



Design for **Context**

Making software applications and web sites easy to use

**Design 10 : 5 : 2**

*... ideas for rich interaction design*

**Duane Degler**

Design for Context

[www.DesignForContext.com](http://www.DesignForContext.com)

[www.DesignforSemanticWeb.com](http://www.DesignforSemanticWeb.com)

## Design process: user-centered, intentional, iterative



## Semantic Web: open, extensible, related



10 ideas:



5 examples:



**Goal-driven**

“Explore...”







10 ideas: ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Goal-driven

5 examples: ● ○ ○ ○ ○ ○

Discovering motivation



10 ideas: ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Goal-driven

5 examples: ● ○ ○ ○ ○

Discovering motivation

**TRICARE**

**Welcome, TRICARE Beneficiaries!**

TRICARE is the health care program serving Uniformed Service members, retirees and their families worldwide.

**Answer Three Questions**  
to get health care information just for you

1 National Guard or Reserve Member (Activated)

2 United States

20015

3 What plan are you using?  
 What plan are you using?  
 TRICARE Prime  
 TRICARE Prime Remote  
 Not in a TRICARE plan yet  
 Health Care While Deployed  
 Not sure, I'm New to TRICARE

TAKE A Video Tour OF OUR SITE

SUBMIT



10 ideas: ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Goal-driven

5 examples: ● ○ ○ ○ ○ ○

Discovering motivation

**TRICARE**

**Your Profile**  
 Welcome **Activated National Guard or Reserve** using **Not**  
**in a TRICARE plan yet** in **WASHINGTON, DC** (North Region)

[change profile](#)

Welcome | Overview | Medical | Dental | Vision | Prescriptions | Mental Health and Behavior | Life Events



10 ideas: ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Goal-driven

5 examples: ● ○ ○ ○ ○ ○

Discovering motivation



Expert Knowledge Grid

jazz

I am

Neutral  At work

Free  In motion

Search & Browse Detailed Search

Search for:

Find exact phrase only

Exclude words:

Search in:  Entire archives  Online only

What type of activity are you doing? 

<input type="checkbox"/> Just curious	<input type="checkbox"/> Looking for a specific fact
<input checked="" type="checkbox"/> Looking for family members	<input type="checkbox"/> Finding photos I can use
<input type="checkbox"/> School project	<input type="checkbox"/> Looking for precedents
<input type="checkbox"/> Writing an article or book	<input type="checkbox"/> Other <input type="text"/>

My filters:  Use my saved filters [view](#)

My tags:

[Read specific tips for detailed searches](#)





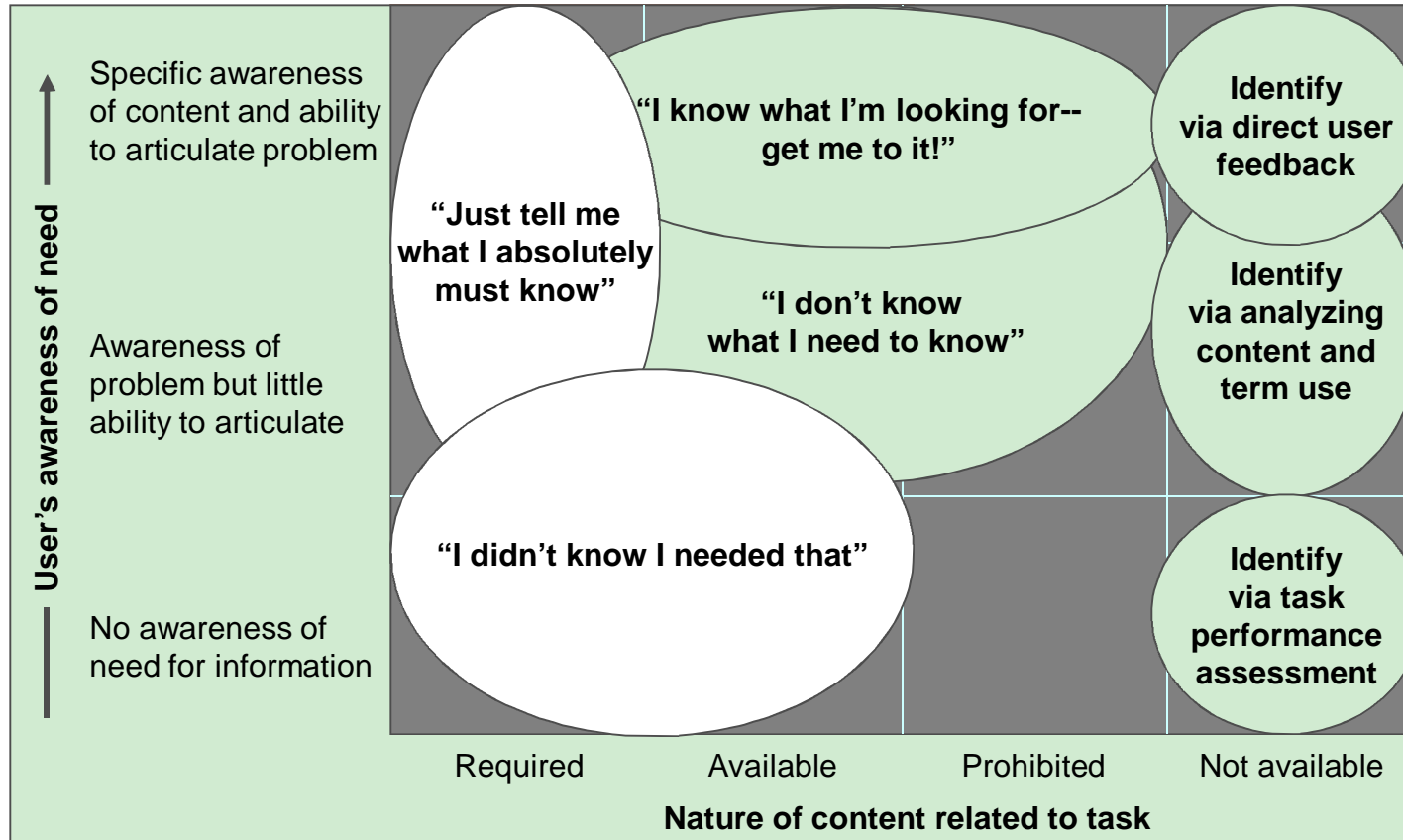
10 ideas:



