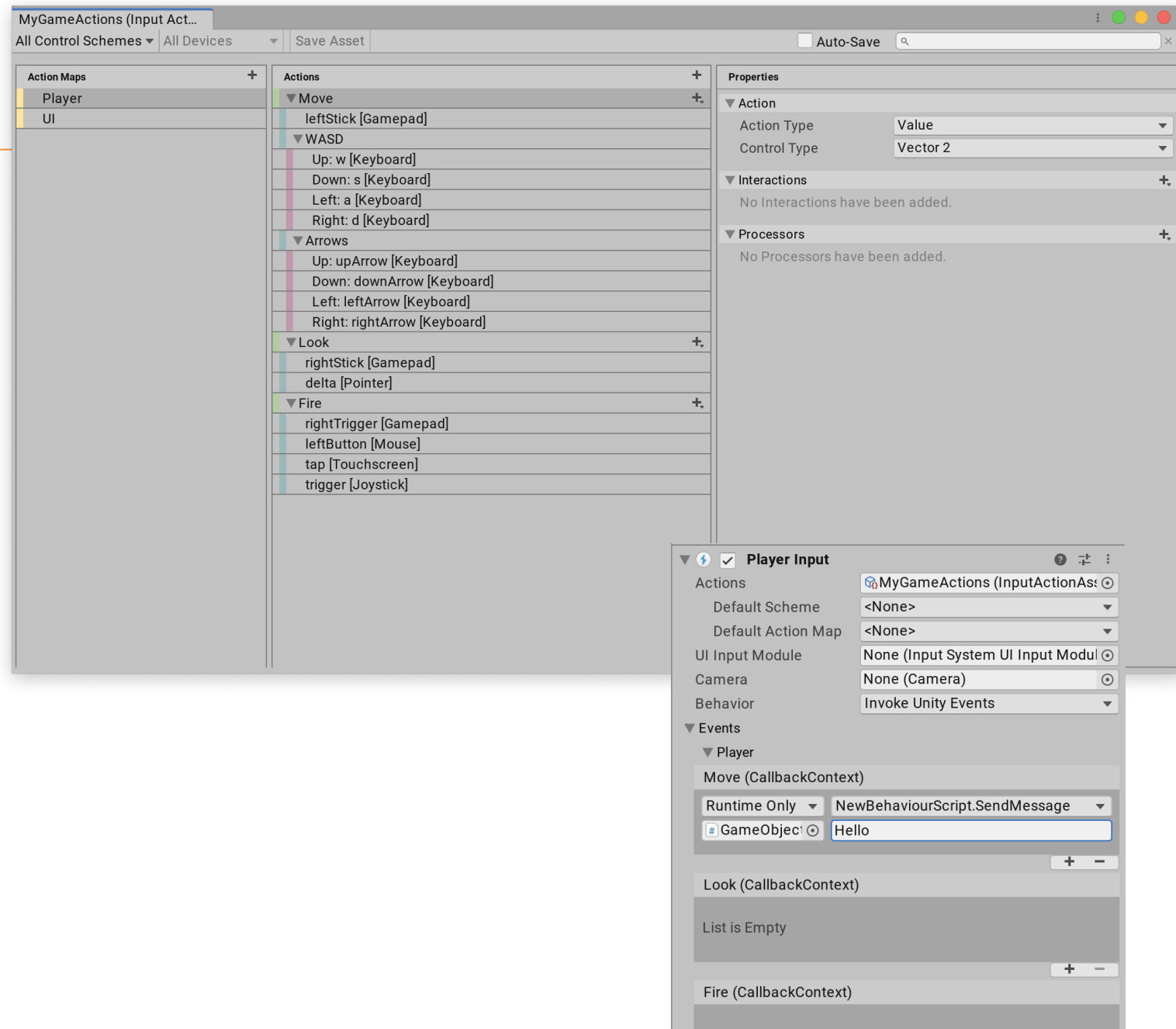
Control schemes

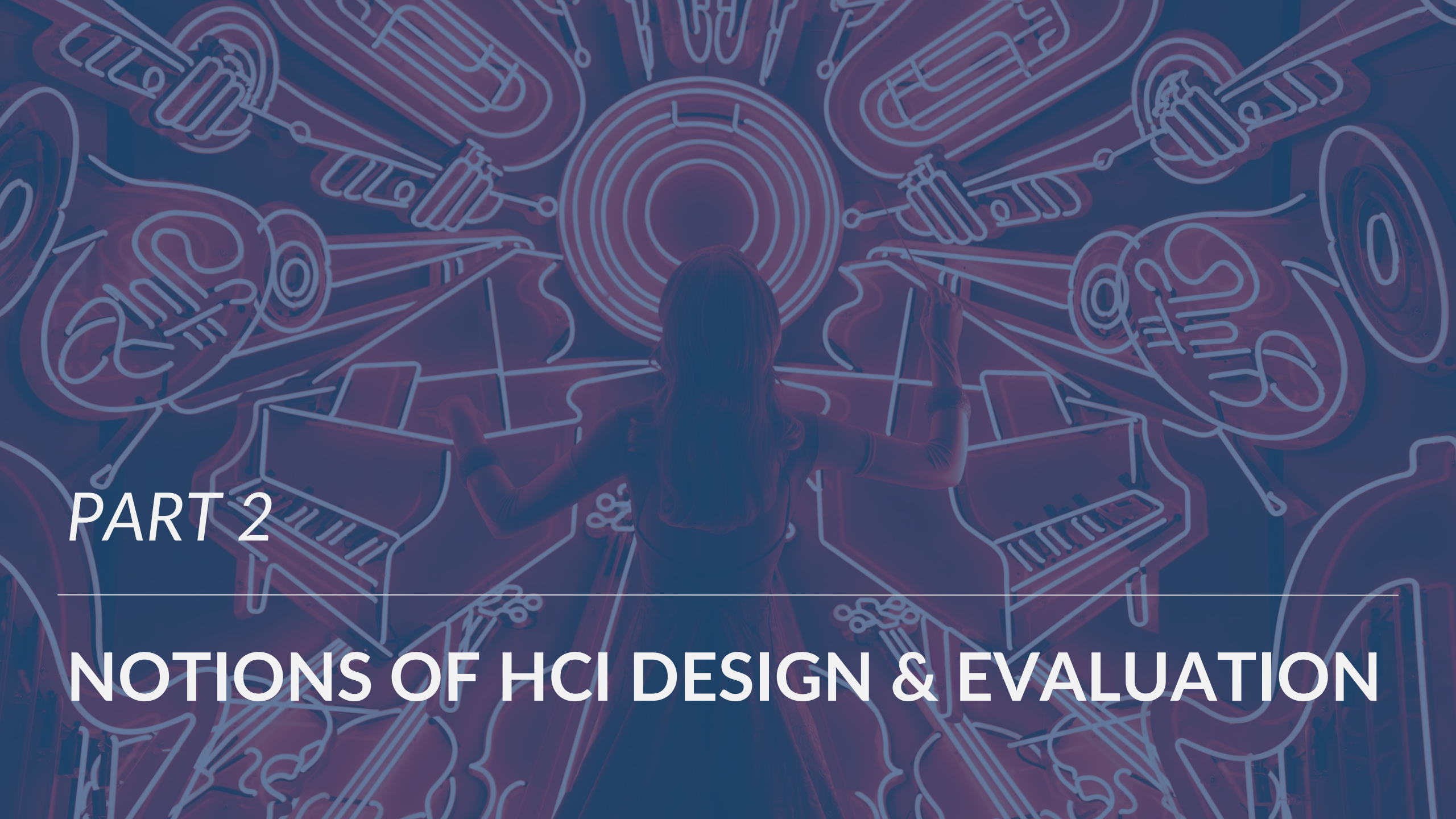
Action maps

Actions, action types, control types

Bindings

Interactions, processors





PART 2

NOTIONS OF HCI DESIGN & EVALUATION

A hand holding a black Sharpie marker on a piece of paper, with other markers and a ruler nearby. The background is a wooden surface. The image has a blue overlay.

