

Design tools

Unit 9

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antonella.deangeli@unitn.it

Cameras online store

PEOPLE

- professional photographers
- amateur photographers
- regular people who needs a camera

Cameras online store

ACTIVITIES

- gather information about a camera
- compare different cameras
- buy cameras

These points also relate to the accessories
(what about the cost of new lenses?)

Cameras online store

CONTEXT

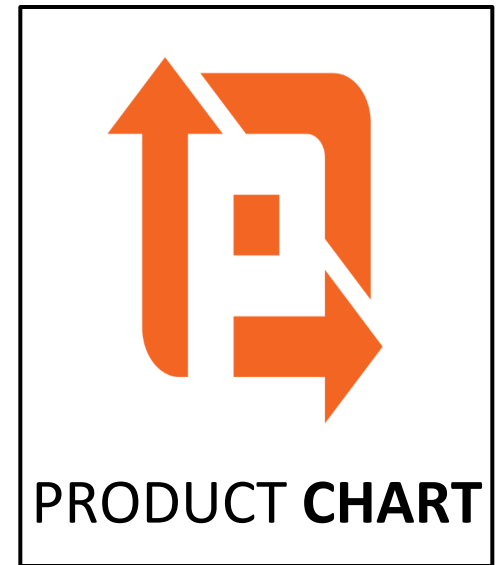
- **Physical Context:** at home or office
- **Social Context:** mainly individual on computer or mobile
- **Psychological Context:** usually not in a hurry, but efficient (the activities can be done in a few steps)

Cameras online store

TECHNOLOGY

- computer and mobile
 - > mobile friendly
- debit cards, credit cards
 - > digital payment (does payment on delivery still make sense?)

Programming language, client/server, security can be considered at a more detailed level





CLEAN LAYOUT

amazon.co.uk *Try Prime* Digital Cameras camera

Amazon Prime > Start your 30-day free trial Unlimited streaming of movies and TV shows

Shop by Department Hello, Zeno Your Account Try Prime Your Lists Basket

Electronics Best Sellers Deals Phones & Accessories TVs & Home Cinema Camera & Photo Audio & HiFi Computers Wearable Technology Accessories Car Electronics

1-24 of 5,787 results for Electronics & Photo : Camera & Photo : Digital Cameras : "camera"

Sort by Relevance

Show results for

- < Any Category
- < Electronics & Photo
- < Camera & Photo

Digital Cameras

- Point & Shoot Digital Cameras (2,760)
- Digital SLRs (897)
- Compact System Cameras (1,072)
- Point & Shoot Digital Camera Bundles (169)

Refine by

Delivery Option (What's this?)

- Prime
- Free UK Delivery by Amazon

Camera Sensor Resolution

- Up to 7.9 MP (913)
- 8 - 9.9 MP (285)
- 10 - 11.9 MP (364)
- 12 - 15.9 MP (1,169)
- 16 - 19.9 MP (1,259)
- 20 MP & more (1,705)

Camera Optical Zoom

- Up to 2.9x (600)
- 3 - 5.9x (1,989)

Related Searches: [digital camera](#).

Camera Sensor Resolution: [Up to 7.9 MP](#) | [8 - 9.9 MP](#) | [10 - 11.9 MP](#) | [12 - 15.9 MP](#) | [16 - 19.9 MP](#) | [See more](#)



More options available

Sony DSCW800 Digital Compact Camera (20.1 MP, 5x Optical Zoom) - Black

by Sony

£59.99

Get it by **Tomorrow, Jun 2**

More buying choices
£56.99 new (20 offers)
£49.79 used (8 offers)

Eligible for FREE UK Delivery

#1 Best Seller in Compact System Cameras

★★★★☆ 458



More options available

Nikon Coolpix L340 Bridge Camera - Black (20 MP, 28x Optical Zoom) 3-Inch LCD

by Nikon

£107.40

Only 12 left in stock - order soon.

More buying choices
£94.99 new (10 offers)
£99.00 used (2 offers)

Eligible for FREE UK Delivery

#1 Best Seller in Point & Shoot Digital Cameras

★★★★☆ 128



More options available

Canon EOS 1200D Digital SLR Camera with EF-S 18-55 mm f/3.5-5.6 III Lens

by Canon

£262.99 ~~£399.99~~

More buying choices
£258.20 new (17 offers)
£244.79 used (14 offers)

See newer model of this item

★★★★☆ 343

Sponsored



Stoga Sfun SSC001 full HD Mini Sp...

£45.99

★★★★☆ 101



QUMOX SJ4000, Action Sport cam...

£45.99

★★★★☆ 301



CLEAN LAYOUT

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Shop by Department

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★★★★☆ 101

QUMOX SJ4000, Action Sport cam...
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< Any Category

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Digital Cameras

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NO DYNAMIC SCROLLING

PROBLEM

amazon.co.uk
Digital Cameras camera

Shop by Department
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Camera Optical Zoom
 Up to 2.9x (600)
 3 - 5.9x (1,989)
 6 - 9.9x (319)
 10 - 19.9x (576)
 20 - 29.9x (225)
 30x & more (255)

Brand
 Nikon
 Sony
 Canon
 Panasonic
 Fujifilm
 Vivitar
 Samsung
 Olympus
 Kodak
 VTech
 Opteka
 CAIUL
 Inov8

More options available

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More options available

Sony DSCH300 Digital Compact Bridge Camera - Black
by Sony
£129.00 Prime
Get it by Tomorrow, Jun 2
More buying choices
£129.00 new (5 offers)
£79.00 used (19 offers)
Eligible for FREE UK Delivery
★★★★☆ 215

Nikon D3200 Digital SLR Camera with 18-55mm VR Lens Kit - Black (24.2MP) 3 inch LCD
by Nikon
£327.60 Prime
Get it by Friday, Jun 3
More buying choices
£295.00 new (13 offers)
£249.99 used (5 offers)
Eligible for FREE UK Delivery
See newer model of this item
★★★★☆ 431



NO DYNAMIC SCROLLING

SOLUTION

amazon.co.uk
Try Prime

Digital Cameras ▾ camera

Shop by Department ▾ Zeno's Amazon Today's Deals Gift Cards Sell Help

Electronics Best Sellers Deals Phones & Accessories ▾ TVs & Home Cinema ▾ Camera & Photo ▾ Audio & HiFi ▾ Computers ▾

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amazon.co.uk Try Prime Digital Cameras camera

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Brand

- Nikon
- Sony
- Canon
- Panasonic
- Fujifilm
- Vivitar
- Samsung
- Olympus
- Kodak
- VTech
- Opteka
- CAIUL
- Inov8
- Qumox
- + See more

Camcorder Display Size

- Up to 1.9" (565)
- 2 - 2.9" (1,845)
- 3" & more (2,232)

Colour



Manufacturer ▲

- Canon (999+)
- Nikon Inc (999+)
- 47stPhoto (348)
- Coleman (260)
- Sony (221)
- FUJIFILM (220)
- + SHOW MORE

Condition ▲

- New (999+)
- Refurbished (89)
- Open Box (2)

Manufacturer ▼

Condition ▼

Price ▲

- \$0 - \$10 (5)
- \$10 - \$25 (36)
- \$25 - \$50 (47)
- \$50 - \$75 (121)
- \$75 - \$100 (286)
- \$100 - \$200 (406)
- + SHOW MORE

Seller ▲





MISCELLANEOUS

- NO comparison
- NO details on demand
- TOO static





UNCLEAR INFORMATION

Cameras Lenses

Any Brand

Canon	Pentax	Panasonic	Konica Minolta
Nikon	Olympus	DxO	Nokia
Sony	Samsung	Phase One	Leaf
Leica	Fujifilm	Hasselblad	Ricoh

Any Price

Any Date

\$0 to \$45,200

2002 to 2016

ADVANCED FILTERS Currently no selected advanced filters > RESET FILTERS

RESOLUTION (MPIX)

SENSOR FORMAT

1/2.3" 1/1.7" 2/3" 1" 4/3"

APS-C APS-H FF MF

TYPE

Compact High-end compact Hybrid

Entry-level DSLR Semi-pro DSLR Professional

ADVANCED FILTERS NOT VISIBLE



























MULTIPLE VIEWS

> DISPLAY BY DEVICE | DISPLAY BY REVIEW



> TESTED | PREVIEW | ALL

	Model	Mpix	Sensor Format	Launch Price	Launch Date	Overall Score	Portrait	Landscape	Sports	Compare
	Sony A7S	12.2	Full Frame	\$2499	Apr. 2014	87  23	23.9  49	13.2  44	3702  1	[+] Add
	Sony A7R II	42.4	Full Frame	\$3198	Jun. 2015	98  1	26.0  3	13.9  17	3434  2	[+] Add
	Nikon Df	16.2	Full Frame	\$2749	Nov. 2013	89  15	24.6  28	13.1  51	3279  3	[+] Add
	Nikon D3s	12.1	Full Frame	\$5510	Oct. 2009	82  39	23.5  77	12.0  135	3253  4	[+] Add
	Sony Cyber-shot DSC-RX1R II	42.4	Full Frame	\$3300	Oct. 2015	97  3	25.8  4	13.9  16	3204  5	[+] Add



MULTIPLE VIEWS

> DISPLAY BY DEVICE | DISPLAY BY REVIEW



> TESTED | PREVIEW | ALL

2016

> TESTED

Jan. 2016

DXOMARK | **88**
SENSOR

Nikon D5



Product page [\[>\]](#)

