

# Mensch-Maschine-Interaktion 1

Chapter 1 (April 22nd, 2010, 9am-12pm):  
Introduction, Motivation, History

# Organisatorisches

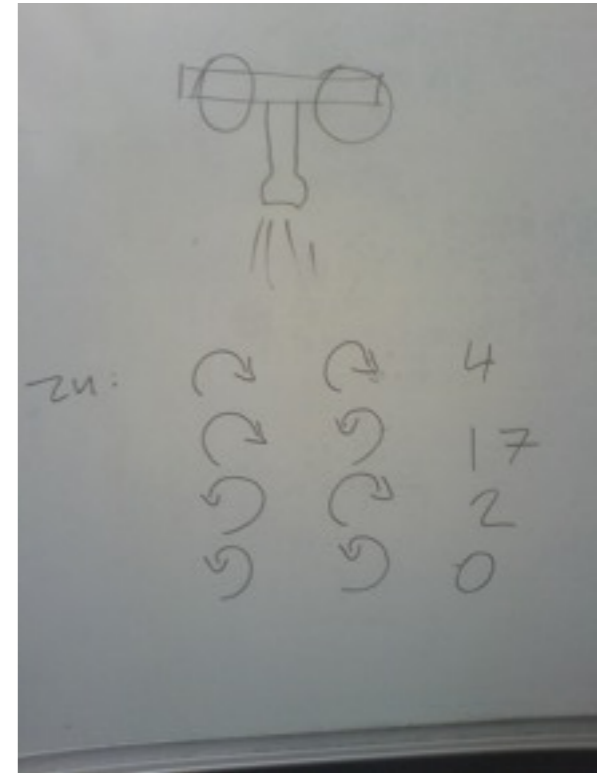
- Die Lehrveranstaltung (3V+2Ü) ist eine Mischung aus:
  - Vorlesung (voraussichtlich 11 Termine)
  - Übungen (ca. 10 Aufgabenblätter)
  - Einem großen begleitenden UI-Design-Projekt mit Abschlusspräsentation
- Für Leistungsnachweis:
  - Erfolgreiche Bearbeitung der Aufgabenblätter (als Gruppe)
  - Lesen und schriftliches Zusammenfassen von wiss. Arbeiten
  - Präsentation und Abgabe eines Videos am Ende
- Keine Klausur / keine abschließende mündliche Prüfung
- Vorlesung: ist 3x 3/4h mit 2 Pausen OK?? oder 2x 1.5h ??

# Website

- <http://www.medien.informatik.uni-muenchen.de/mmi>
- Content
  - General Information / news
  - Lecture Slides (night before)
  - Podcast (night after, unless Keynote produces havoc)
  - Exercises (when given)
  - Literature
  - Links

# My personal rant about „Intuitive User Interfaces“

- Given: old style water faucet
  - 2 valves, 1 outlet
  - Cylindrical, next to each other
  - Left warm, right cold
- Question: In which direction does each valve close?
- Homework: find such faucets, determine which are „intuitive“ and why (not)



# Why is Usability Important?

- Improving usability can
  - increase productivity of users
  - reduce costs (support, efficiency)
  - increase sales/revenue
    - E.g. web shop: In the web, the competitor is just one click away!
  - enhance customer loyalty
  - win new customers
- Several case studies show the benefit of usability
- Usability studies can trigger new ideas
- Usability is often considered a sign of quality

# Interaction Design and Product Design

- Product design determines the appearance of the product
- Interaction design determines the usability of the product
- Both are closely coupled



Bildquellen: Apple, BMW

# Sophisticated Design does not entail Usability



CS Building in Saarbrücken



DFKI in Saarbrücken

(Photos A. Butz)

# Usability applies to a wide range of systems

- Signs and explanations for things that are usually obvious are an indicator for a potential problem.
- Not having (necessary) explanations is also not a solution



(German Rail IC-Train)



(CS Building, Lancaster University)

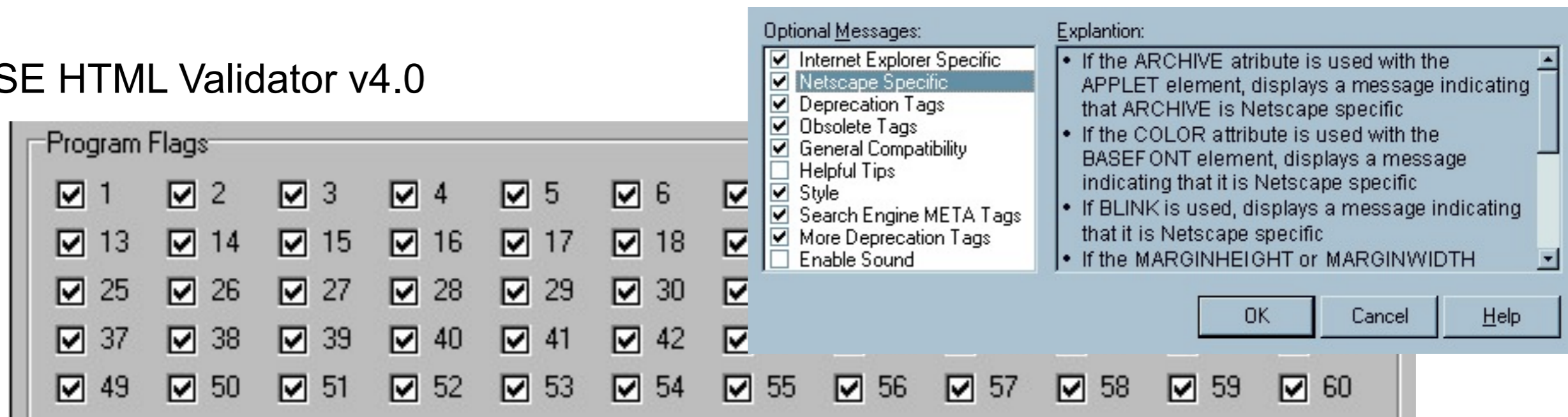


# Usability applies to a wide range of systems

## CSE HTML Validator v3.05



## CSE HTML Validator v4.0



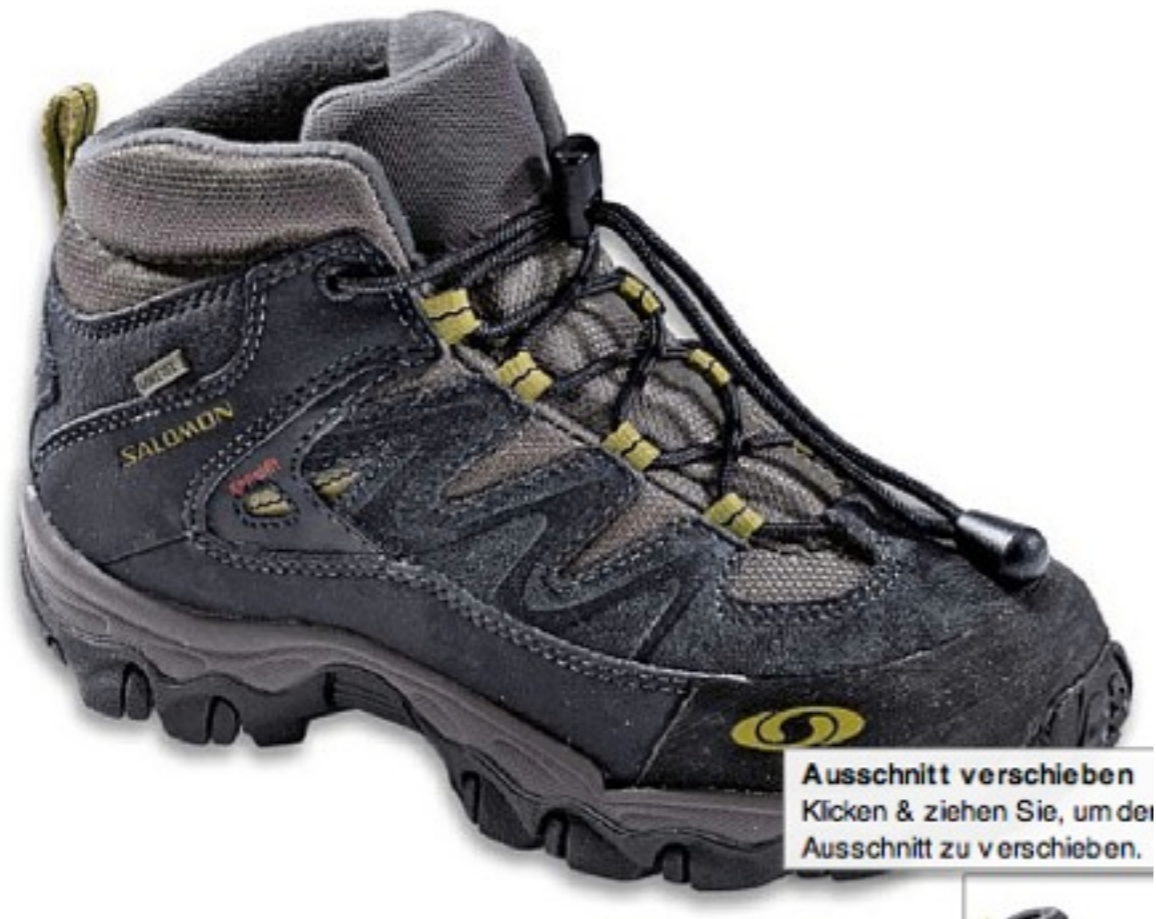
<http://homepage.mac.com/bradster/iarchitect/clarity.htm>

