This May Not Be For You: Overcoming Self-Centered Design

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University of Minnesota
Agenda

Awareness
30 minutes

Considerations
25 minutes

Feedback Methods
25 minutes

Questions
10 minutes
Parte Uno
“Our loyal and dependable outlets can vend any trouser bearing the Levy label no matter how abominable their design and construction.”

-Ignatius Abelman character in John Kennedy Toole’s A Confederacy of Dunces
How do you design an interface for a 1,000 floors elevator?
Describe your users.

“We never know the quality of someone else’s life, though we seldom resist the temptation to assume and pass judgement.”

-Tami Hoag
“The single story creates stereotypes, and the problem with stereotypes is not that they’re untrue, but that they’re incomplete.”

- Chimamanda Ngozi Adichie
What makes you average?

“I’m selfish, impatient and a little insecure. I make mistakes, I am out of control and at times hard to handle. But if you can’t handle me at my worst, then you sure as hell don’t deserve me at my best.”

-Marilyn Monroe
“...any system designed around the average person is doomed to fail.”
What makes you “not average”?

“Be yourself; everyone else is already taken.”

-Oscar Wilde
As you are leaving your neighborhood supermarket a man in a business suit asks you whether you like shopping in that store. You reply quite honestly that you do like shopping there and indicate that in addition to being close to your house, the supermarket seems to have very good meats and produce at reasonably low prices. The man then reveals that a videotape crew has filmed your comments and asks you to sign a release allowing them to use the unedited film for a TV commercial that the supermarket chain is preparing.

What % of your peers do you estimate would sign the release? ____%
What % would refuse to sign it? ____%
(Total % should be 100%)

Would you sign the release? yes            no

False Consensus Effect

...people “tend to overestimate how many people share their choices, values, and judgments”...
What is a disability?
<table>
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https://www.disabilitybenefitscenter.org/social-security-disabling-condition
Temporary disability
Disability is a spectrum

- holding baby
- sun glare
- distracted
- no headphones
- stilettos
- no coffee
- wrapped finger
- medicated
- reading glasses
- broken limb
- headache
- pregnant
- hard of hearing
- dyslexic
- paraplegic
- cancer
- lupus
- memory loss
“Sickness” as we speak of it today is a capitalist construct, as is its perceived binary opposite, “wellness.” The “well” person is the person well enough to go to work; the “sick” person is the one who can’t. What is so destructive about conceiving of wellness as the default, as the standard mode of existence, is that it invents illness as temporary. When being sick is an abhorrence to the norm, it allows us to conceive of care and support in the same way.

-Johanna Hedva, contemporary artist

https://www.flickr.com/photos/revertebrate/169384552/
http://www.maskmagazine.com/not-again/struggle/sick-woman-theory
...one size doesn’t fit all...

...if it wasn’t planned to...
Universal Design

“Universal Design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.”

-Ron Mace, The Center for Universal Design
The Principles of Universal Design

1. Equitable Use
The design is useful and marketable to people with diverse abilities.

2. Flexibility in Use
The design accommodates a wide range of individual preferences and abilities.

3. Simple and Intuitive Use
Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or education level.

4. Perceptible Information
The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.

5. Tolerance for Error
The design minimizes hazards and the adverse consequences of accidental or unintended actions.

6. Low Physical Effort
The design can be used efficiently and comfortably and with a minimum of fatigue.

7. Size and Space for Approach and Use
Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.
“The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.”

-Tim Berners-Lee, W3C Director and inventor of the World Wide Web
Deuxième Partie
Physical considerations

“Just because a man lacks the use of his eyes doesn’t mean he lacks vision.”
-Stevie Wonder

https://www.flickr.com/photos/bhalash/146987979/
"You take the **blue pill**, the story ends... You take the **red pill**, you stay in Wonderland, and I show you how deep the rabbit hole goes."
Blindness
Limited mobility

- Reduce interactions
- Large clickable regions
- Give them space
Environmental considerations

“My disability exists not because I use a wheelchair, but because the broader environment isn’t accessible.”
- Stella Young
Is your website mobile-friendly?

I remember when 3G was primary mobile speed. It was slow but still worked, so why now when my phone says 3G it becomes completely useless.

6:43 AM - Mar 23, 2016 · California, USA
Cognitive considerations

“...even people with only a mild cognitive decline may find standard applications impossible to use. That means more and more people are dependent on caregivers for things that they could do themselves, increasing the crippling cost of care and reducing human dignity.”