[\[+\]](#) Add to compare

2015

2016 ▲

> TESTED

Oct. 2015

DXOMARK | **88**
SENSOR

> TESTED

Oct. 2015

DXOMARK | **97**
SENSOR

> TESTED

Oct. 2015

DXOMARK | **63**
SENSOR

> TESTED

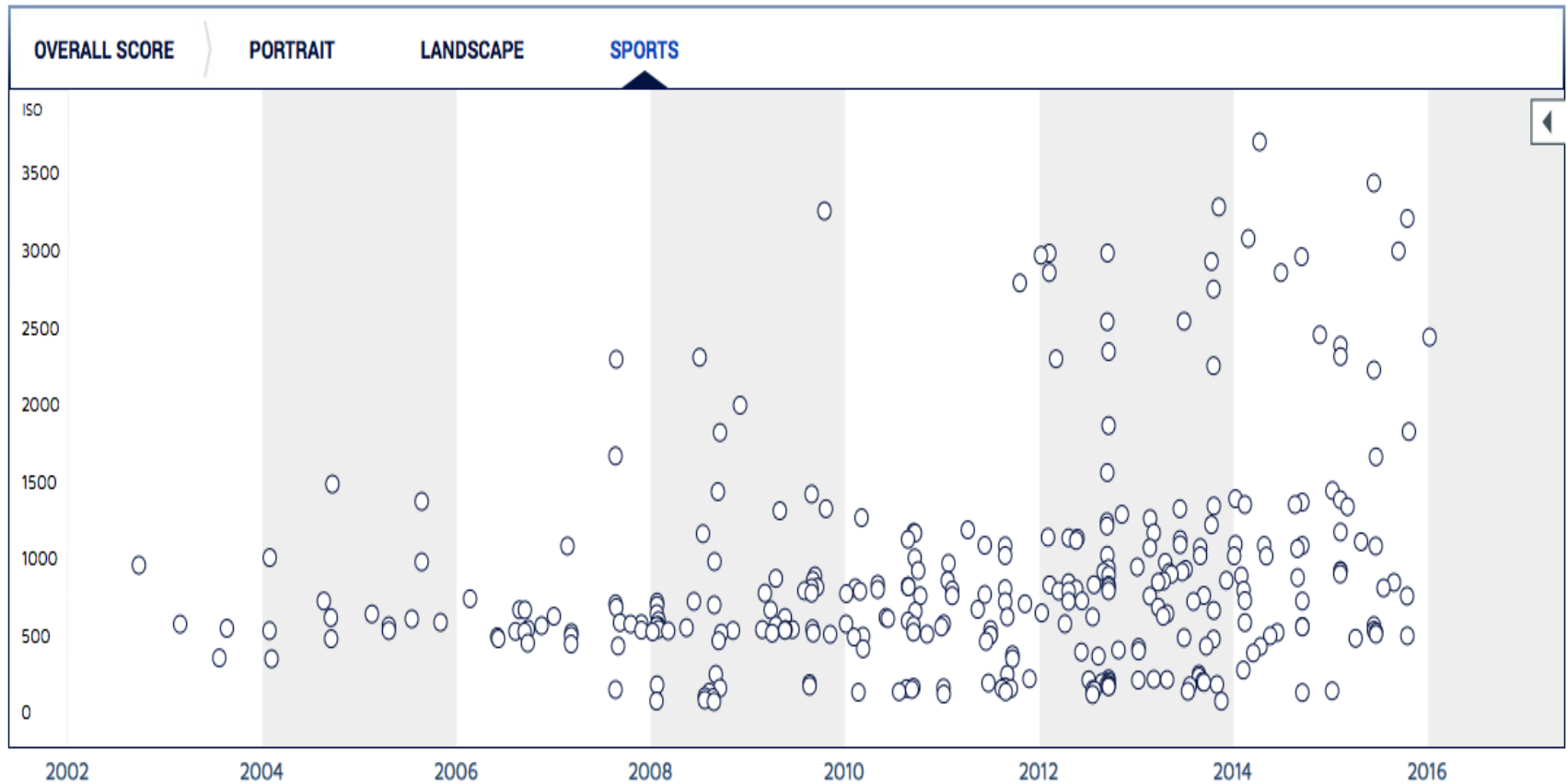
Oct. 2015

DXOMARK | **65**
SENSOR



MULTIPLE VIEWS

> DISPLAY BY DEVICE | DISPLAY BY REVIEW

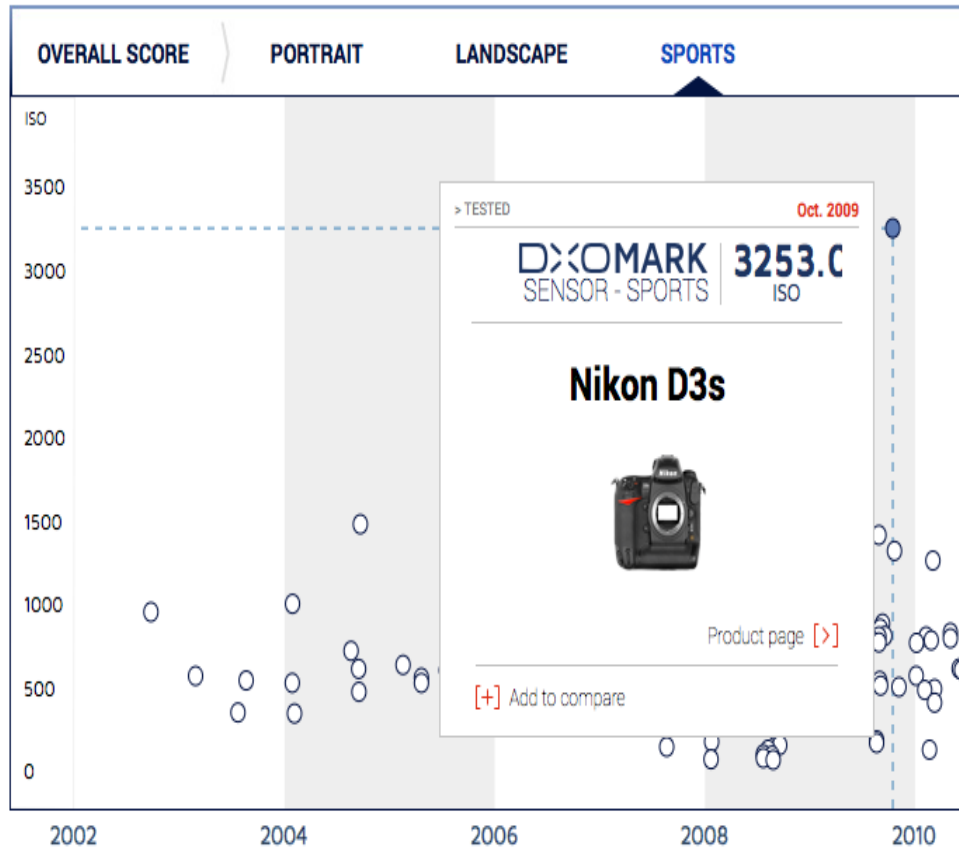


DISPLAY BY: > LAUNCH DATE | LAUNCH PRICE



MISSING FEATURES

> DISPLAY BY DEVICE | DISPLAY BY REVIEW

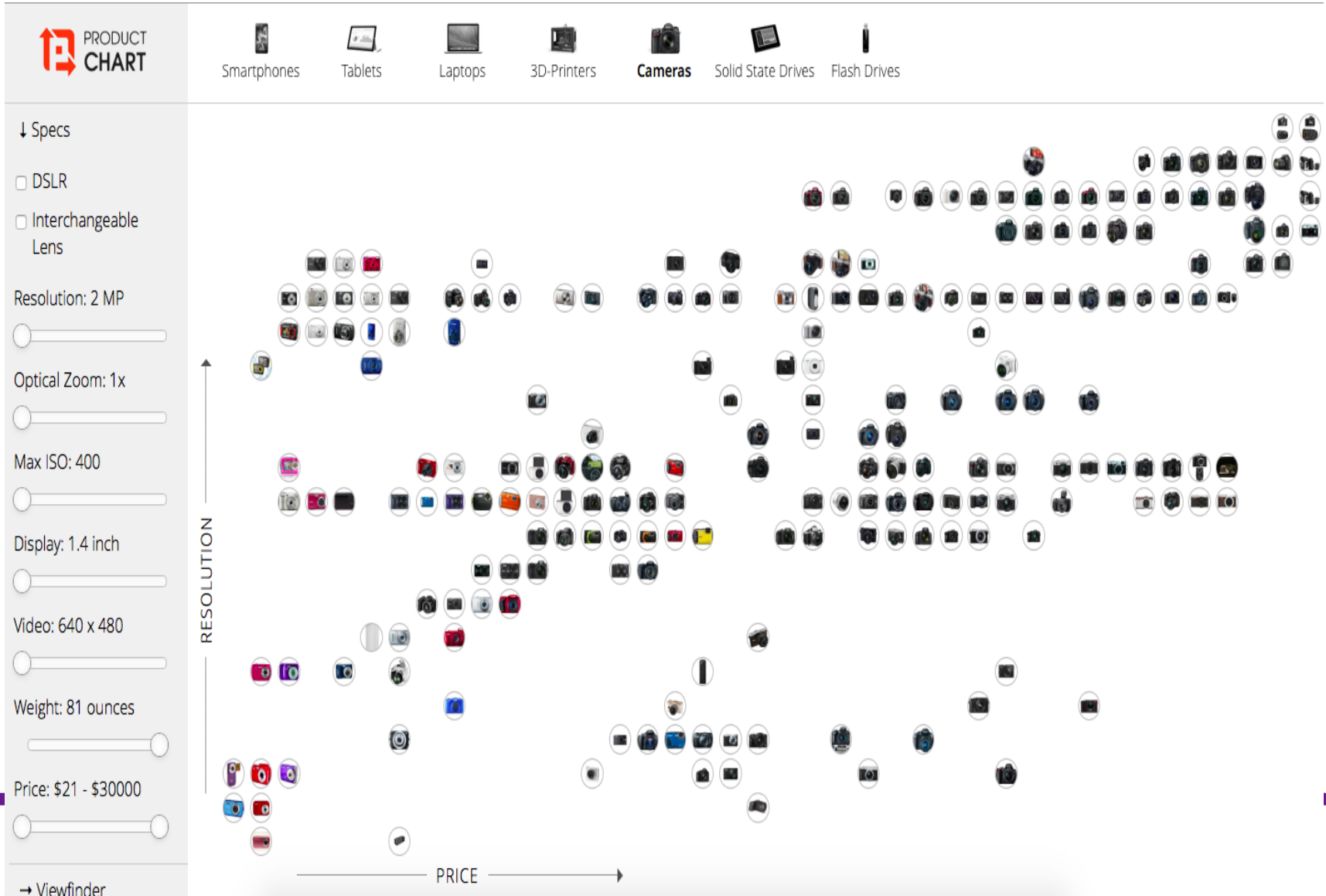


- NO graphical filtering
- NO zoom/magnification
- NO details on demand
- NO customization on axis
- NO good highlighting

