

IA Summit 08 Redux

圓城寺人史
Concent, Inc.

Journey to the Center of Design

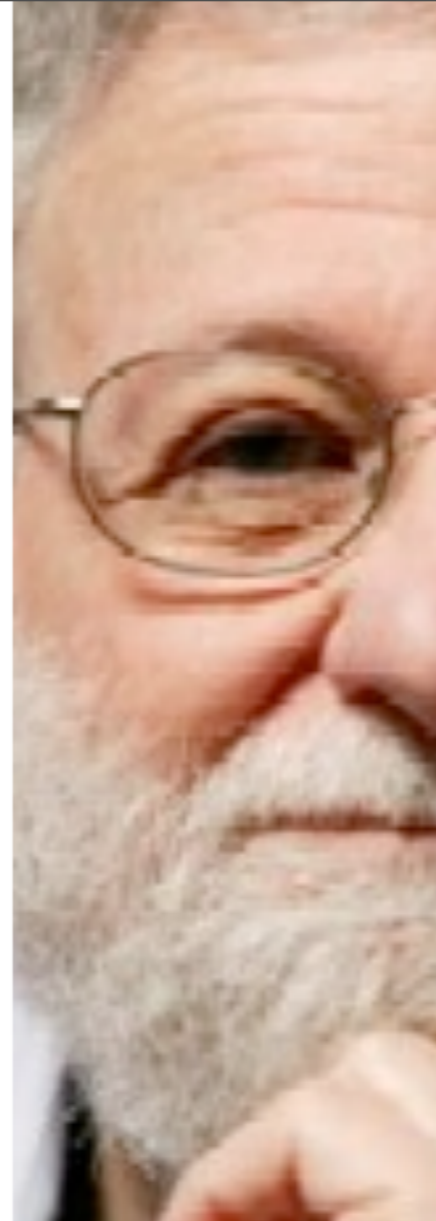
Jared Spool

- It's time to retire the dogma of User-Centered Design
 - 37 Signals vs Don Norman
- We should focus on Informed Design
 - 利益を上げる20%のエンドユーザ向けのデザイン
- Focus on the Three Core UX Attributes
 - 将来の見通し、フィードバック、失敗を許容する文化



