Design for **Context**

Making software applications and web sites easy to use

Design 10 : 5 : 2

… ideas for rich interaction design

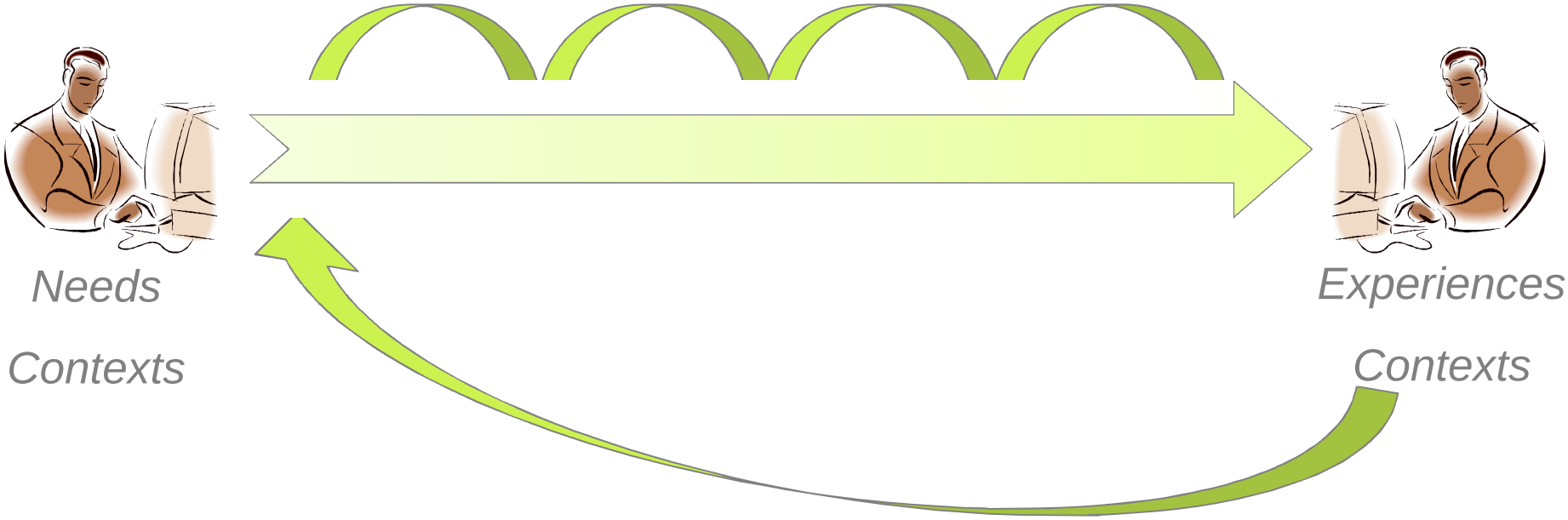
Duane Degler

Design for Context

www.DesignForContext.com

www.DesignforSemanticWeb.com

Design process: user-centered, intentional, iterative



Semantic Web: open, extensible, related

10 ideas: **5** examples:

Goal-driven

Goal-driven

Experience

Expectations

Mental models

Situation

Platforms

Information

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

Goal-driven

Discovering motivation

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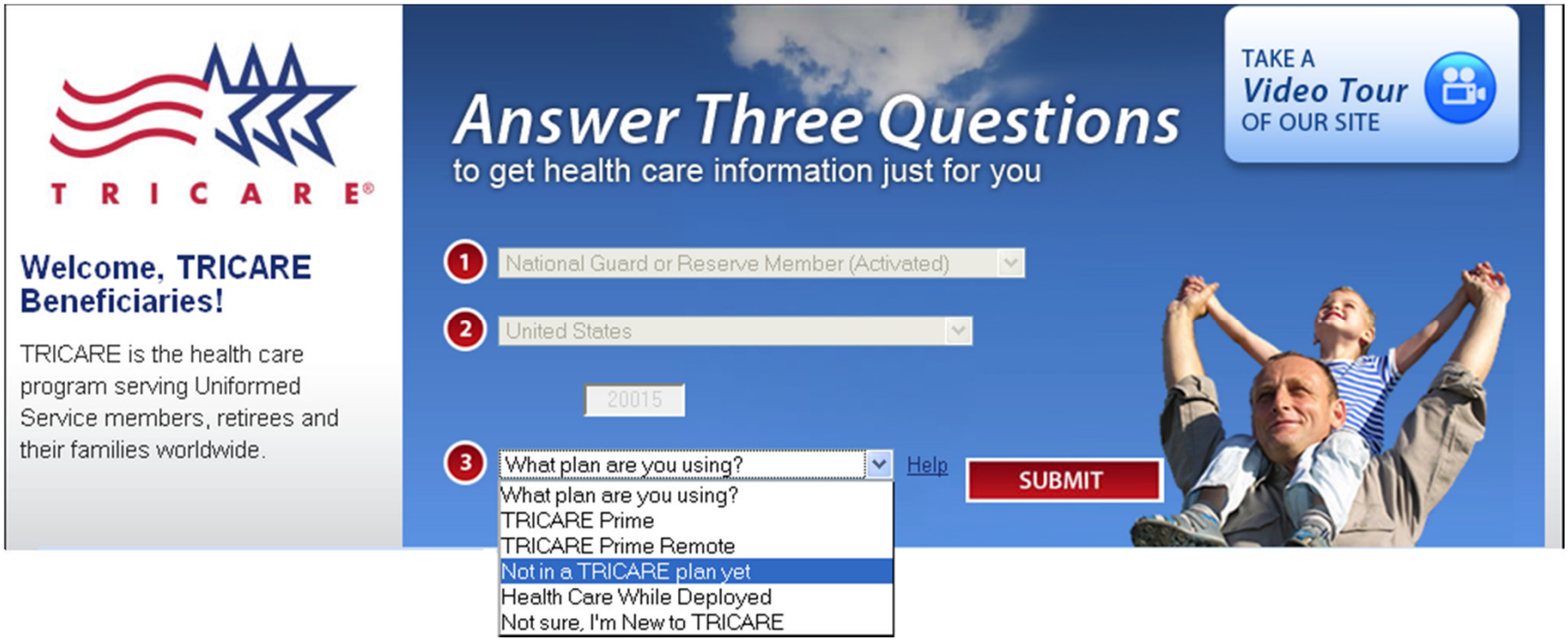
10 ideas:

Goal-driven

5 examples:

Discovering motivation



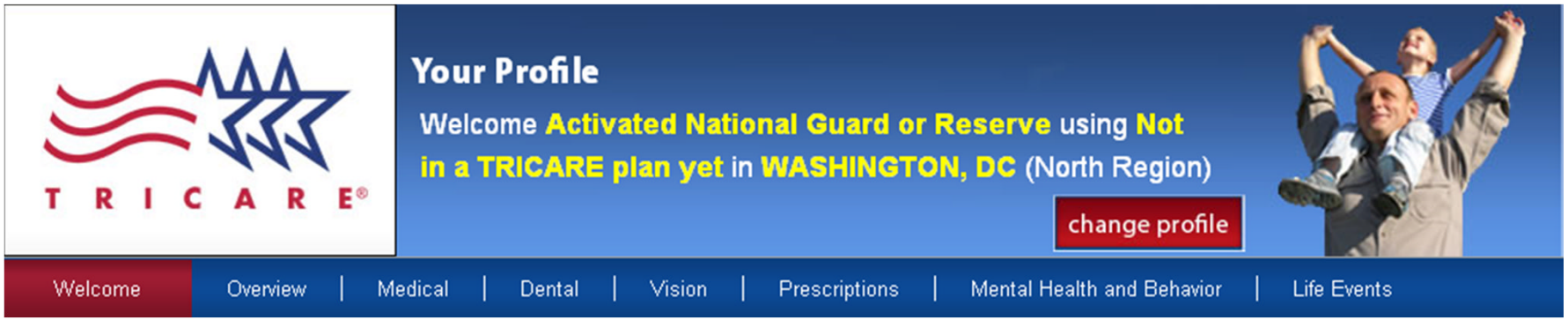
© D.Degler, Design for Context. 6.8.2011