DISPLAY BY: > LAUNCH DATE | LAUNCH PRICE

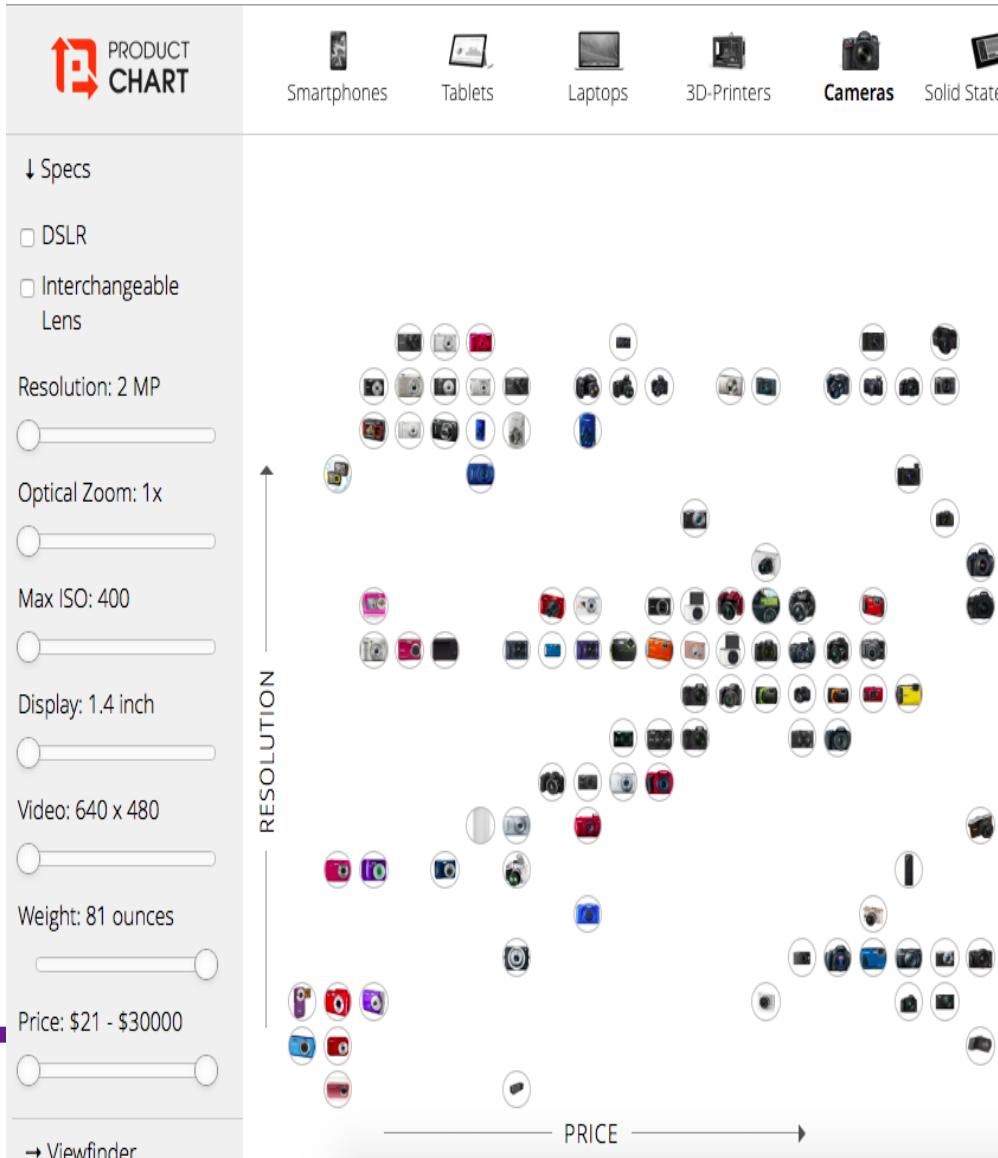


FLOW CHART





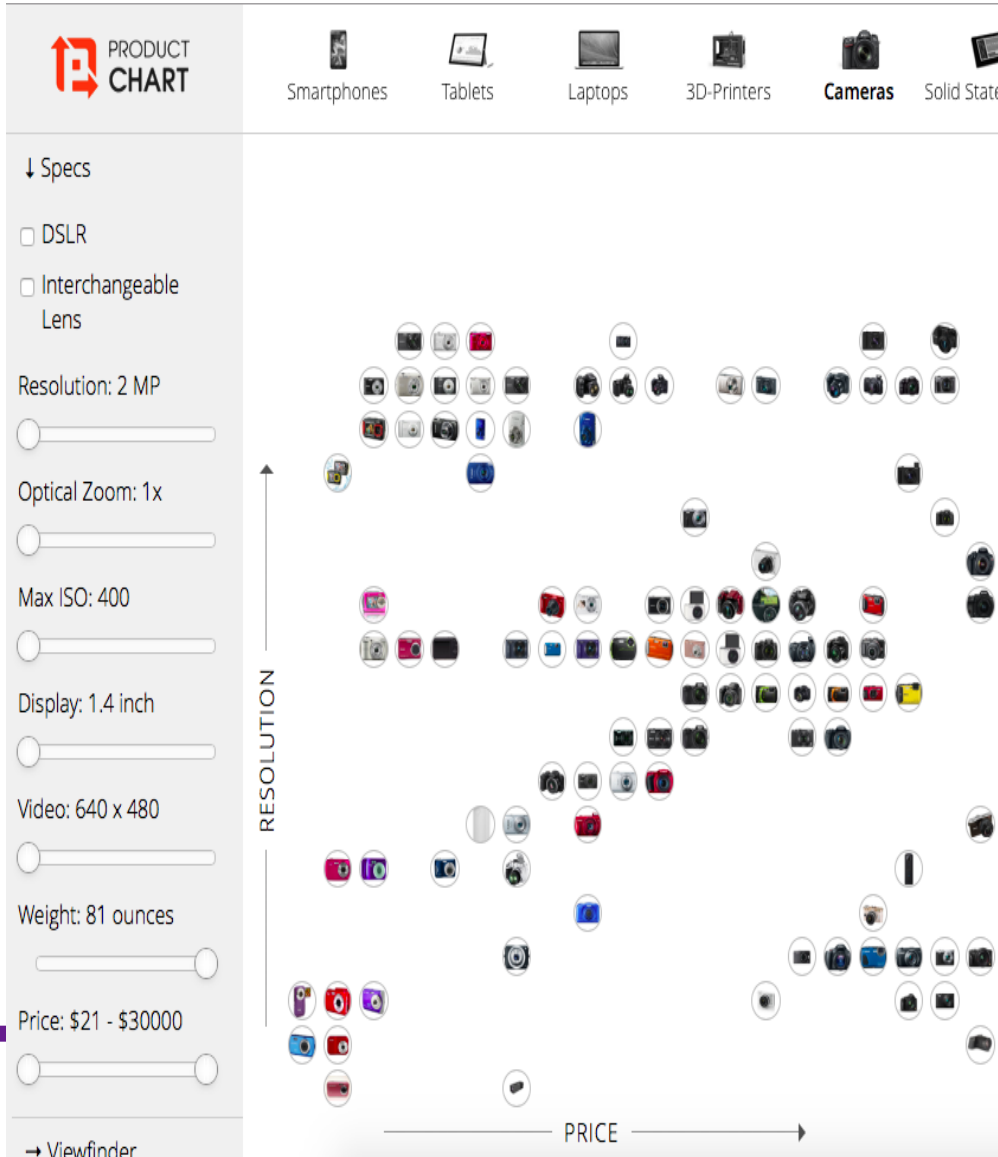
EXISTING FEATURES



- Filtering with graphical outcome
- Customization of axis
- Details on demand

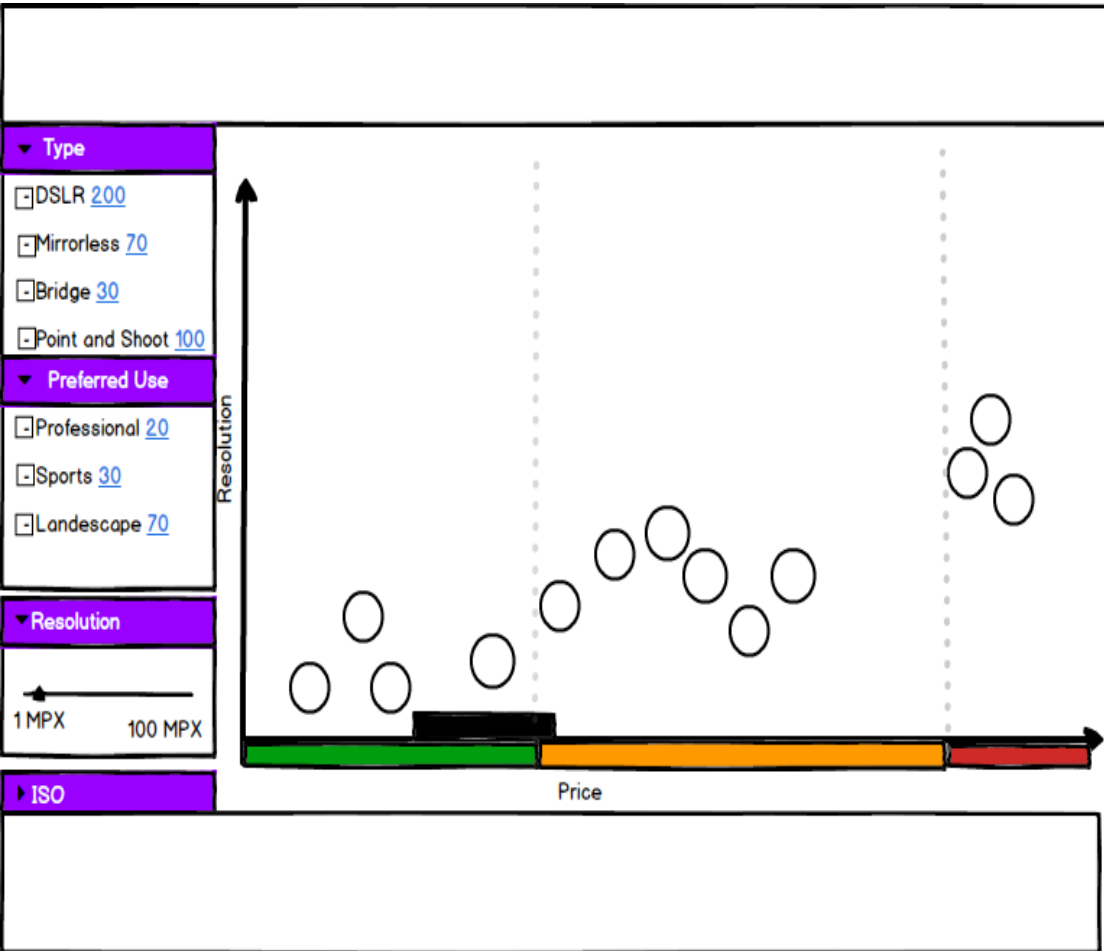


MISSING FEATURES