*Celebrity
Death-Match:*

37 Signals
VS
Don Norman



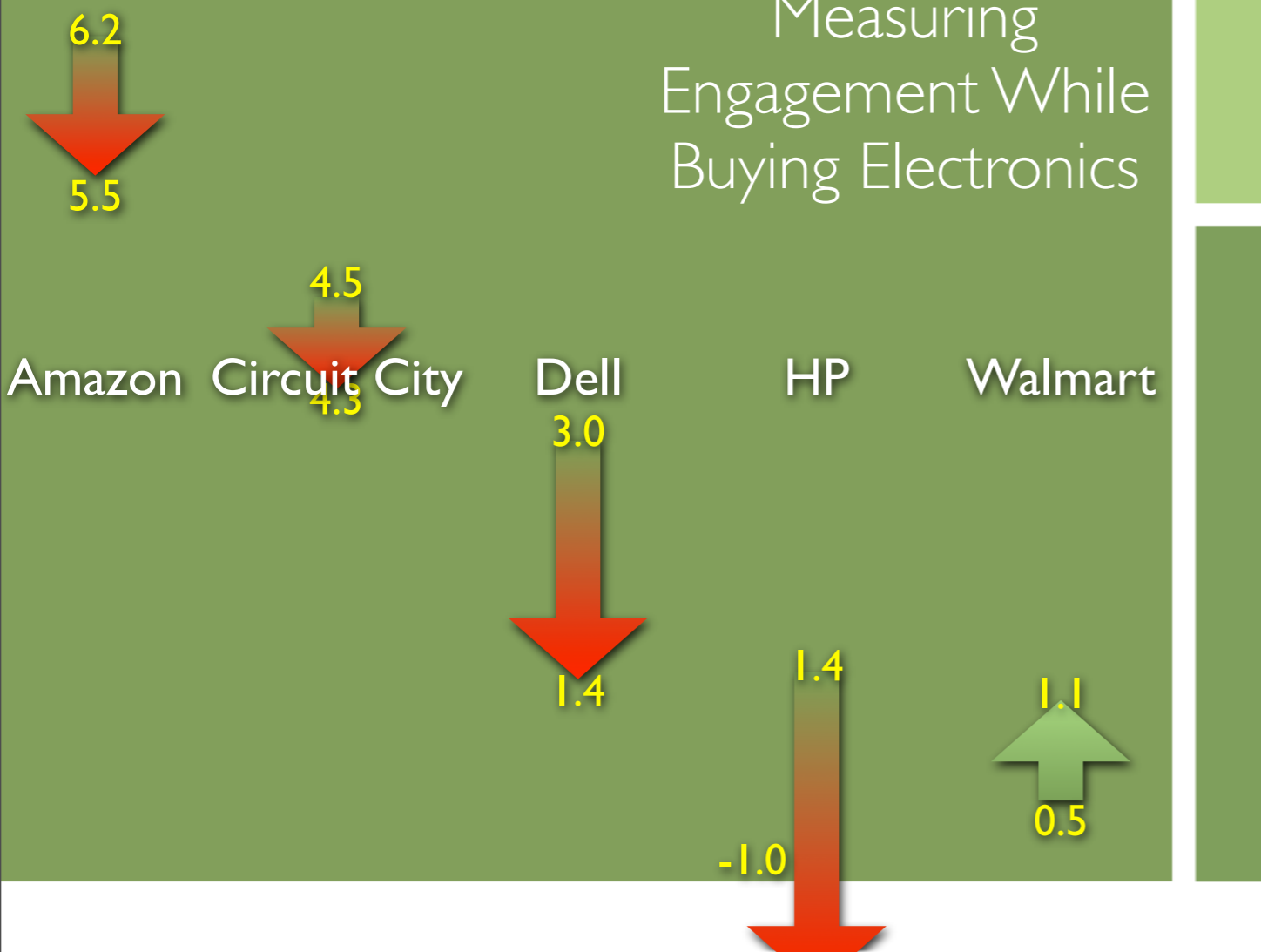
► **37 Signals:**

“We’re not designing for others...we’re designing for ourselves”

► **Don Norman:**

“I’ve tried their products and although they have admirable qualities, they have never quite met my needs: Close is not good enough. After reading the article, I understand why: the developers are arrogant and completely unsympathetic to the people who use their products.”

Measuring Engagement While Buying Electronics



The Three Questions

- ▶ **Vision:** “Can everyone on the team describe the experience of using your design five years now?”
- ▶ **Feedback:** “In the last six weeks, have you spent more than two hours watching someone use yours or a competitors design?”
- ▶ **Culture:** “In the last six weeks, have you rewarded a team member for creating a major design failure?”

Panel: Developing junior programmes in UX teams

Margaret Hanley, Anne Stevens, Karen Loasby,
Henning Fischer

- Web Technology Group(イギリスのウェブサイトエージェント)
 - 小さな組織なので特別な教育期間を設けずにOJT
- BBC
 - 基礎スキルの習得と国営機関で働くことのモチベーション
- Adaptive Path
 - インターンでもいきなりクライアントミーティングに参加
 - R&D活動も行う

The impact of social ethics on IA and interactive design

Karl Yohan Saeth, Ingrid Tofte

- ノルウェーにおけるウェブサイトリニューアルの紹介
 - 国営のワイン販売店サイト www.vinmonopolet.no
 - 子供服サイト <http://www.univers.no/>
 - 二酸化炭素排出規制協会サイト (閲覧不可) <http://www.sft.no/co2/>

Egmont

Why did the solution turn out as it did?

