Don’t Make Me Feel Stupid

A. User

Liam Westley

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@westleyl

Who is Liam Westley?

Head of Engineering, and responsible for the mobile and desktop teams at Huddle

- iOS; iPhone and iPad applications
- Android
- Desktop Windows
- Desktop OS/X

And he owns too many devices …

- Windows Phone, Android phones (F to L) and tablets (Nexus 7 and 9), iPad mini, Windows; laptops, 10” and 7” tablets, Kindle ….

‘Two roads diverged in a wood, and I -
I took the one less travelled by,
And that has made all the difference.’

The Road Not Taken
Robert Frost, 1920

This is not the path you are looking for …

This is not the path you are looking for …

But it might be … it might just not the path that Kew Gardens wants you to use?

Maybe … they should build a path here?

… or is it indicating that they should improve the path they would like you to use?

More than one path

- Multiple paths are OK
- If you don’t build it, be ready for users to try to build it
- Users don’t think like developers
- Regional variations

Regional UX … the UK is horrified

theguardian
Winner of the Pulitzer prize 2014

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Cadbury

Shellshock! Cadbury comes clean on Creme Egg chocolate change

A triumph of the confectioner's art has been traduced: the classic treat's shell is no longer made of Dairy Milk

The Cadbury's Creme Egg scandal: how to stage a chocolate revolution

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This week's General Committee debates

Week commencing Monday 09 February 2015

Version: **Uncorrected**

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Tuesday 10 February 2015

(Afternoon)

[Mr Peter Bone in the Chair]

National Health Service (Amended Duties and Powers) Bill

2.30 pm

The Chair:

Before we resume our consideration of the amendments to clause 1, it might be helpful if I report the reassurance that I have received from the Public Bill Office that our proceedings are not at risk and the Bill does not require the support of a money resolution. In addition, I have notified the House, as there is no specific time at which we must adjourn today—that is at the discretion of the Committee—that we may be sitting through the night.

Chinese stock market boards

Embrace the different paths

Microsoft Outlook
Do you want to save changes?
Yes
No
Cancel

Don’t force users to make pointless choices

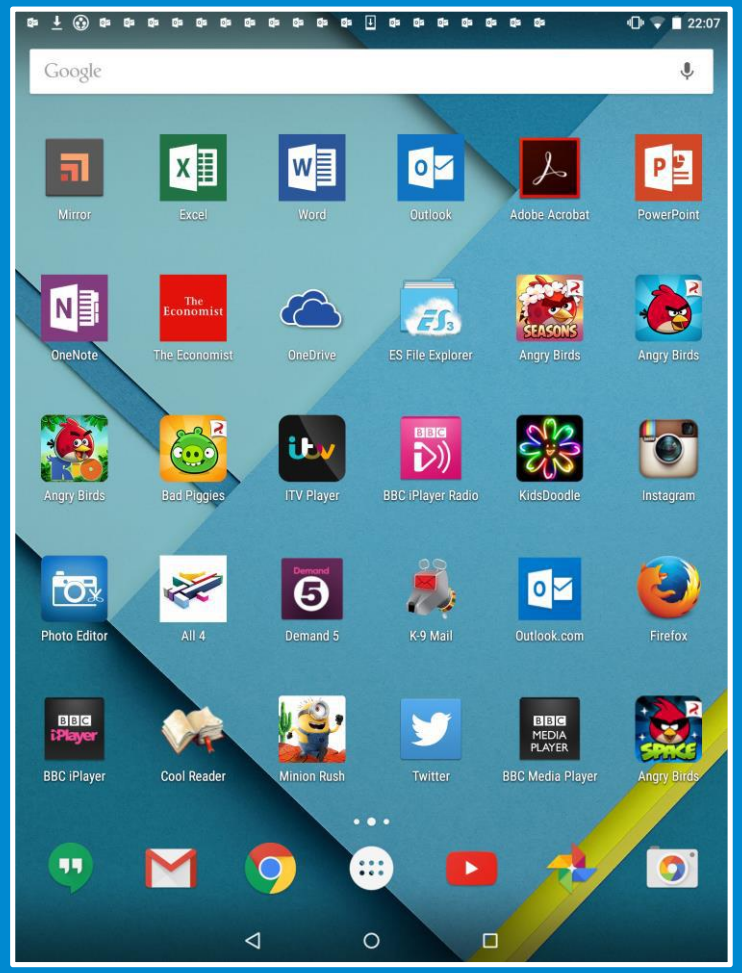
- Outlook closing dialog
  - Yes - save
  - No - discard changes
  - Cancel - review what changed
- But what happens when you close down Windows?
  - Cancel does not allow you to go back, as the main Outlook window has already closed.

Don’t force users to make pointless choices

- Cash machine (ATM)
  - You are shown a menu; €20, €30, €40, €50, €100
  - You request €30
  - To be told, there are no €10 notes, and have to enter a manual amount

IT KNEW THERE WERE NO €10 NOTES AND IT DIDN’T CARE

Too much information?