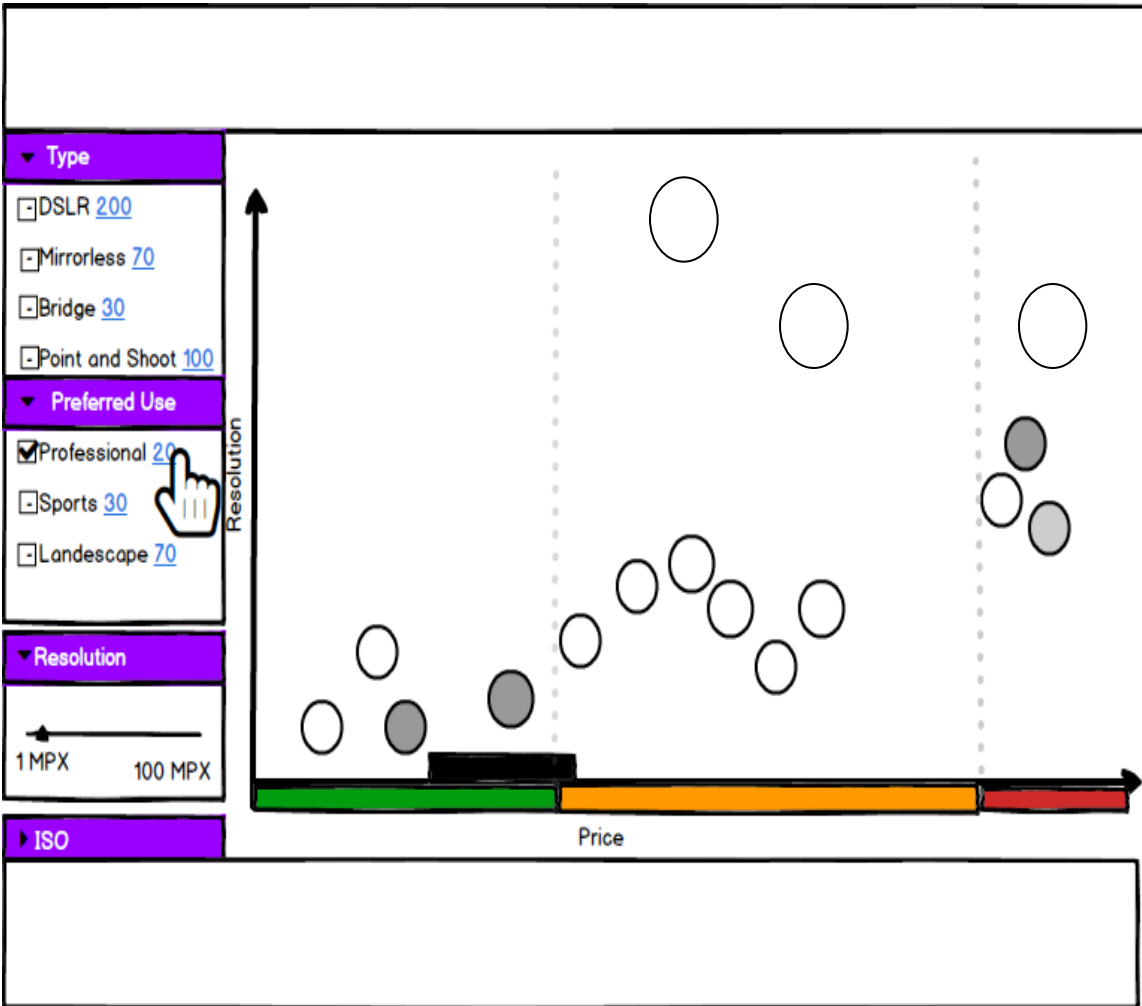
- NO scrolling
- NO zoom/magnification
- NO semantic zoom
- NO graphical filtering
- NO highlight coding
- NO favorites

NEW FEATURES



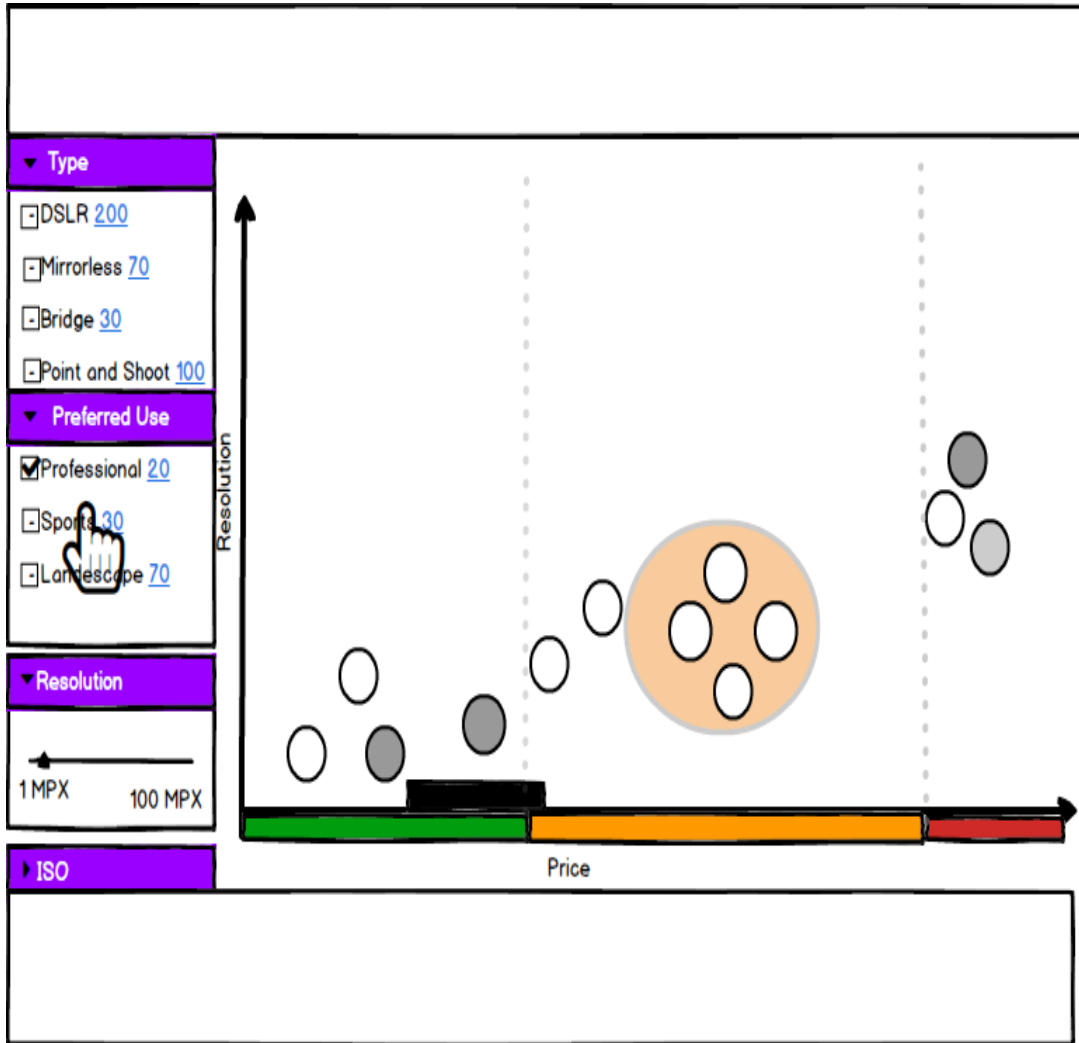
- Improved categories
- Color coded axes
- Zoomable and scrollable axes