-W3C

https://www.flickr.com/photos/mrdevlar/4922438768/
https://www.w3.org/TR/coga-user-research/
Learning disabilities

http://hero-farm.com/this-font-shows-you-what-it-feels-like-to-be-dyslexic/
“When you deal with a person who’s experiencing dementia, you can see where they’re struggling with knowledge. You can see what they forget completely, what they forget by they know what they once knew. You can tell how they’re trying to remember.”

-Walter Mosley
Use sans-serif fonts, with good color contrast, sentence casing, & traditional alignment.
Aim for a high signal-to-noise ratio.
Don’t split single tasks across multiple screens.
Create readable content.
“But my content isn’t for your kids.”
Awesome! Let's do that. (But how?)
Keep paragraphs short. (And use bulleted lists.)

- 3-5 sentences per paragraph max, no more than around 6 lines.
- Keep those sentences short, no more than 15-20 words.
- Use the clearest, most direct phrasing possible.
Don’t let grammar rules force you into crazy, convoluted sentences.

“That’s what it’s for.”

VS

“That’s the purpose for which it was intended.”
Be direct.

“Check out your books on the first floor.”

VS

“Patrons should check out their books on the first floor.”
Use the active voice.

“Stephen King wrote the book.”

VS

“The book was written by Stephen King.”
Don’t turn verbs into nouns (or vice versa).

“After you add the eggs to your batter...” vs “Following the addition of eggs to your batter...”
Don’t use idioms. Don’t use metaphors. Don’t get cute.
Explain unavoidable jargon or acronyms.
Tweak; don’t redesign.

Redesign = cognitive stress. The web and our understanding of human behavior changes and expands, so build to accommodate the fact our world is fluid and our work is organic.
Reach out.
“We’re all imperfectly human, and our readers are no exception. They have touchy subjects and insecurities and things they’d rather not talk about—and they bring them all to the table when they interact with our content.”

-Kate Kiefer Lee
What Happens When You Call The Lifeline?

First, you'll hear an automated message featuring additional options while your call is routed to your local Lifeline network crisis center.

A trained crisis worker at your local center will answer the phone.

We'll play you a little music while we connect you to a skilled, trained crisis worker.

This person will listen to you, understand how your problem is affecting you, provide support, and get you the help you need.

Lifeline Center calls are free and confidential, and we’re available 24/7.

Everyone Plays A Role In Suicide Prevention

GET HELP NOW
Get resources for yourself or be the difference for a loved one by offering support and understanding.

HELP YOUR LOCAL CENTER
Lifeline centers range across the U.S. and rely on state and local funding to operate. Find out how you can help.

JOIN THE NETWORK
Local crisis centers can support the fight against suicide by joining the Lifeline’s national network.

PROMOTE THE LIFELINE
Spread the word about the Lifeline’s free, confidential, 24/7 services and raise awareness for suicide prevention.
Web Forms

Required community service application

Race:
- American Indian/Alaskan Native
- Asian
- Black/African American
- Native Hawaiian or Pacific Islander
- White
- Hispanic or Latino
- Other

Reason for community service

You will be contacted if further information is required.

Date and nature of offense requiring community service

I hereby certify that the information on the above application is true, accurate, and complete to the best of my knowledge.

I authorize the Library to verify any of the information on the application.

Apply (I agree to the terms above)
“Every question carries weight. Every bit we collect is part of a personal history—a story of a life lived.”

- Sarah Wachter-Boettcher
“Edge cases define the boundaries of who and what you care about.” They demarcate the border between the people you are willing to help and the ones you are comfortable marginalizing.

- Eric Meyer & Evan Hensleigh, Design for Real Life
TEIL DREI
Participant or Response Bias
Task Completion Bias

Peak-end rule and duration neglect

https://www.smashingmagazine.com/2016/08/user-memory-design-how-to-design-for-experiences-that-last/
Method Fail
Traditional usability testing

https://www.flickr.com/photos/smartchicago/31973654824/
https://z.umn.edu/not-for-you
Usability testing schedule

1st Week - planning meeting
2nd Week - scenario writing
3rd Week - recruit, test, & debrief
4th Week - report
Equipment & space

- 2 rooms
- Google Hangouts/Meet or Skype
- 6 gift cards (or other incentives)
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<thead>
<tr>
<th>Roles</th>
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<td>Administrator</td>
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<td>Scenario Editor</td>
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<td>Observers</td>
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Recruitment

6 participants for 3 slots
Flyers in the building of the testing sessions
Google form that outputs to a spreadsheet
Email confirmation and reminder

HELP US help you!