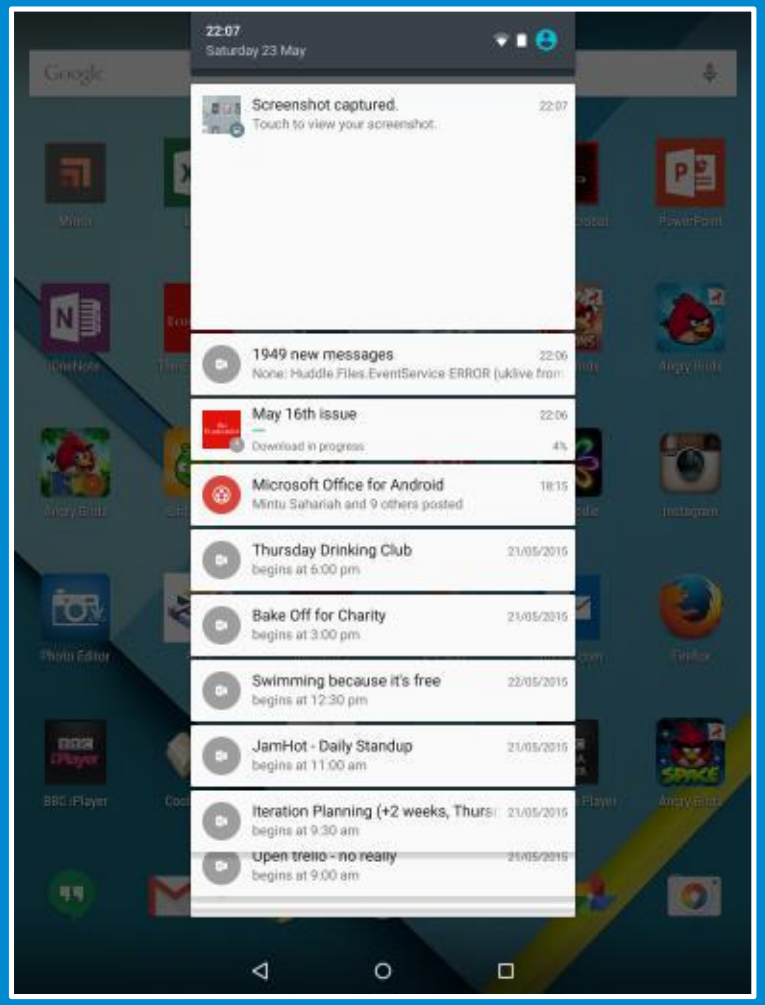


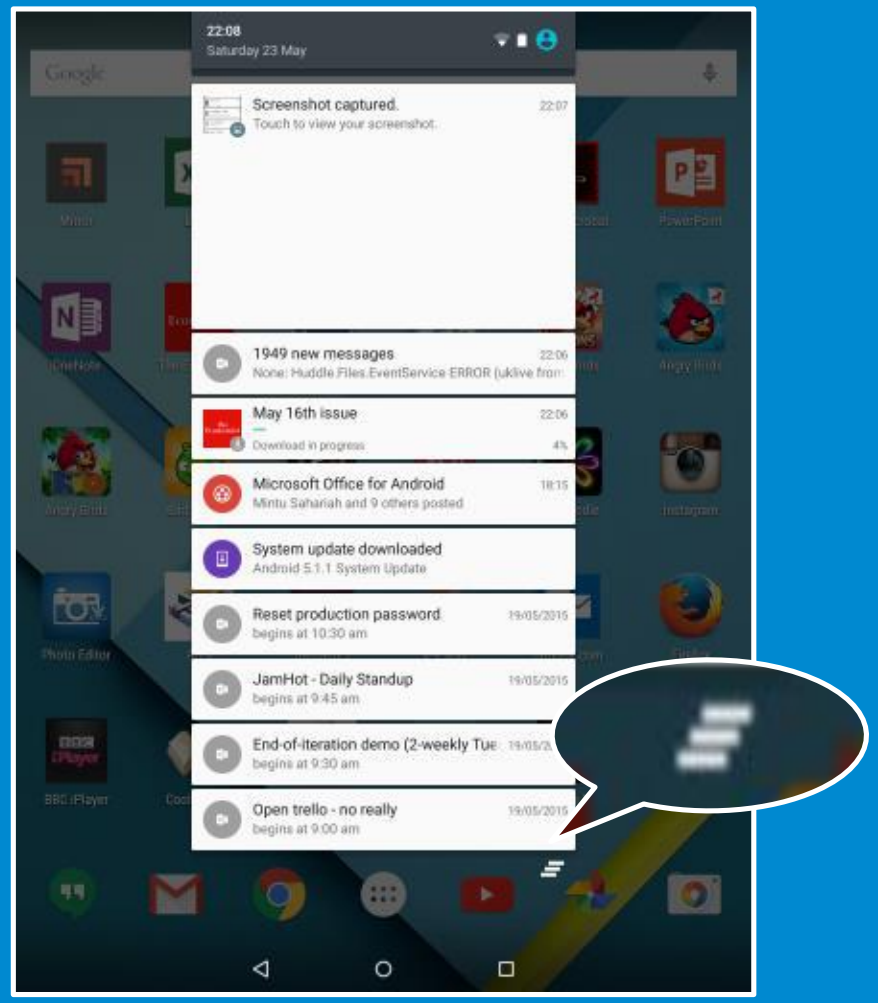
Wow – There must be something really important going on!

Too much information - overload

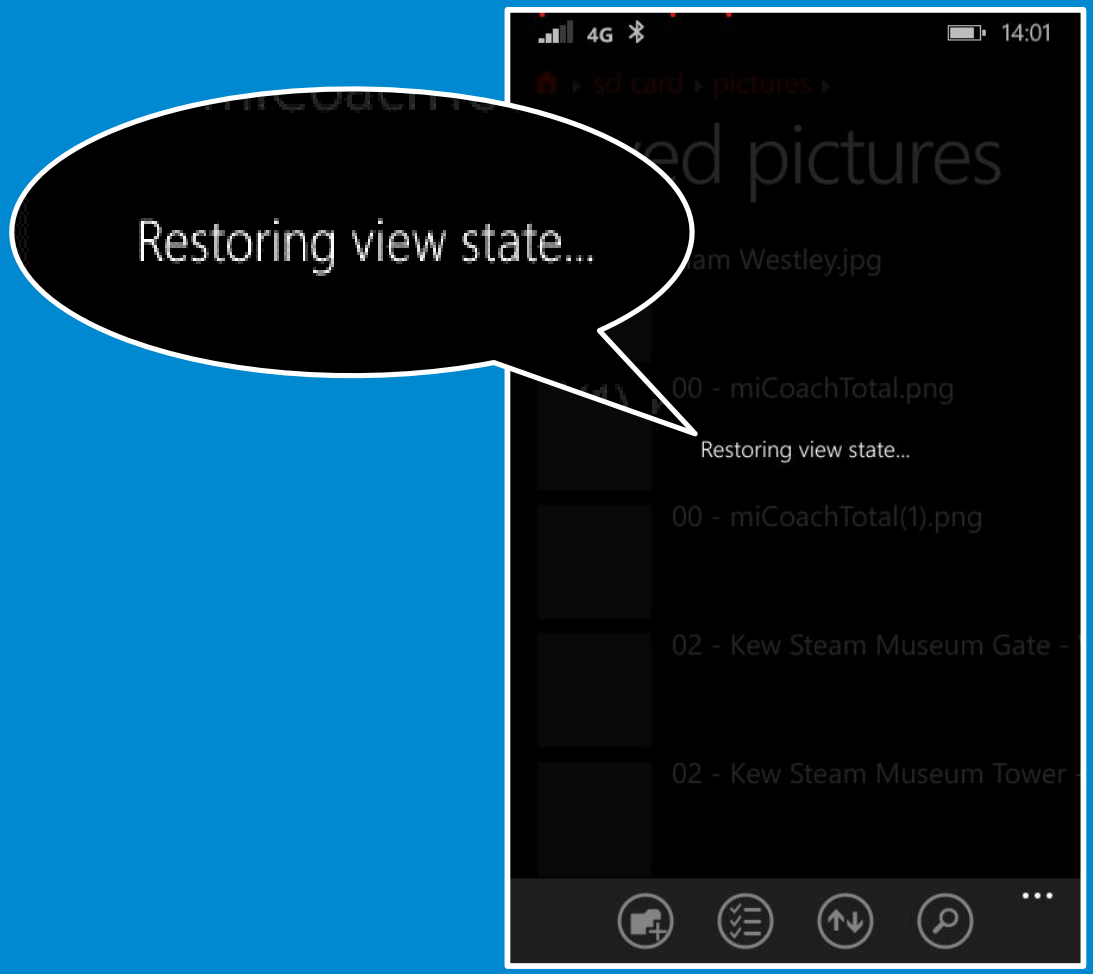
Oh no, it's just some calendar reminders …