NEW FEATURES



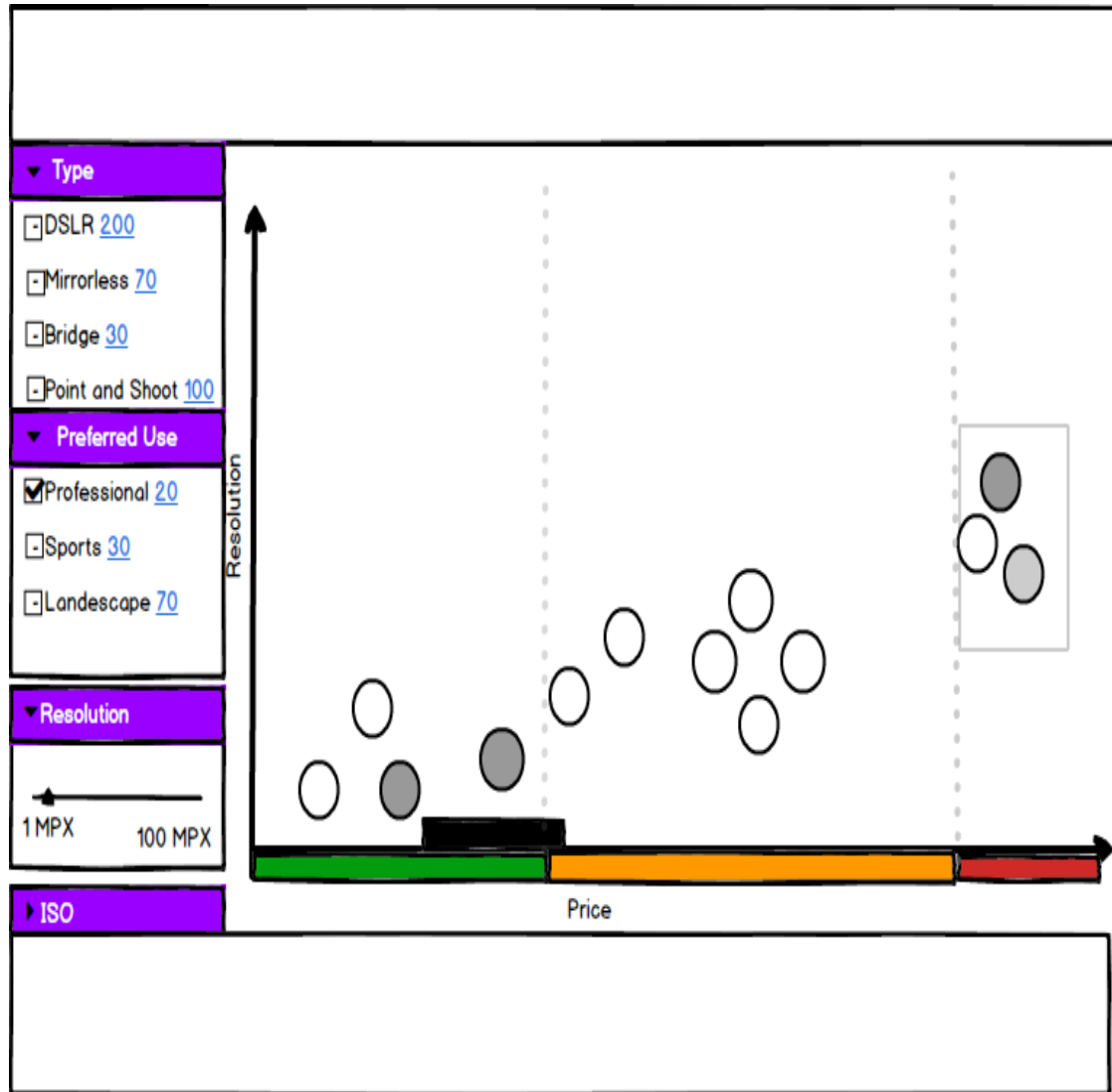
- Selected items will appear bigger
- Items not matching the criteria by few factors are grayed out

NEW FEATURES



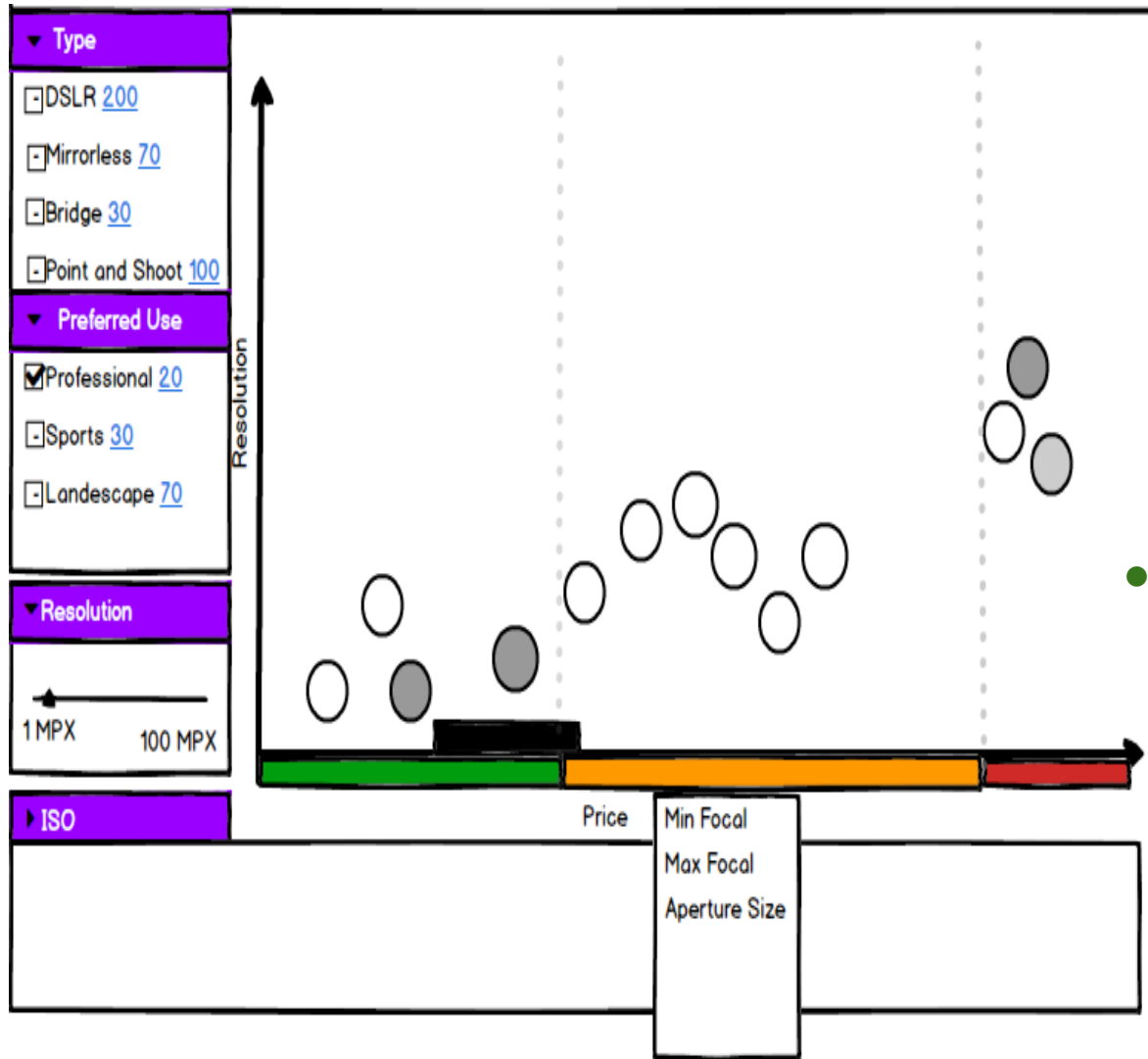
- While hovering over list item, corresponding items based on the attribute (for eg sports) gets highlighted