# Usability can communicate attitude



Das ist nicht der offizielle Webauftritt der Verwaltung. War es noch nie...

# Usability can make all the difference



Bildquelle: Neckermann.de, screenshot



<http://www.fabrikshop.info/12/610831g.jpg>



<http://ecx.images-amazon.com/images/I/41typn4wgnL.jpg>

# Many jobs require an understanding of usability

- Interaction designers: people involved in the design of all the interactive aspects of a product
- Usability engineers: people who focus on evaluating products, using usability methods and principles
- Web designers: people who develop and create the visual design of websites, such as layouts
- Information architects: people who come up with ideas of how to plan and structure interactive products
- User experience designers: people who do all the above but who may also carry out field studies to inform the design of products

# Exercise: Currency Converter

- Design a user interface for the following scenario:

Scenario 1: Mary needs a currency converter tool.

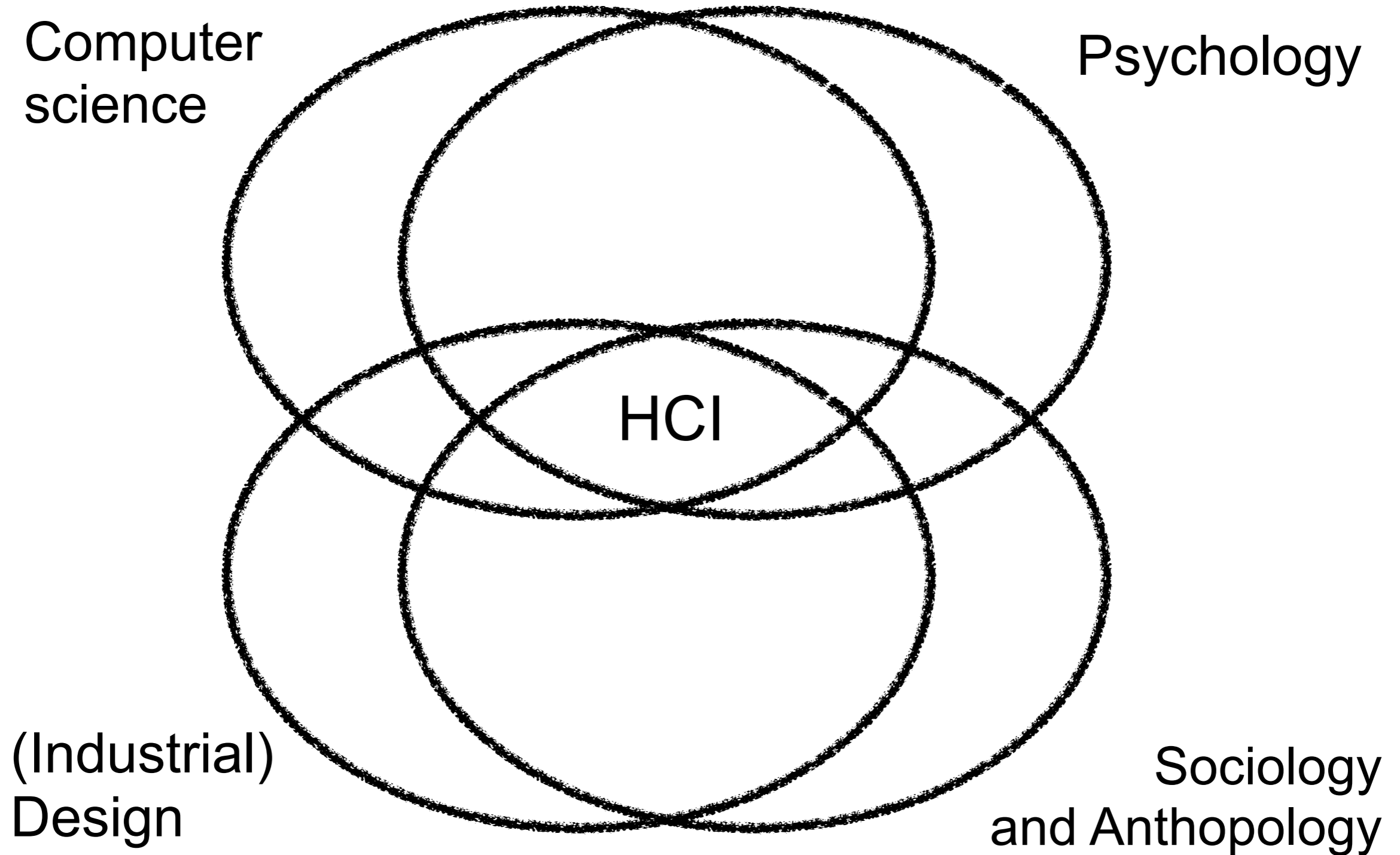
Scenario 2: Mary works at XY-import-export GmbH in Munich. On her laptop, she frequently checks prices for goods in the USA and in Japan. For calculating her budget she needs to convert these into Euro. Sometimes when she writes offers, she converts her company's sales prices (which are in Euro) into US\$ or Yen.

- Task: draw a sketch of a user interface for an application that supports Mary in her work.
- Think about how you would integrate such an application with her current computer system and software infrastructure

# What is the right title for the lecture?

- Mensch-Maschine-Interaktion (MMI) / Human-Machine Interaction (HMI)
  - “Man-Machine Interaction” politically incorrect
  - Study of the ways how humans use machines
- Mensch-Computer-Interaktion (MCI) / Human-Computer Interaction (HCI)
  - More special, main focus of this lecture
  - “Human-computer interaction is a discipline concerned with the design, evaluation and implementation of interactive computing systems for human use and with the study of major phenomena surrounding them”  
(working definition in the ACM SIGCHI Curricula for HCI)
- Interaktionsdesign / Interaction Design
  - More general than HMI
  - “designing interactive products to support people in their everyday and working live” (Sharp, Rogers, and Preece, 2002)
  - “interaction design is related to software engineering in the same way as architecture is related to civil engineering” (Winograd, 1997)
- Benutzerfreundlichkeit / Usability
  - The overall goal of interaction design