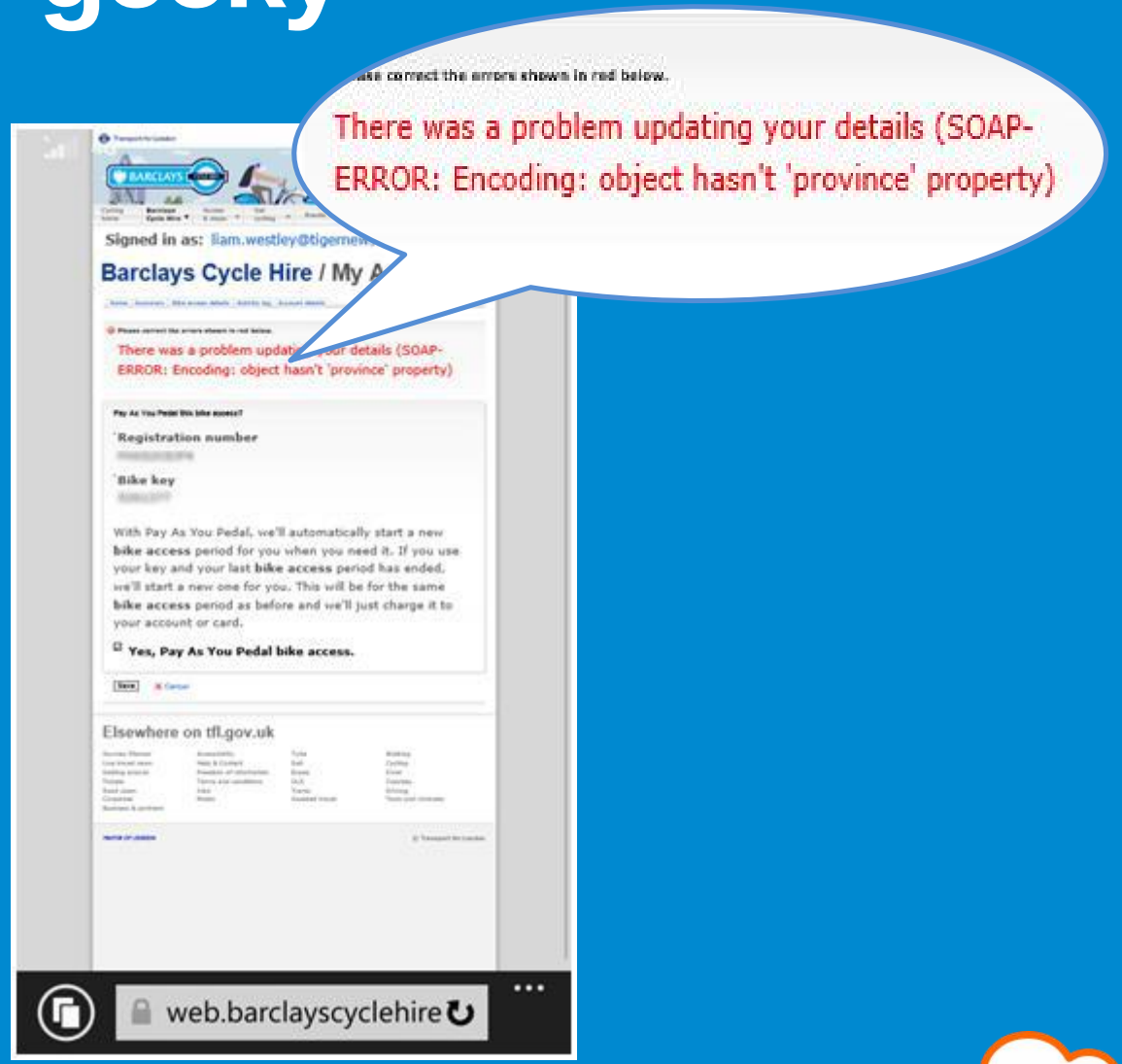
… and no way to clear them all easily.





