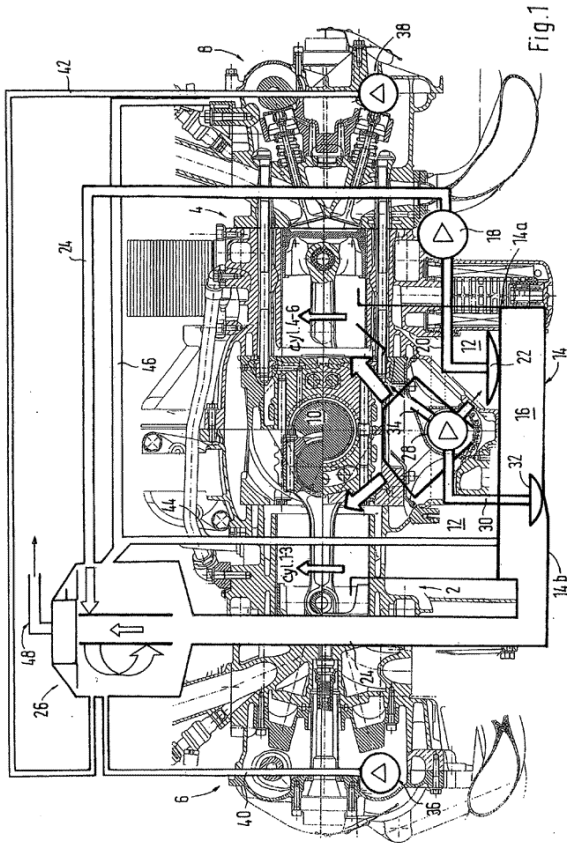


The Designer's Process



What The Designer Thinks



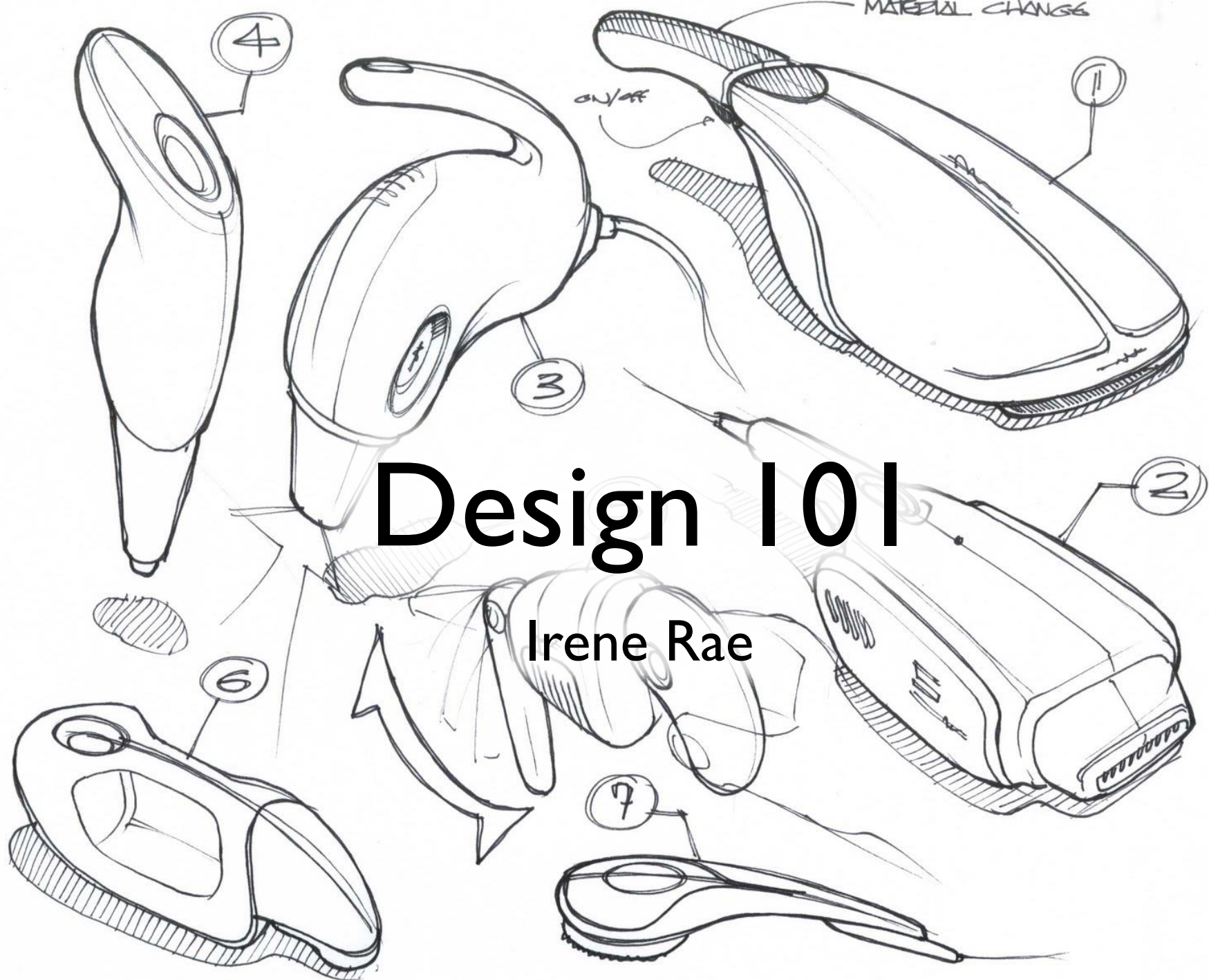
What The User Sees

Administrative Stuff

4 readings on the website, 1 optional

“Thought questions” available for the readings

Waitlisted people can wait to subscribe to TopHat until they know if they’re enrolled



Design 101

Irene Rae

Why design?

