Why talk about interface?
That’s the first impression and a lasting one for the users

It is the gateway to your application

It can help draw your users in
What makes good interface?
Sexy interfaces don’t cut it
So what is it then?
It’s about user experience
A great app lets the users get their job done
Make it Reliable

An unreliable app spoils user’s experience
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Subject</th>
<th>Message Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/31/69</td>
<td>3:19 PM</td>
<td>(No Sender)</td>
<td>(No Subject) This message has no content.</td>
</tr>
<tr>
<td>12/31/69</td>
<td></td>
<td>(No Sender)</td>
<td>(No Subject) This message has no content.</td>
</tr>
</tbody>
</table>
Don’t Annoy
Sometimes I just popup for no particular reason, like now.
Don’t Distract
You’re asked to implement Search

How do you improve experience?
Search by any or all of the criteria below.

All or part of the file name:

A word or phrase in the file:

Look in:

Local Disk (C:)

When was it modified?

What size is it?

More advanced options

Back  Search
Help the user focus, don’t distract
What’s the App you use the most?
KISS Principle
Simple things must be simple
Problem with products is not their capability, but one of imposed complexity beyond the need
How to find a menu item?
Fastest way is to search!
Provide Value
An App That Fails in So many ways
http://blogs.agilefaqs.com/2008/05/28/victim-of-chaos/
Terms and conditions for Web check-in

1. No cancellations / modification request would be entertained once the guests have web checked-in.

2. No check-in baggage is allowed for web check-in. Guests may carry a maximum of one piece of cabin baggage, as defined by BCAS guidelines, with an additional restriction of maximum weight of one piece of 10.0 kg, not to exceed 55cm + 35cm + 25cm (Total 115 cm). Due to airport security regulations, no cabin baggage is allowed on any flights originating from Jammu and Srinagar airports.

3. No Infant(s), Wheelchair Passenger(s) or any Passengers requiring special assistance would be allowed to web check-in.

4. All the terms of carriage would apply, including all of the above.

☐ I read the above information.

☐ I do not accept the above information.

☐ I understand the above information.

☐ Spicejet has the right to edit passenger details if purchased by fraud.
Terms and conditions for Web check-in

1. No cancellations / modification requests would be entertained once the guest has web check-in.

2. No check-in baggage is allowed for web check-in. Guests may carry a maximum of one piece of cabin baggage as defined by BCAS guidelines, with an additional restriction of maximum weight of one piece of 15 kgs + 20 kgs (Total 35 kgs) due to airport security regulations. Only one baggage is allowed on any flight originating from Jammu and Srinagar airports.

3. No Infant(s), Wheelchair Passenger(s), or unaccompanied Minor(s) would be allowed to web check-in.

4. All the terms of carriage would apply for details visit www.spicejet.com.

   I accept all of the above terms and conditions.

   I do have a valid photo id card issued by a Government Authority.

   I do not have any check-in baggage with me or, I have only a cabin baggage weighing less than 10 kgs.

   I understand that once web checked-in, no modifications can be made in the itinerary purchased by fraudulent use of a credit card.

   Spicejet has the rights to cancel the booking/ web check-in if the ticket is found to be purchased by fraudulent use of a credit card.
Do, don’t ask
OmniGraffle registration experience!
Get One Step Ahead of the User
Convenience shortcuts

Thinks like a programmer!
Stays steps ahead.
User’s stress level

Cognitive

Circumstances can lead us to make mistakes
Cognitive Unconscious

Repetition pushes us there
Know your users
Let Users Set the Pace
Don’t Rush the User
Locus of Attention
Ajax and Locus of Attention
Asimov’s Law

Isaac Asimov's "Three Laws of Robotics"

1. A robot may not injure a human being or, through inaction, allow a human being to come to harm.
2. A robot must obey orders given it by human beings except where such orders would conflict with the First Law.
3. A robot must protect its own existence as long as such protection does not conflict with the First or Second Law.
Fitt’s Law

The time it takes to select a target is proportional to distance, inversely to its size

\[ T = a + b \log_2 \left( 1 + \frac{D}{W} \right) \]
Hick’s Law

The time to choose among options is proportional to the number of choices

\[ T = b \cdot \log_2(n + 1) \]
Response time...

10 seconds feels like eternity to users
Reliable
Fast
Easy to use
Simple
Doesn’t annoy or distract
Provide Value
Recommended Reading

THE HUMANE INTERFACE
New Directions for Designing Interactive Systems

Jef Raskin
Thank You!

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