SOME DEFINITIONS & MODELS

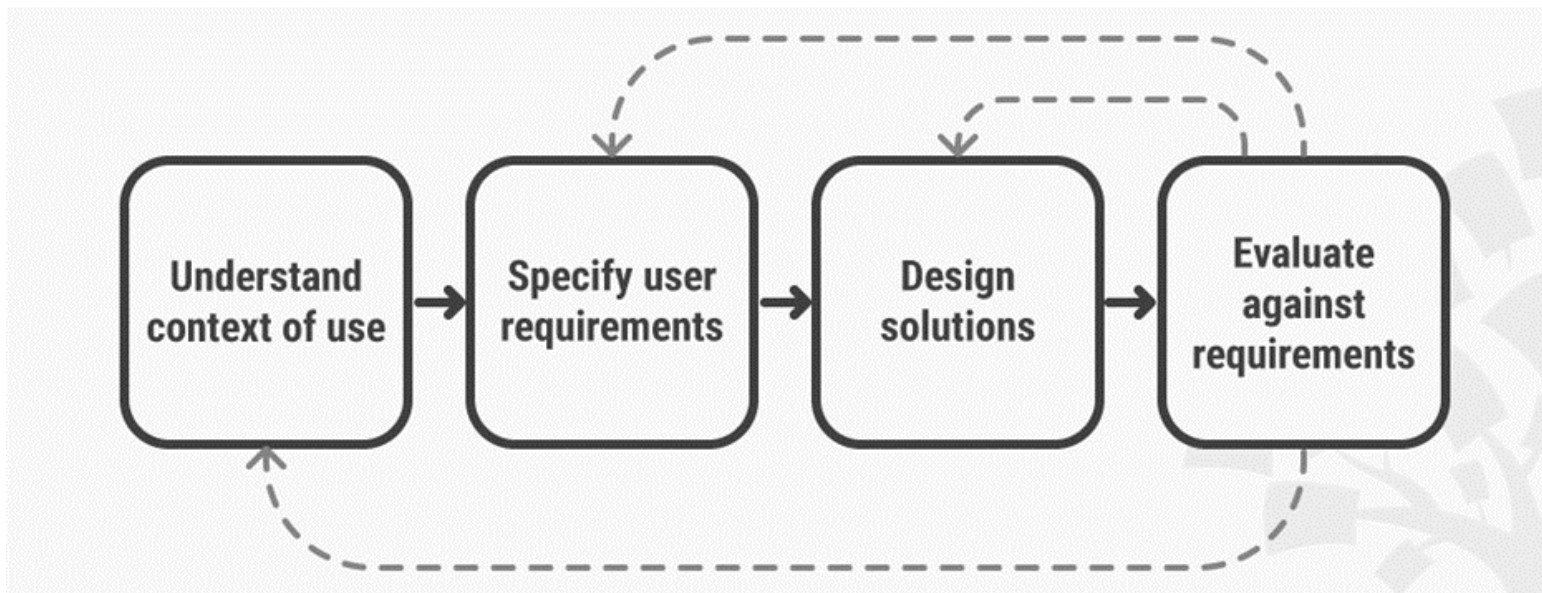
User-Centered Design

Norman & Draper, 80's

Iterative design process in which designers focus early on the users, their needs, their tasks and their environment in each phase of the design process

Active participation of users

Iteration of solutions, until the requirements expressed by users are fulfilled



Source: interaction-design.org

User Experience (UX)

“User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products.”

[Don Norman and Jakob Nielsen](#)

Introduced by Norman, Miller & Henderson (95)

Beyond “user interface” and “usability”

Covers all aspects of a person's experience with a system, including industrial design, graphic elements, interface, physical interaction and instructions for use

Popularized by Merhloz (98) et Garrett (02), esp. for web design

User Experience (UX)

Requirements

1. Meet the exact **needs** of the client
2. Create products that are a **pleasure** to own/use
(through simplicity and elegance)

=> True user experience is more than just giving customers what they say they want, or providing checklist features

=> Seamless merging of services from multiple disciplines: engineering, marketing, graphical, industrial and interface design.

UX vs User Interface

UI = anything a user may interact with to use a product or service

Screens, touchscreens, keyboards, sounds, lights...

UX focuses on the **user's journey** through the product to solve a problem

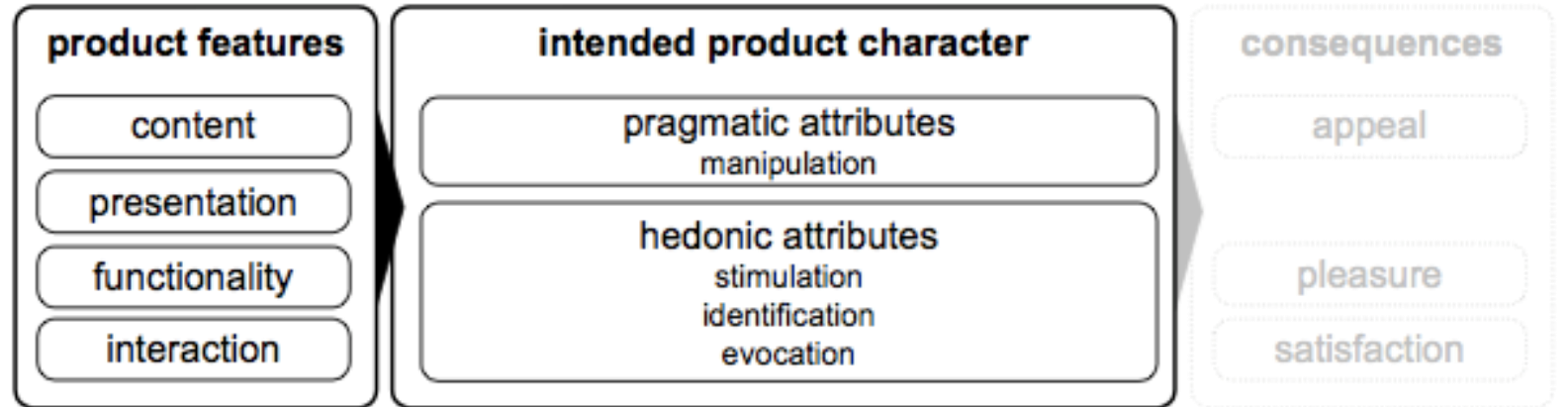
UI focuses on how a **product's** surfaces look and function, a series of snapshots in time