Building a positive and responsible brand

Primarily target parents, not children

Avoid gender stereotyping



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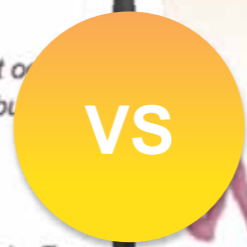
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Vinmonopolet / Vareutvalg

VINMONOPOLETS VAREUTVALG

Vinmonopolet tilbyr nærmere 10 000 varer fra fast sortiment om måneden. Vareutvalget har oppdatert lagerbeholdning fra nettbutikkene tre ganger per dag.

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the week gift of the week 94 point wine

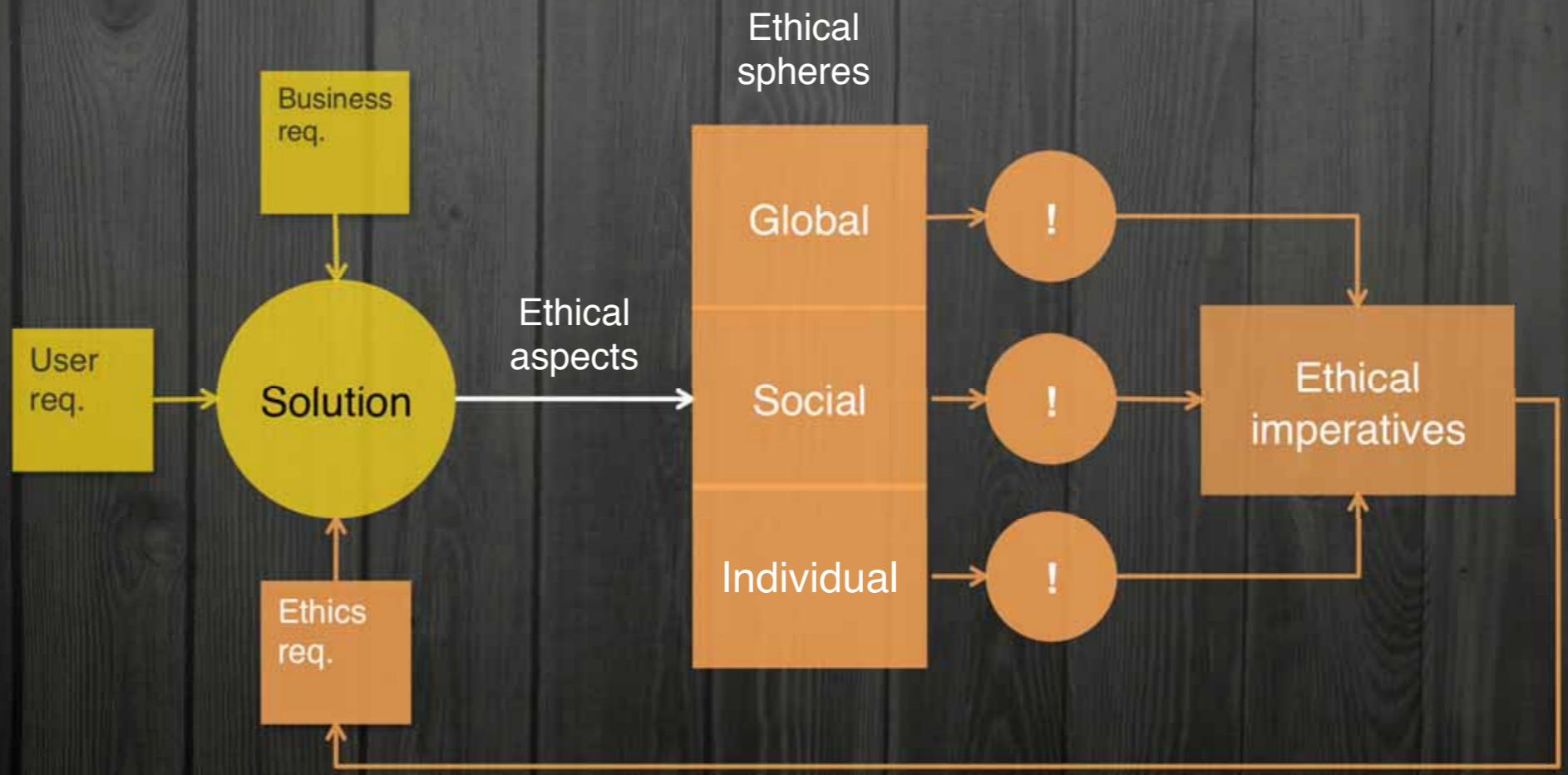
Top of the class.
 Shop 94+ rated wines ▶