Too much information - geeky

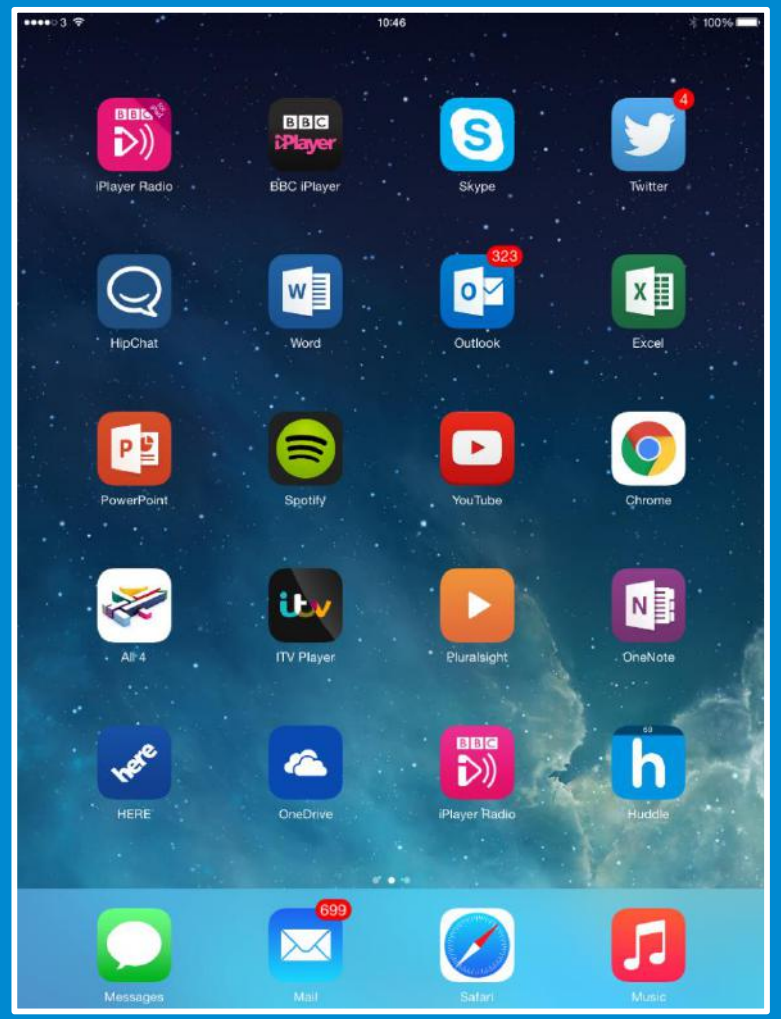


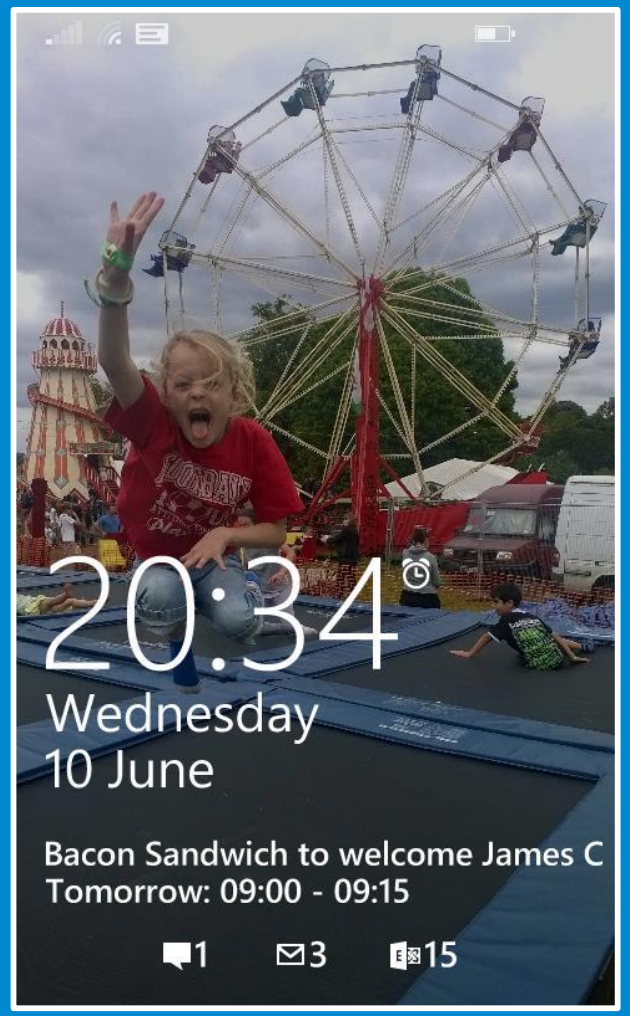


Too much information

- Don’t spam users with too much information
- Too many confirmation dialogs trigger auto acceptance
- Be careful with ‘geeky’ terminology

Too much information - solved





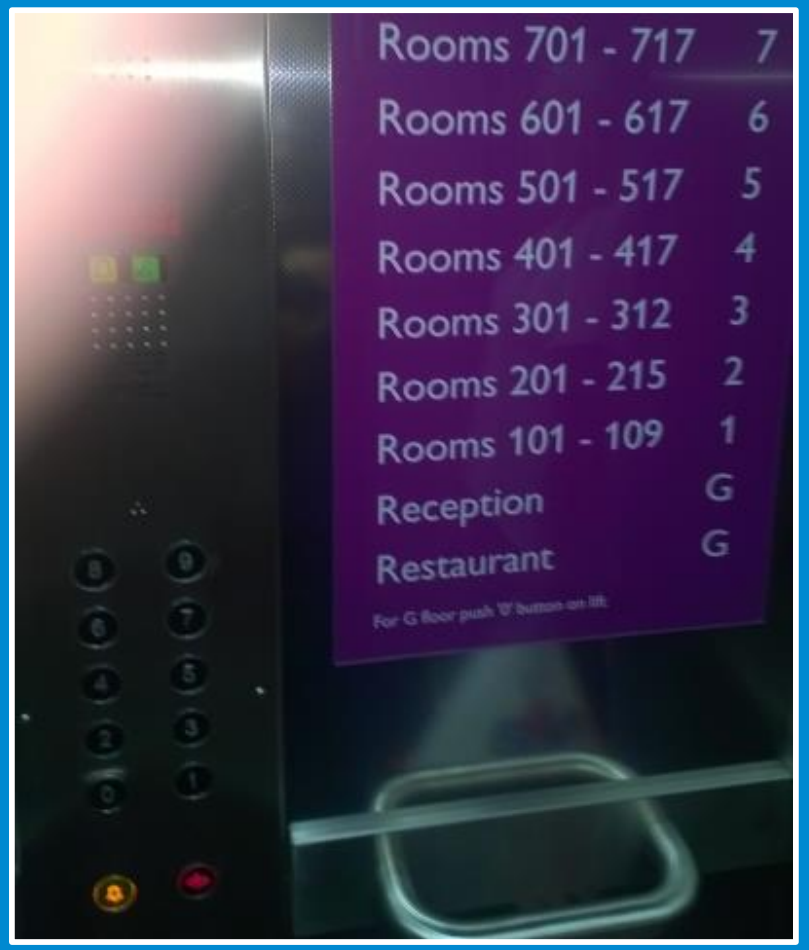
Too much information - very geeky

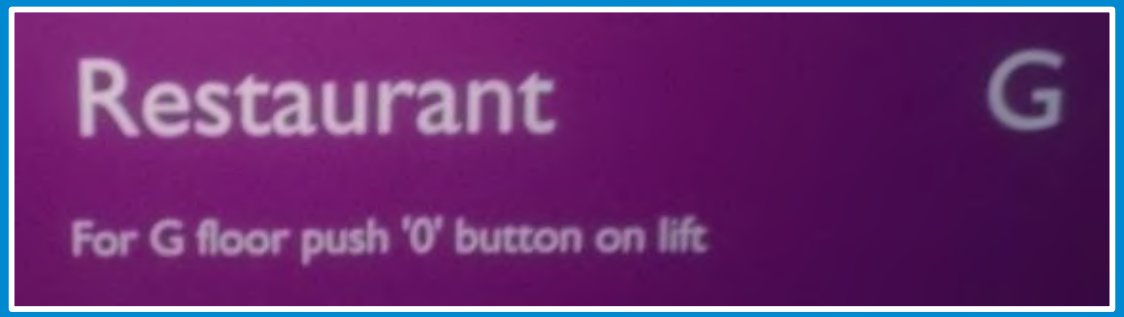
Too little information

Too little information

- iOS keyboard – was my personal bug bear
- Outlook stupid dialog … again
- Too little information causes people to navigate further through an application, or forces people to think