UX vs User Interface

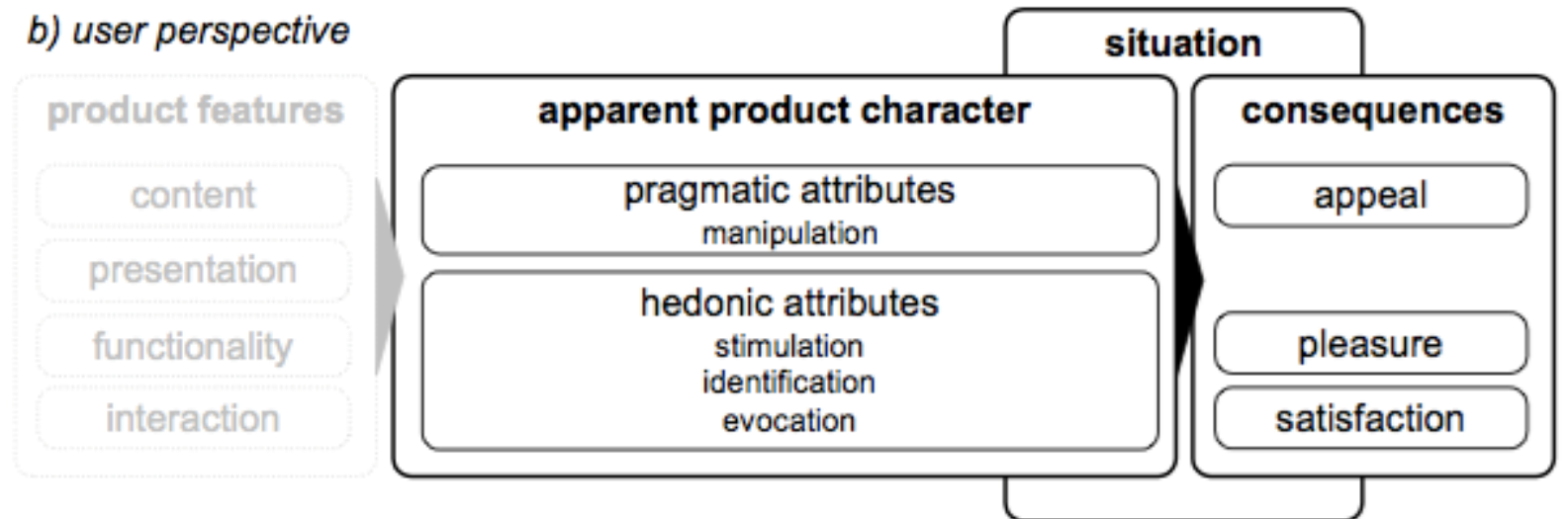


UX: Designer vs. User Perspectives

a) *designer perspective*



b) *user perspective*



Source: [Marc Hassenzhal, The thing and I: Understanding the relationship between user and product \(2003\)](#)

UX Honeycomb (Web)

Useful

Fill a need. Otherwise no real purpose for the product itself.

Usable

Easy to use, familiar to understand, short learning curve.

Desirable

Aesthetics attractive and easy to translate.

Findable

Information easy to navigate. Able to quickly find a solution to a problem.

Accessible

Users with disabilities can have the same user experience as others.

Credible

The company and its products or services need to be trustworthy.

Valuable

Value to the business which creates it and to the user who buys or uses it,



Source: Peter Morville

Usability

How easy & pleasant the features are to use

Learnability

How easy to accomplish basic tasks the first time?

Efficiency

Once users have learned, how quickly can they perform tasks?

Memorability

When users return after a period of non-use, how easily can they restore their skills?

Errors

How many errors, how severe, how easily can they recover?

Satisfaction

How pleasant?

Discoverability

Need to determine what the system does, how it works, what actions are possible, the current state of the device...

Must provide information to build a conceptual model of the environment

Linked to psychological concepts such as

- Feedback

- Affordances

- Constraints

- Sense of control



Dark patterns

Elements of product design created to make users do things they might not want to do—actions that benefit the business, not users



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Nom du titulaire de la carte	Date d'expiration
Continuer	

Visa / Electron ***-2106 Expiré Mettre à jour

Plus d'options de paiement

Cartes de paiement

Amazon accepte la plupart des cartes de paiement :



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Non merci, je ne souhaite pas souscrire à Amazon Prime pour le moment

DARK PATTERNS

UX Knowledge Base Sketch #29

DARK PATTERNS ARE TRICKS THAT MAKE THE USERS DO THINGS THEY DID NOT MEANTO.

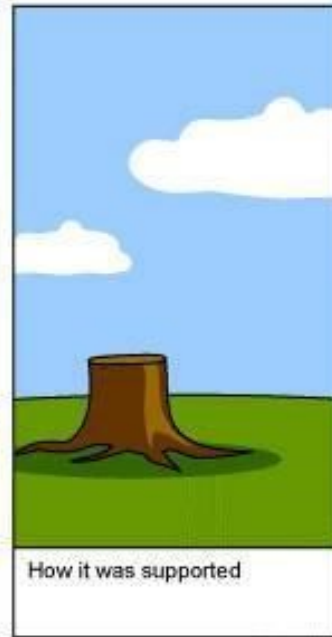
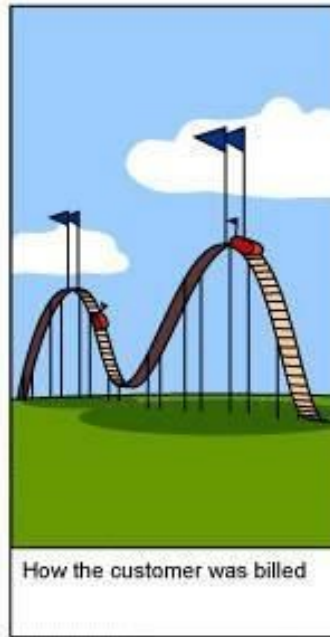
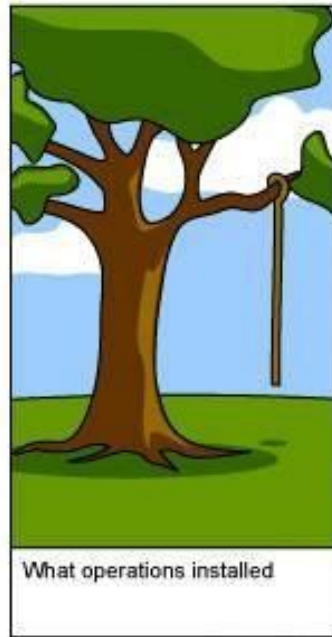
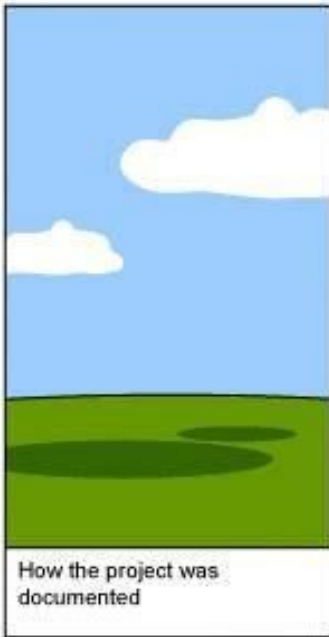
FINE LINE BETWEEN INFLUENCING USERS' BEHAVIOR AND TRICKING THEM!