Communicating your ideas

What is your message?

Who is your audience?

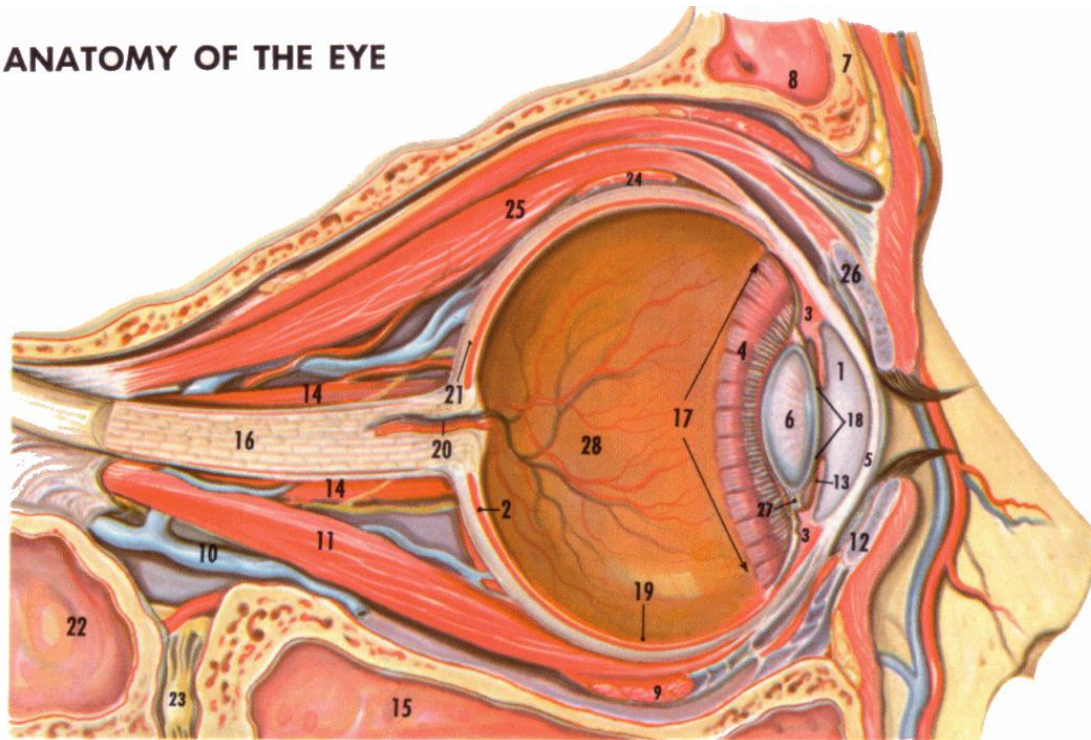
How will you communicate your message?

What is your format?

Perception

The perceptual system

ANATOMY OF THE EYE



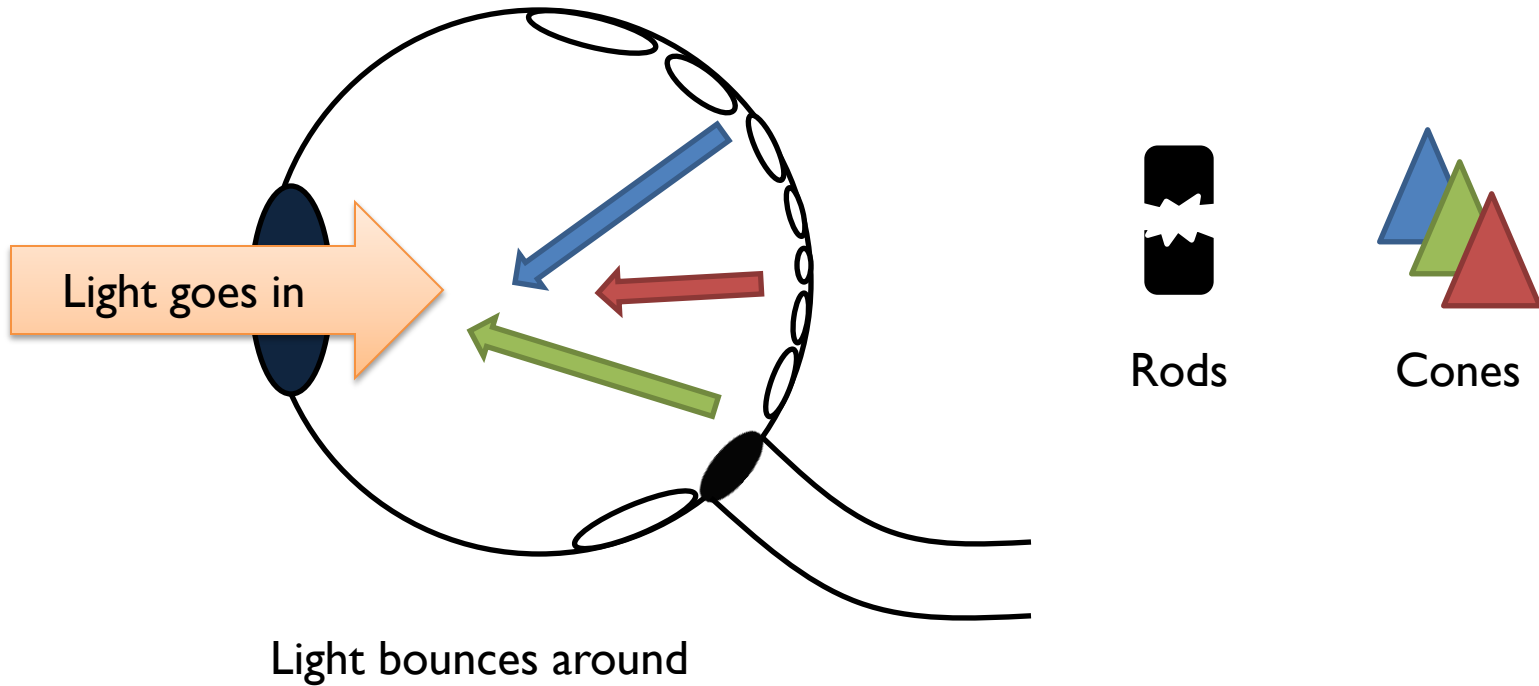
1. Aqueous chamber
2. Choroid
3. Ciliary muscle
4. Ciliary processes
5. Cornea
6. Crystalline lens
7. Frontal bone