5 examples:



## Suit the purpose



Degler/Battle (2003). *Can Topic Maps Describe Enterprise-Wide Context?*  
[http://www.designforcontext.com/publications/dd-lb\\_topic-maps\\_context\\_extreme2003.pdf](http://www.designforcontext.com/publications/dd-lb_topic-maps_context_extreme2003.pdf)



10 ideas: ○ ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Suit the purpose

5 examples: ○ ● ○ ○ ○ ○

Content/transaction integration

The screenshot shows a web page for creating a multi-trip itinerary. The page includes a navigation bar with 'Previous Page', 'Index', and 'Home' links, and a 'Feedback' link. Below the navigation is a 'Recent Pages' section with a search box and a 'Go' button. The main content area is titled 'Create Multi-Trip Itinerary' and includes a sub-header 'Step 3 of Request Travel Authorization'. The page contains several sections: 'Remember...' (highlighted in orange), 'Glossary for this page' (highlighted in orange), 'See Also' (with links like 'Traveling out of country'), 'What others said' (with links like 'Work-around for single night layover'), 'Steps' (a numbered list of 4 steps, highlighted in orange), 'For more details' (with links like 'Add a layover when en-route'), and 'Legal Basis' (with links like 'CFR 28-439'). A 'Link to this document' is at the bottom right.

10 ideas: ○ ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Suit the purpose

5 examples: ○ ● ○ ○ ○ ○

Content/transaction integration

*Ideal:*

Embed components in transactional applications

**Remember...**  
Authorization approval levels updated for recharging to projects (2.23.2008)  
[Learn more...](#)

**See Also**  
♦ [Traveling out of country](#)  
♦ [Set airline seat and meal preferences](#)  
♦ [Completing expense form](#)

- Steps**
- 1 Select "Multi-Trip" radio button on the booking form.
  - 2 Select your starting airport and then all destinations, in the order you will visit them.
  - 3 For each trip between two destinations, identify the dates and times of travel, then provide a description of the activity in each location, or the project reference.
  - 4 Select "Look up Travel Options" to continue.

- Legal Basis**
- ♦ [CFR 28-439 Creating travel plans based on government project funds: reporting and considerations](#)
  - ♦ [Guidance note 86A-2006: More than one person traveling for project purposes](#)



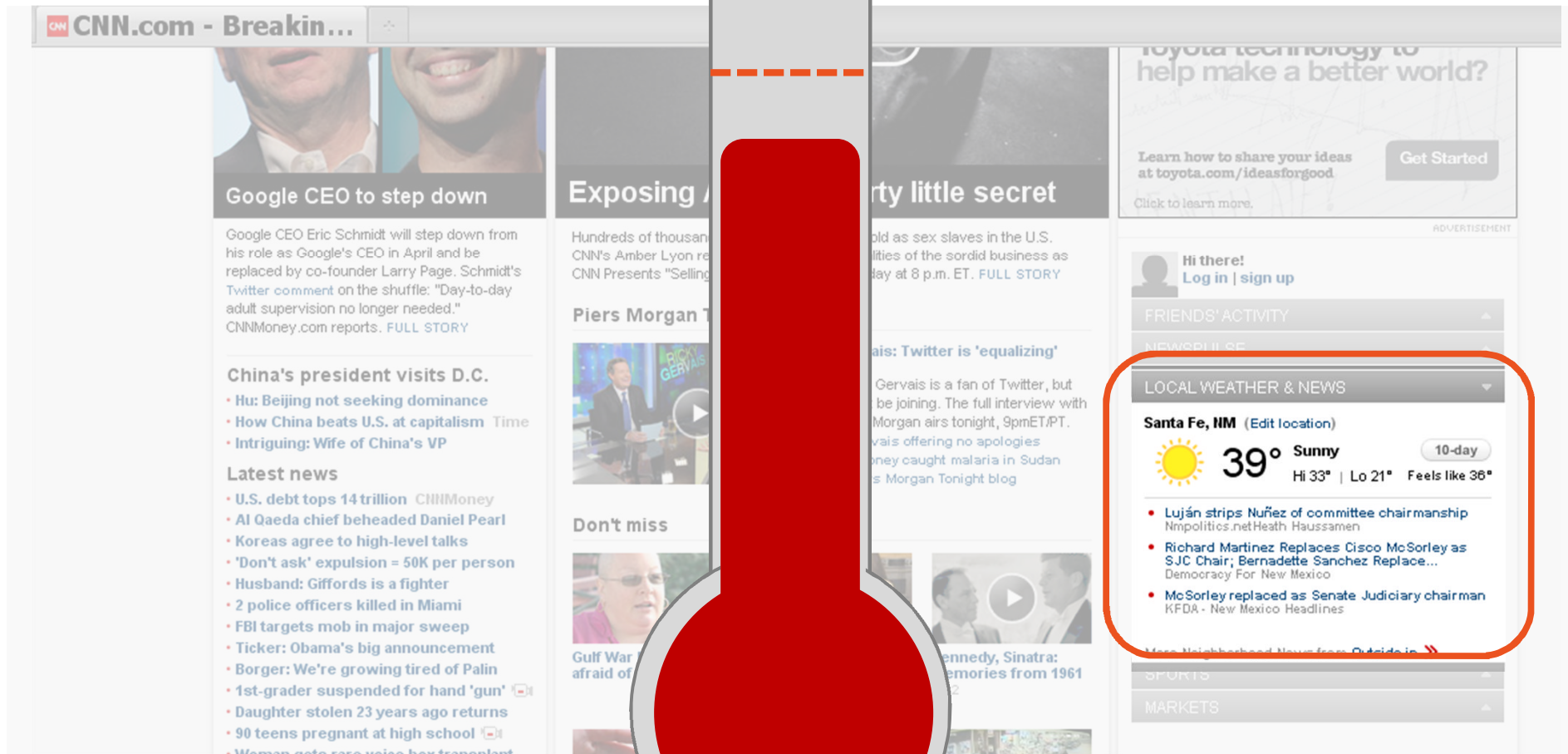
10 ideas:



5 examples:



Make sense



Mood





10 ideas: ○ ○ ● ○ ○ ○ ○ ○ ○ ○ ○ ○

Make sense

5 examples: ○ ○ ● ○ ○

Capturing concepts

- Add note, action
- Find in case file
- Search on this now
- Tag for search
- Send email about...



10 ideas: ○ ○ ○ ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 5 examples: ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

## Simple

### [Java SE Desktop Articles](#)

Java SE provides everything you need to make your **Swing** apps **swing**, ... Understanding the Caret and Highlighter Interfaces in **Swing's** Text Package ...  
[java.sun.com > Java Technology > Java SE - Cached - Similar](#)

### [Swing \(Java\) - Wikipedia, the free encyclopedia](#)

**Swing** is the primary Java GUI widget toolkit. It is part of Sun Microsystems' Java Foundation Classes (JFC) — an API for providing a graphical user ...  
[en.wikipedia.org/wiki/Swing\\_\(Java\) - Cached - Similar](#)

[+ Show more results from en.wikipedia.org](#)

### [Videos for swing](#)



#### [Savage - Swing](#)

3 min - Feb 3, 2006  
Uploaded by [breathewithme](#)  
[youtube.com](#)



#### [Trace Adkins - Swing](#)

4 min - Jun 14, 2007  
Uploaded by [CapitolNashville](#)  
[youtube.com](#)

### [News for swing](#)



#### [Bautista emulating Aaron with strong swing](#) - 23 hours ago

He's laying off some tough sliders down and away, which a lot of guys who are trying to hit everything will **swing** at those pitches. ...

[CBC.ca](#)

[MLB.com - 656 related articles](#)

### [Books for swing](#)

[Swing: A Mystery](#) - [Rupert Holmes](#) - 2006 - 384 pages

Accompanying the novel is a CD of original songs and music that feature prominently in ...

[Swing](#) - [Scott Yanow](#) - 2000 - 514 pages

Covering the gamut from Duke Ellington to Big Bad Voodoo Daddy, this complete guide ...

[Swing: a beginner's guide](#) - [Herbert Schildt](#) - 2006 - 590 pages

In this fast-paced guide, master programmer and bestselling author Herbert Schildt ...

[books.google.com](#)



10 ideas: ○ ○ ○ ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

5 examples: ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Simple

- Everything
- Videos
- News
- Books
- Images
- Shopping
- Maps
- Blogs
- Updates
- Discussions
- Fewer

Any time

- Latest
- Past 24 hours
- Past 2 days
- Past week
- Past month
- Past year
- Custom range...

All results

- Nearby
- Custom Location

Standard view

- Related searches
- Wonder wheel
- Timeline

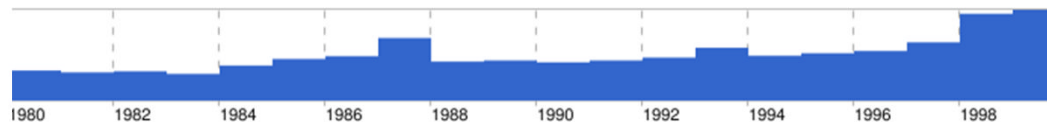
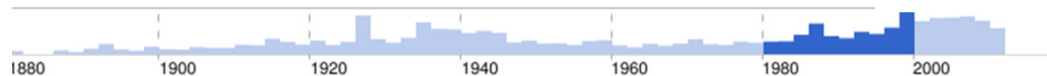
Standard results

- Sites with images
- Fewer shopping sites
- More shopping sites
- Page previews



Timeline

1980-99 Search other dates

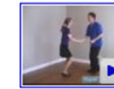


Page previews

Videos for swing dance



**Fast Swing Dancing - ULHS 2006**  
 7 min - Oct 3, 2006  
 Uploaded by lindyhop411  
[youtube.com](http://youtube.com)



**How to Swing Dance : Swing Dancing Combination ...**  
 2 min - Apr 27, 2007  
 Uploaded by expertvillage  
[youtube.com](http://youtube.com)

Swing (dance) - Wikipedia, the free encyclopedia

"Swing dance" is a group of dances that developed concurrently with the swing style of jazz music in the 1920s, '30s and '40s, although the earliest of ...