DARK PATTERNS CAN WORK IF SOMEONE IS LOOKING FOR SHORT-TERM RESULTS. ONLY INITIAL SUCCESS, NOT SUSTAINABLE

USING DARK PATTERNS HAS A NEGATIVE IMPACT IN THE LONG-TERM. USERS WILL SWITCH TO MORE ETHICAL PRODUCTS / SERVICES

THE MOST COMMON TYPES

- FORCED CONTINUITY**: FREE TRIAL → CHANGES TO A PAYING SCHEME WITHOUT WARNING
- ROACH MOTEL**: THE START IS EASY (SIGN UP/SUBSCRIPTION), QUITTING IS HARD
- GROWTH HACKING THROUGH SPAMMING**: YOU BECOME THE SPAMMER WITHOUT KNOWING IT
- DELIBERATE MISDIRECTION**: FOCUSING THE USERS' ATTENTION ON THE MORE EXPENSIVE OPTION, HIDING THE CHEAPER WAY
- OBSCURED PRICING**: MAKING IT HARD TO COMPARE THE PRICES
- SNEAK INTO BASKET**: A RANDOM ADDITIONAL ITEM APPEARS IN YOUR BASKET (WITHOUT YOUR CONSENT)
- BAIT & SWITCH**: USE A CONVENTION, PATTERN IN A WAY TO MAKE THE USER FALSELY ASSUME SOMETHING
- DISGUISED ADS**: AN AD LOOKING LIKE ANOTHER TYPE OF CONTENT / NAVIGATION
- ROADBLOCK**: A POP-UP INTERRUPTS YOUR INTENDED ACTION
- HIDDEN COSTS**: AT THE CHECKOUT, A NEW, UNEXPECTED COST APPEARS
- PRIVACY ZUCKERING**: SHARING MORE PRIVATE INFO THAN YOU WANT
- MISINFORMATION**: E.G. CONFUSING COLOR, CONTRAST, LANGUAGE
- TRICK QUESTIONS**: CHECK BOX TREACHERY



AFFORDANCES & FEEDBACK



Affordances (Gibson 1986)

"Affords" = "is for"

A property of an object or environment that communicates a way to use it

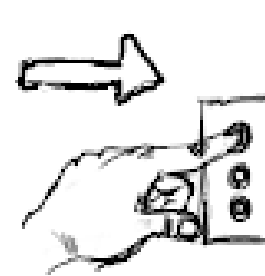
"Function follows form"

Ex.: door, drawer handle, button, [hyperlink](#)...

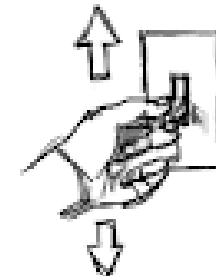
Holds liquid



Handle for holding



Button - Push



Switch - Flip

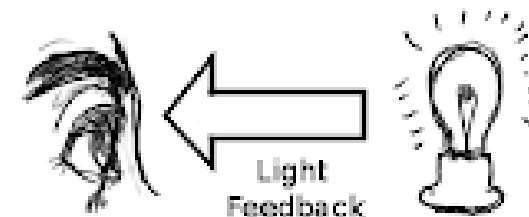


Knob - Rotate

Submit

Submit

Submit



Affordances (Norman 2013)

The relationship between
an object and its properties
a person and its capabilities

The possible interactions between people
and the environment

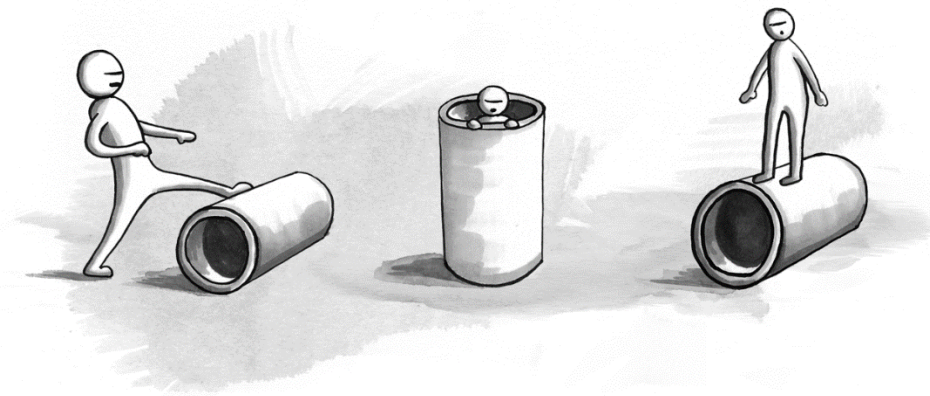


Anti-affordance = the prevention of interaction

Ex :

Chair affords support and sitting and lifting

Glass affords transparency but prevents passage



Signifiers (Norman 2013)

The signaling components of affordances

Perceivable indicator to communicate the purpose, structure, and operation of the device to the people who use it

Deliberate or unintentional

Ex: location of the action



Affordances & Signifiers in Games

In game design, used to tell players how to interact with game, environment, items, NPCs, combat...



