CS 321: Introduction to HCI

Methods for Design, Prototyping and Evaluating User Interaction

Lecture 4:
Design Critique

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Brainstorming

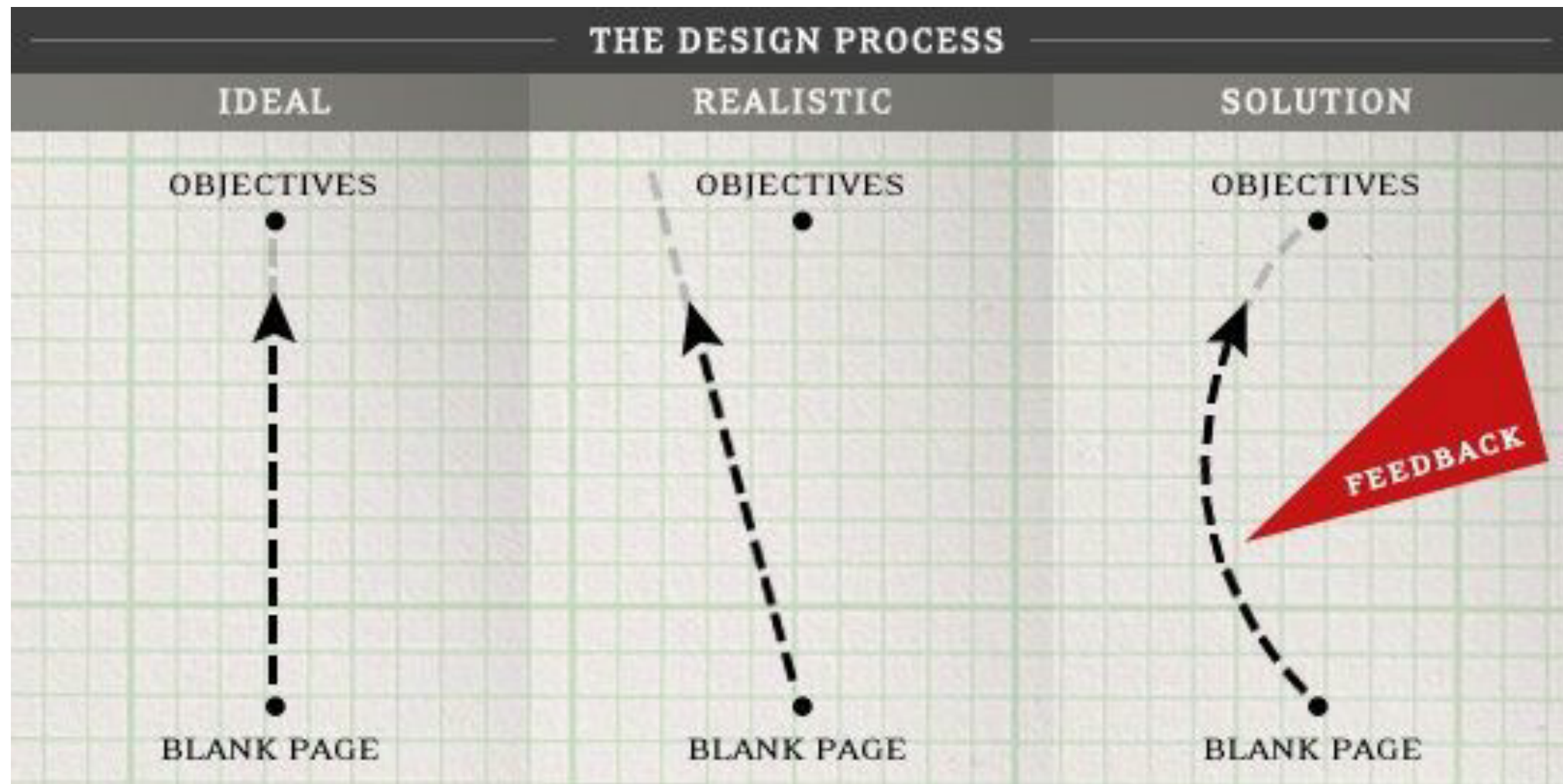What was the the goal of last class?