10 ideas:

Goal-driven

5 examples:

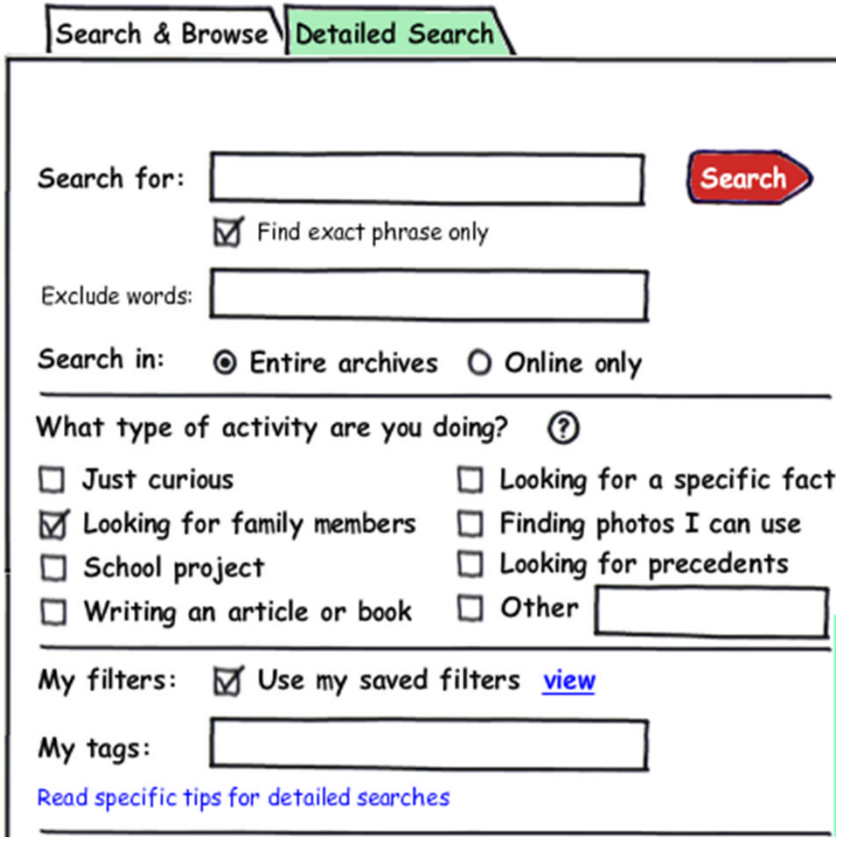
Discovering motivation



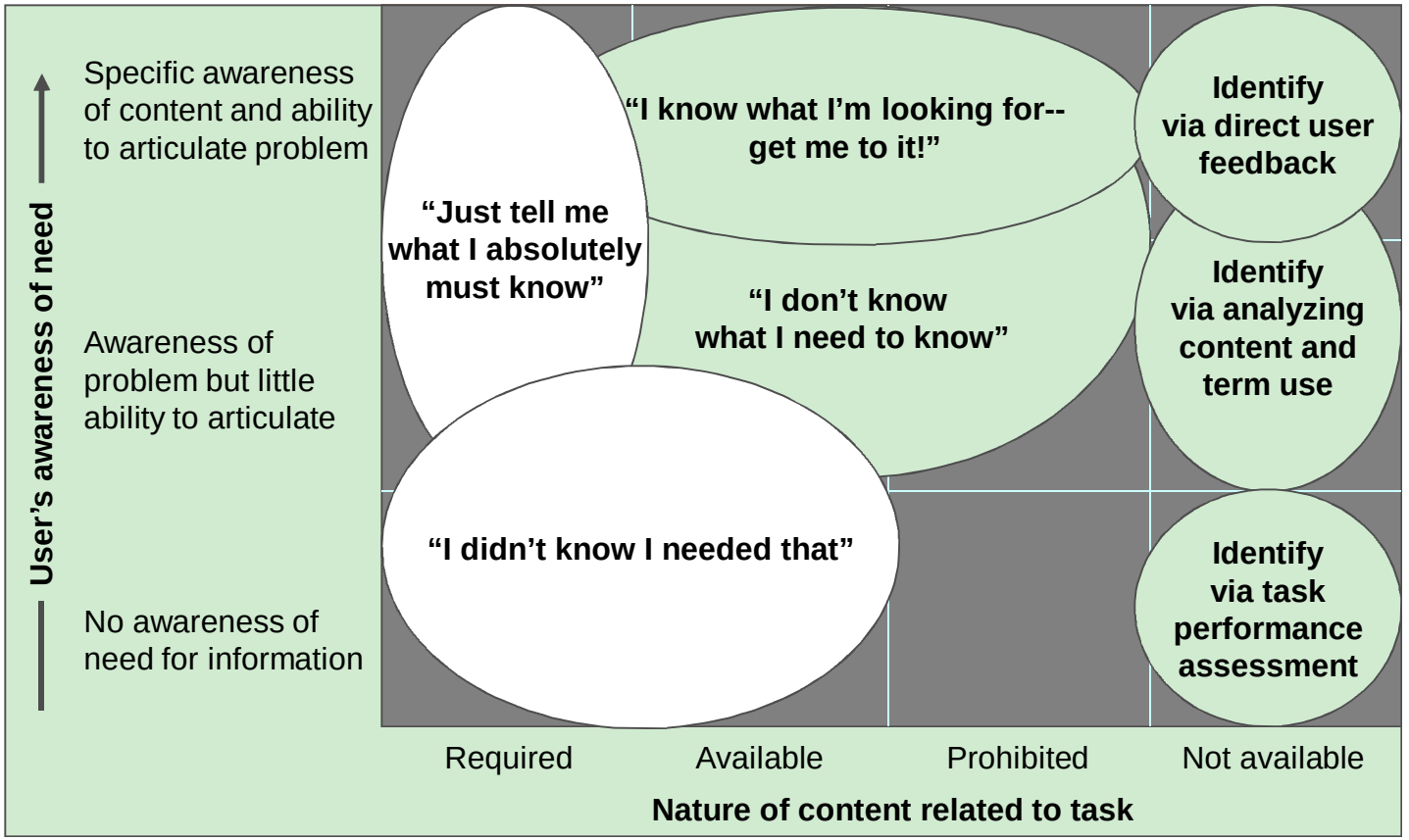
10 ideas: ●○○○○○○○○○ **5** examples: ●○○○○