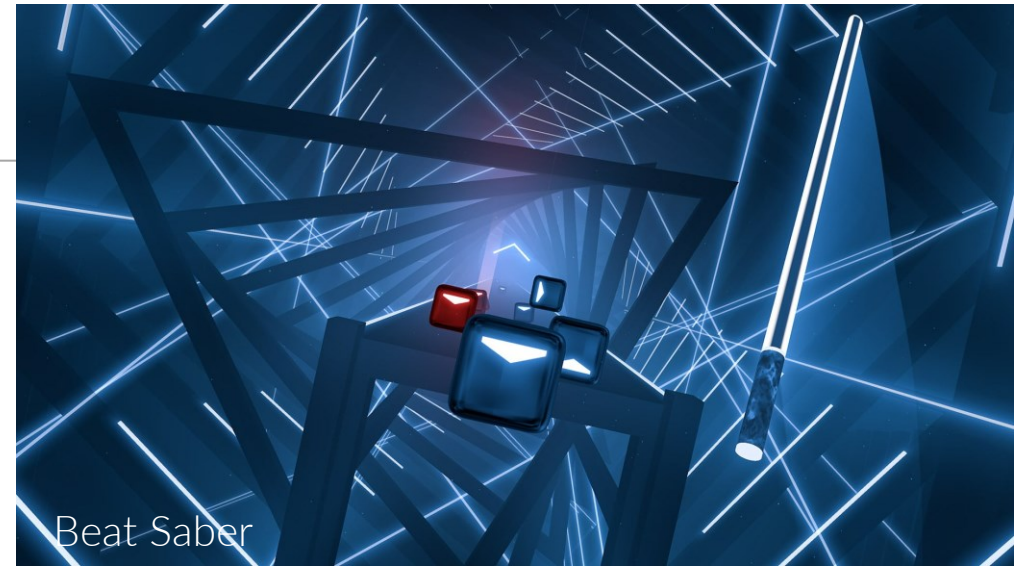
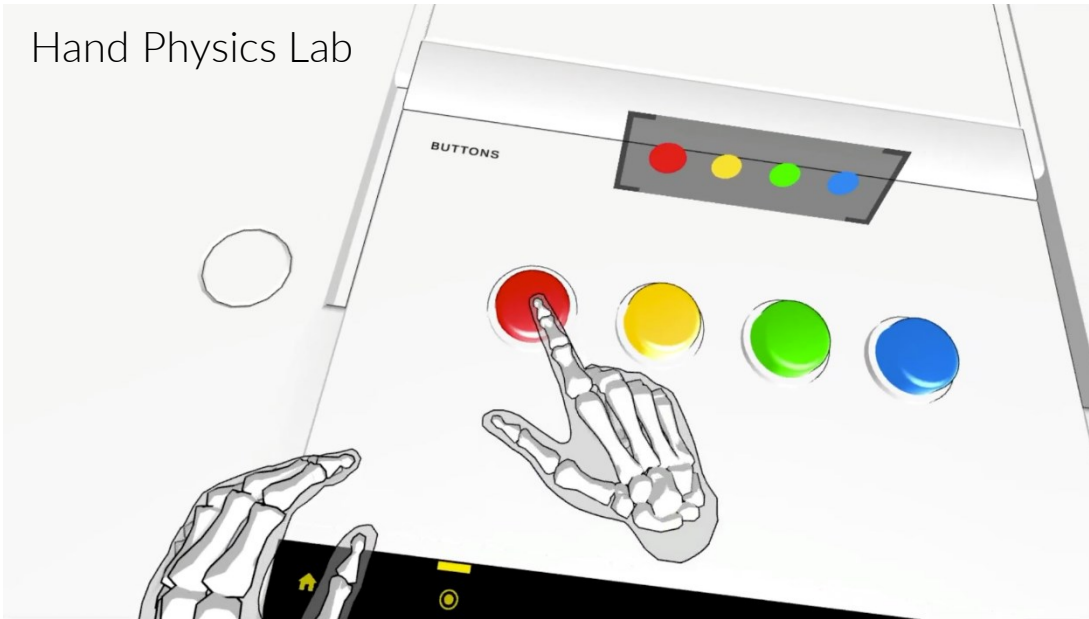
Uncharted 4 climbing and rope swing areas



Braid

Affordances & Signifiers in VR

Hand Physics Lab



User Interface integration

Non-Diegetic

2D elements, viewfinder, notifications...

Diegetic

3D elements integrated into the space and consistent with the experience

Enhance immersion

Spatial

3D elements integrated into space, but not realistic

Less immersive but more comprehensible

Meta

Effects: shaking, blurring, color changes, etc.

		Is it part of the game story?	
		Yes	No
Is it part of the game space?	Yes	Diegetic	Spatial
	No	Meta	Non - Diegetic

Source: Siddarth Kengadaran

Feedback

Communicate to the user the results of their actions through explicit information (Norman 2013)

Allows users to know that their actions have been taken into account, and/or to know their consequences

Ex: button pressed, object moved...

Ex: loading icon lets people know that the system is doing something (cf. 1st Nielsen heuristic : visibility of system status)

Feedback

Can be

- Positive: reinforce the user in his action

- Negative: indicate an error or an impossibility

Every action is associated with an expectation, which feedback will confirm or not ("knowledge of result")

- Reassures, even if the result is negative

- Essential for learning

- Lack of feedback creates a feeling of lack of control

Feedback

Immediate

Informative

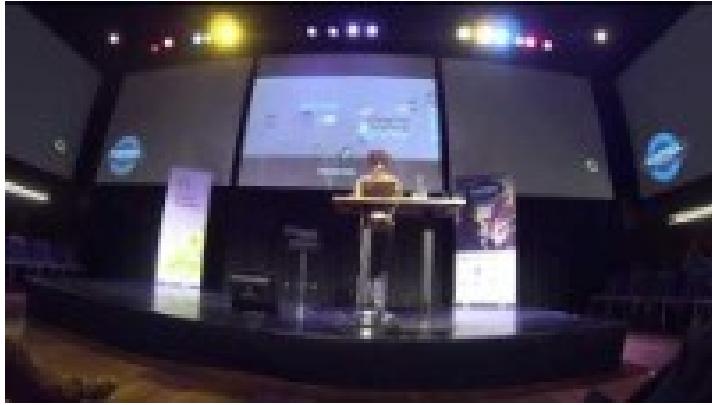
Bad feedback can be worse than no feedback, causing distraction, anxiety or irritation

Planned and prioritized

Important information must be attention-grabbing; other information must not be intrusive

Too much feedback can be worse than too little

Feedback in Games



Jan Willem Nijman - Vlamber - "The art of screenshake" <https://youtu.be/AJdEqssNZ-U>



Juice it or lose it - a talk by Martin Jonasson & Petri Purho <https://youtu.be/Fy0aCDmgnxg>



Why Does Celeste Feel So Good to Play? | Game Maker's Toolkit <https://youtu.be/yorTG9at90g>



Secrets of Game Feel and Juice | Game Maker's Toolkit https://youtu.be/216_5nu4aVQ

GESTALT PRINCIPLES

similarity



▲
closure



▲
proximity



▲
continuation



▲
figure and ground
(tree within the letter "A")



Gestalt Principles

Perception theory (20's)

Detail how our mind assembles and interprets visual elements

Human mind focuses more on a whole than on its parts

Gestalt Principles for UI/HUD



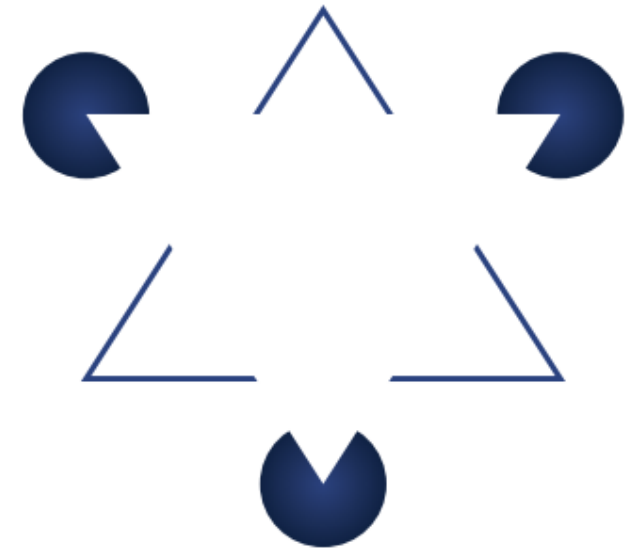
Figure/ground principle



Multistability: Is this a duck or a rabbit?