8. Frontal sinus
9. Inferior oblique muscle
10. Inferior ophthalmic vein
11. Inferior rectus muscle
12. Inferior tarsus
13. Iris
14. Lateral rectus muscle

15. Maxillary sinus
16. Optic nerve
17. Ora serrata
18. Pupil of the iris
19. Retina
20. Retinal artery and vein
21. Sclera

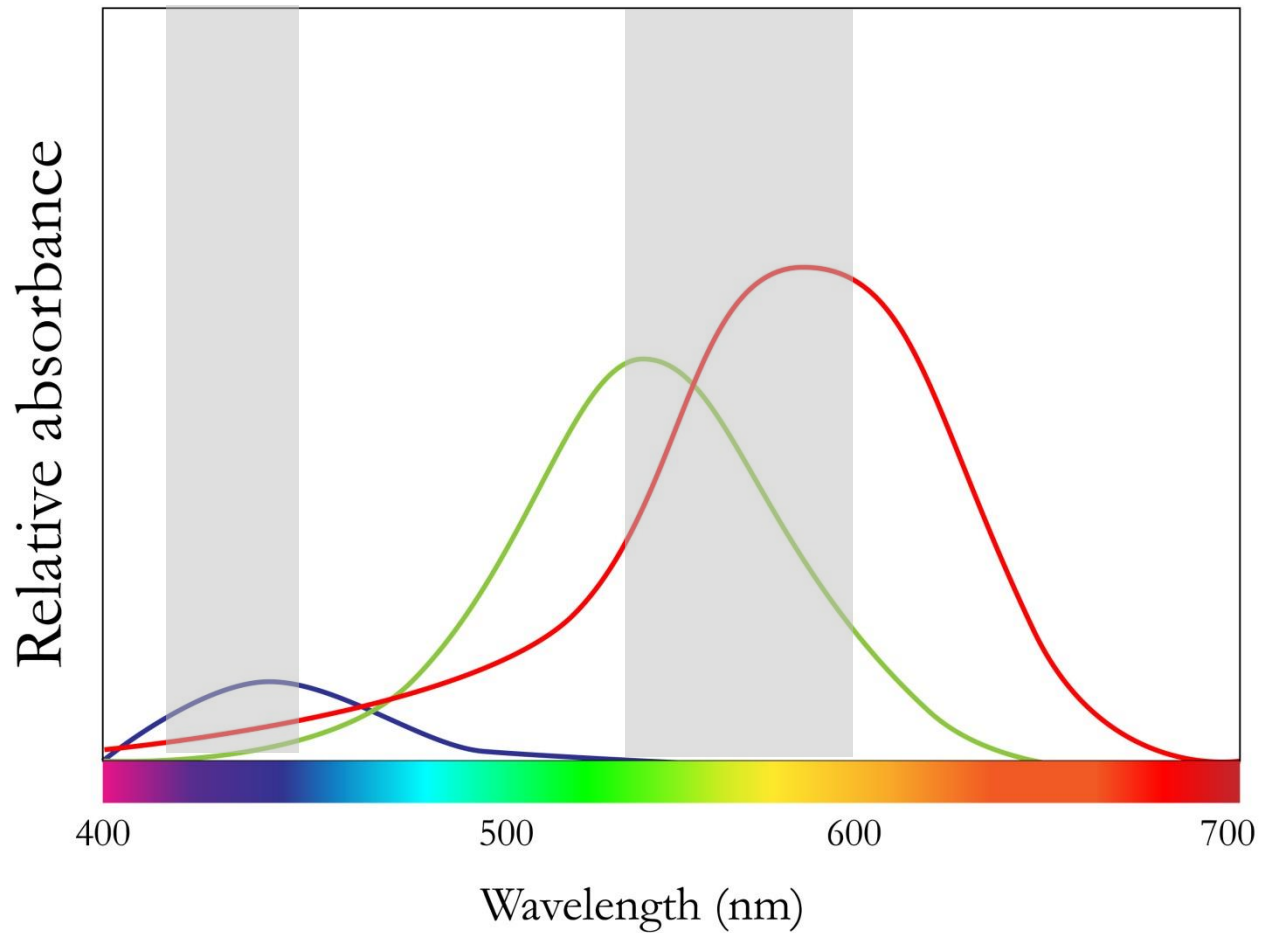
22. Sphenoid sinus
23. Pterygopalatine ganglion
24. Superior oblique muscle
25. Superior rectus muscle
26. Superior tarsus
27. Suspensory ligament
28. Vitreous chamber