Each local **swing dance** community has a distinct local culture and defines "swing dance" and the "appropriate" music to accompany it in different ways. ...

A strong tradition of social and competitive boogie woogie and rock'n'roll in Europe add these dances to their list of swing dance styles.

Forms of Swing  
[en.wikipedia.org](http://en.wikipedia.org)



Translated search

Translated results for **swing dance** - My language: [English](#) ▼

Language	Translated query	Results
French <input checked="" type="checkbox"/>	<b>danse swing</b> - <a href="#">Edit</a>	<a href="#">390,000 results</a>
German <input checked="" type="checkbox"/>	<b>Swing tanzen</b> - <a href="#">Edit</a>	<a href="#">118,000 results</a>
Spanish <input checked="" type="checkbox"/>	<b>la danza del oscilación</b> - <a href="#">Edit</a>	<a href="#">51,600 results</a>
Italian <input checked="" type="checkbox"/>	<b>Swing Dance</b> - <a href="#">Edit</a>	<a href="#">53,400 results</a>

[Add language](#) ▼



Related searches

Related searches for **swing**:

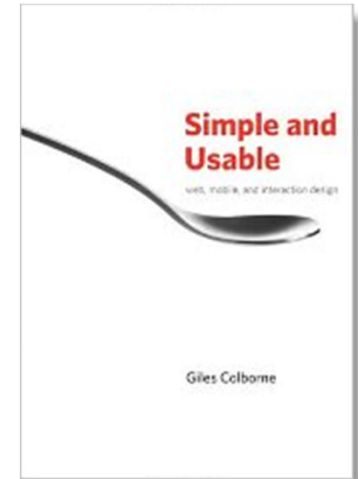
- [swing lyrics](#)
- [swing music](#)
- [swing sets](#)
- [java swing](#)
- [swing soulja boy](#)
- [swing savage](#)
- [swing song](#)
- [child swing](#)
- [swing dance steps](#)
- [outdoor swing](#)
- [swing dance](#)
- [let me see your hips swing](#)
- [baby swing](#)
- [porch swing](#)
- [swing movie](#)
- [swingtown](#)
- [schwing](#)
- [swinglife](#)
- [bebop](#)
- [knocked up soundtrack](#)



10 ideas: ○ ○ ○ ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 5 examples: ○ ○ ○ ○ ○ ○

## Simple

- **Remove**
  - Focus on what's really useful
- **Organize**
  - Put things in their place... which means users are less disoriented by clutter that is out of place
- **Hide**
  - What is needed... when it is needed
  - “Progressive disclosure”
- **Displace**
  - Apply the appropriate interactions to appropriate devices/environments, rather than making interaction too complex in one device/environment
  - Consider the platforms in the environment
  - Consider the user's context and goals



Simple and Usable  
Web, Mobile, and Interaction Design  
Giles Colborne  
2010, New Riders Press









10 ideas:

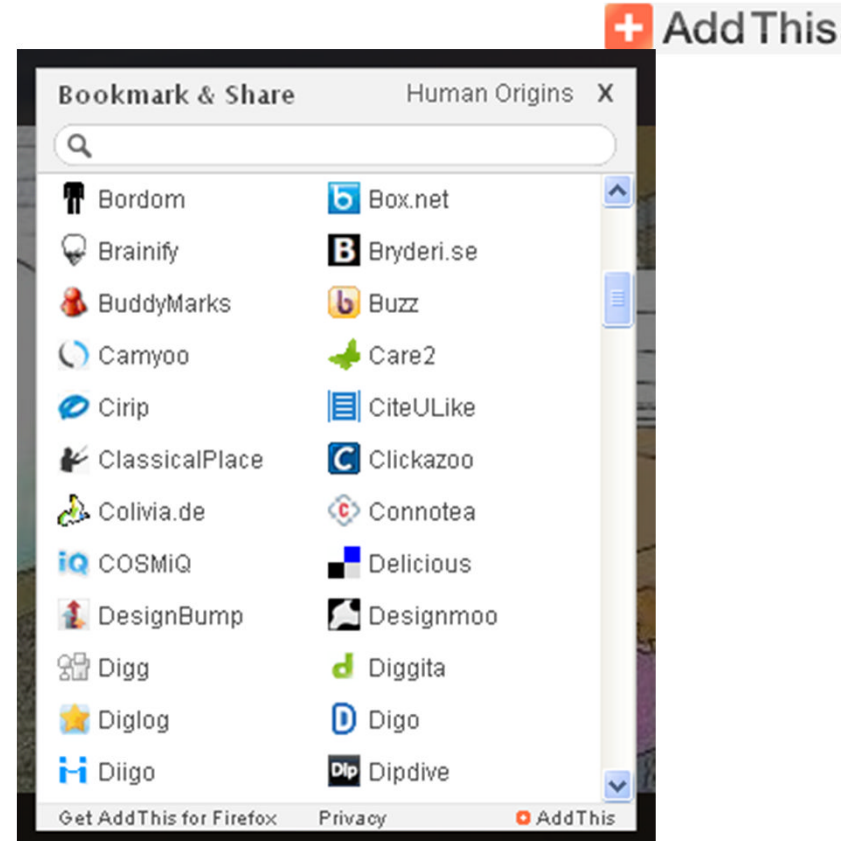


5 examples:



# Comfortable

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10 ideas:



5 examples:



# Comfortable

**Description:**

depicted place	Paris;
subject type	self-portraits;
Creator	Gogh, Vincent van;
Culture	French;
Date	1887;
Creation Site	Paris;
Current Repository	Van Gogh Museum;
Material	oil paint;
Material Support	cardboard;
Measurements	Dimensions 41 x 33 cm;
Style/Period	Post-Impressionism;
Title	Self-Portrait with Straw Hat;
type	Archive Work;
comment	Oil on cardboard;