# HCI as an interdisciplinary field

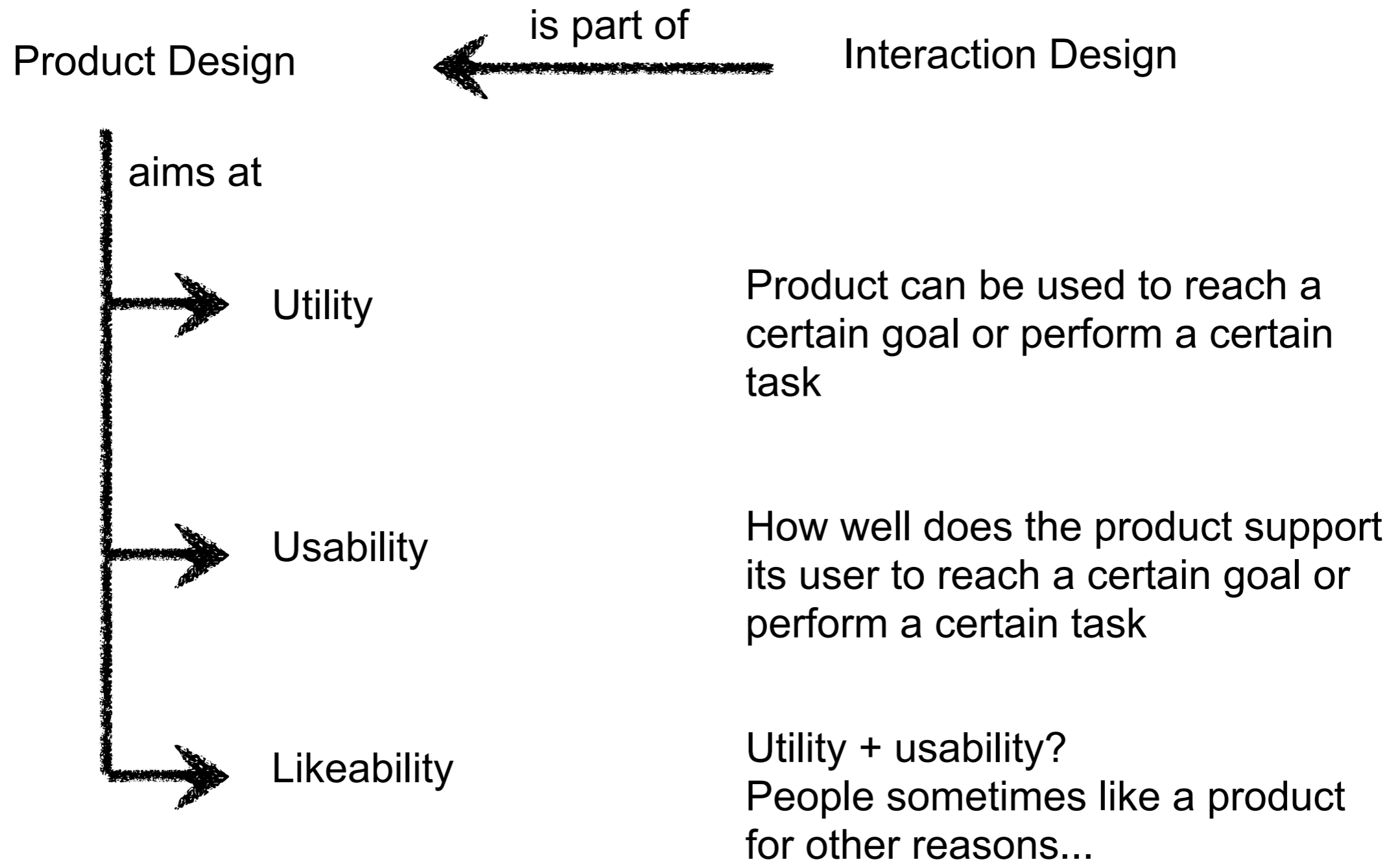


# Elements of HCI

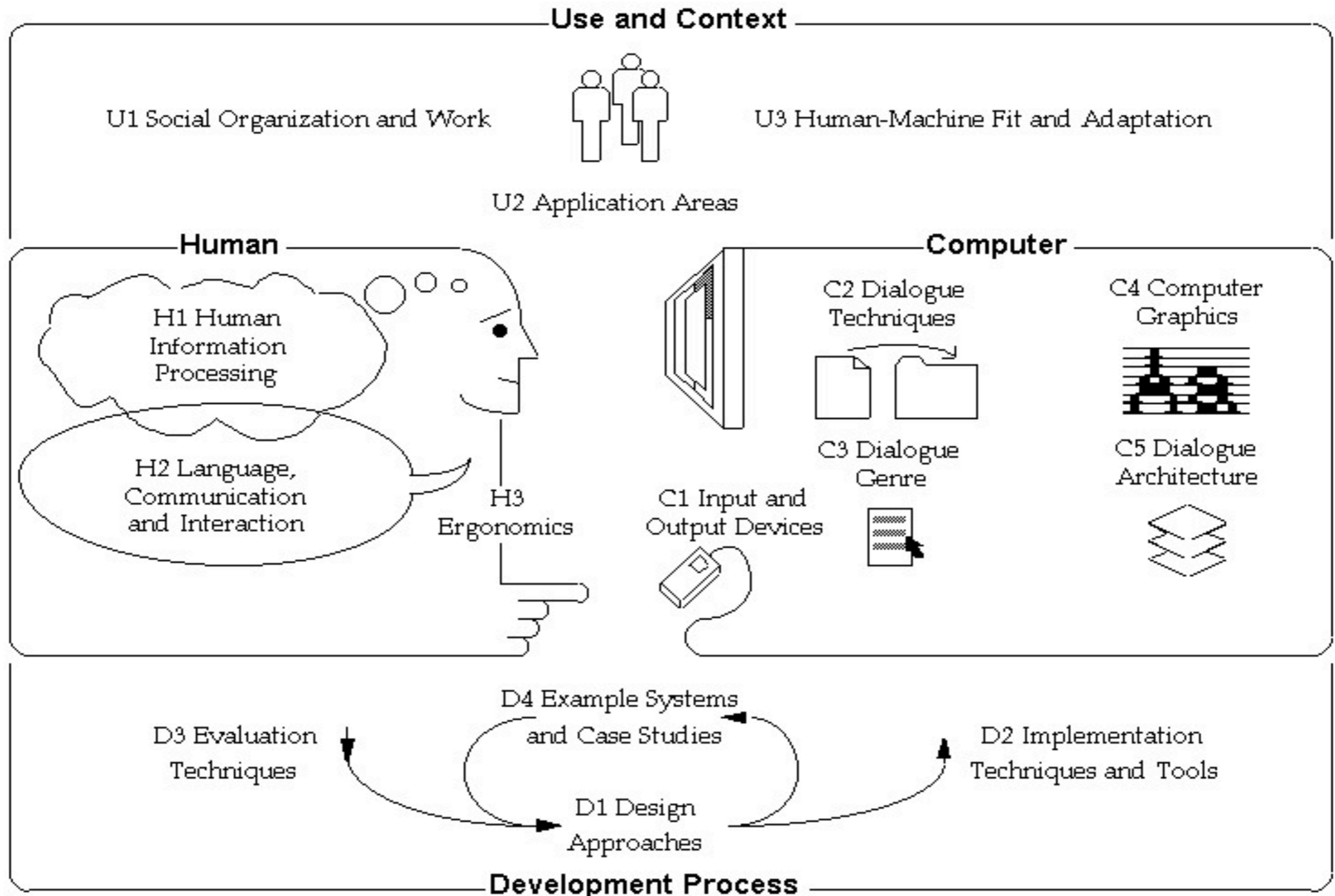
- Joint performance of tasks by humans and machines
- Structure of communication between human and machine
- Human capabilities to use machines  
(including the learnability of interfaces)
- Algorithms and programming of the interface itself
- Engineering concerns that arise in designing and building interfaces
- Process of specification, design, and implementation of interfaces
- Design trade-offs