Goal-driven

Discovering motivation



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

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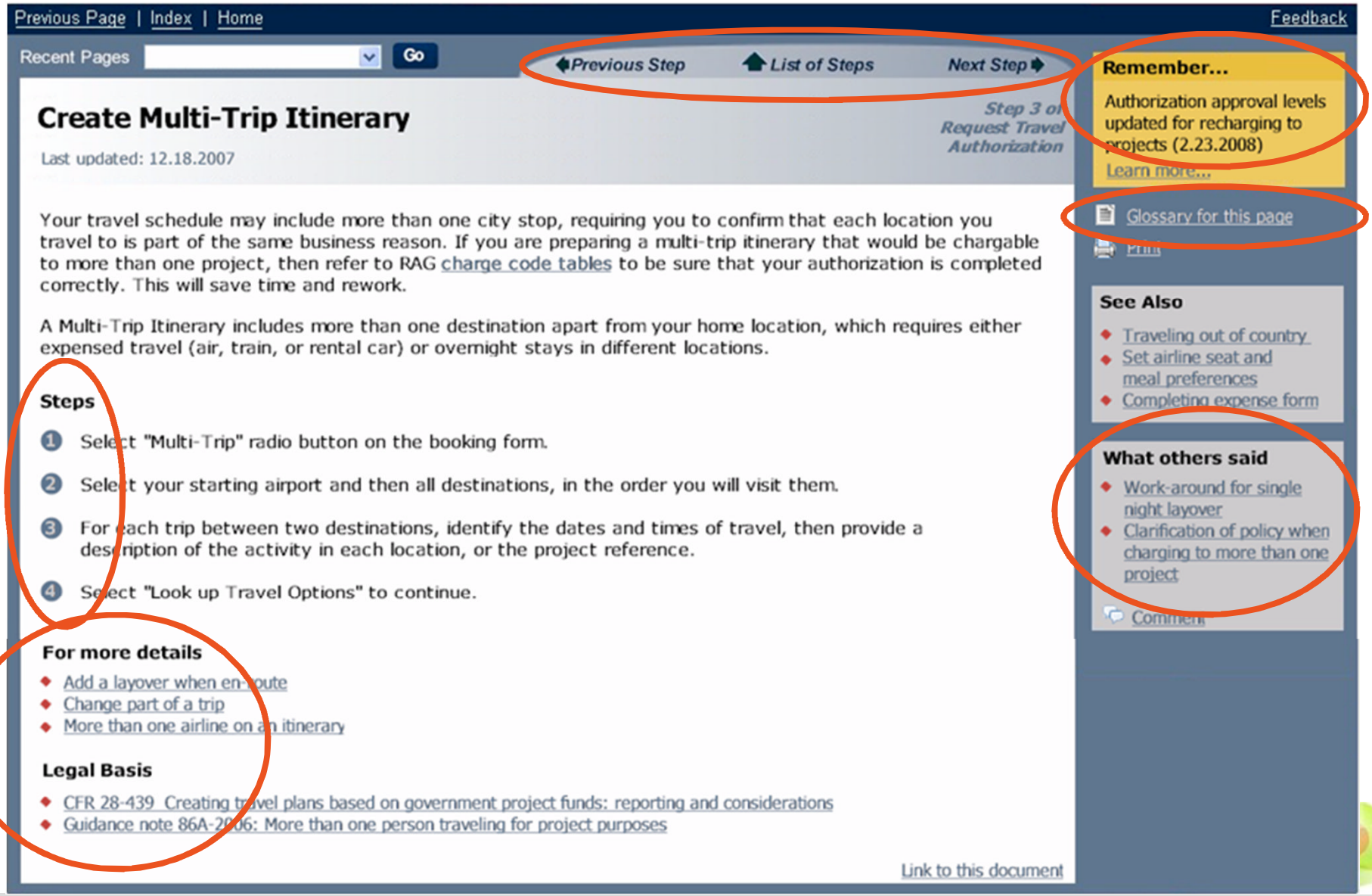
10 ideas:

5 examples:

Suit the purpose

Content/transaction integration



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

Suit the purpose **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

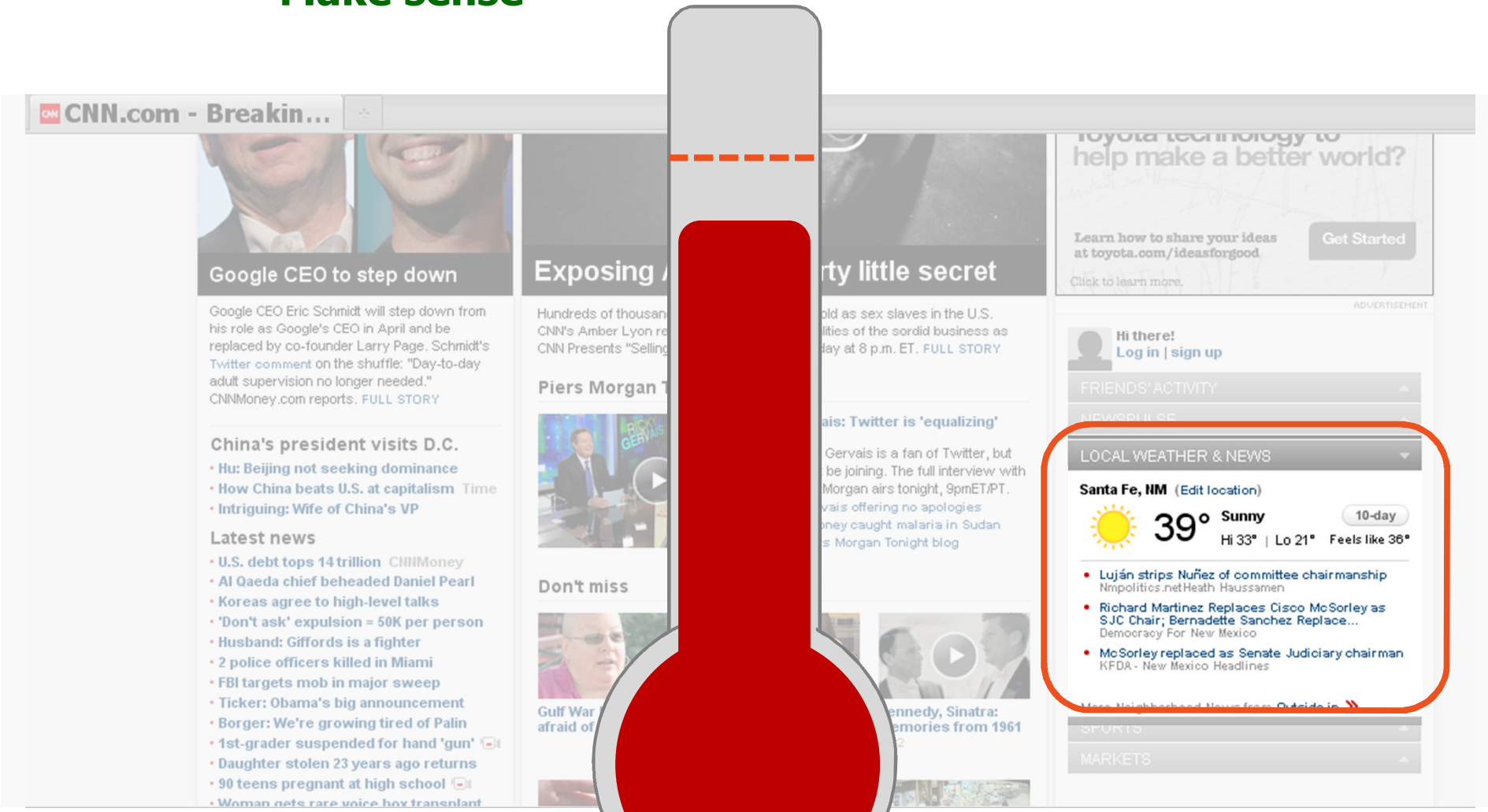
1. Select "Multi-Trip" radio button on the booking form.
2. Select your starting airport and then all destinations, in the order you will visit them.
3. For each trip between two destinations, identify the dates and times of travel, then provide a description of the activity in each location, or the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

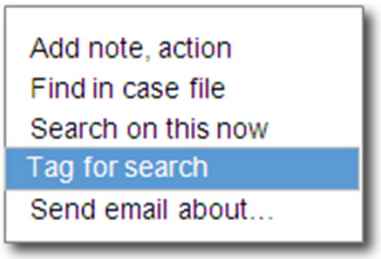


Mood

10 ideas: **5 examples:**

Make sense

Capturing concepts



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**

CBC.ca

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. ...
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, :his 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

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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

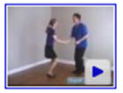
Standard view
Related searches
Wonder wheel
Timeline

Standard results
Sites with images
Fewer shopping sites
More shopping sites
Page previews