NEW FEATURES



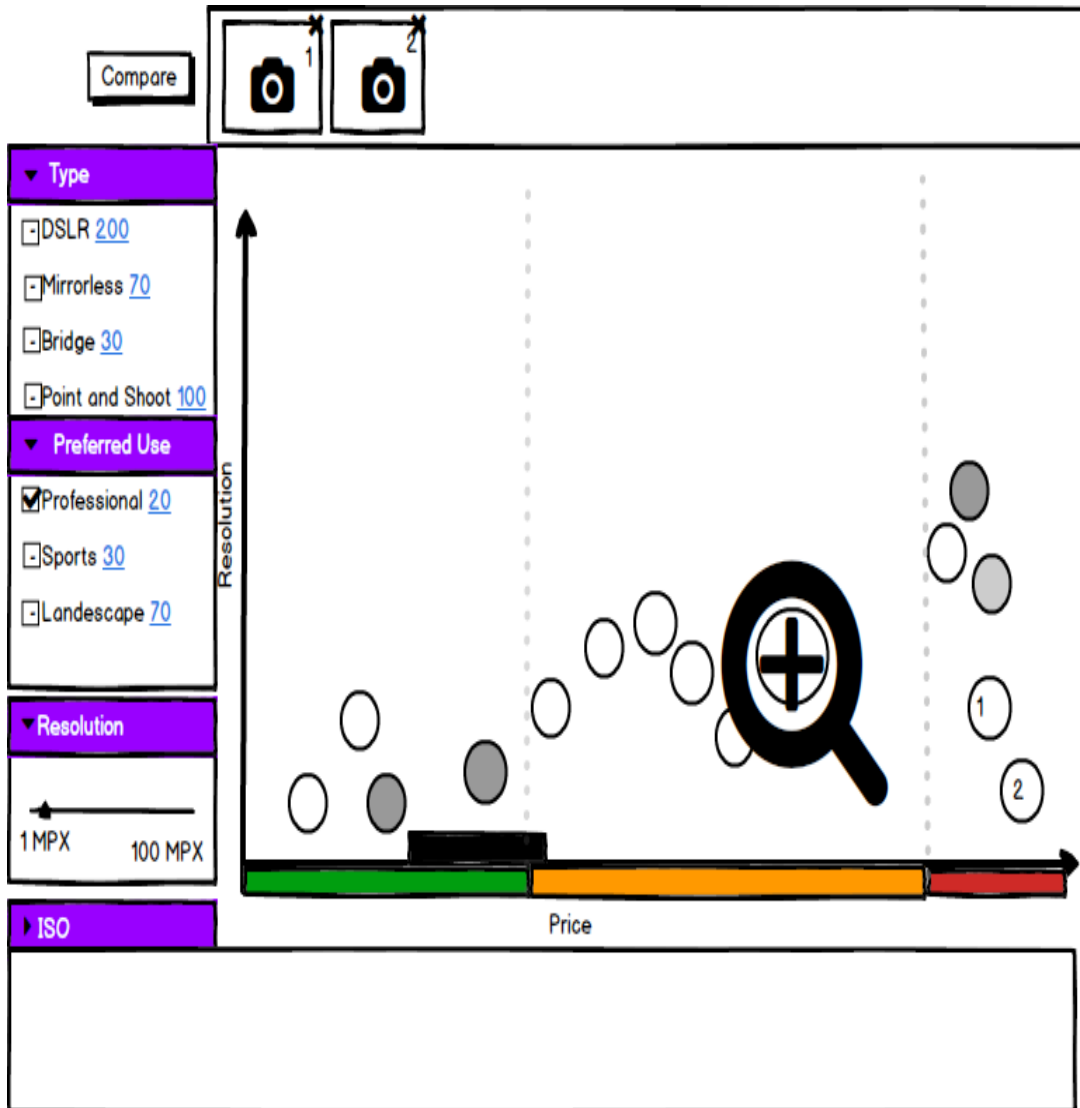
- When an item is selected on the graph based on the selection the attributes filters are also updated