Continuity



Law of closure

Gestalt Principles for UI/HUD



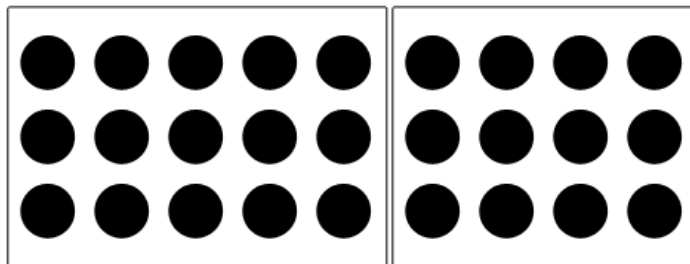
Law of similarity



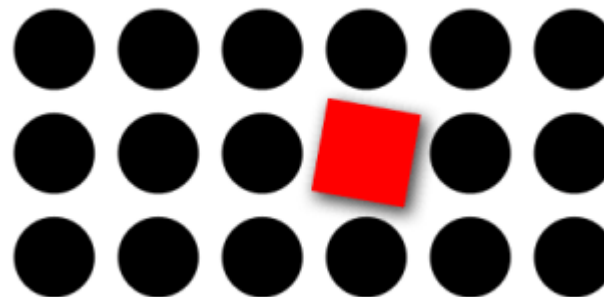
Law of symmetry



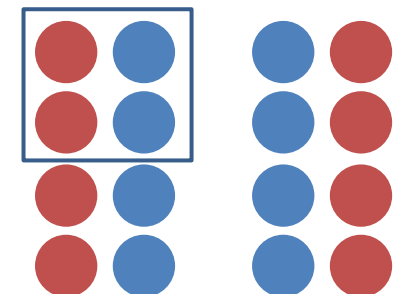
Law of proximity



Common region



Focal Point



Examples



Examples



Figure 3.5

Far Cry 4 (Ubisoft), skills menu. (Courtesy of Ubisoft Entertainment, © 2014. All Rights Reserved.)

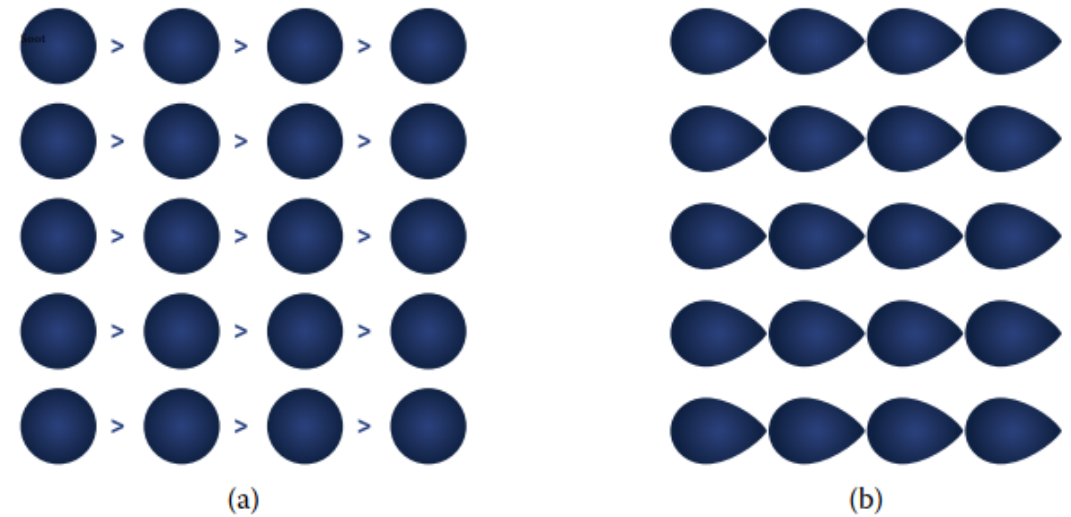


Figure 3.6

(a) Far Cry 4 skill tree pattern (b) Applying Gestalt principles to make the skill tree pattern more easily readable.



SOME EVALUATION METHODS

User Experience Research

Practice of analysing a user's interaction with the product to find insights and identify weaknesses

Qualitative methods

Focus on observation

Suitable to know the users, get 1st impression, difficulties, thoughts...

[*Interview, diary studies, usability testing...*](#)

Quantitative methods

Gather numerical data

Suitable for measuring success or discovering deficiencies, answer questions like "how many," "how much," "how often," ... time, errors, satisfaction, usage...

Need more users for good stats

[*Clickstream analytics, A/B testing, survey...*](#)

Usability testing

Iterative method of testing few functionalities of a digital product by observing **real users** as they attempt to complete tasks on it

Goals

- Get user reactions and feedback

- Check if the user can perform the tasks proposed

- See if product meet user's expectations

- Check if the design is matching business decision to real world use

Usability testing in practice

Starting questions

Why do we test?

What do we want to know?

How will we use the results?

Participants

Representative of target audience

Rule of 5

Prepare the setup, task and speech

Product can be incomplete

Keep test environment as realistic as possible

Be clear on the scope of the test

Usability testing in practice

Ask users to externalize thoughts and feelings (think aloud)

Do not coach/influence the users

But can give specific directions or let free

Takes notes & record/log the session

Focus on what users do

Quantitative information: time on tasks, success and failure rates, effort (#clicks, perception of progress)

Qualitative information: stress responses, subjective satisfaction, perceived effort or difficulty

Do not jump into any conclusions during the session

Do not take it personally

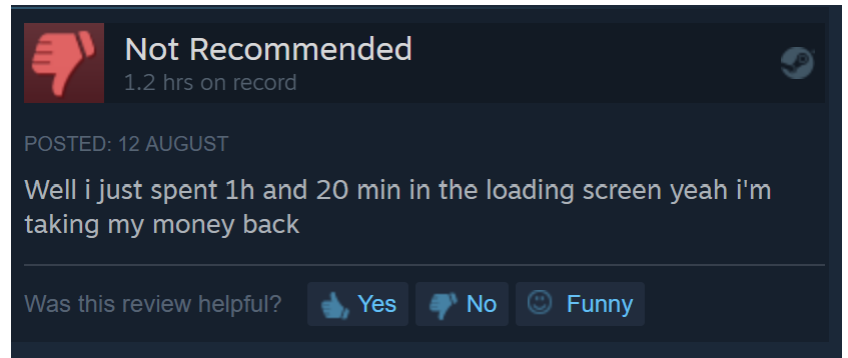
Summarize, react and repeat


Design choices: Examples

Initialise...