Page previews

Videos for **swing dance**

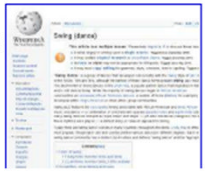
Fast **Swing Dancing** - ULHS 2006
7 min - Oct 3, 2006
Uploaded by lindyhop411
youtube.com


How to **Swing Dance** : **Swing Dancing** Combination ...
2 min - Apr 27, 2007
Uploaded by expertvillage
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



Forms of Swing
en.wikipedia.org

Translated search

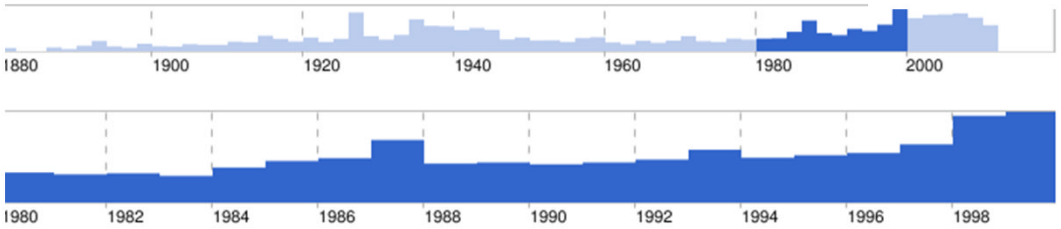
Translated results for **swing dance** - My language: English ▾

Language	Translated query	
French ☒	**danse swing** - Edit	390,000 results
German ☒	**Swing tanzen** - Edit	118,000 results
Spanish ☒	**la danza del oscilación** - Edit	51,600 results
Italian ☒	**Swing Dance** - Edit	53,400 results

Add language ▾

Timeline

1980-99 Search other dates



Google

Related searches

Related searches for **swing**:

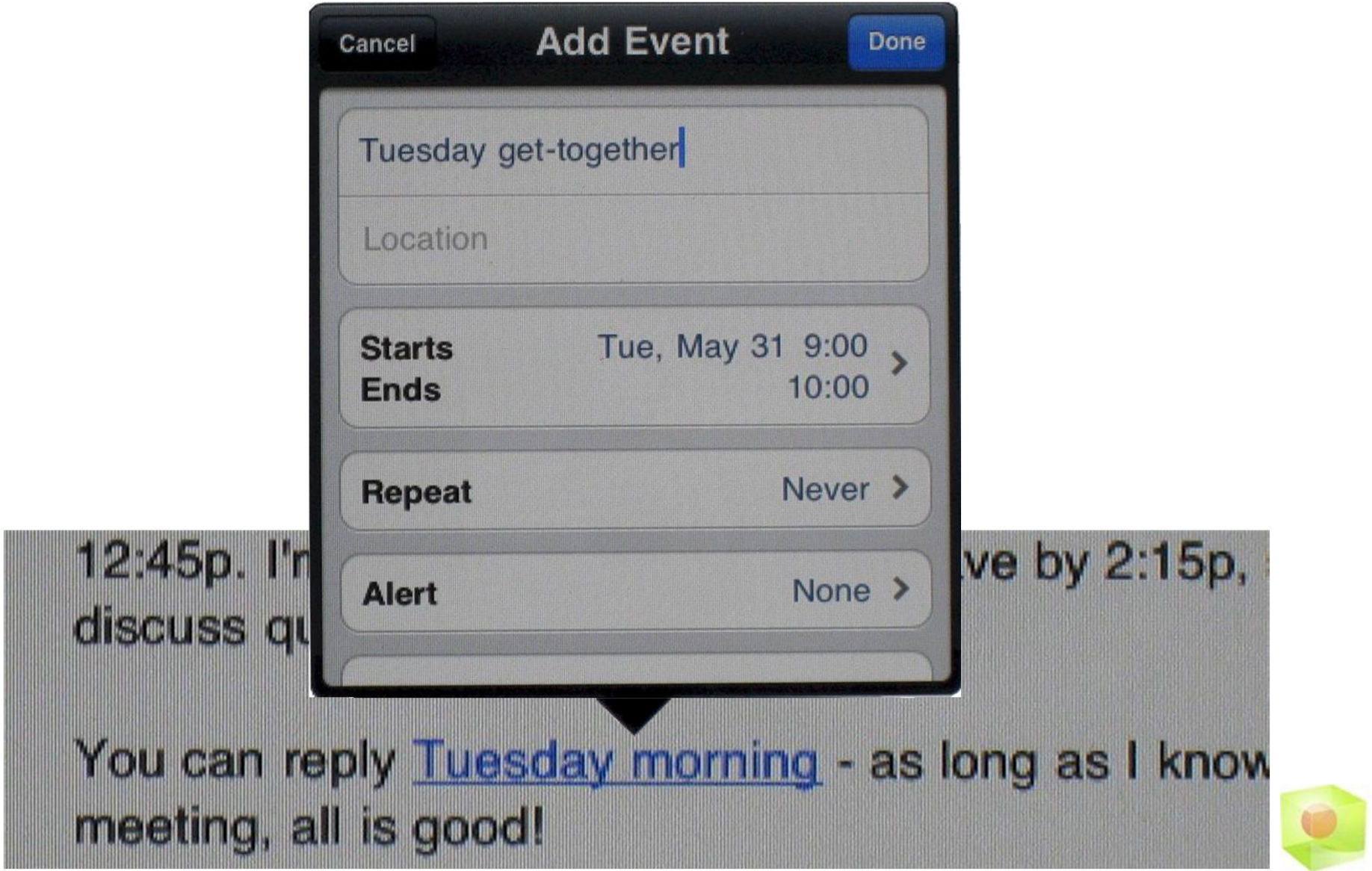
swing **lyrics**	swing **savage**	swing **dance**	**swingtown**
swing **music**	swing **song**	**let me see your hips** swing	**schwing**
swing **sets**	**child** swing	**baby** swing	**swinglife**
java swing	swing **dance steps**	**porch** swing	**bebop**
swing **soulja boy**	**outdoor** swing	swing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