A gross oversimplification



Cones

Human spectral sensitivity to color

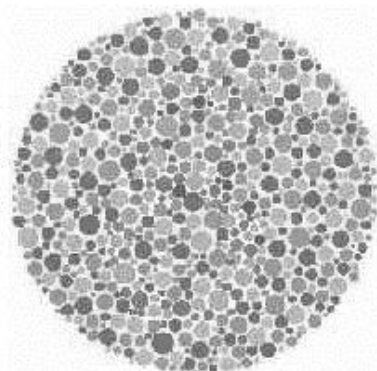
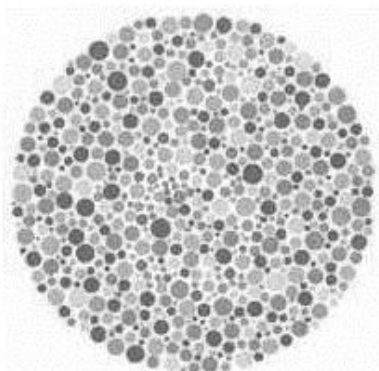
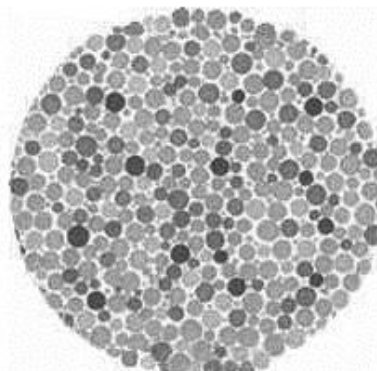
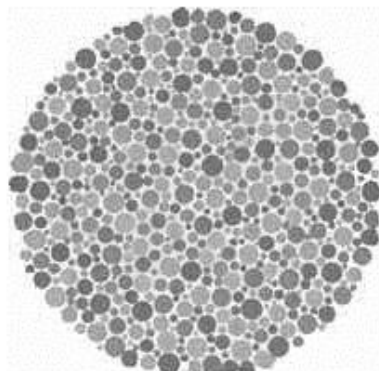
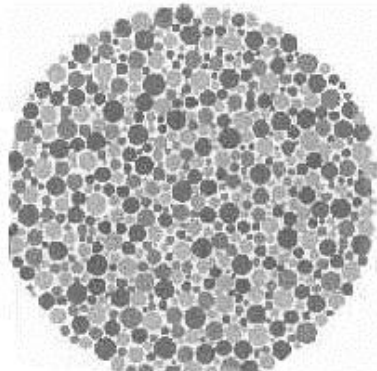
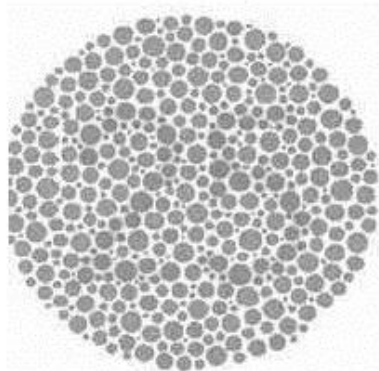


Ishihara Test For Color Blindness

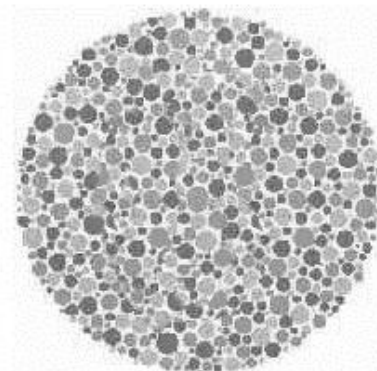
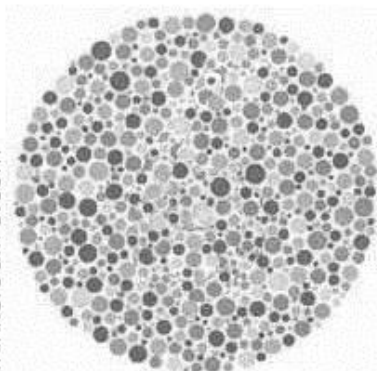
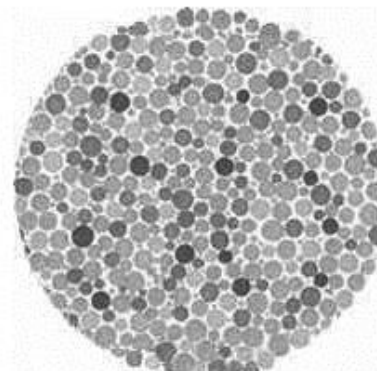
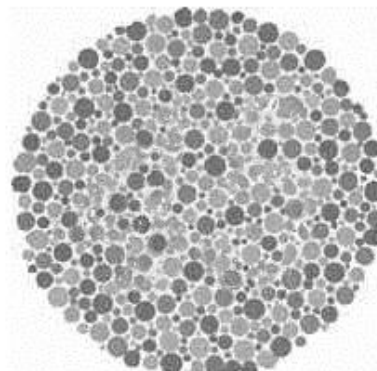
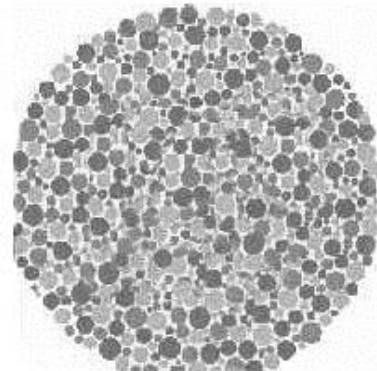
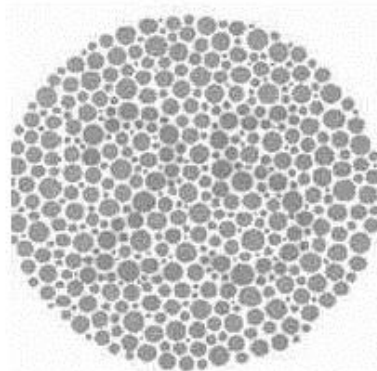