No Man's Sky : start



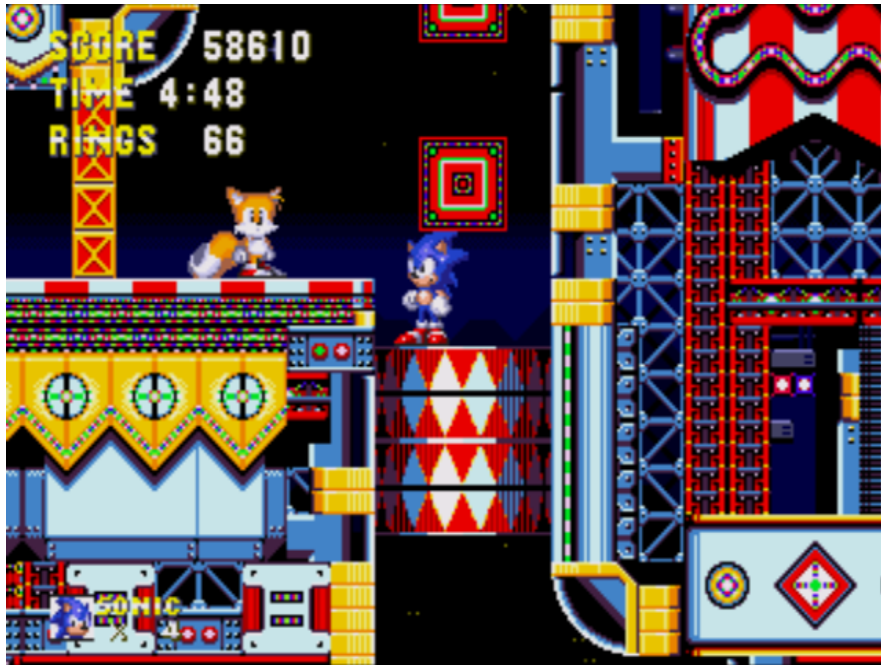
 **Not Recommended**
1.2 hrs on record

POSTED: 12 AUGUST

Well i just spent 1h and 20 min in the loading screen yeah i'm taking my money back

Was this review helpful?


Design choices: Examples



Sonic 3: moving an obstacle

 **nat clayton is moving mountains**
@its_natclayton ...

anyone who has ever watched someone play a game they made understands *immediately* why that ladder is yellow.

 **nes** @feydemon · Oct 2

the yellow paint is so unnecessary obviously a ladder is climbable obviously a crate is breakable why did they do this



2:06 PM · Oct 5, 2023 · 3,262 Views

Resident Evil 4 :
[yellow ladder debate](#)

5 seconds test

Measure what information users take away and what impression they get within the first 5s after viewing a design

Commonly used to check whether web pages effectively communicate their intended message

Ex: What is the purpose of the page? What are the main elements you recall? Who do you think the intended audience is? Did the design/brand appear trustworthy?

Not suited to measure comprehension of complex information

A page that requires lots of reading (prefer a [design survey](#))

Predicting user behavior (prefer a [click test](#) or [navigation test](#))

Asking complex questions (prefer a [design survey](#))

AttrakDiff

(Hassenzahl, Burmester & Koller, 2003)

Questionnaire

Pragmatic quality

Hedonic quality (identity - stimulation)

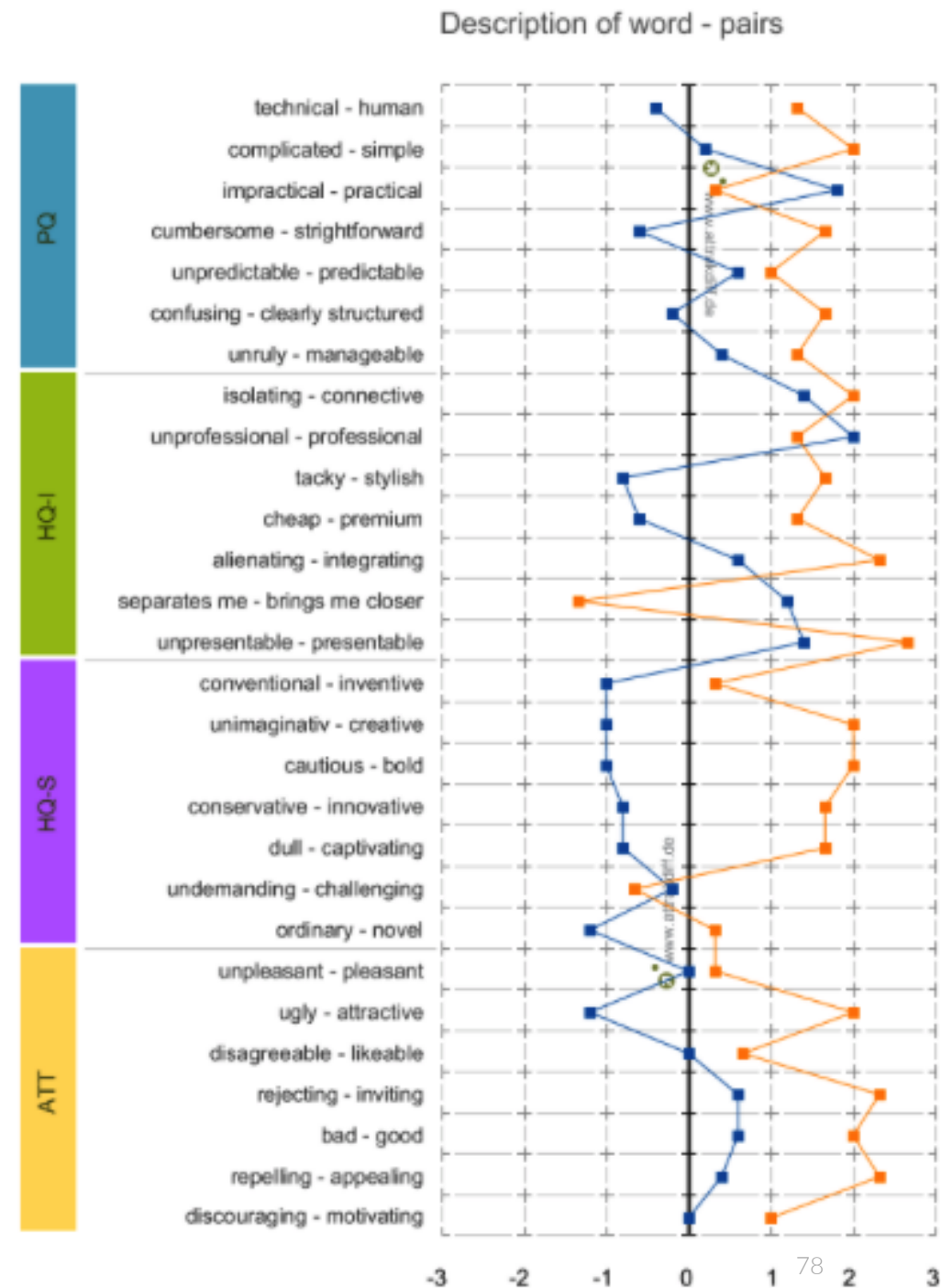
Attractiveness

Helps to understand how users personally rate the usability and design of the product