Simple

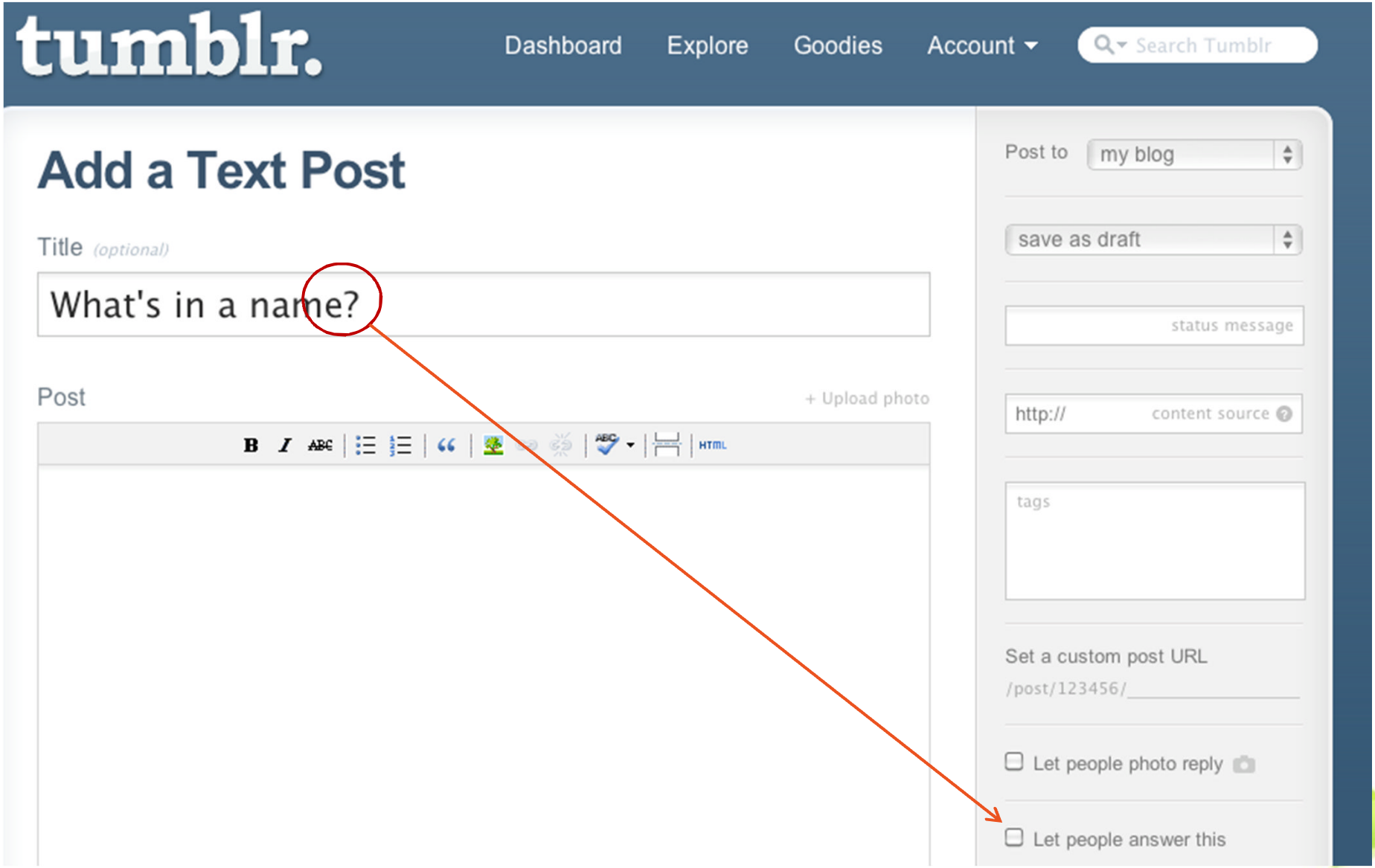
- Remove
  - Focus on what's really useful
- Organize
  - Put things in their place… which means users are less disoriented by clutter that is out of place
- Hide
  - What is needed… when it is needed
  - "Progressive disclosure"
- Displace
  - Apply the appropriate interactions to appropriate devices/environments, 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

Convenient

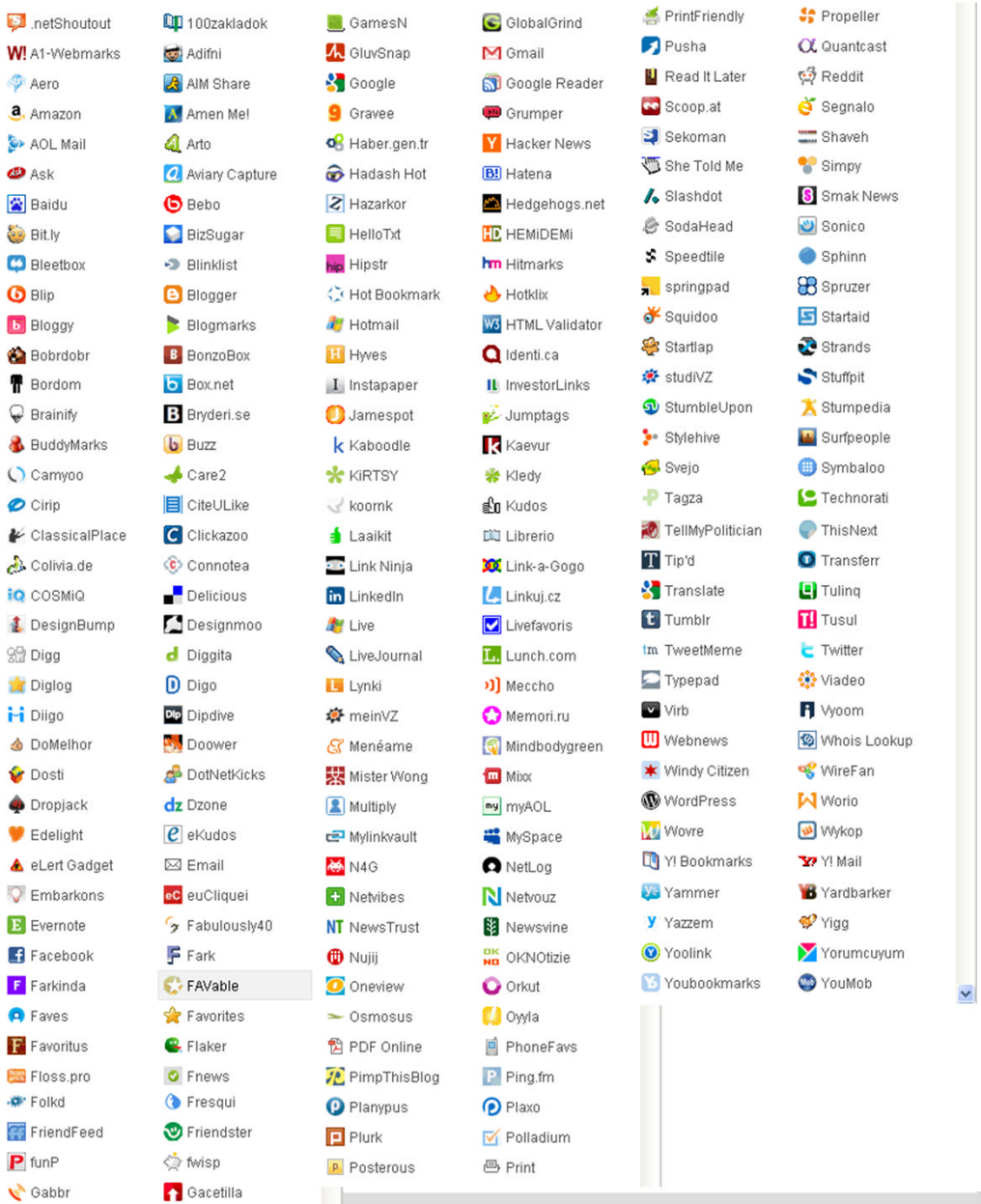

Cancel
Add Event
Done
Tuesday get-together
Location
Starts
Tue, May 31 9:00
Ends
10:00
Repeat
Never
Alert
None
12:45p. I'
ve by 2:15p,
discuss qu
You can reply Tuesday morning - as long as I know
meeting, all is good!

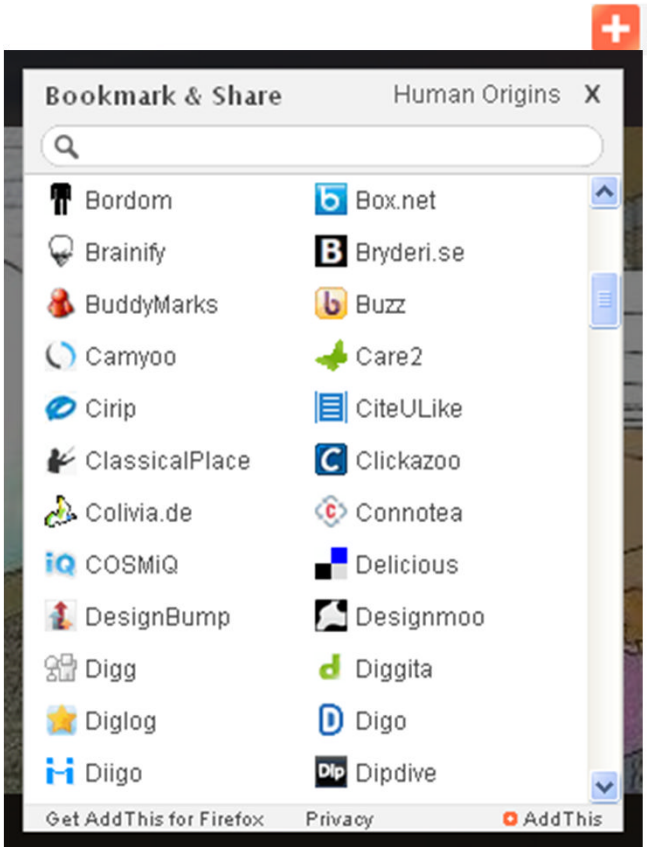
Convenient


tumblr.
Dashboard
Explore
Goodies
Account
Search Tumblr
Add a Text Post
Title (optional)
What's in a name?
Post
+ Upload photo
HTML
Post to
my blog
save as draft
status message
http://
content source
tags
Set a custom post URL
/post/123456/
Let people photo reply
Let people answer this