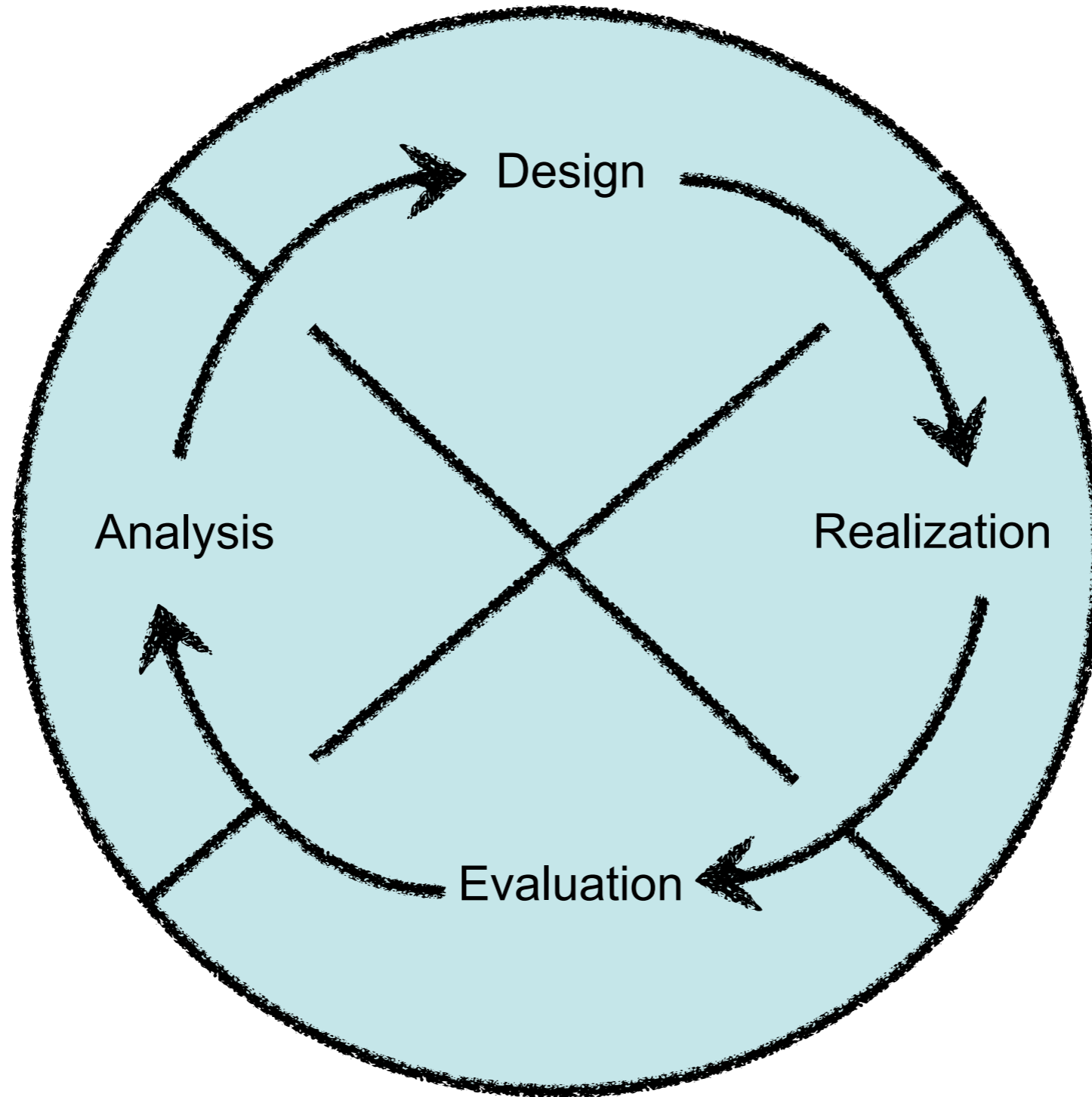
# Aspects of Product Design



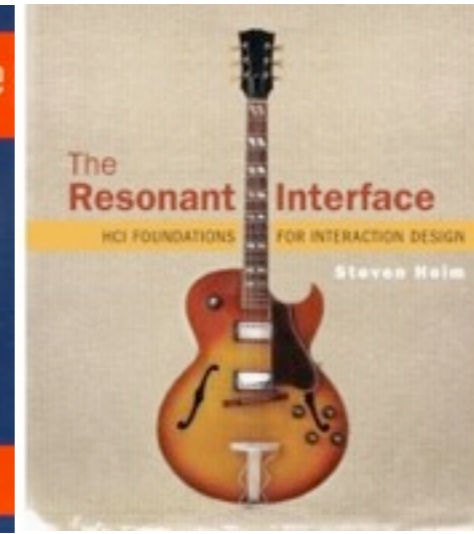
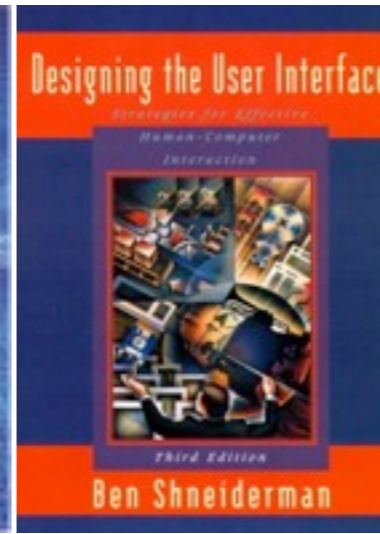
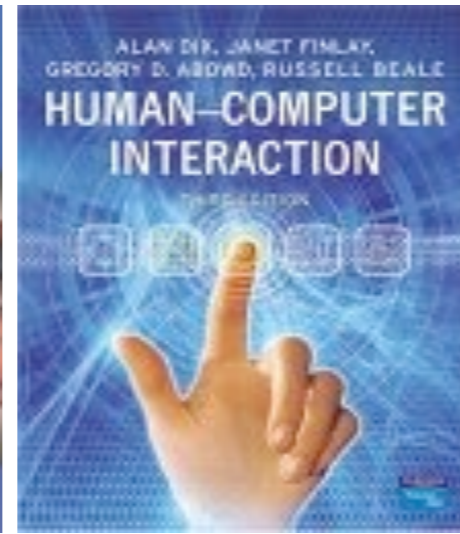
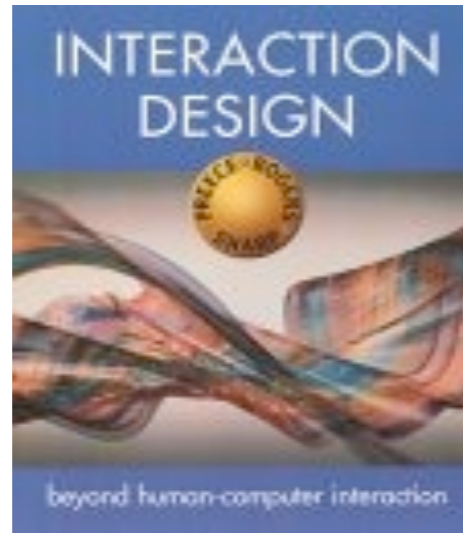
# from the ACM SIGCHI Curriculum for HCI



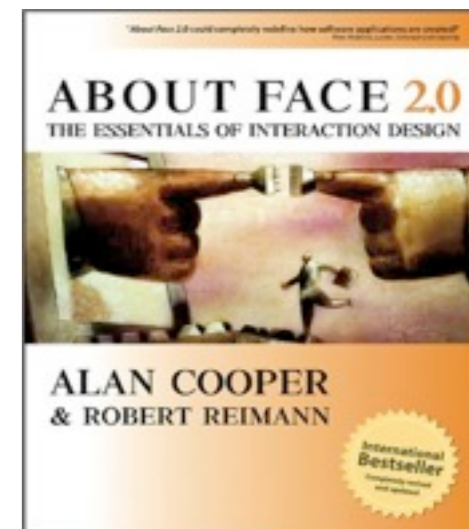
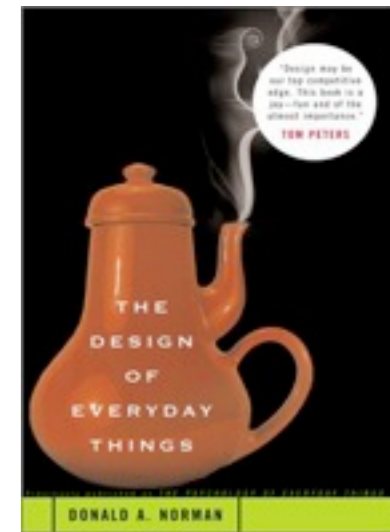
# The Development Process