**Used as value to describe other resources:**

vangogh\_straw\_hat.jpg;  
http://www.archive.com/archive/v/van\_gogh/vangogh\_straw\_hat.jpg

**placeTypePreferred** inhabited place;  
standardLatitude 48.8667;  
standardLongitude 2.3333;  
descriptiveNote Paris is the city and capital of France, located in the north-central part of the country. It was founded more than 2,000 years ago on an island in the Seine River. The City of Paris itself covers an area of 41 square miles (105 square kilometres). It occupies a central position in the productive agricultural region known as the Paris Basin. It is the nation's most important center of commerce and culture. It was captured and fortified by the Romans in 52 BCE and ruled by various other groups such as the Clovis, Normans, English, and Germans. Paris was one of the pilgrimage sites on route to the Cathedral of Santiago de Compostela.

**labelNonPreferred** Lutetia,Lutetia Parisi,Lutetia Parisiorum;Pangi;Parisian;Paris;Parisus;Paris.parsien;parisienne;  
**labelPreferred** Paris;  
**non-preferred parent** Île-de-France;  
**preferred parent** Ville de Paris, Département de;  
**placeTypeNonPreferred** courthouse; city, national capital, department capital, transportation center, episcopal see, financial center, commercial center, trade center, tourist center, educational center, industrial center, cultural center;  
**type** Administrative Place, TGN Subject;  
**label** Paris;  
**broaderPartitive** Ile de France;

**Used as value to describe other resources:**

Duprac, Esenne; Baron, Bernard; Beral, Marc; Daniel, I.; Slotz, Sébastien; Antoine, Chéron, Elisabeth; Sophie, Gravelot; Hubert; François; Bourguignon; Elle, Louis; Ferdinand, birthPlace the elder; Boullée, Étienne-Louis; Janet, Ange; Louis; Feure, Georges de; Gavami, Paul; Vallayer-Coster, Anne; Du Cerceau, Jacques; Androuet; Moitte, Jean; Guillaume; Cochin, Charles-Nicolas; I.; Langlois, Nicolas; Buffet, Bernard; Bourgain, Gustave; Tabires de Grimard de Frestes de Louis; Anne-Claude-Philippe de; Saint-Aubin; Augustin de Dieu; Antoine; Deboucourt; Philibert; Louis; Simon, Lucien; Bellangé; Hippolyte; Le Bran; Charles; Lor; Nicolas; Pierre; Aveline; Pierre; Marsk; Reginald; Panscol; Charles; Jourdan; Francis; Wally; Charles de; Motte; Pierre; Étienne; Huët; François; Huët; Jean-Baptiste; I.; Marc; Jean; I.; Cochin, Charles-Nicolas; II.; Oudry; Jean-Baptiste; Louis; Victor; Marville; Charles; Delafosse; Jean; Charles; Pineau; Nicolas; Delaunay; Nicolas; Le Blond; Jean; Delaune; Étienne; Delière; Auguste; Bouillon; Bon; Fleming; François; Jacque; Charles; Émile; Bachelier; Jean; Jacques; Le Rouge; Jean-Nicolas; Slotz; René; Michel; Jazet; Jean-Pierre-Mane; Mielziner; Jo; Hutin; Charles-François; Boucher; Juste-Nathan; Moreau; Jean-Michel; le jeune; Pissano; Lucien; Cotele; Jean; the younger; Ravenet; Simon; François; Besnard; Albert; Le Lomin; Louis-Joseph; Boucher; François; Chevalier; William; Thierry; Jacques; Étienne; Thierry; Étienne; Jules; Dêboulle; Athanasius; Laurent-Gsell; Lucien; Boucher; Pierre; Davit; Susana; Gols; Édme-Étienne-François; Duclos; Antoine-Jean; Scott; Gérard; Jean-Baptiste; II; Hibon; Auguste; Chappuis; Adolphe; Silvestre; Suzanne; Elisabeth; Penel; Jules; Soudan.

e-culture.multimedien.nl/demo/search

aqua.queenslibrary.org/

Results 1 - 10 of 1,853 for **swing**, sorted by: relevance

**Swing**  
the ultimate collection  
Tony Esposito  
For voice and piano with chord symbols and, in part, guitar chord diagrams excepting "One O'Clock Jump" for piano solo (lacks chord symbols...  
Call number: MU 781.654 S  
Year: 1998  
Subject: [Swing \(Music\)](#)  
Found: swing (4)

**Swing**  
the romance of dance  
Noel Galang, Nancy Hays, Evin Jacobson, Evin Jacobson, Noel Galang, Nancy Hays, Nancy Hays Entertainment  
Learn the basic **swing** steps in easy-to-follow lessons and all about the world of **swing**, including dance history, current fashion, bands...  
Call number: VHS  
Year: 1999  
Subject: [Lindy \(Dance\)](#), [Dance](#), [Swing \(Music\)](#), [Study and teaching](#), [History](#)  
Found: swing (4)

**Digital golf school**  
The **swing**  
Simon Holmes, Simon Holmes Golf Academy, Point Alvin Productions, Lifesize Entertainment (Firm)  
Covers all instructional aspects of the game. Easy-to-understand

**Select Location**  
Showing results from: All locations

**Refine**

**Library format**

- Music CDs and Cassettes (777)
- Books (600)
- Music Scores (220)
- Videos and DVDs (214)
- Websites and Computer CDs (36)
- 8 more...