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

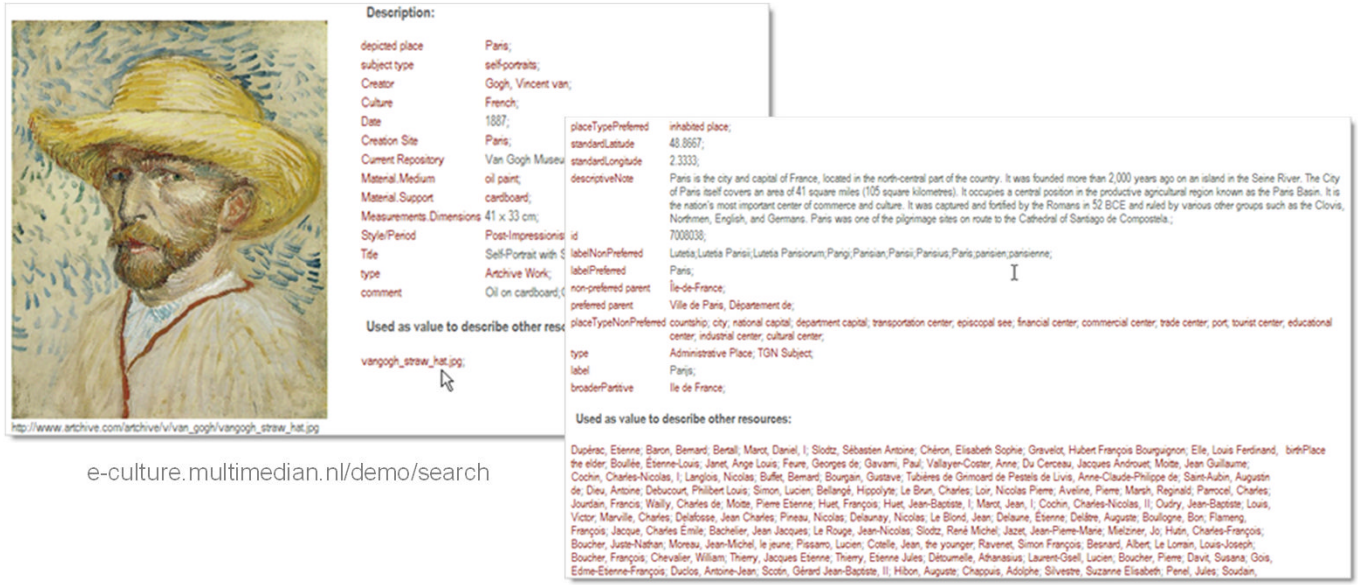
Comfortable





10 ideas: **5 examples:**

Comfortable



e-culture.multimedian.nl/demo/search

aqua.queenslibrary.org/

Respectful

- Humility
  - Know thy limitations
  - Ask
- Provenance & transparency
  - Trust as a user interaction challenge
  - Tracing data history... more possible than ever... and more important than ever
- Conscious sharing
  - Building on the strength of Web 2.0
  - Stronger relationships... between each other... between our data "selves"
- Privacy
  - Who's in charge?
  - Informed consent: How to we know what we've given permission for?
  - In future, we're not just giving permission for data... we could empower agents with responsibility for *action* on our behalf

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

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

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

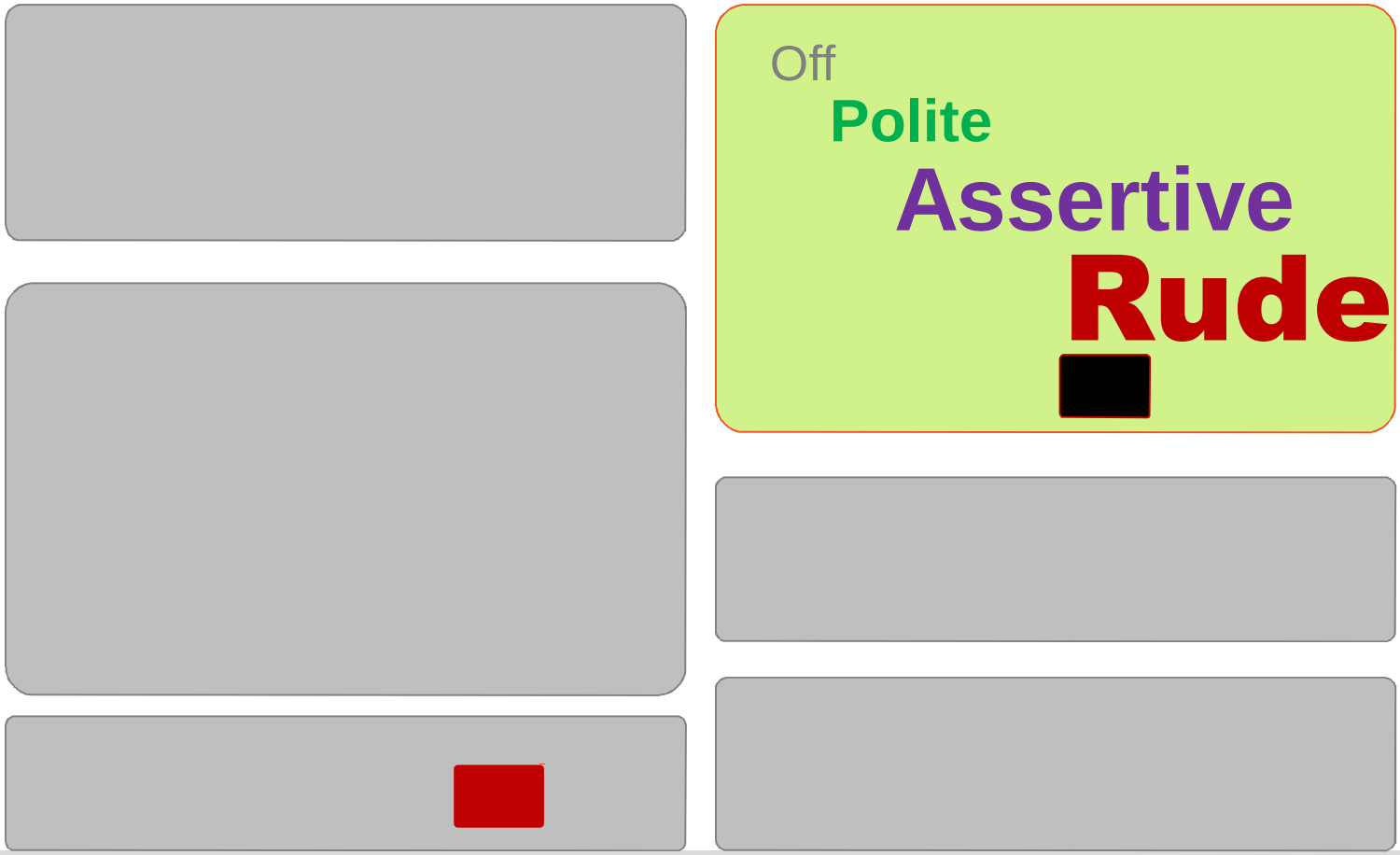
http://www.nytimes.com/2010/11/10/business/media/10privacy.html