- To derive new ideas that are related to problems.
  - **No solutions yet!!**

Important Deadlines

- o **1A:** Proposal Brainstorm (**1 point**)
  - due **Wed., Jan. 19 @ 11:59 pm**

- o **1B:** Project Proposal (**4 points**)
  - Your proposal that you develop today
  - how feedback in today's class helped you to fine-tune your proposal
  - due **Mon., Jan. 24 @ 11:59 pm**

Design Critique

Why critique?

Critique helps evaluate early, often, and cheaply

Applicable to artifacts of many types

Compare to other expert inspection methods

You are not your own worst (best!?) critic

We collectively know more than any one of us

It is hard to see past your own decisions

Design requires getting past our own infatuation

You will encounter critique in many other disciplines

visual art, writing, design, code (i.e., code review)

Over time, you should gather people who can give you high-quality critique in everything you do

You may meet some of those people in this class!

What is critique?

Critique is a method for feedback

It is not just a list of complaints

1. Presenters sit down with critics
2. Quickly explain their artifacts and their feedback needs
3. Critiques ask clarification questions, then give feedback
4. Presenters respond to questions and take notes on what is discussed

Critique is not criticism!

Seriously, not just a list of complaints

Critiques offer honest feedback

Both positive and negative

Presenters should be able to learn what works well

and what is problematic about their artifact

It is then presenter's responsibility to sort through feedback, decide what is important, and how to act

You must take notes for later review

Common issues in critique feedback

Lack of Clarity

Taking it Personal

Design Apathy

Contradictions

Indecisiveness

Resistance

Too much Negativity

Tips for those receiving feedback

Taking advice is not giving up authorship

    You still make the final decision

    A half-baked suggestion does not contain all the details of a finished solution

Design your critique

    What you show invites different forms of feedback

    Verbally indicate what kind of feedback you want, but also provide an artifact of appropriate form

    This course will guide you what feedback you invite at which stage

Tips for critics

Hamburger method:

    Bun: something fluffy and nice

    Meat: Criticism on how to improve

    Bun: Something fluffy and nice

I like, I wish, What if method:

    I like: Lead with something nice

    I wish: Some criticism, often leading from what you like

    What if: An idea to spark further conversation

Socratic method:

    Identify an aspect of design and ask "Why?"

    Can be good if unsure what else to say

    Forces presenter to give, or develop, explanations for decisions

    Avoids that the presenter gets defensive (gives him/her a chance to justify)

Tips for critics

Limit your use of personal pronouns (e.g., "you")

    Critique is about the artifact, not the designer!

A designer deserves honest feedback

    Both positive and negative

    Including clarity and rationale

Help with actionable suggestions

Critique summary

Fall out of love with the things you build

    Let others help you see past the infatuation

Get **feedback** early, often, and cheaply

Focus on improvement

    In brainstorming, we were not criticizing

    In critique, we are not defending

You will learn to both give and receive critique

    If you are having difficulties… (join the club)! =)

The goal is **feedback**

Project Proposals

Proposal draft activity (~10 mins)

1. Take turns to **review and present your favorite idea to each other** as prepared on Tuesday.

2. After hearing all ideas, which ones are you most excited about? **Pick an idea** that your team would like to move forward with.

If there is no consensus, discuss how the ideas could be combined.
Pick the idea that is ultimately most promising.

3. Prepare to present and get feedback.

- Who will present? (The others should take notes)
- What will be presented in a **1 minute pitch?**

Feedback session (~60 mins)

- Pitch your project idea (1 minutes)
- Get feedback (4 minutes)
- Save the feedback (as you will use it for **1B**)

Feedback questions:

1. What do you think is interesting about the chosen **domain and target group**?

2. How do you think this target group could be interviewed or observed (within the **scope of this class**)?

3. Why do you think is the **design problem** unique and important?

4. Do you know whether the design problem has been **addressed in the past**, and if yes, how? (We want to avoid creating another Facebook or Twitter!)

5. In general, do you think the project can be turned into something **exciting and novel**? Or is there a way to give it a more exciting twist?