# Books



- Jennifer Preece, Yvonne Rogers, Helen Sharp (2002). Interaction Design. ISBN 0471492787
- Alan Dix, Janet Finlay, Gregory Abowd and Russell Beale. (2003) Human Computer, Interaction (third edition), Prentice Hall, ISBN 0130461091
- Steven Heim (2007). The Resonant Interface: HCI Foundations for Interaction Design. Addison-Wesley; ISBN 978-0321375964
- Markus Dahm (2005). Grundlagen der Mensch-Computer-Interaktion. Pearson Studium; ISBN 3827371759
- Ben Shneiderman. (2004) Designing the User Interface, 4th Ed., Addison Wesley; ISBN 978-0321197863
- Donald A. Norman. (1990) The Design of Everyday Things; ISBN 0465067107
- Alan Cooper, Robert M. Reimann. (2007) About Face 3.0: The Essentials of Interaction Design; ISBN 978-0470084113



# Evolution of HCI ‘interfaces’

- 50s: Interface at the hardware level for engineers (switch panels)
- 60-70s: interface at the programming level (COBOL, FORTRAN)
- 70-90s: Interface at the terminal level (command languages)
- 80s: Interface at the interaction dialogue level (GUIs, multimedia)
- 90s: Interface at the work setting (networked systems, groupware)
- 2000s: Interface becomes pervasive (‘allgegenwärtig’)
  - RF tags, Bluetooth technology, mobile devices, blogging, user generated content, consumer electronics, interactive screens, embedded technology, sensor networks
- 2010s: ???

# HUMAN COMPUTER INTERACTION

*a brief history*

- editorial ::
- home ::
- links ::

Intro

the first mouse::1963

Xerox Altos 3-button-mouse::197

the first commercial mouse::1981

**Lisas mouse::1983** ←

Macintosh with mouse::1984

rubberball::1985

trackball::1989

radio mouse::1991

3D mouse::1992

scrollwheel::1996

USB mouse::1997

optical mouse::1999

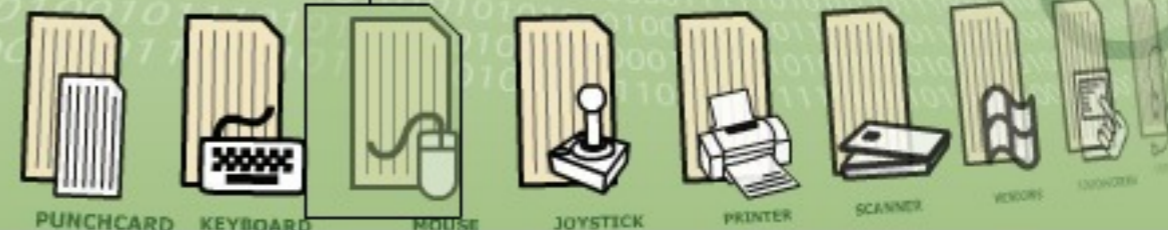
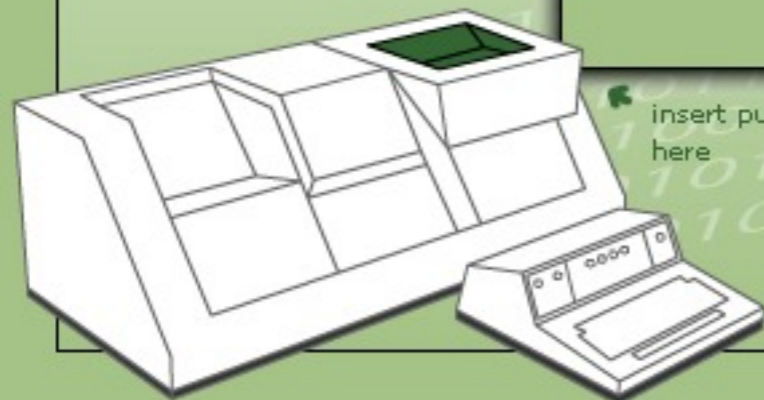
ID mouse::2001

optical radiomouse::2001

## 1983 Apples Lisa erscheint mit Maus

In January 1983 Apple releases "Lisa" the first mouseoperated personal computer. This highly praised computer indeed was no success as well. Again because of its high price with 10.000,-\$ no "normal people" could afford it.

By the way apples mouse was produced by Logitech with only one key, and it still macs get along with only one key on their latest mice.



# VisiCalc - Widespread use of an Interactive Application



VisiCalc Screen, early Alpha 1/4/79

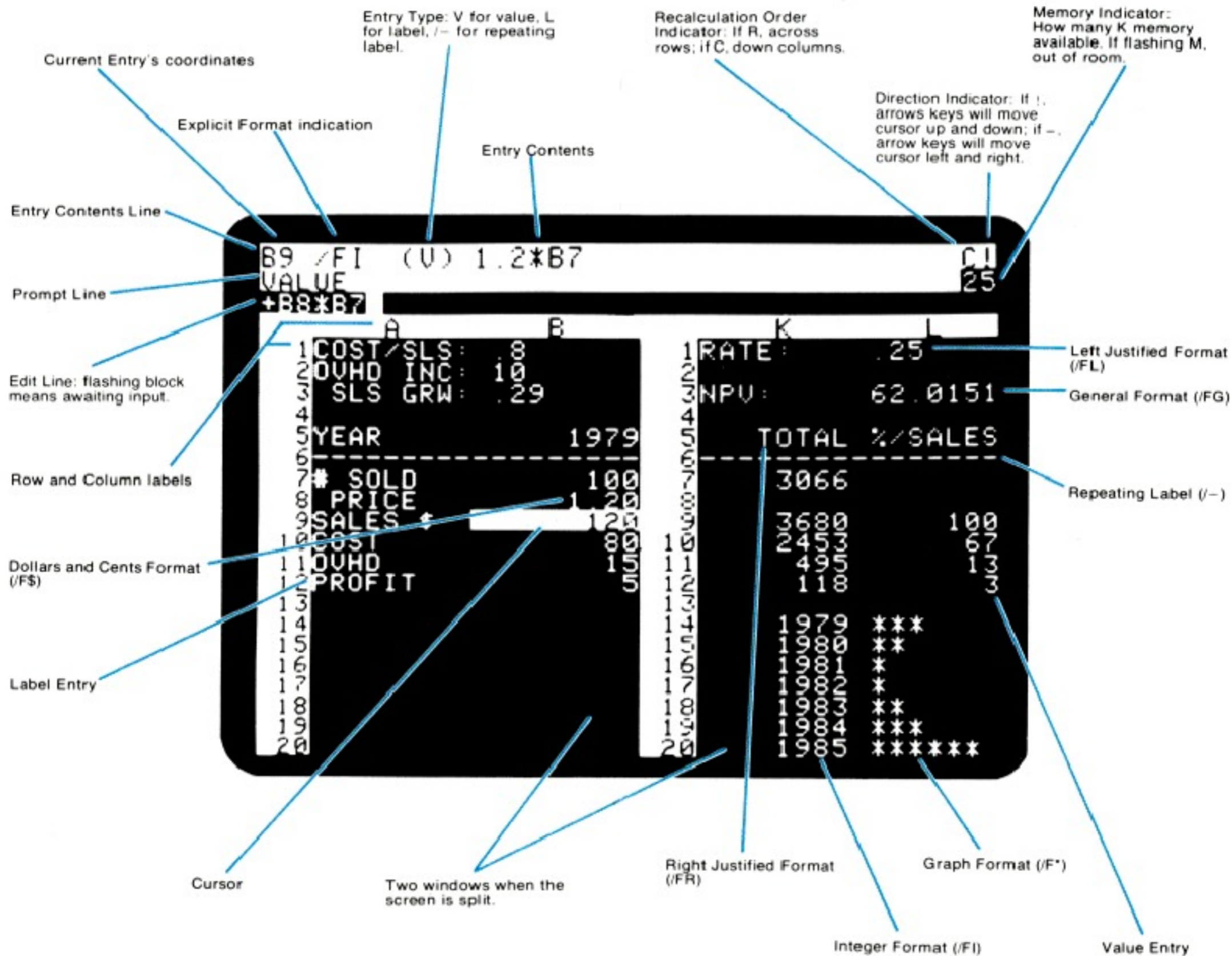
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SALARY	2500.00	2500.00	30000.00
OTHER			
<b>INCOME</b>	<b>2500.00</b>	<b>2500.00</b>	<b>30000.00</b>
FOOD	400.00	400.00	4800.00
RENT	350.00	350.00	4200.00
HEAT	110.00	120.00	575.00
REC.	100.00	100.00	1200.00
TAXES	1000.00	1000.00	12000.00
ENTERTAIN	100.00	100.00	1200.00
MISC	100.00	100.00	1200.00
CAR	300.00	300.00	3600.00
<b>EXPENSES</b>	<b>2460.00</b>	<b>2470.00</b>	<b>28775.00</b>
REMAINDER	40.00	30.00	1225.00
SAVINGS	30.00	30.00	330.00