Ishihara Test For Color Blindness

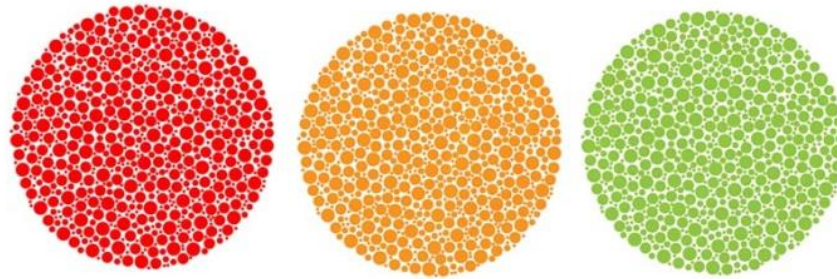
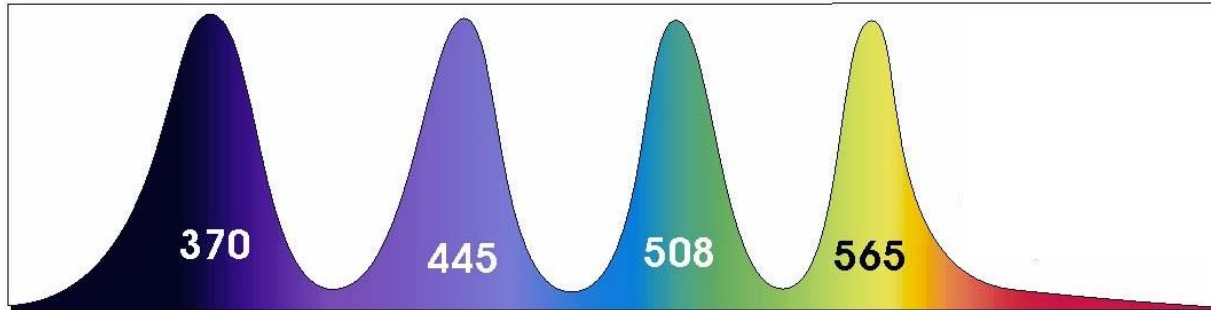
What People With Regular Vision See