Give the Libraries 45 minutes of your time on Thursday afternoon (04/16), & we’ll give you $15 to spend at the University Bookstore.*

http://z.umn.edu/treatyourself

U of M students only *
Exercise: tasks & scenarios

Choose a website (that does not require logging in) to test

Write down the top three tasks for that website

Wordsmith a scenario for each task

Tip: avoid leading language
Tip: keep the scenario brief
Tip: keep the scenario focused to one task only
Backup tests

- Terminology review
- Surveys
- Scribble testing
- Card sorting
- “Mad Lib”/Fill in the blanks
- Physical space test
NAME THE SERVICE: Part 1

Using 1-3 words, create name the service or feature in each question.
(Example: What do you call a container that holds liquid? Answer: glass or water bottle)

1. What would you call librarians who are available to help students and faculty in specific topics such as the history of technology?

DEFINE THE SERVICE: Part 2

Provide a definition for each term. Please do not edit your answers from part 1.
(Example: Library. Answer: A building that has books.)

1. University Digital Conservancy
Donut testing
Managing feedback response

- Inattentional blindness
- Unreceptive stakeholders
- Recommendations contradict existing knowledge
- Turning recommendations into actions
In conclusion, your challenge:

- Read, but be skeptical
- Always challenge assumptions
- Be aware of biases
- Audit content as well as the interface
- Learn more about *all* of the limitations spectrum
- Actively listen more than talk

https://www.flickr.com/photos/hernanpc/28445661389/
“The user interface should be so simple that a beginner in an emergency can understand it within ten seconds.”

-Ted Nelson, Computer Scientist
“If you think good design is expensive, you should look at the cost of bad design.”

– Ralf Speth

Questions?

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Jen Neveau: jneveau@umn.edu

https://z.umn.edu/not-for-you
https://www.flickr.com/photos/miguelwirkunen/4581775247/
Watch List

- Why We Need Universal Design by Michael Nesmith
- Danger of a Single Story by Chimamanda Ngozi Adichie
- Designing for Crisis by Eric Meyer
- Ranch Stories by Alan Cooper
- Inclusive Markup by Estelle Weyle (and other Inclusive Design 24 presentations)
Reading List

- The 1,000 Floor Elevator: Why Most Designers Fail Google’s Infamous Interview Design Challenge
- The Universal Design File: Designing for People of All Ages and Abilities
- Sick Woman Theory by Johanna Hedva
- Moving Together: Toward a Theory of Crip Spacetime (PDF) by Margaret Price
- The Rise of the Curb Cut Part 1: From Streets to Streams and Part 2: Don’t Be Afraid of the Water
- When U.S. Air Force Discovered the Flaw of Averages by Todd Rose
- This Font Shows You What It’s Like to be Dyslexic by Kate Solomon
- W3C Accessibility, Web Content Accessibility Guidelines (WCAG) 2.1, and WebAIM
- The “False Consensus Effect”: An Egocentric Bias in Social Perception and Attribution Processes by Lee Ross
- You Are Not the User: The False Consensus Effect by Raluca Budiu
- What is Participant Bias? (And How to Defeat it) by Bryn Farnsworth
- Rocket Surgery Made Easy by Steve Krug
- What the Failure of New Coke Can Teach Us About User Research and Design by Adam Silver
- How to Design a Website For Someone Affected by Dementia by Rik Williams
- Cognitive Accessibility User Research by W3C
- Everybody Writes by Ann Handley
- Technically Wrong: Sexist Apps, Biased Algorithms, and Other Threats of Toxic Tech by Sara Wachter-Boettcher
Keeping Abreast

- [A List Apart](https://alistapart.com) and [A Book Apart](https://abookapart.com)
- [Smashing Magazine](https://smashingmagazine.com)
- [Nielsen Norman Group](https://www.nngroup.com)
- [Interaction Design Foundation](https://interaction-design.org)
- Other suggestions: [The 30 Best UX Websites and Blogs to Follow (and Why)](https://www.smashingmagazine.com/2019/03/30-best-ux-websites-and-blogs/) by Sloane Moore

Conferences

- [World Usability Day](https://www.worldusabilityday.org)
- [Inclusive Design 24](https://inclusive-design24.org)
- [Confab](https://www.confabconferences.com) (Content Strategy)