THIS WEEK'S TOP TEN

- 1 Annie's Lar 2004
- 2 Martin Ray Mountain C
- 3 d'Arenberg Original ...
- 4 Bernardus 2005
- 5 Parducci Tr Sirah 2004
- 6 Avignonesi 2004
- 7 Penfolds Bi Cabernet S
- 8 Gloria Ferre de Noirs
- 9 Dom Perigr

Monthly Wine Clubs ▶

the world of wine & your way through



[Workshop] Web form design best practices

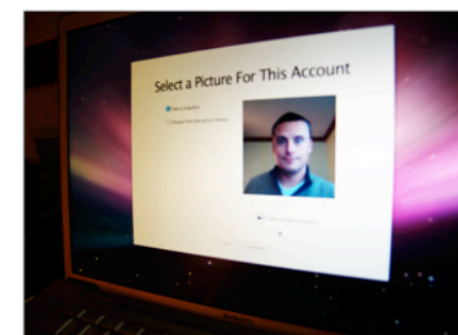
Luke Wroblewski

- ウェブサービスを利用する上で多くのユーザが最初に直面する作業がフォームへの入力
- フォーム入力の苦痛を最小限にする必要がある
- フォームとラベルの配置
- フォームデザインの工夫



ウェブフォームデザインのアプローチ

- Usability Testing
 - Errors, issues, assists, completion rates, time spent per task, satisfaction scores
- Field Testing
 - Sources used, environment, context
- Customer Support
 - Top problems, number of incidents
- Web Conventions Survey
 - Common solutions, unique approaches
- Site Tracking
 - Completion rates, entry points, exit points, elements utilized, data entered
- Eye Tracking



PayPalのリニューアル事例

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My Account Send Money Request Money Merchant Tools Auction Tools

Jason, please confirm this secure transaction

You're about to send
\$37

To: lucky@37signals.com (a [verified member](#))

Source: \$37 from your PayPal balance ([pay another way](#))

Email
Email subject: Here's the cash I owe ya
Note: Thanks for bailing me out! I also included \$7 for the cab ride. Thanks again!

Shipping Information
 Ship to: 400 N. May Street, #301, Chicago, IL 60622, USA (Confirmed) [Add Address](#)
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Check Payment Details Secure Transaction

Payment Details
Pay To: paypal.jf@spinfree.com (a [verified member](#))
Amount: \$37.00
Source of Funds: PayPal balance [more funding options](#)
Email Subject: Here's the cash I owe ya
Note: Thanks for bailing me out! I also included \$7 for the cab ride. Thanks again!