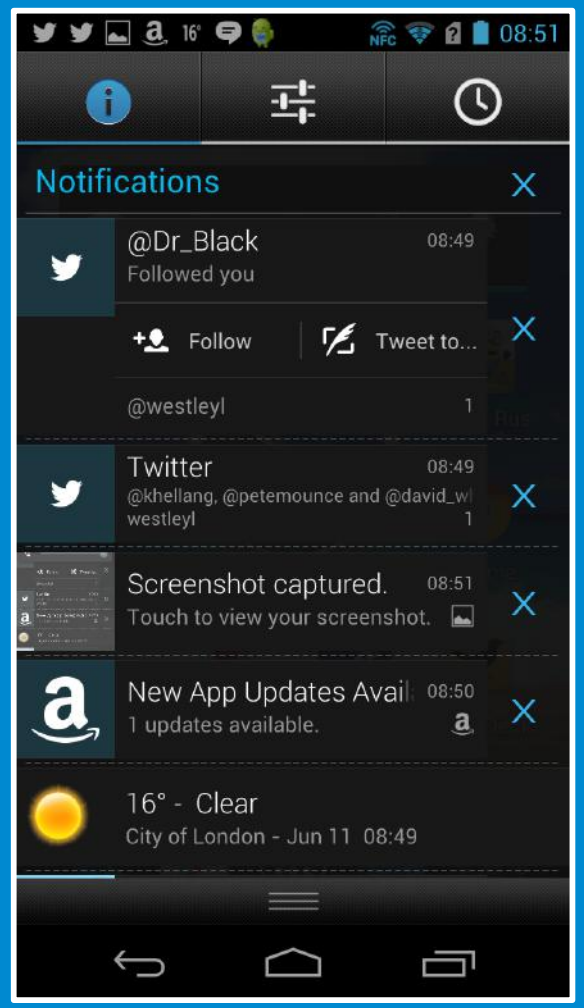
Consistency

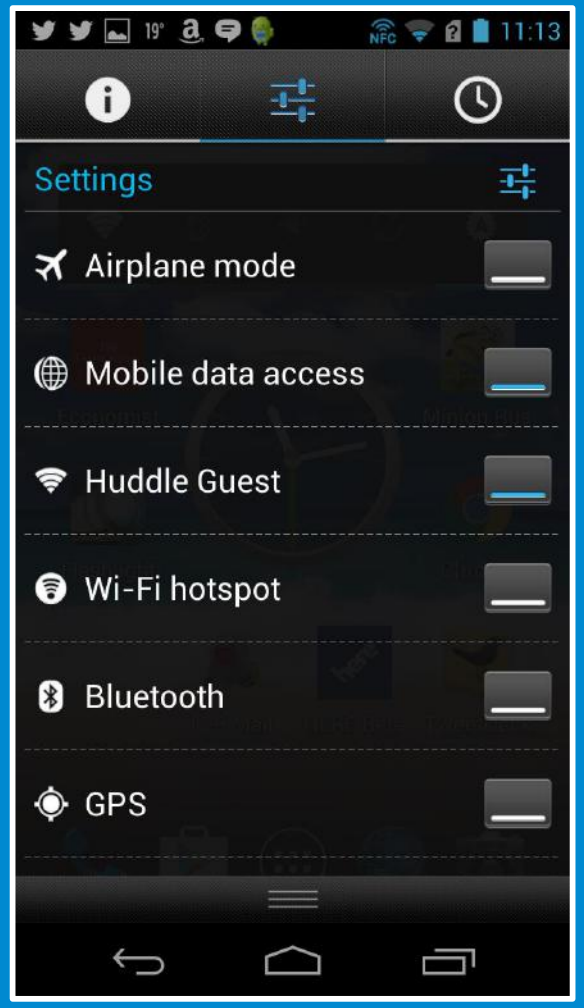


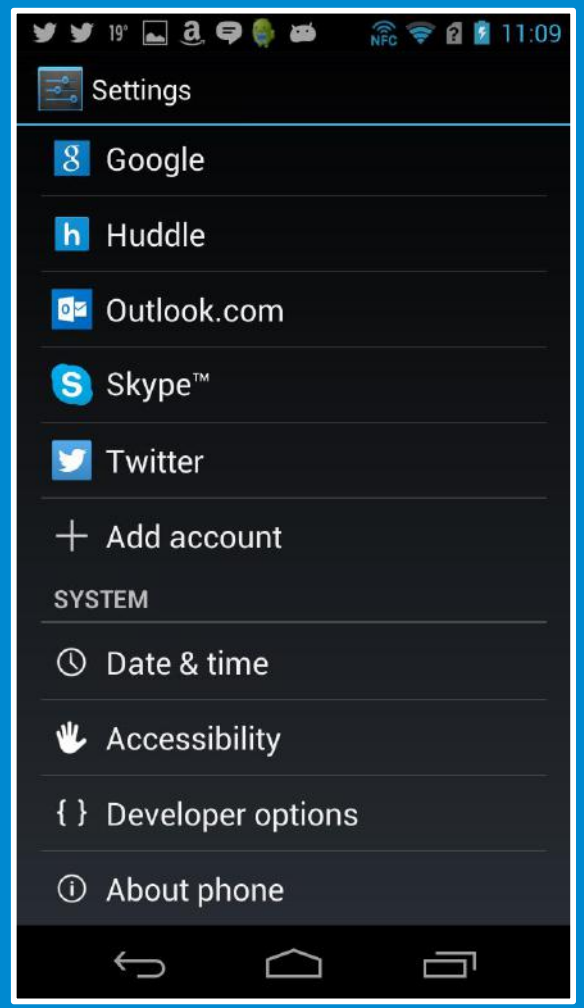


Android settings … Gingerbread (ZTE Blade)