**Author**

- Various performers. (83)
- Ellington, Duke (44)
- Various artists. (34)
- 4,877 more...

**Subject**

- Jazz (368)
- Popular music (266)
- Swing (Music) (116)
- Jazz vocals (103)
- Big band music (96)
- 1,112 more...







10 ideas:



5 examples:



## Respectful

The New FB Privacy setting called "Instant Personalization" went into effect and is enabled. It shares your data with non-FB sites. Go to Account>Privacy Settings>Apps & Websites>Instant Personalization>edit settings & uncheck "Enable". BTW If your friends don't do this, they will be sharing info about you as well. Copy and repost.

I'm seriously thinking of quitting FB--anyone have any good options?

01 February at 10:10 · Like · Comment

OK, what happened to "Invite friends to join group"? All I can do now is add them, and poof! they're members whether they agree or not. Me not like.

about an hour ago · Like · Comment

THE WALL STREET JOURNAL | TECH

WHAT THEY KNOW | JULY 30, 2010

## Sites Feed Personal Details To New Tracking Industry

WHAT THEY KNOW | JULY 30, 2010

### The Web's New Gold Mine: Your Secrets

*A Journal investigation finds that one of the fastest-growing businesses on the Internet is the business of spying on consumers. First in a series.*

<http://online.wsj.com/article/SB10001424052748703940904575395073512989404.html>  
<http://online.wsj.com/article/SB10001424052748703977004575393173432219064.html>

The New York Times

Business Day

## Media & Advertising

### Stage Set for Showdown on Online Privacy

By EDWARD WYATT and TANZINA VEGA  
Published: November 9, 2010

<http://www.nytimes.com/2010/11/10/business/media/10privacy.html>

The New York Times

## Business Day

Published: May 12, 2010

### Facebook Privacy: A Bewildering Tangle of Options

<http://www.nytimes.com/2010/11/10/business/media/10privacy.html>

BBC Mobile

## NEWS TECHNOLOGY

9 November 2010 Last updated at 12:35 ET

### Facebook and Google in data sharing spat

<http://www.bbc.co.uk/news/technology-11717448>



10 ideas: ○ ○ ○ ○ ○ ○ ● ○ ○ ○ ○ ○ 5 examples: ○ ○ ○ ○ ○ ○

## Respectful

The screenshot shows the WolframAlpha interface with the search query "compare york to new york". The results are interpreted as comparing York, Pennsylvania and New York City, New York. A dropdown menu is open, listing various "York" locations in the USA. The main data is presented in a table comparing city and urban area populations.

WolframAlpha™ computational knowledge engine

compare york to new york

Assuming "york" is a city | Use as a financial entity instead  
Assuming York (Pennsylvania, USA) | Use York (United Kingdom) or more instead

Input interpretation:  
York, Pennsylvania | New York City, New York

Populations:

	York, Pennsylvania	New York City, New York
city population	40 097 people (country rank: ≈ 982 <sup>nd</sup> ) (2008)	8.392 million people (country rank: 1 <sup>st</sup> ) (2009)
urban area population	192 903 people (York (PA) urban area) (country rank: 158 <sup>th</sup> ) (2000)	17.8 million people (New York urban area) (country rank: 1 <sup>st</sup> ) (2000)
metro	198 027 people	19.07 million people



10 ideas: ○ ○ ○ ○ ○ ○ ○ ● ○ ○ ○ ○

Respectful

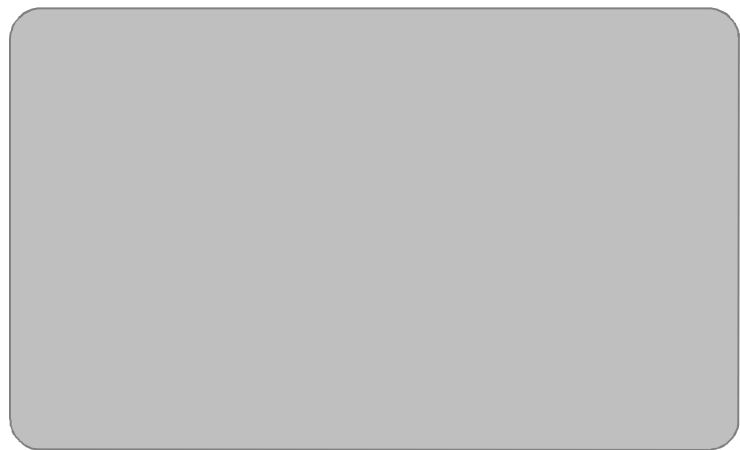
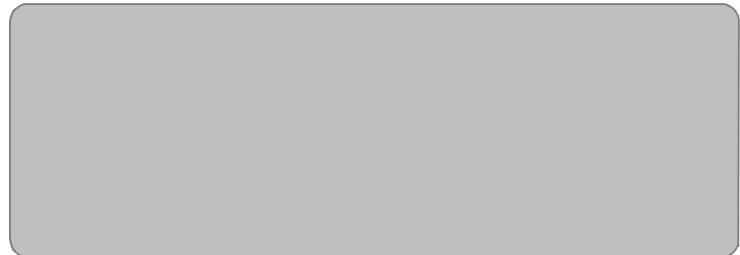
5 examples: ○ ○ ○ ● ○

Aligning standards

# ARIA : Accessible Rich Internet Applications (W3C)

[www.w3.org/WAI/intro/aria.php](http://www.w3.org/WAI/intro/aria.php)