NEW FEATURES



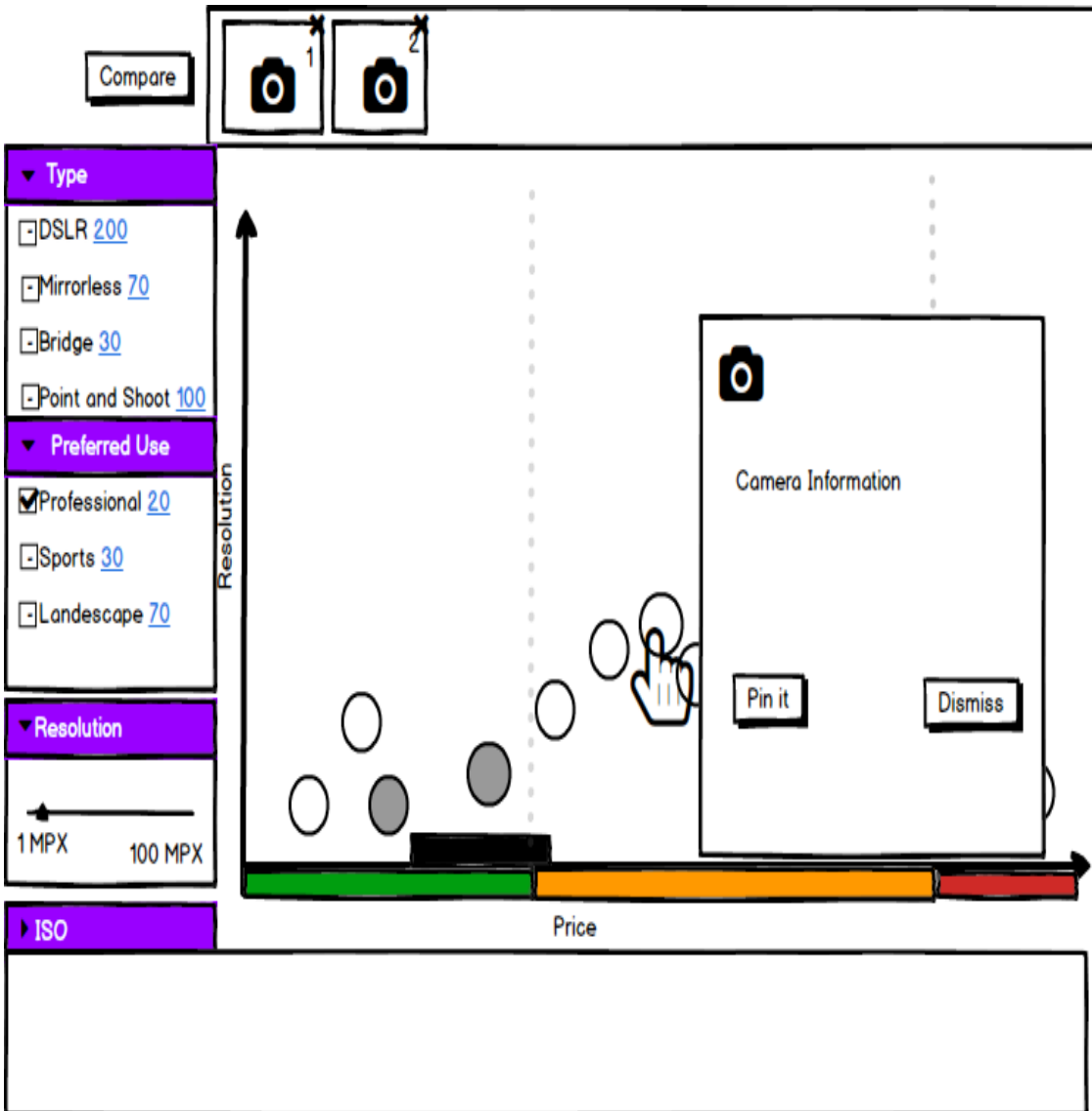
● Modifiable axes

NEW FEATURES



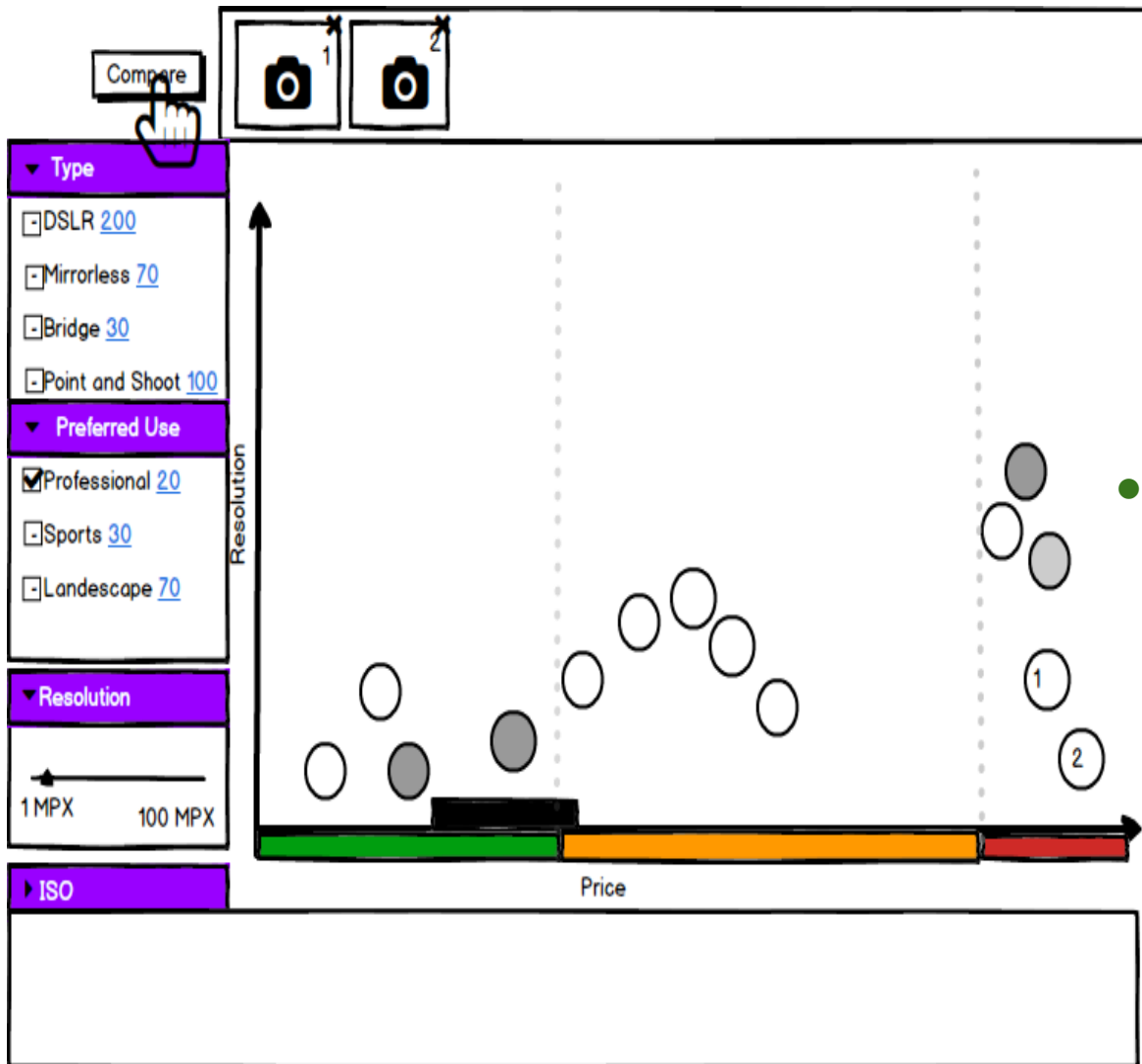
- Items can be zoomed in

NEW FEATURES



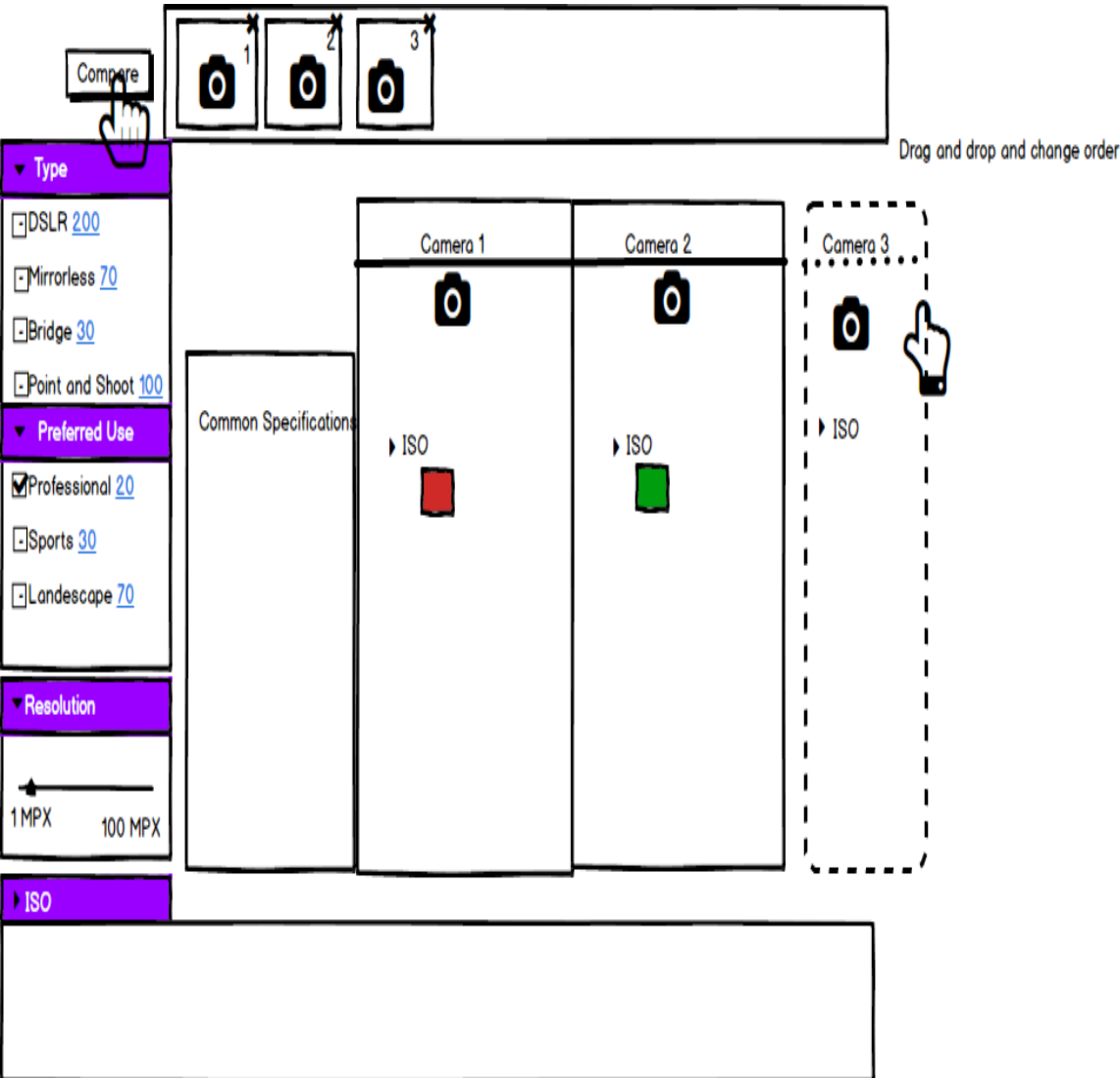
- Information about an item is revealed as a pop-up on click
- User can select the item and pin it to interest pane.

NEW FEATURES



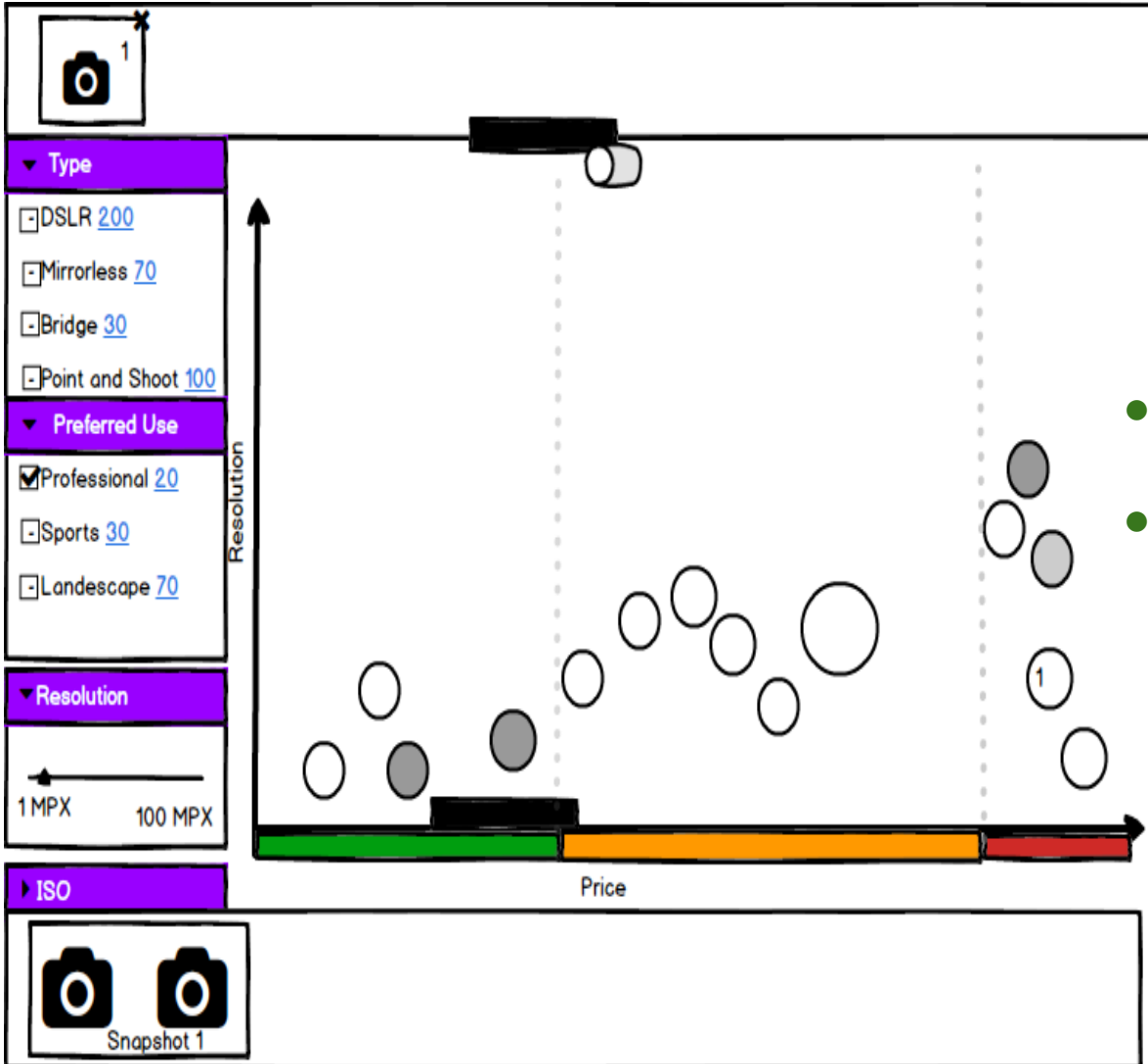
- Items can be compared on interest pane