Respectful

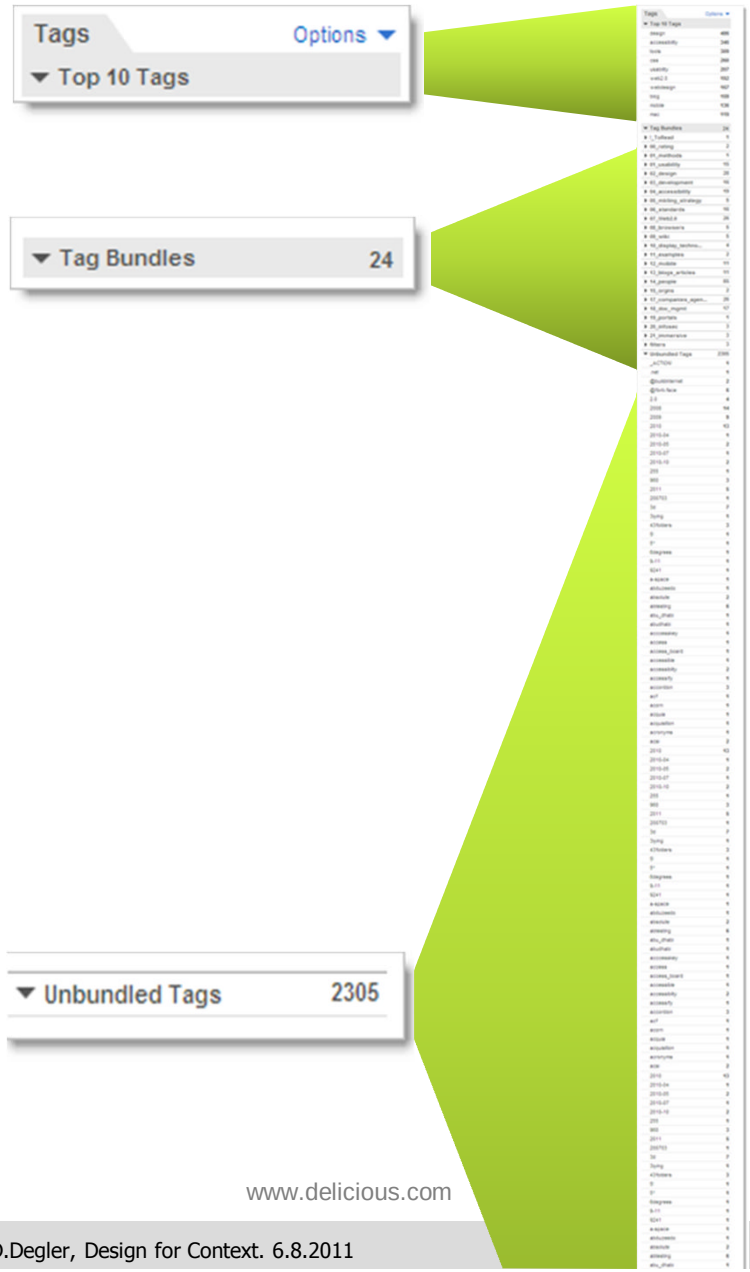
WolframAlpha computational knowledge engine
compare york to new york
Assuming "york" is a city | Use as a financial entity instead
Assuming York (Pennsylvania, USA) | Use York (United Kingdom) or more instead
York (Nebraska, USA)
York (Maine, USA)
York (South Carolina, USA)
York (New York, USA)
York (Alabama, USA)
York (Wisconsin, USA)
York (Wisconsin, USA)
York (Wisconsin, USA)
York (North Dakota, USA)
Input interpretation:
York, Pennsylvania | New York City, New York
Populations:
York, Pennsylvania
city population
40 097 people
(country rank: ≈ 982nd)
(2008)
8.392
(country rank: 1st)
(2009)
urban area population
192 903 people
(York (PA) urban area)
(country rank: 158th)
(2000)
17.8 million people
(New York urban area)
(country rank: 1st)
(2000)
metro