First version of VisiCalc screenshot

- Instantly calculating electronic spreadsheet
  - D. Bricklin/J. Frankston 1979
  - For Apple II computers
- Significant value to non-technical users
  - Usability was key...
- Early killer app for PCs
  - Motivated IBM to enter the PC market

<http://www.danbricklin.com/visicalc.htm>

# A VISICALC™ Screen:





# Changing Interaction Paradigms

- Replacement of command-language
- Direct manipulation of the objects of interest
- Continuous visibility of objects and actions of interest
- Graphical metaphors (desktop, trash can)
- Windows, icons, menus and pointers
- Rapid, reversible, incremental actions
- Origins of direct manipulation and graphical user interfaces
  - Ivan Sutherland's Sketchpad, 1963, object manipulation with a light pen (grabbing, moving, resizing)
  - Douglas C. Engelbart, 1968, Mouse
  - XEROX ALTO (50 units at Universities in 1978)
  - XEROX Star (1981)
  - Apple Macintosh (1984)

# XEROX ALTO



- Photos from
- <http://members.fortunecity.com/pcmuseum/alto.html>

**Start**

**Ready:**  
Select file names with the mouse  
Red-Copy, Yel-Copy/Rename, Blue-Delete  
Click 'Start' to execute file name commands

**Quit**

**Clear**

**Type**

---

Pages: 832 **Log**  
Files listed: 60  
Files selected: 0 Delete: 0  
Copy/Rename: 0 Copy: 0

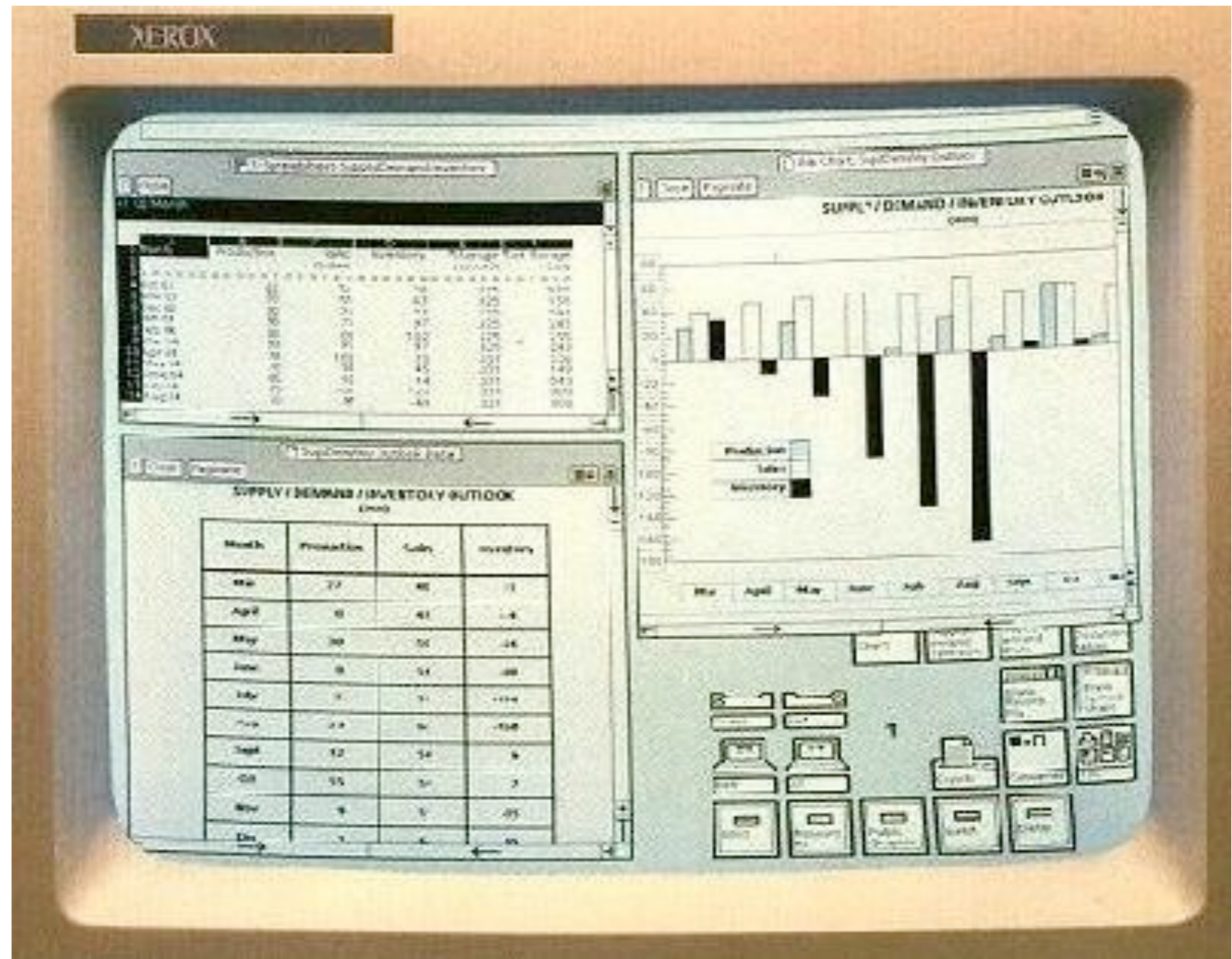
DP0: <SysDir.> +,\*

```
-- BEGINNING --
1012-AstroRoids.Boot.
Anonymous.1.
BattleShip.er.
BattleShip.RUN.
BlackJack.RUN.
BuildKal.cm.
CalcSources.dm.
Calculator.RUN.
Chess.log.
Chess.run.
Com.Cm.
CompileKal.cm.
CRTEST.RUN.
DMT.boot.
EdsBuild.run.
empress.run.
Executive.Run.
Fly.run.
galaxian.boot.
Garbage.S.
Go9.run.
GoFont.AL.
Invaders.Run.
junk.
junk.press.
Kal.bcpl.
Kal.cm.
KalA.asm.
KalMc.mu.
Kinetic4.RUN.
LoadKal.cm.
MasterMind.RUN.
maze.run.
Mesa.Typescript.
Missile.run.
NEPTUNE.RUN.
othello.run.
Pinball-easy.run.
POLYGONS.RUN.
```

Pages: 0 **Log**  
Files listed: 0  
Files selected: 0 Delete: 0  
Copy/Rename: 0 Copy: 0