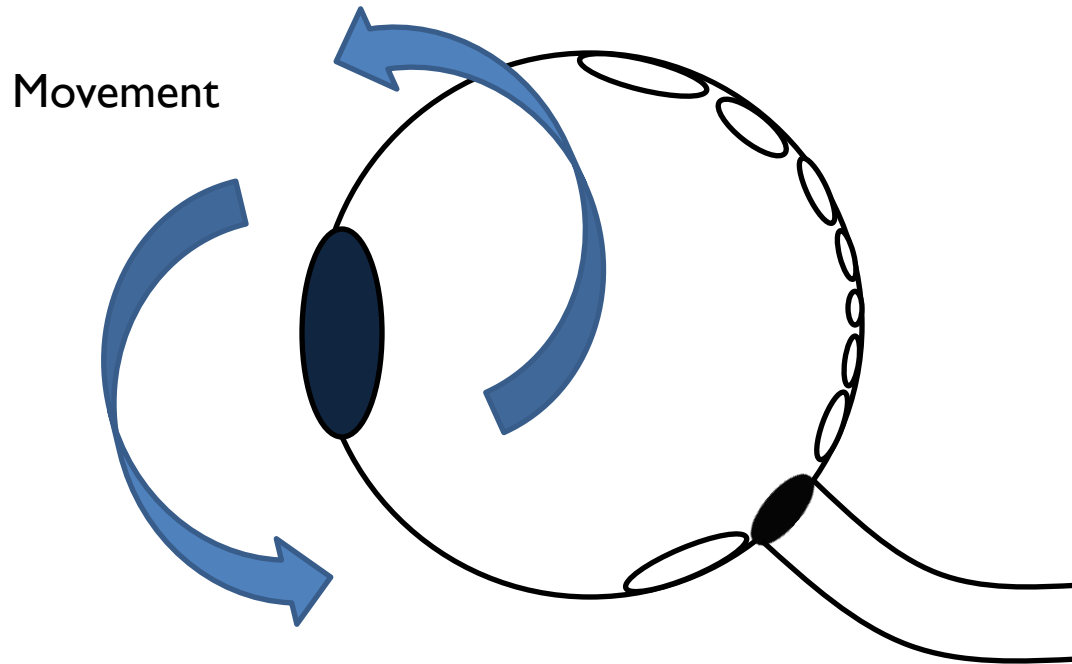
What Red-Green Color Blind People See



Tetrachromats



Other inner workings

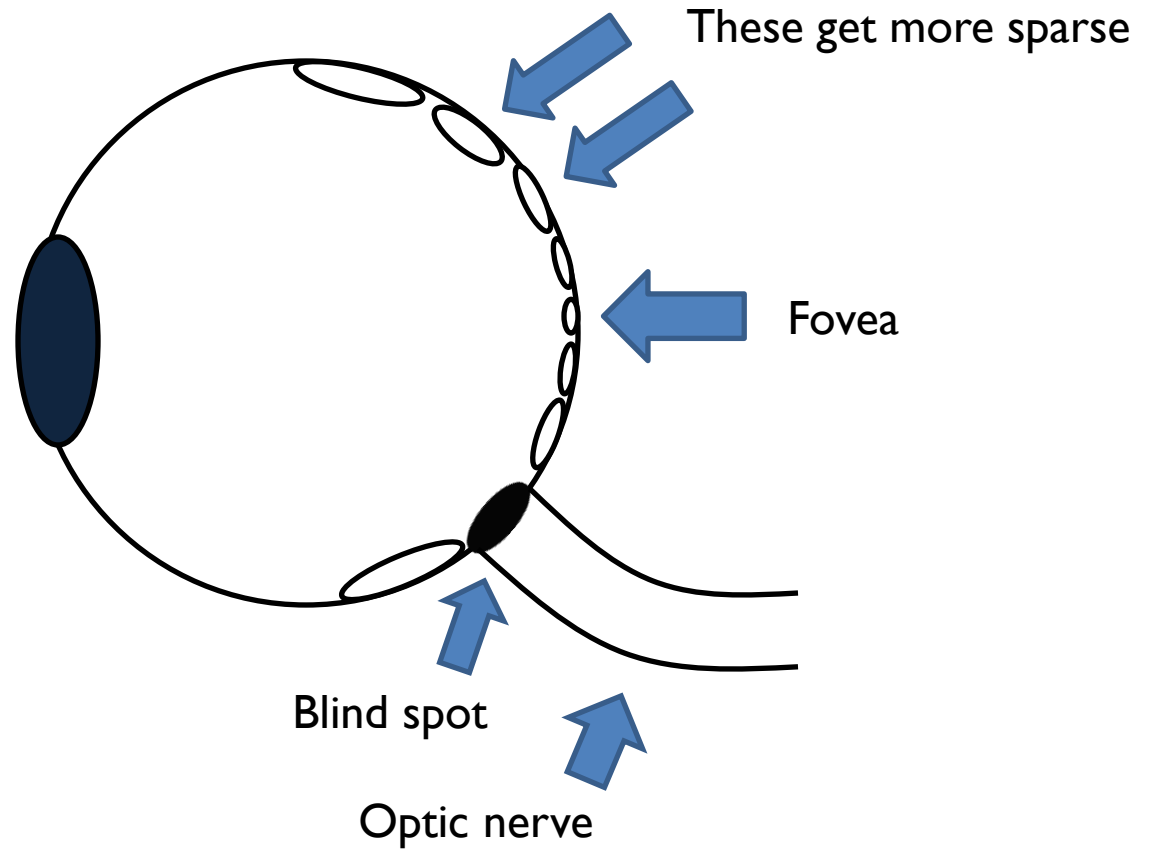


Change blindness demo

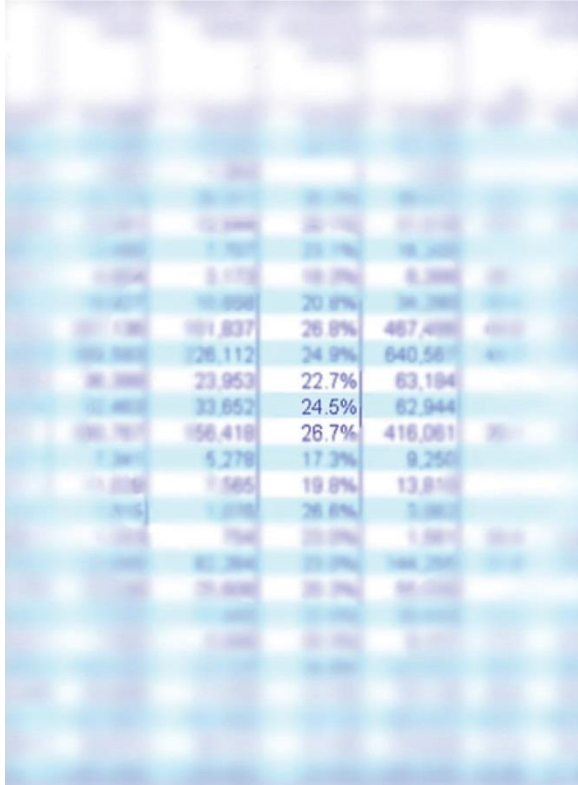


<http://www.cs.ubc.ca/~rensink/flicker/download/Chopper&Truck.mov>

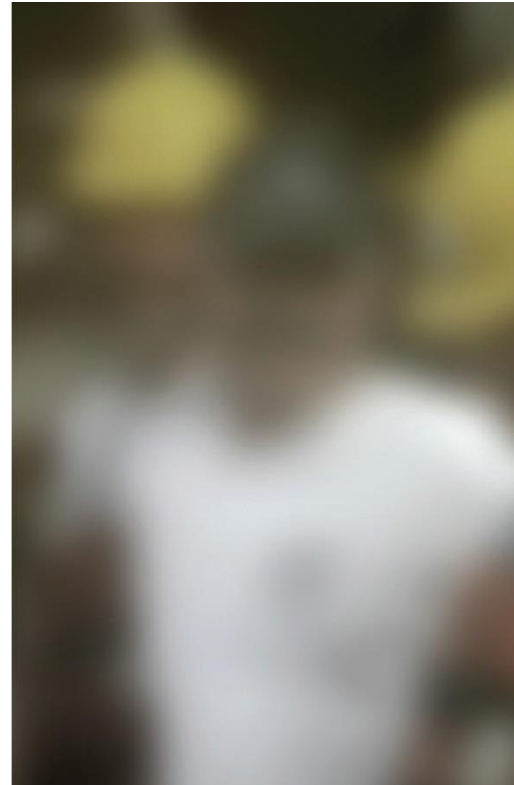
Concentration of cones



Fovea limitations



The image shows a blurred screenshot of a data table. The table has several columns and rows of numerical data. The text is too blurry to read accurately, but it appears to be a standard data presentation with columns of numbers and percentages.