ARIA : Accessible Rich Internet Applications (W3C)
www.w3.org/WAI/intro/aria.php

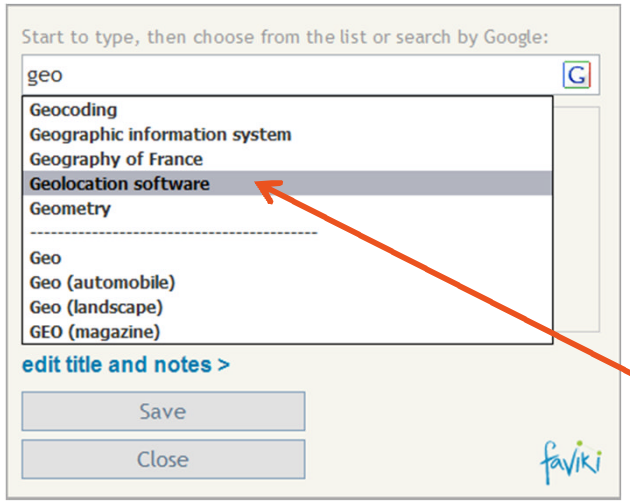
Live regions announce levels



Layered



www.delicious.com



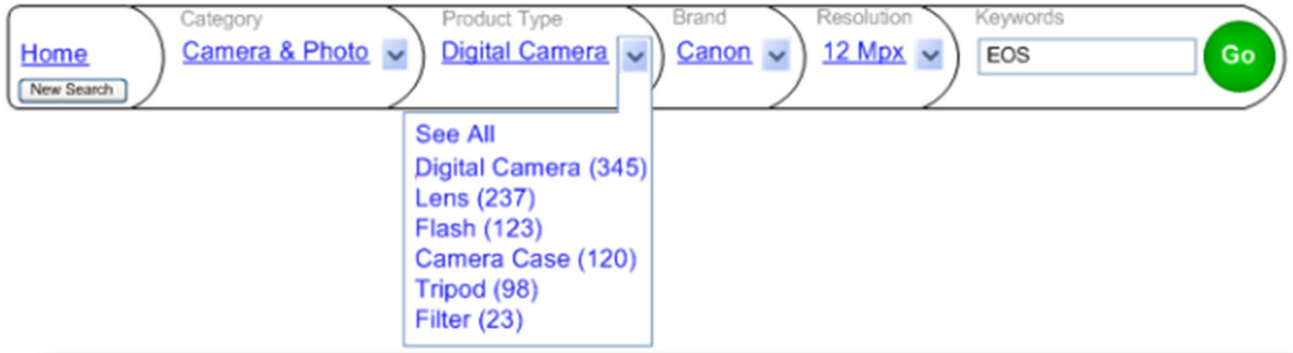
www.faviki.com

DBpedia

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

Layered **Facet layering**

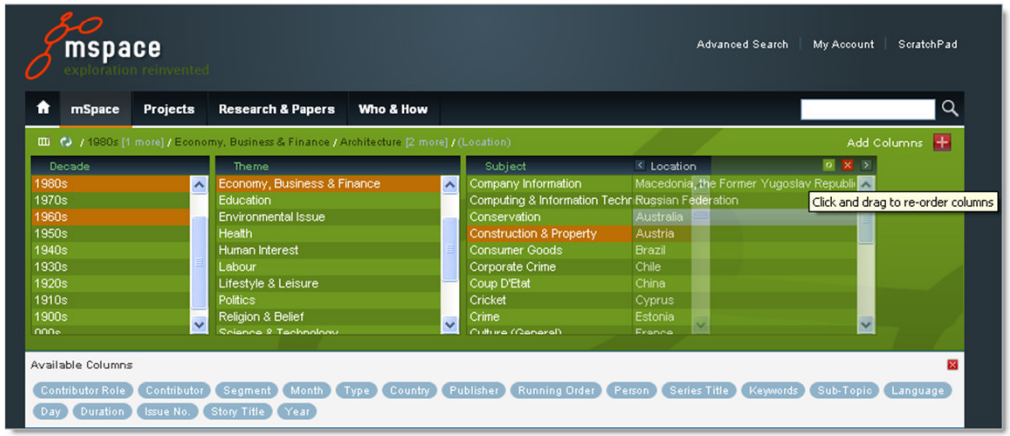
Integrated Faceted Breadcrumbs



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

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

Layered **Facet layering**

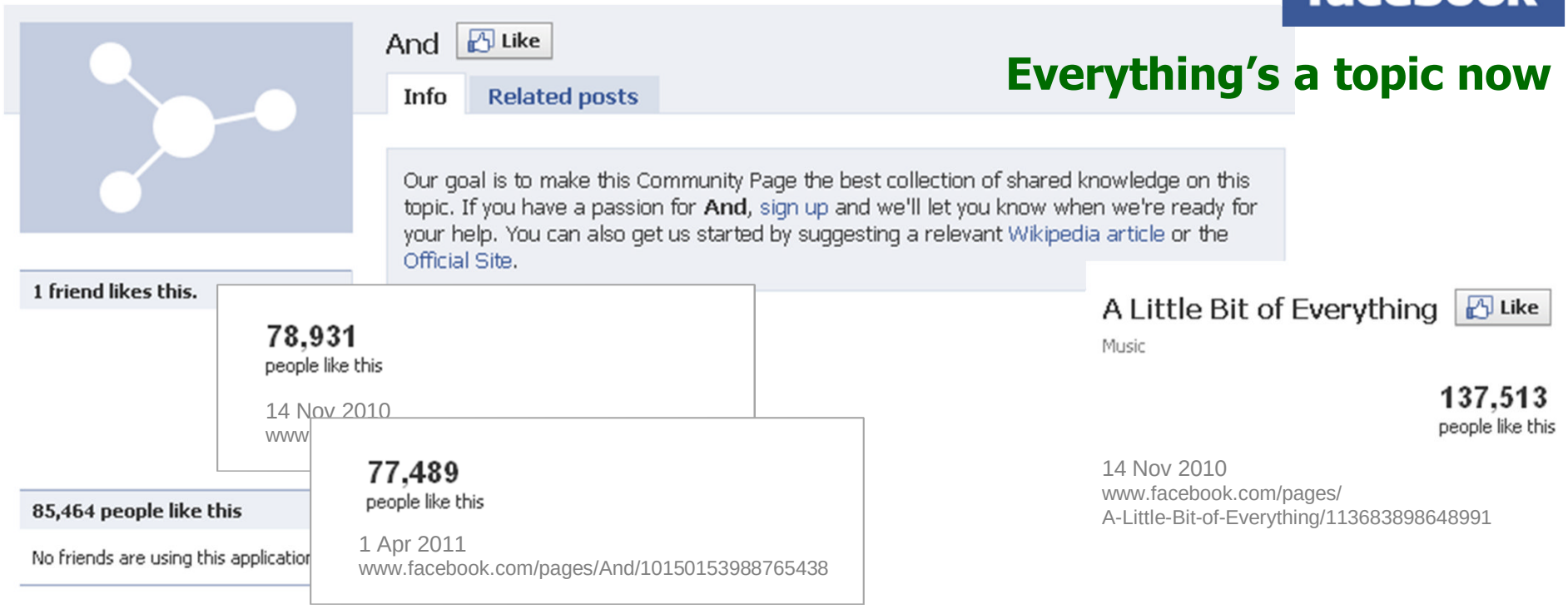


10 ideas: ○○○○○○○○○● **5** examples: ○○○○○

Relevant

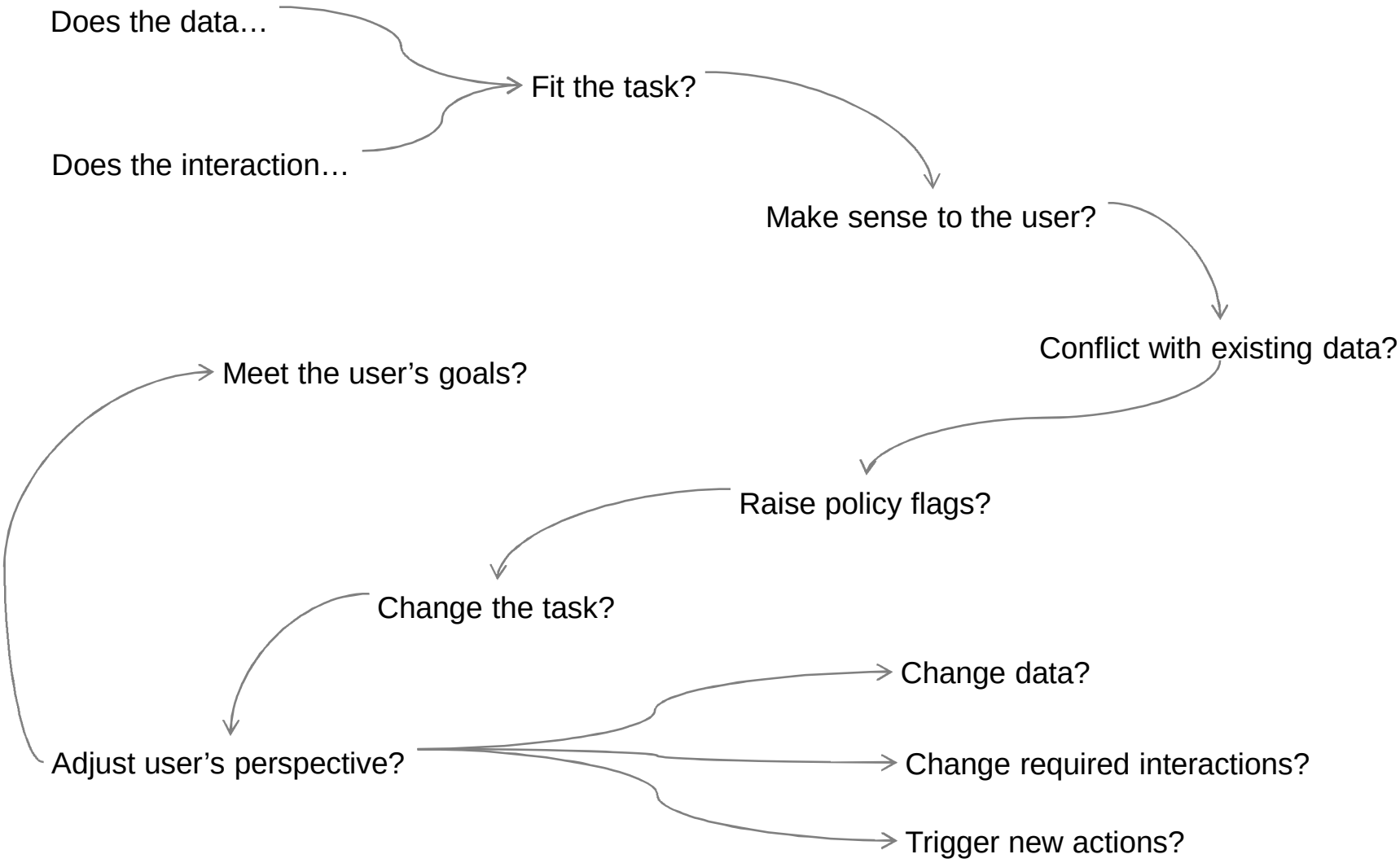
facebook

Everything's a topic now



© D.Degler, Design for Context. 6.8.2011

Relevant


Does the data…
Does the interaction…
Fit the task?
Make sense to the user?
Conflict with existing data?
Raise policy flags?
Change the task?
Meet the user's goals?
Adjust user's perspective?
Change data?
Change required interactions?
Trigger new actions?

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

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