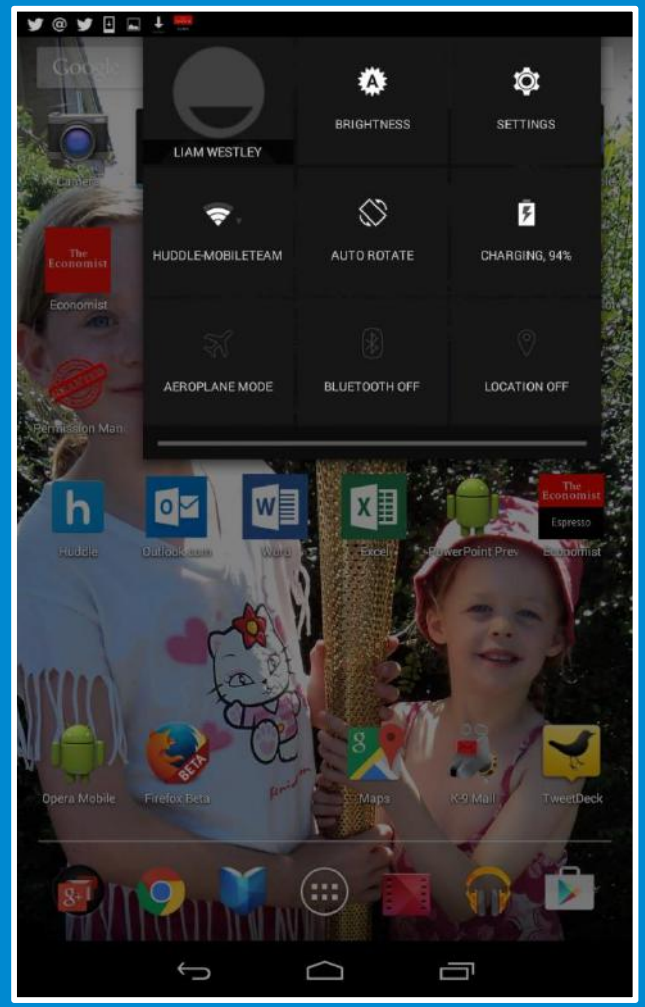
Android settings … Jellybean (Acer S500)