NEW FEATURES



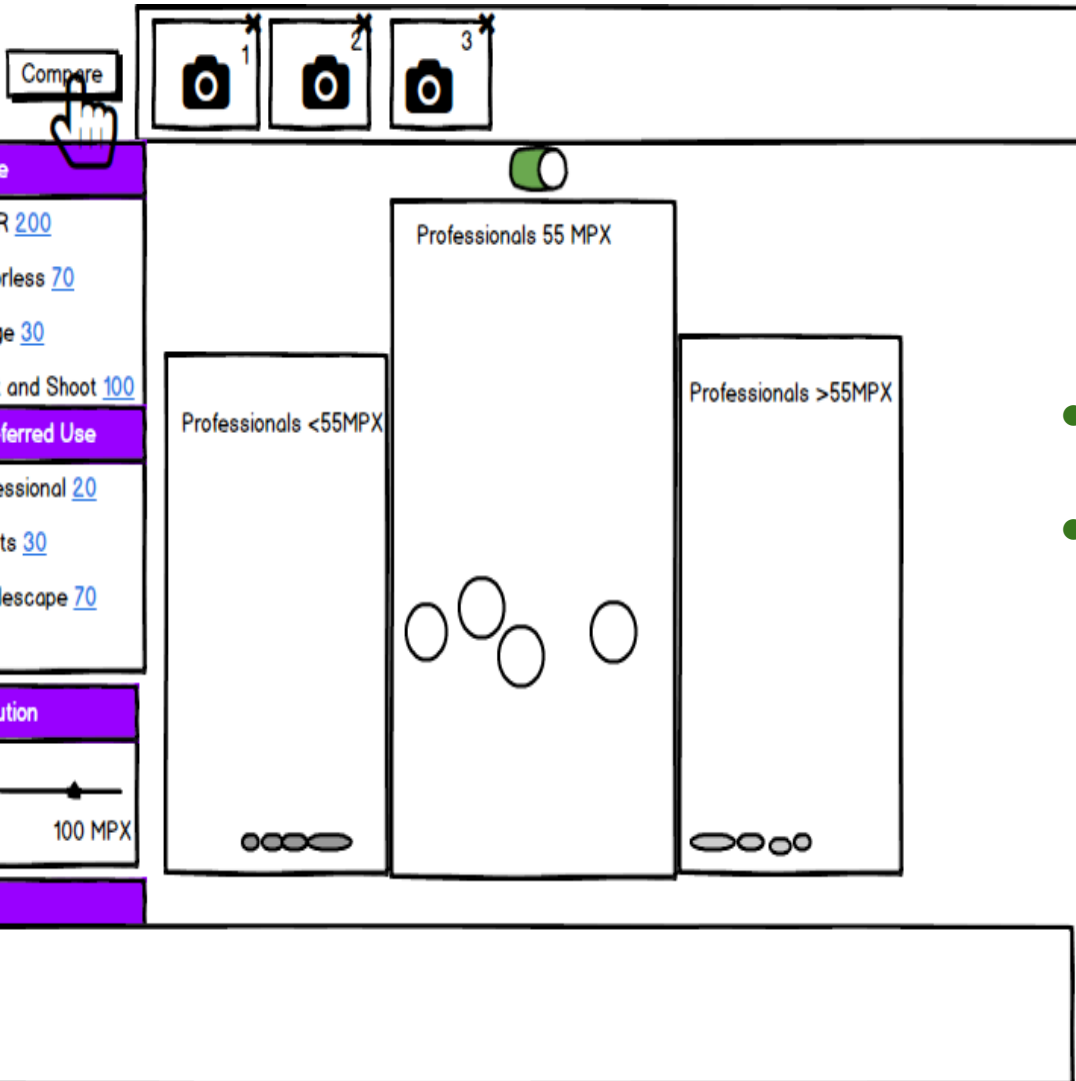
- Drag and drop based comparison zone
 - Interchangeable item
 - Distinct zone for common specification
 - Color coding between 2 items
-

NEW FEATURES



- Tracks history of items as snapshot
- Toggle button to enable overflow mode

NEW FEATURES



- Display the item that meets the criteria in the mid section
- Items missed by a small factors are grayed out and are presented on side panes

Learning outcomes

- Personas
- Scenarios
- Group work

Personas

- **A persona is a fictional user, with a made-up life**
- Capture user characteristics
- Not real people, but synthesised from real user characteristics
- Should not be idealised
- Bring them to life with a name, characteristics, goals, personal background
- Develop multiple personas

ALAN



.53 years old

.In the past years, he has been working for different Universities and research centers in Europe and USA.

.He is very well known within the community and has strong and broad network of contacts.

.He likes attending to medium to large conferences (600 to 1500)

.Usually he doesn't prepare much before going to a conference. In most of the cases he is involved in the organization, so he knows the papers that are going to be presented and the people who will attend to the conference. Most of the times he is uncharged of chairing a session; in that case he doesn't have much freedom to decide where to attend. During the conference he likes speaking with people and finding out which are the new trends within the community. After the conference he usually doesn't have time to check the proceedings or download papers.

.He has a large network of contacts; however he is not much into social networks. He prefers meeting people face to face during conferences: during the coffee break, at social events, or gathering with people after the conference hours. Most of the times he gets the email address of these people in case he wants to contact them in the future.



MARTHA



.47 years old

. Professor, he has been working at the University for the last 20 years

.During her career she has developed a strong network of professionals. Most of her contacts work in similar topics.

.She likes attending to small and medium conferences (from 30 to 200 attendees) or workshops.

.She usually attends to conferences to obtain further knowledge, discuss with other researchers on topics related to her field, or establish new collaborations. Most of the times she knows the people she talks with, although sometimes she gets to know new people through his colleagues.

.Next week she is attending to a conference in Embedded systems. This week she will get some time to take a look to the proceedings, check who is presenting during the conference, and decide the interesting talks based on the content. She will also send an email to some of her closest colleagues working around the world to know if they are going to be there as well. When she is back from the conference she will take a look to the proceedings, download the most interesting papers, or research on papers' by an interesting author.

. Martha is not much into social networking, although sometimes she uses professional networks such as LinkedIn to update her profile, accept a new connection or track what her Master students are up to.



ROBERT

.31 years old.

.He finished his PhD two years ago and is currently working as a post doc at the University

.Usually, he attends to a conference when he has a paper to present.

.Before going to the conference, he researches on who is going to be there, which papers are going to be presented. Before getting to the conference place he has a clear idea of which presentations he wants to attend and which people he would like to talk with.

.During the conference he tries to socialize, get in contact with important people within the community, present them their work and obtain feedback on it. After the conference he checks the proceedings and sends emails to the people he has set contact with.

.Due to budget issues, he is not able to attend all the conferences he would like to. In the case he is not able to be at the conference, he checks the website and read the proceedings. Sometimes he might contact some of the authors for clarifications. He really appreciates when the conference organization upload the videos of the keynotes or plenary meetings.

.At this stage of his career, he has already started to build his social network. He has 2 or 3 key people that he follows and tries to be up to date on their work.

He uses social networks pretty often. Not only for professional use but also to catch up with his friends.

Scenarios

- Key technique in interaction system design (Rosson and Carroll 2002)
- Iterative tools to be used throughout the design process
- User stories = informal narrative description which reports about user tasks and activities.
 - Short snippets which tend to focus on the user needs and motivations to perform a task rather than on the use of a technology.

Problem setting: scenario

Carlo received his MSc degree in Computer Science from the University of Trento in November and is now looking for a job as programmer in Torino. He was invited to submit a CV and some examples of his work to an important software company but he is having a difficult time to find the material among the course-works, programs, sketches, produced in the last years. He searches his hard disk, memory sticks and old laptop for documents about which he has forgotten names and location. When he found them, he often cannot open them because the applications with which they were created are old. He finds himself after two days of work with little materials and still needs to write a CV.

Video examples

a short anticipation to prototypes

<http://www.youtube.com/watch?v=HGYFEI6uLy0>

<https://www.youtube.com/watch?v=Aw2yiOhsFsc>

<https://youtu.be/yDvHlwNvXaM?t=72>

Summary

- There are different kinds of requirement, each is significant for interaction design
- The most commonly-used techniques for data gathering are: questionnaires, interviews, focus groups and workshops, naturalistic observation, studying documentation
- Scenarios and personas can be used to articulate existing and envisioned work practices.

Exercise

For each category:

- Persona or Scenario
- 15 minutes

Product:

a system for the management of digital medical prescriptions

Recommended reading

Sharp et al.

- Chapter 7 1st Edition
- Chapter 10 2nd Edition