Live regions announce levels

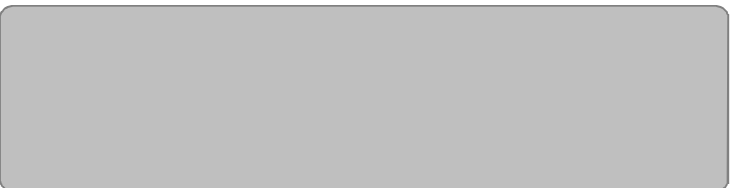


Off

Polite

Assertive

**Rude**

10 ideas: ○ ○ ○ ○ ○ ○ ○ ○ ● ○ ○ ○ 5 examples: ○ ○ ○ ○ ○ ○

# Layered

The image shows a screenshot of the Delicious.com interface. On the left, there are three main menu items: 'Tags' with a sub-menu 'Top 10 Tags', 'Tag Bundles' with a count of 24, and 'Unbundled Tags' with a count of 2305. A large green funnel-shaped graphic originates from these menu items and points towards a central list of tags. The list includes categories like 'Top 10 Tags', 'Tag Bundles', and 'Unbundled Tags' with various tag names and counts. A green dot on the top navigation bar is connected to the word 'Layered' above the funnel.

www.delicious.com

The image shows a Faviki search interface. At the top, it says 'Start to type, then choose from the list or search by Google:'. Below this is a search input field containing the text 'geo'. A dropdown menu shows search results: 'Geocoding', 'Geographic information system', 'Geography of France', 'Geolocation software' (highlighted with a grey bar and an orange arrow), and 'Geometry'. Below the dropdown are buttons for 'edit title and notes >', 'Save', and 'Close'. The Faviki logo and the URL 'www.faviki.com' are visible at the bottom.

www.faviki.com



10 ideas:



Layered

5 examples:



Facet layering



## Integrated Faceted Breadcrumbs



Faceted Finding with Super-Powered Breadcrumbs  
Greg Nudelman, 9-Apr-2010  
<http://www.bboxesandarrows.com/view/faceted-finding-with>



10 ideas: ○ ○ ○ ○ ○ ○ ○ ○ ● ○ ○

Layered

5 examples: ○ ○ ○ ○ ○ ●

Facet layering

freebase parallax [link to this page](#) • [new search](#)

*a novel browsing interface designed for freebase — send comments to [David Huynh](#) • [get source code](#)* [debug: activate](#)

US Vice President (47) Things named after this

Show results on: [Map](#), [Timeline](#) • [more >](#)

**Connections from the topics on this page:**

- [Contains](#) (3193)
- [People born here](#) (138)
- [Population](#) (194)
- [Postal codes](#) (67)
- [Student](#) (40)

[more connections »](#)

**mSpace** exploration re-invented [Advanced Search](#) | [My Account](#) | [ScratchPad](#)

mSpace Projects Research & Papers Who & How

/ 1980s [1 more] / Economy, Business & Finance / Architecture [2 more] / (Location) [Add Columns](#) +

Decade	Theme	Subject	Location
1980s	Economy, Business & Finance	Company Information	Macedonia, the Former Yugoslav Republic
1970s	Education	Computing & Information Techn	Russian Federation
1960s	Environmental Issue	Conservation	Australia
1950s	Health	Construction & Property	Austria
1940s	Human Interest	Consumer Goods	Brazil
1930s	Labour	Corporate Crime	Chile
1920s	Lifestyle & Leisure	Coup D'Etat	China
1910s	Politics	Cricket	Cyprus
1900s	Religion & Belief	Crime	Estonia
none	Science & Technology	Culture (General)	France

Available Columns [x](#)

[Contributor Role](#) [Contributor](#) [Segment](#) [Month](#) [Type](#) [Country](#) [Publisher](#) [Running Order](#) [Person](#) [Series Title](#) [Keywords](#) [Sub-Topic](#) [Language](#)

[Day](#) [Duration](#) [Issue No.](#) [Story Title](#) [Year](#)

[Click and drag to re-order columns](#)



10 ideas: ○ ○ ○ ○ ○ ○ ○ ○ ○ ● ○ 5 examples: ○ ○ ○ ○ ○

# Relevant



## Everything's a topic now

And Like

Info **Related posts**

Our goal is to make this Community Page the best collection of shared knowledge on this topic. If you have a passion for **And**, [sign up](#) and we'll let you know when we're ready for your help. You can also get us started by suggesting a relevant [Wikipedia article](#) or the [Official Site](#).

**1 friend likes this.**

**78,931**  
people like this

14 Nov 2010  
www

**85,464 people like this**

No friends are using this application

**77,489**  
people like this

1 Apr 2011  
www.facebook.com/pages/And/10150153988765438

**A Little Bit of Everything** Like

Music

**137,513**  
people like this

14 Nov 2010  
www.facebook.com/pages/  
A-Little-Bit-of-Everything/113683898648991

**Likes and interests**

Activities Pushing Envelopes, Asking Questions, Musing

Other

Air Ce  
Assoc  
(APCF  
Resta  
Vietnam  
Pegase, Restaurants, Montréal, Restaurant Chez Victoire,  
Restaurants, Montréal, User Centred Design, Bixi Velo, UXCamp  
Québec, TOU.TV, Office For Mac, Réseau ACTION TI, Yuzu Sushi,  
MediaCity, Sencity Marketing Sensoriel, Synchro-blogue, Le BATH  
ROOM spa urbain, Guinness Ireland, Vancouver 2010, Gel  
conference, W3Quebec, afroginthevalley, The Irish Heather,  
Cyberpresse, Halo Wars Authentic Collector's Series, Île Sans Fil,  
ReadWriteWeb, Design @ IBM, Département de communication  
Université de Montréal, TED, Lonely Planet, Mashable, Agence de la  
cantine publique du Canada, MontréalPlus.ca, Hubert Reeves.