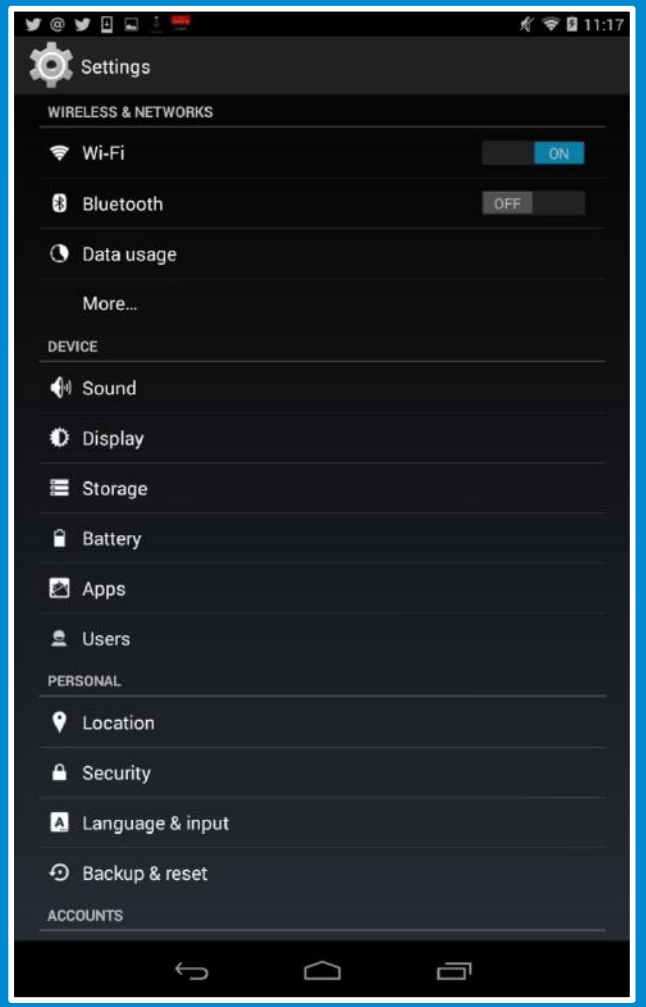




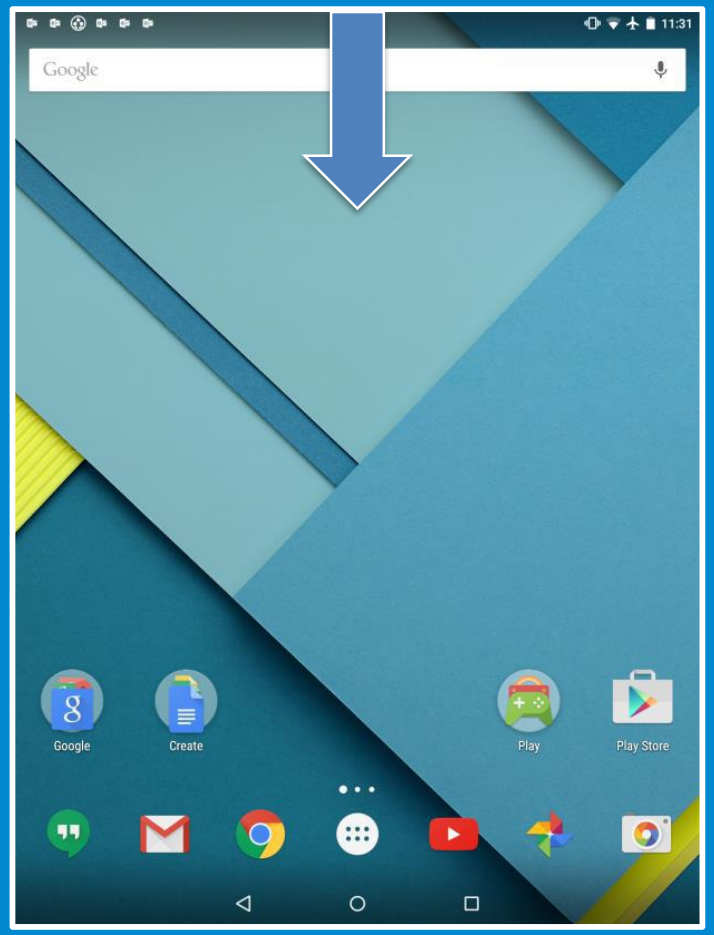


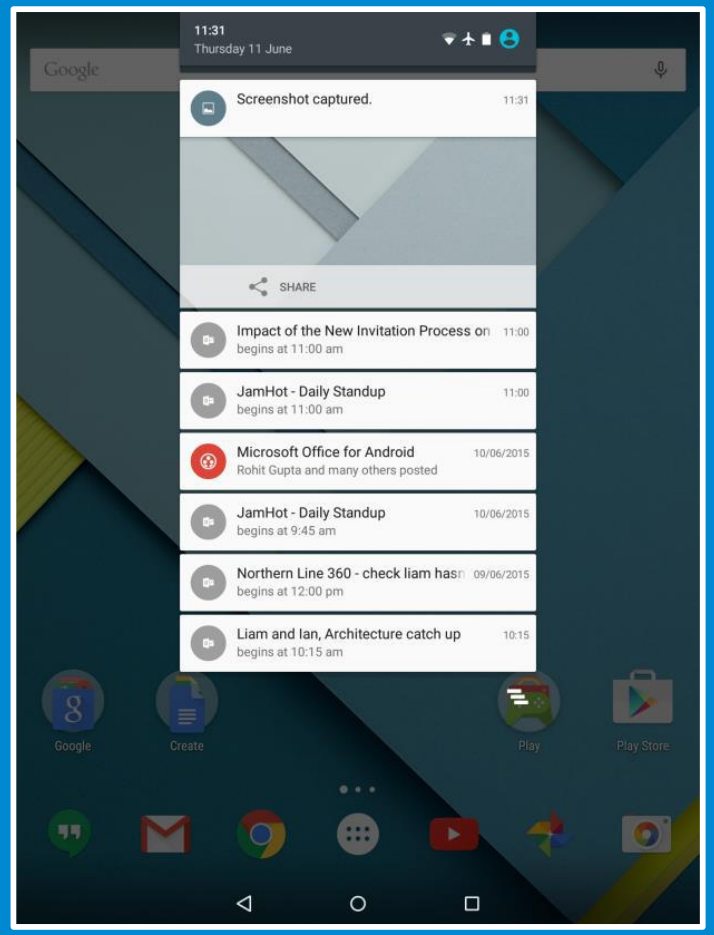
Android settings … KitKat (Nexus 7)

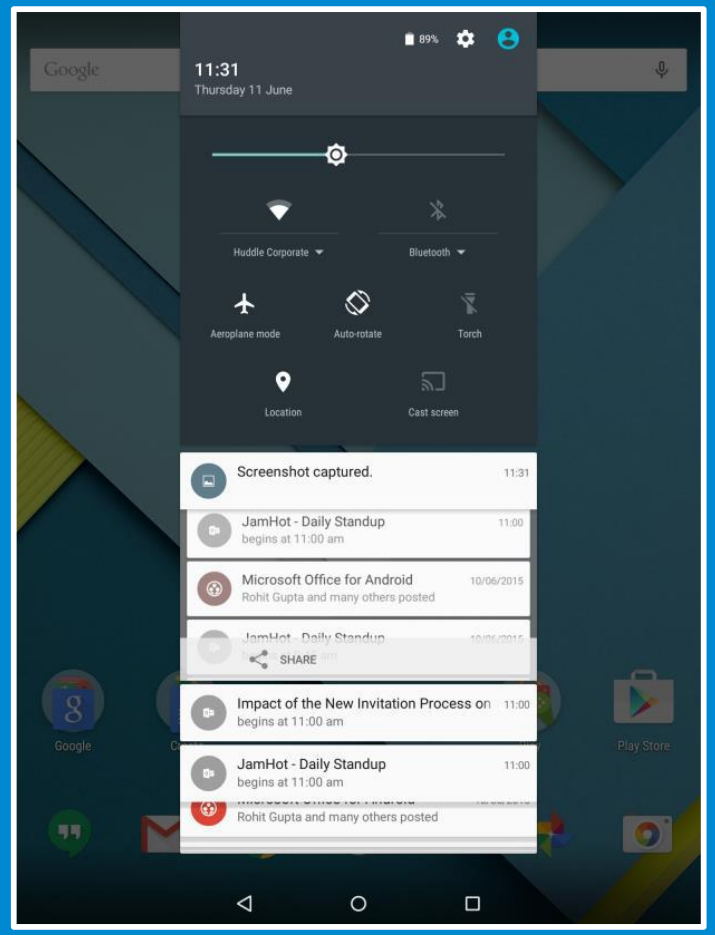




Android settings … Lollipop (Nexus 9)