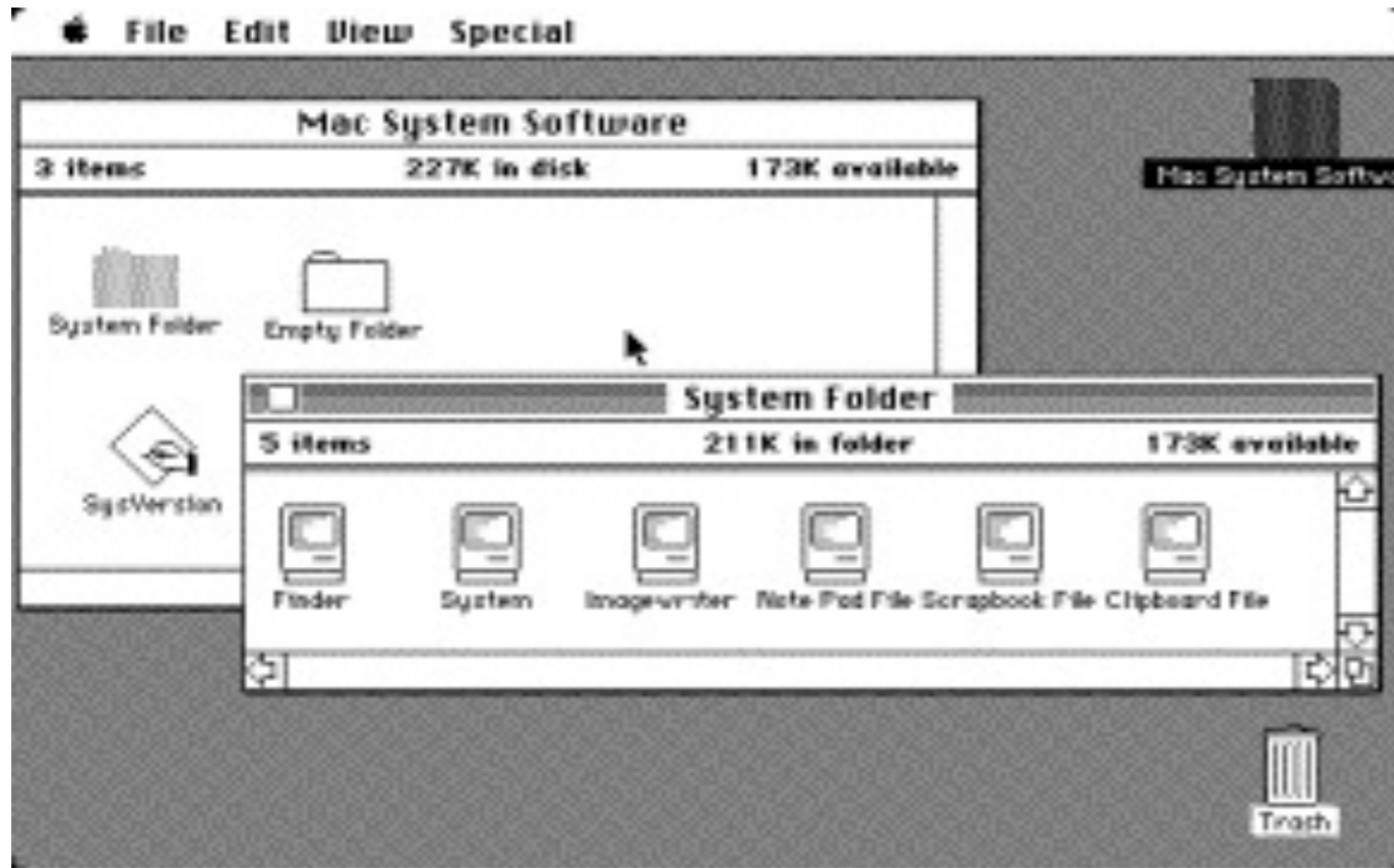
No Disk: <SysDir.> +,\*

# XEROX Star



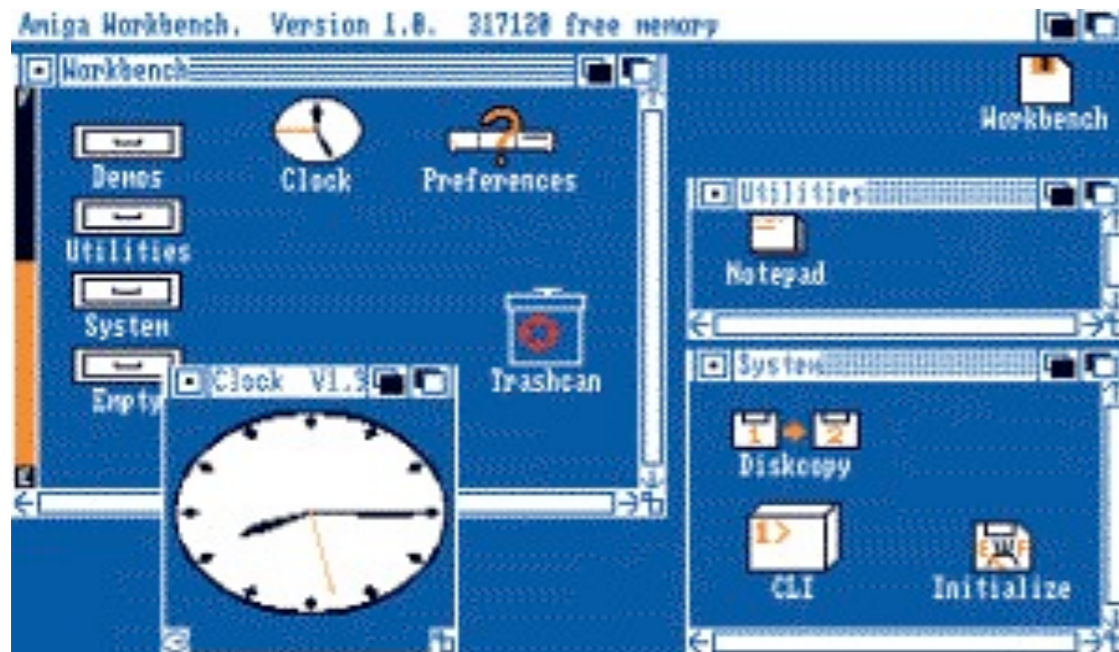
- Photos from <http://members.fortunecity.com/pcmuseum/alto.html>