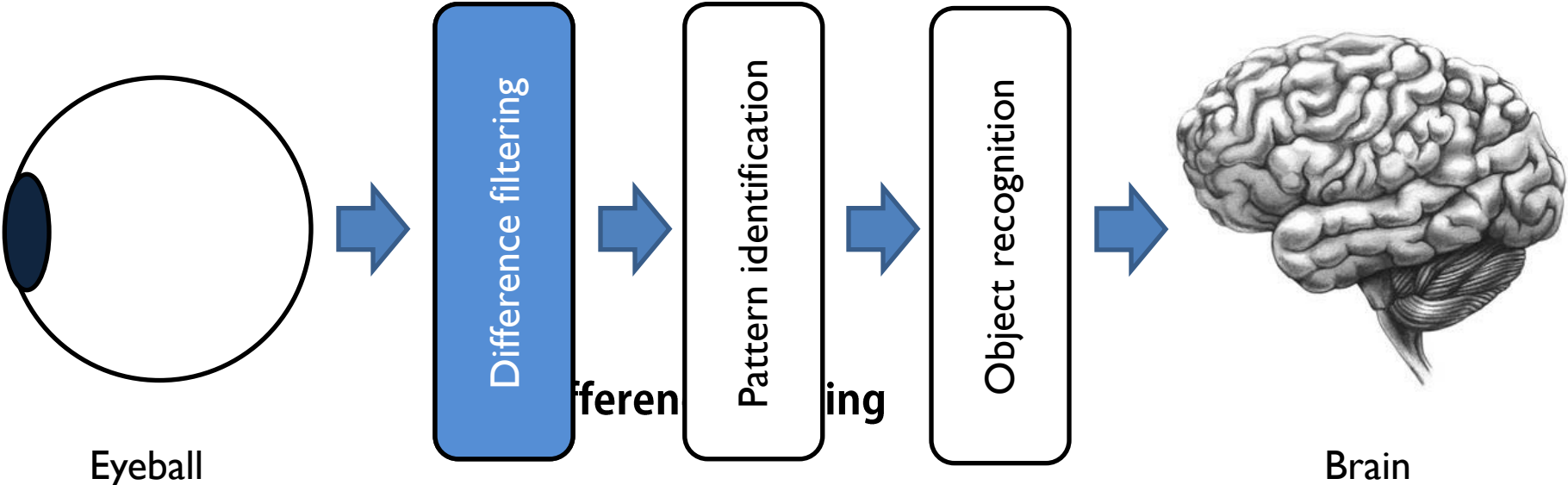


Basketball demo

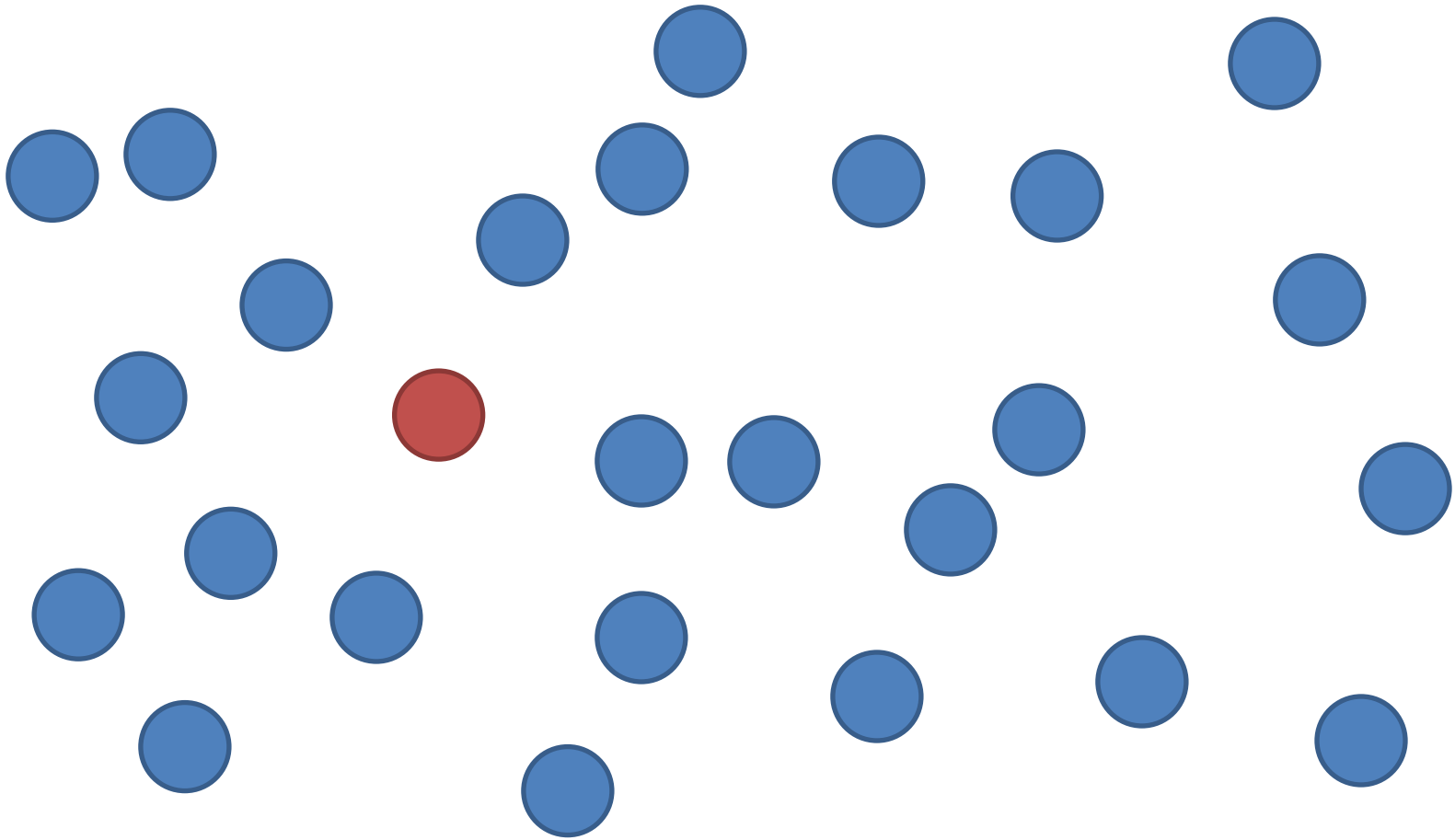
(<http://www.youtube.com/watch?v=vjG698U2Mvo>)