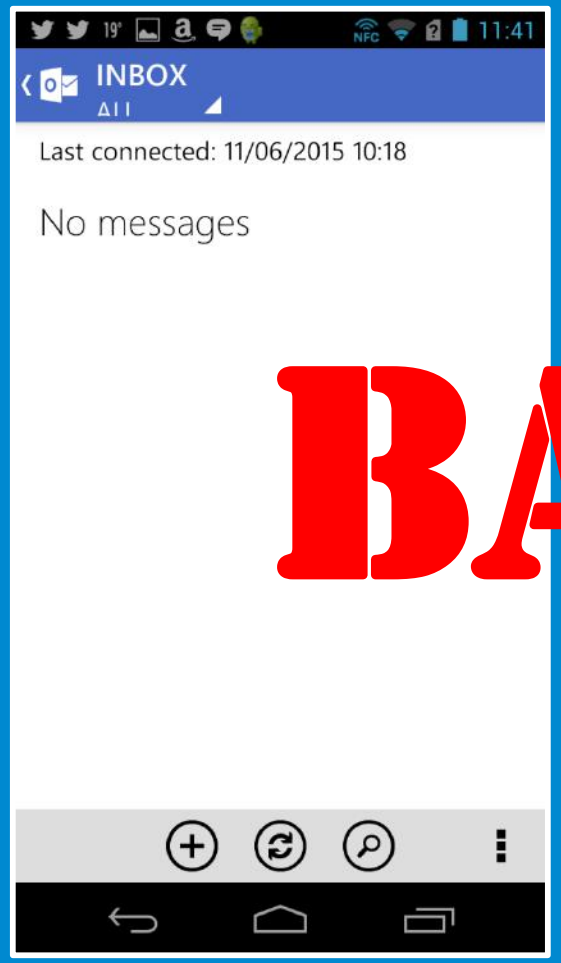




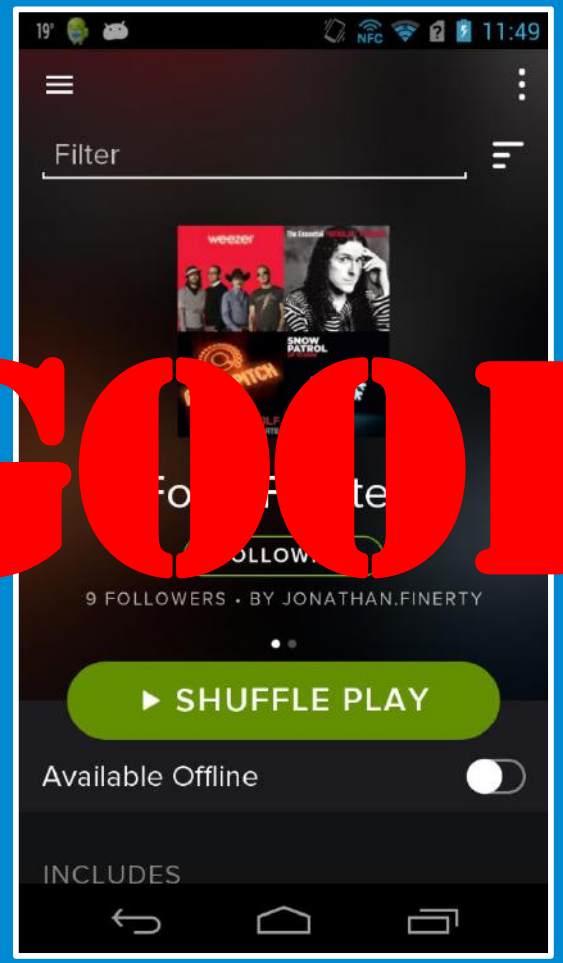
Consistency

- Hotel lift, 0 on button, G on notice.
- Android settings - who moved my cheese?
- Ctl+F in Outlook
- Be careful with accelerator keys in browsers

Consistency – application or platform

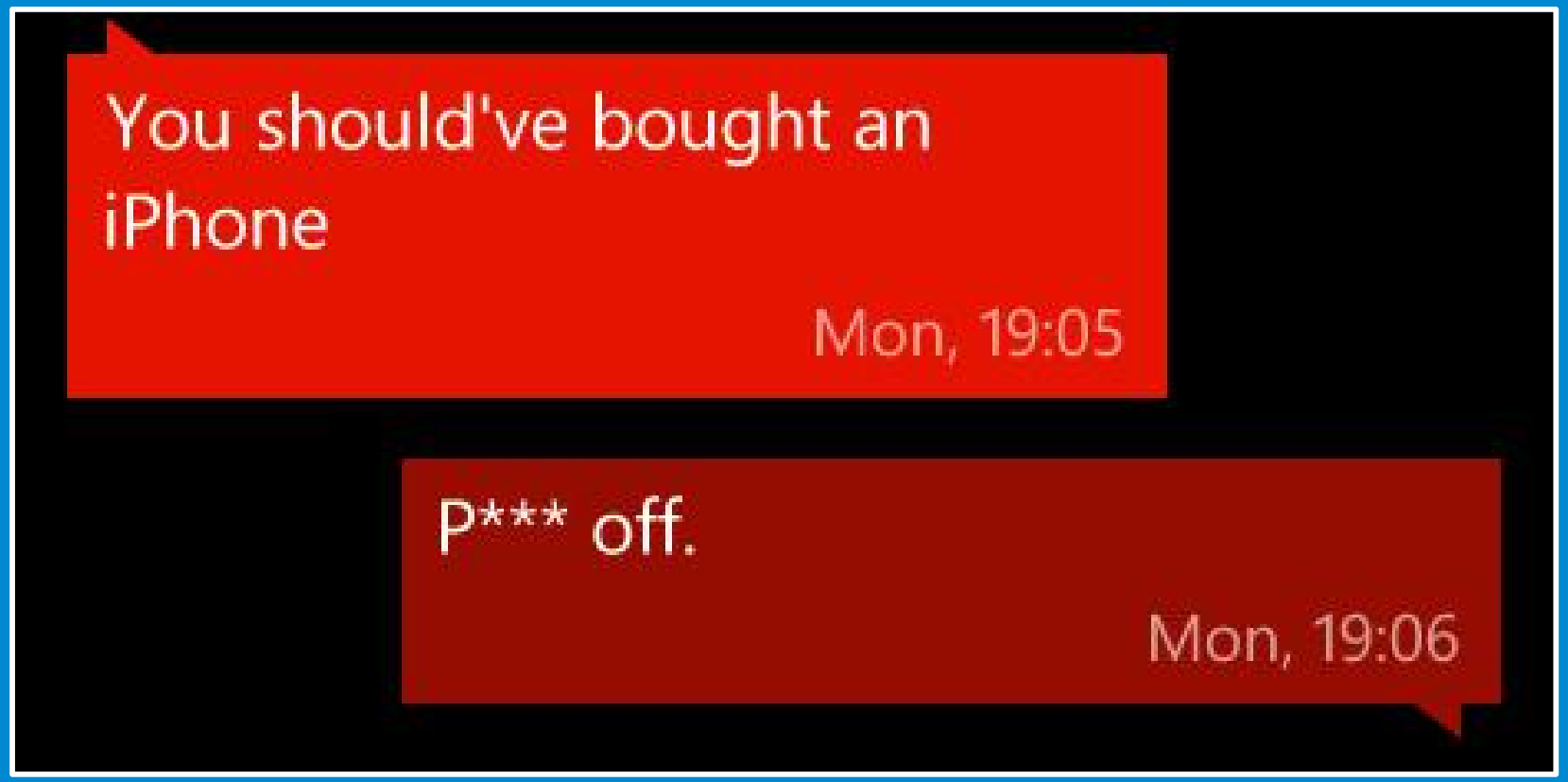


BAD



GOOD

Surprise your user – Siri and Cortana



Surprise your user

- Good – Smart handling of High and Low dates
- Good – Search for a user
- Bad surprise – beware the ‘days in March’

Get friendly with your designer

- If designers should cope with technical concepts
  - in return we owe them a duty to understand design
- Affordance
  - provide a guiding hand to users
- Developers are the gatekeepers
  - we can and should question design decisions

Affordance – Push Me, Pull Me

Takeaways

- There is more than one way of doing the same thing
- Don’t provide pointless choices
- Information balance - not too much, or too little
- Be consistent
- Surprise your users - in a good way
- Make friends with your designers

… and

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