Single Evaluation

A/B Comparison

Before-After Comparison



Heuristic evaluation

Small set of evaluators examine the interface and judge its compliance with recognized usability principles (the "heuristics")

Advantages

- Low cost, quick and easy to apply

- Can obtain feedback early in the design process

- Heuristics can be used both as a design and evaluation support

Heuristic evaluation

10 Usability Heuristics for User Interface Design (Jakob Nielsen 1994)

- 1: Visibility of system status
- 2: Match between system and the real world
- 3: User control and freedom
- 4: Consistency and standards
- 5: Error prevention
- 6: Recognition rather than recall
- 7: Flexibility and efficiency of use
- 8: Aesthetic and minimalist design
- 9: Help users recognize, diagnose, and recover from errors
- 10: Help and documentation

NB : Applicable to video games

Heuristic evaluation

10 Heuristics for an optimal User Experience (Colombo & Pasch, 2012)

Derived from the [flow theory](#) (Csíkszentmihályi, 1975)

1. Clear Goals
2. Appropriate Feedback
3. Focused Concentration
4. Ergonomical Transparency
5. Technology Appropriation
6. Challenges/Skills Balance
7. Potential control
8. Follow the Rhythm
9. Know Thy User's Motivations
10. Conservative Innovation

Heuristic evaluation

Others

[Ergonomic criteria for the evaluation of human-computer interfaces](#)

(Bastien & Scapin 92)

[Ergonomic criteria for Human-Virtual Environments Interactions](#) (Bach & Scapin 2005)

[Playability heuristics for mobile games](#)

...

Heuristic evaluation

Drawbacks

Requires knowledge and experience to apply the heuristics effectively

- Judgment often based on expertise rather than heuristics

Trained usability experts are sometimes hard to find and expensive

May identify more minor issues and fewer major issues, or even false issues

Non-exhaustiveness of the dimensions covered by the heuristics

The heuristics are often vague, no precise recommendations or evaluation grid/criteria

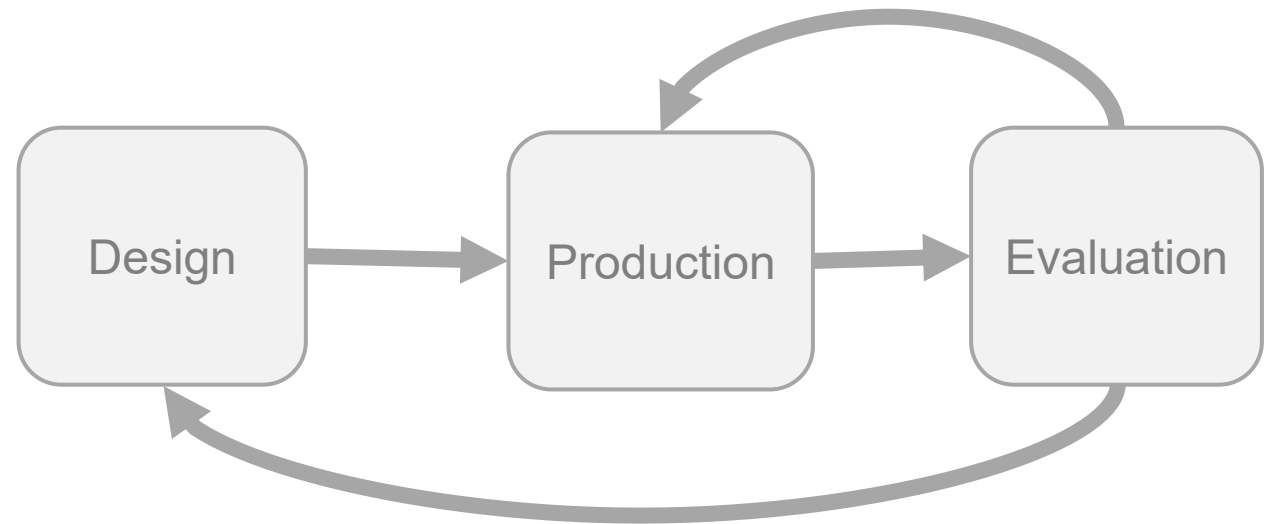
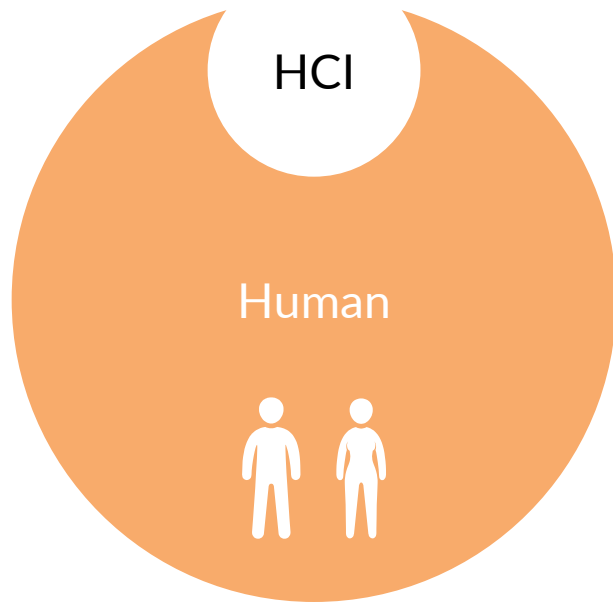
=> Limited validity and reliability, recommended to use it in combination with other user-centered methods

Expert review

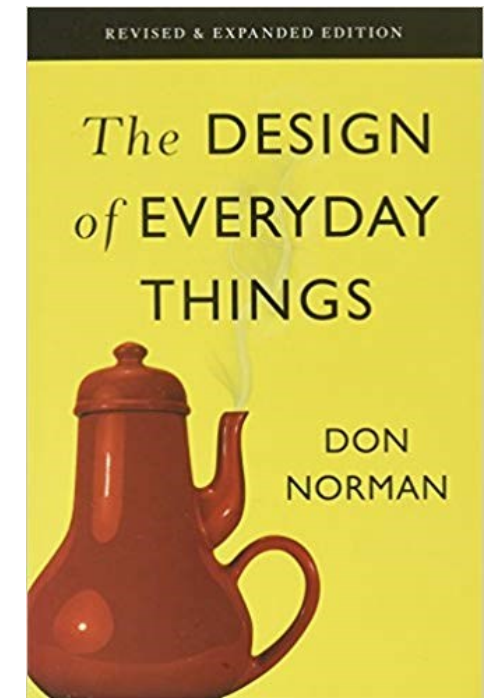
Less formal evaluation

Experts base their report not only on heuristics, but rather on their knowledge of user tasks, HCI guidelines and standards, and personal experience

Conclusion



Further readings on UX and Design



<https://uxdesign.cc/>

<https://www.smashingmagazine.com/usability-and-user-experience/>

<https://www.nngroup.com/articles/>

<https://medium.com/topic/ux>

<https://uxplanet.org>

<http://www.allaboutux.org/>

<https://flupa.eu/>