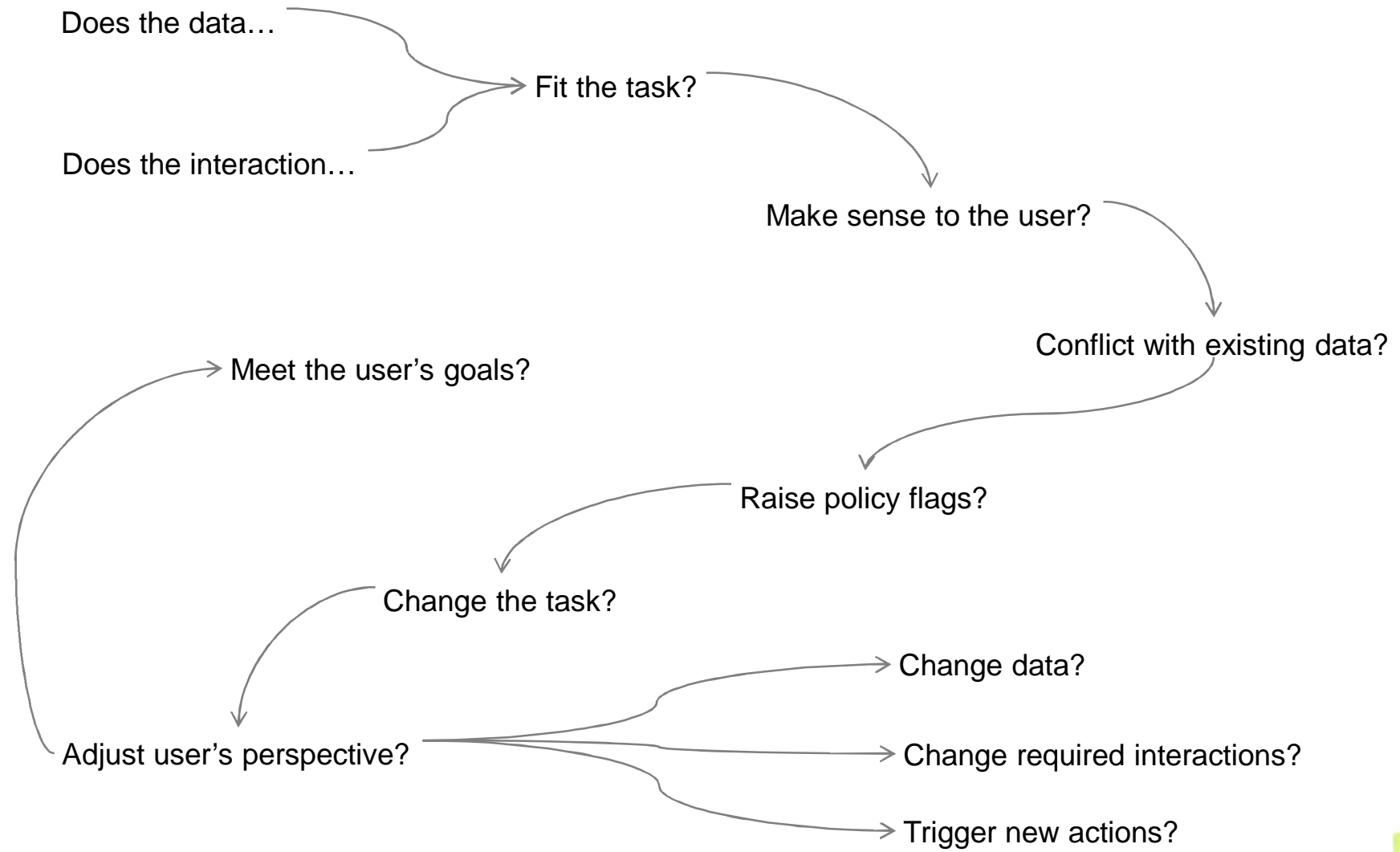
Pushing Envelopes





10 ideas: ○ ○ ○ ○ ○ ○ ○ ○ ○ ● ○ 5 examples: ○ ○ ○ ○ ○

# Relevant



10 ideas: 

5 examples: 

## Data, code, or algorithm?

Data

*e.g. databases, social networks*

Code

*e.g. wikis, CMS, browser*

Algorithms

*e.g. search*



➤ **Listen**

- Engage with real users... not buyers, stakeholders, stand-ins
- Understand user goals, expectations, motivations, and experience
  - Analytics
  - Surveys
  - Face time – interviews, usability testing
  - Conversations with “user proxies” – people who interact with users
- Question your assumptions

➤ **Focus**

- Identify and prioritize for value
  - To users
  - To organization
  - To community and society
  - To peers



## 10 ideas : 5 examples : 2 actions

- Goal-driven
- Suit the purpose
- Make sense
- Simple
- Convenient
- Comfortable
- Respectful
- Layered
- Relevant
- Data, code or algorithm?
- Discovering motivation
- Content/transaction integration
- Capturing concepts
- Aligning standards
- Facet layering
- Listen
- Focus





Design for **Context**

Making software applications and web sites easy to use

**Design 10 : 5 : 2**

*... ideas for rich interaction design*

**Duane Degler**

Design for Context

[www.DesignForContext.com](http://www.DesignForContext.com)

[www.DesignforSemanticWeb.com](http://www.DesignforSemanticWeb.com)