# Apple Macintosh



- 1984 – commercially successful GUI

# More GUIs



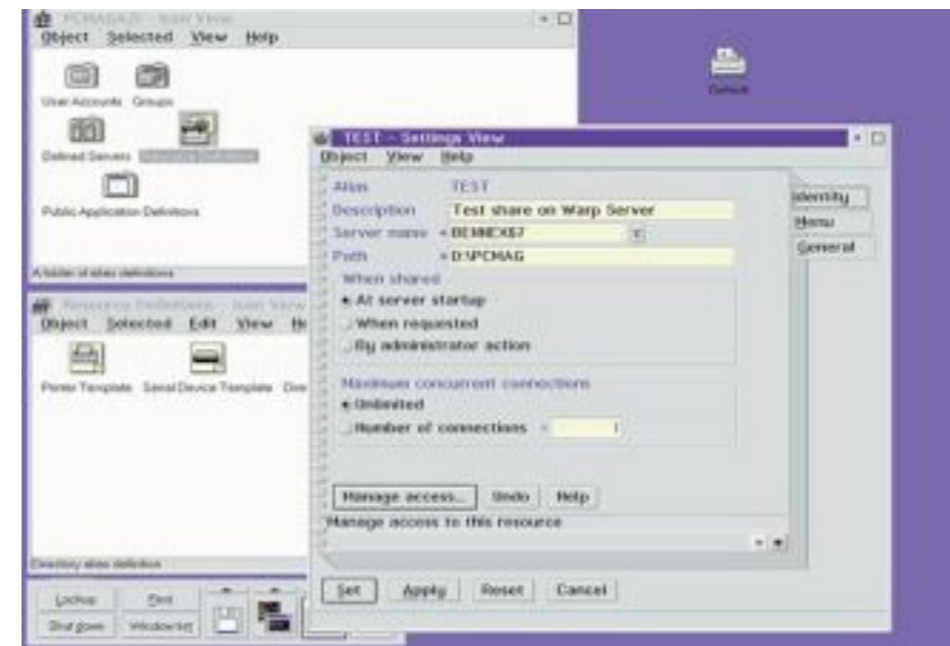
Amiga 1985



NextStep 1989



Win 3.11 1992

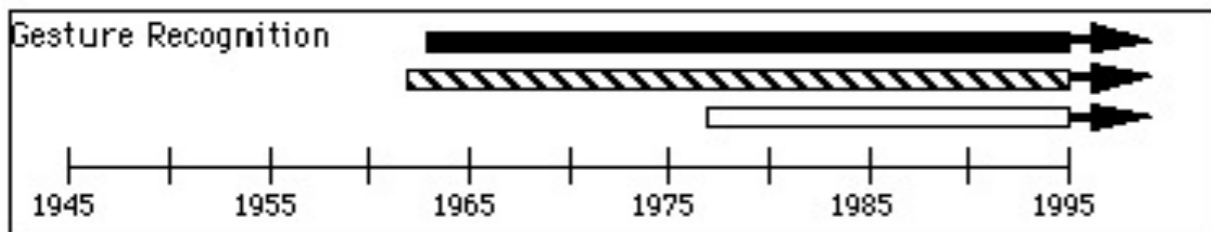
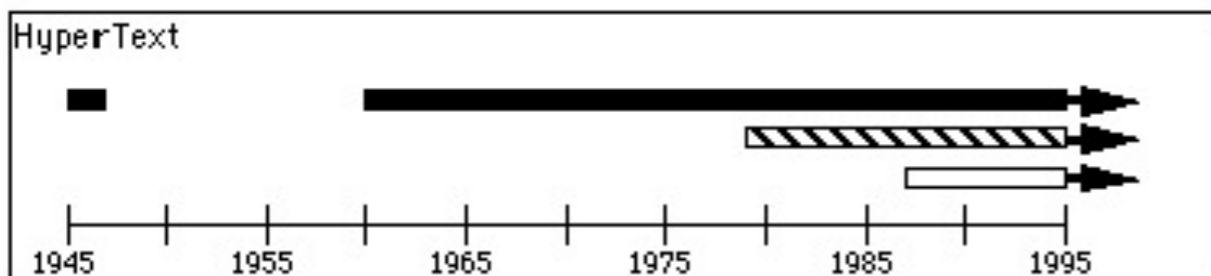
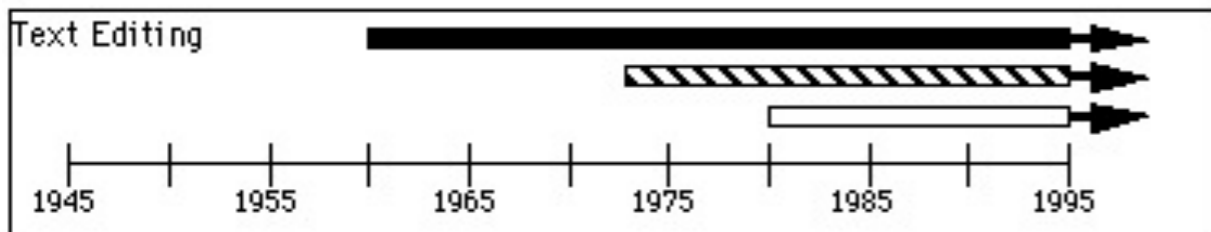
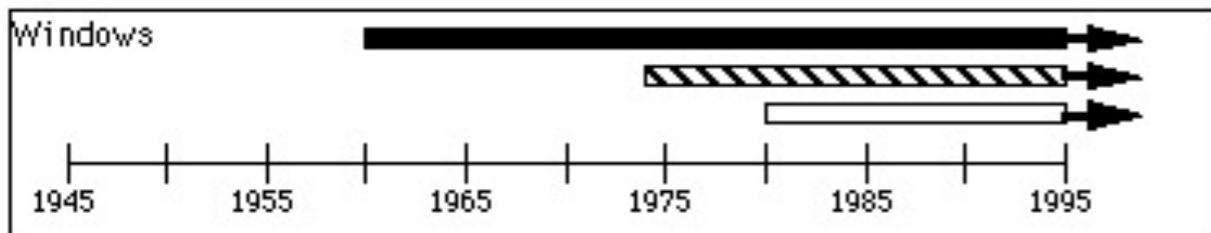
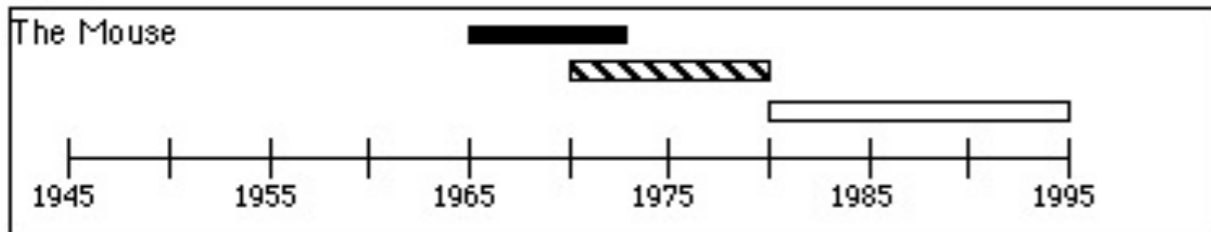
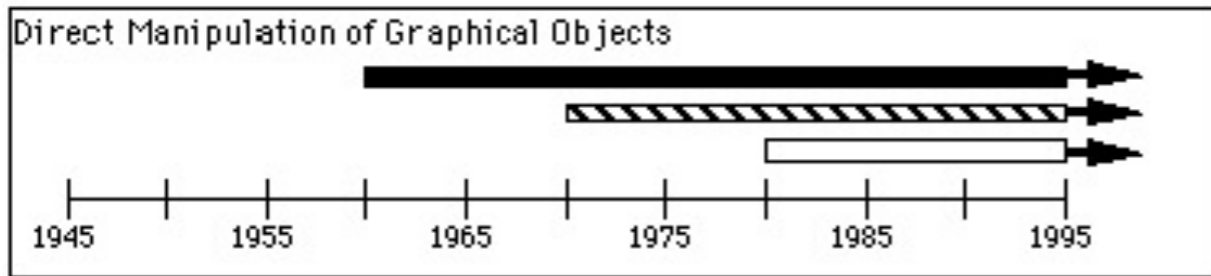


OS/2 1992



From B. Myers  
 "Brief History of HCI"

# Research and Products



- Early machines used batch processing (e.g. punch card machines)
- Terminals with command line interfaces
- Graphical user interfaces with pointing device
- Multimodal user interfaces

# References



- D. A. Norman. The Design of Everyday Things. Basic Books 2002. ISBN: 0465067107
- B. Shneiderman. Designing the User Interface: Strategies for Effective Human-Computer Interaction , Third Edition. 1997. ISBN: 0201694972
- Alan Dix, Janet Finlay, Gregory Abowd and Russell Beale. (2004) Human Computer Interaction (third edition), Prentice Hall, ISBN 978-0130461094
- Preece, J., Rogers, Y. & Sharp, H. (2002) Interaction Design: Beyond Human-Computer Interaction. New York, NY: John Wiley & Sons
- Winograd, Terry (1997), "The Design of Interaction ," in Peter Denning and Bob Metcalfe (eds.), Beyond Calculation, The Next 50 Years of Computing, Springer-Verlag, 1997.
- Jef Raskin, The Humane Interface, ACM Press 2000
- Brad A. Myers. "A Brief History of Human Computer Interaction Technology." ACM interactions. Vol. 5, no. 2, March, 1998. pp. 44-54.  
<http://www-2.cs.cmu.edu/~amulet/papers/uihistory.tr.html>
- Software Arts and VisiCalc  
<http://www.bricklin.com/history/intro.htm>