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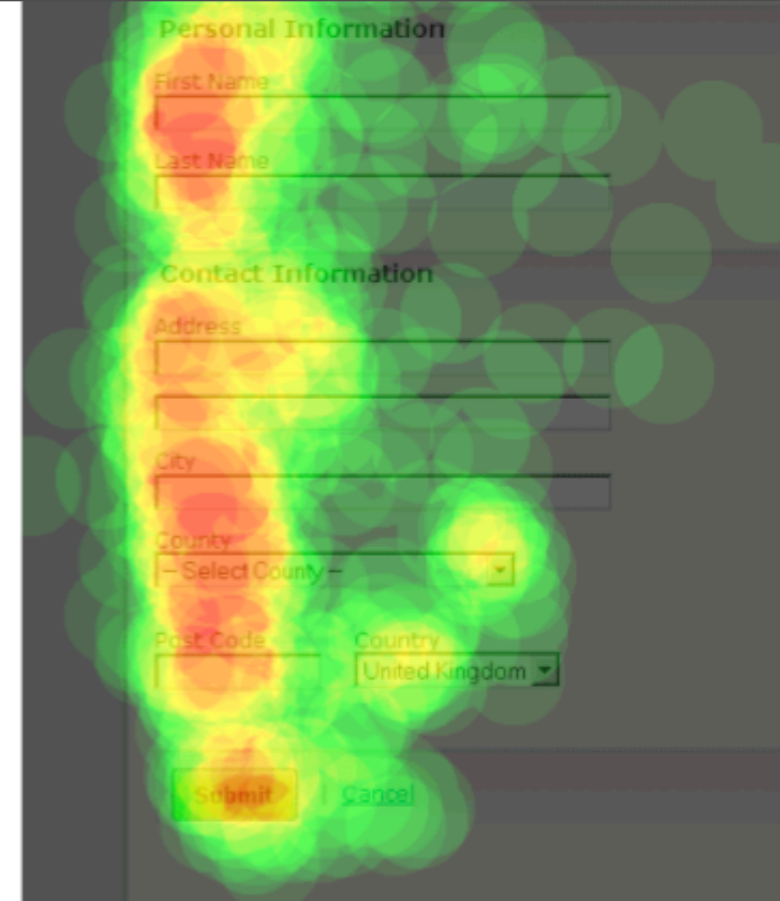
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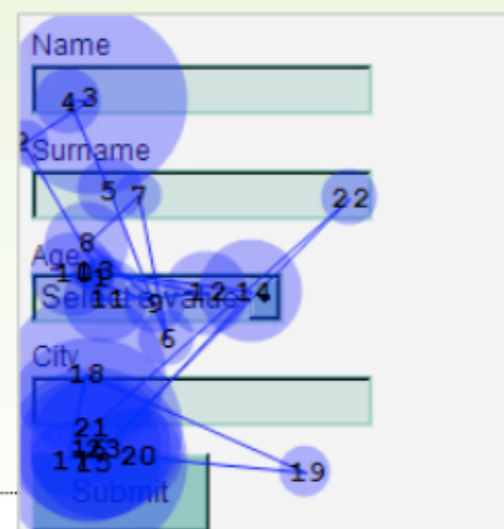
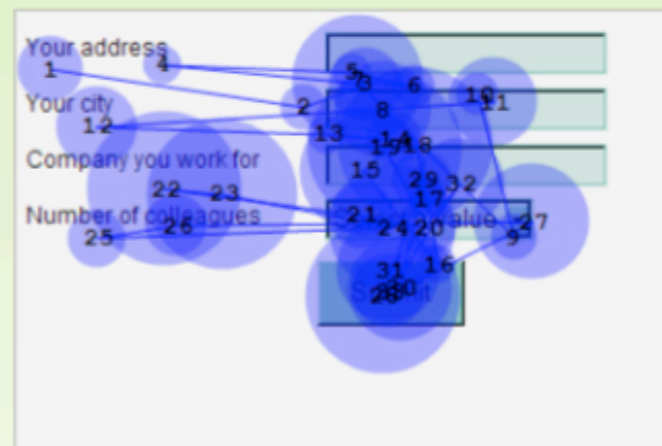


A: HEAT MAP
Eye Tracking by Etre | www.etre.com

Eye-tracking Data



- **July 2006 study by Matteo Penzo**
- **Left-aligned labels**
 - Easily associated labels with the proper input fields
 - Excessive distances between labels inputs forced users to take more time
- **Right-aligned labels**
 - Reduced overall number of fixations by nearly half
 - Form completion times were cut nearly in half
- **Top-aligned labels**
 - Permitted users to capture both labels & inputs with a single eye movement
 - Fastest completion times



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