Perceptual tools

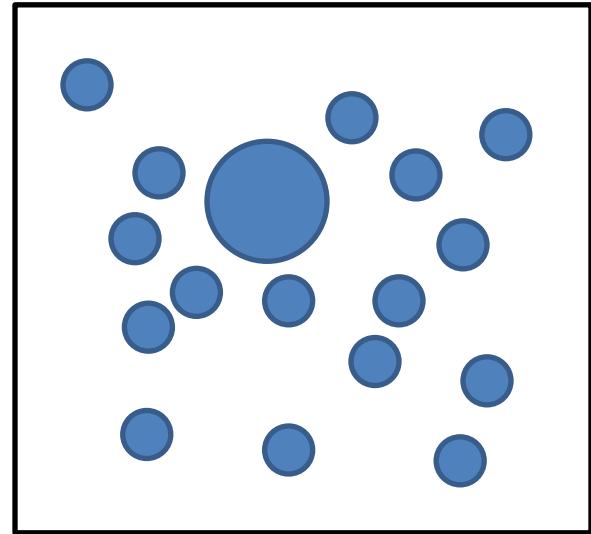
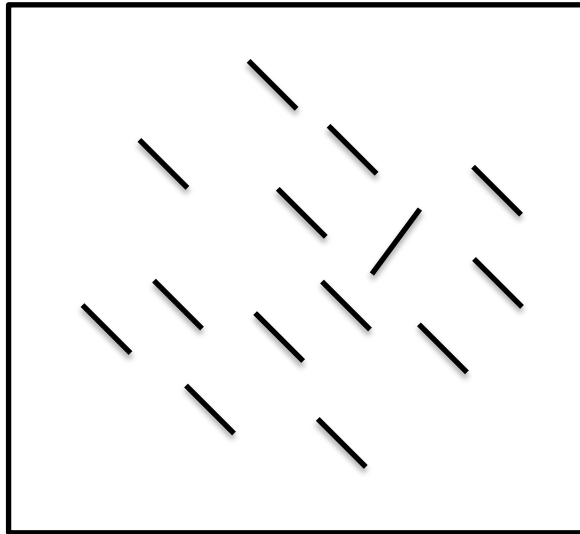
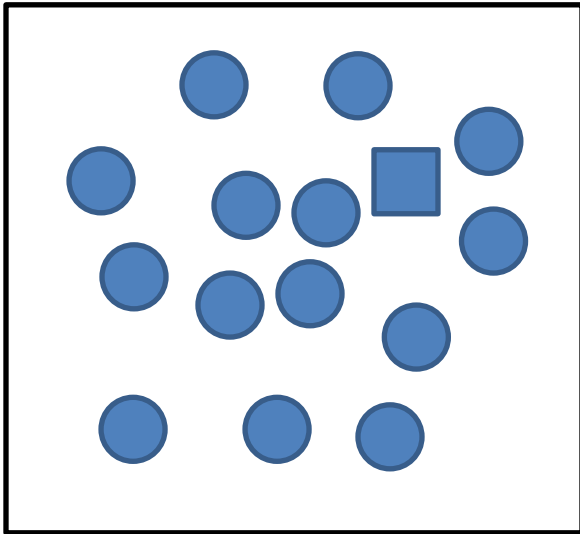
Filtering & data processing



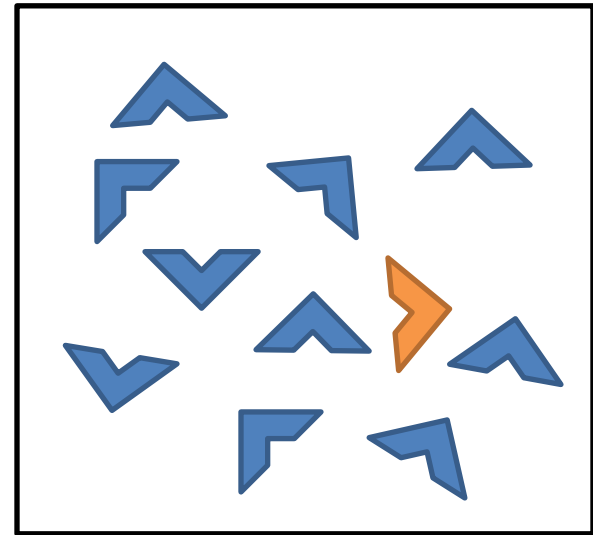
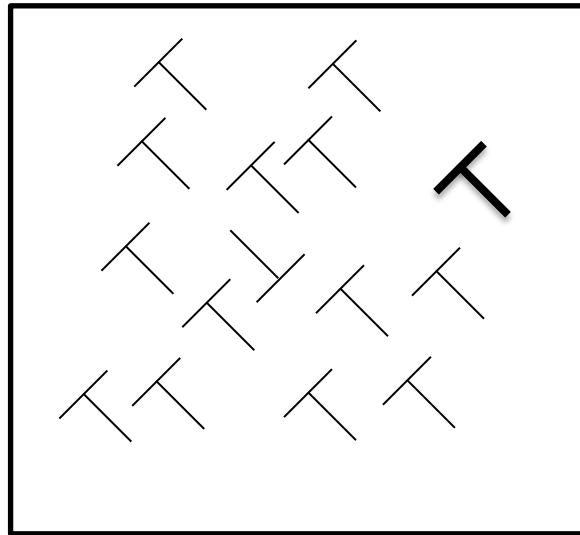
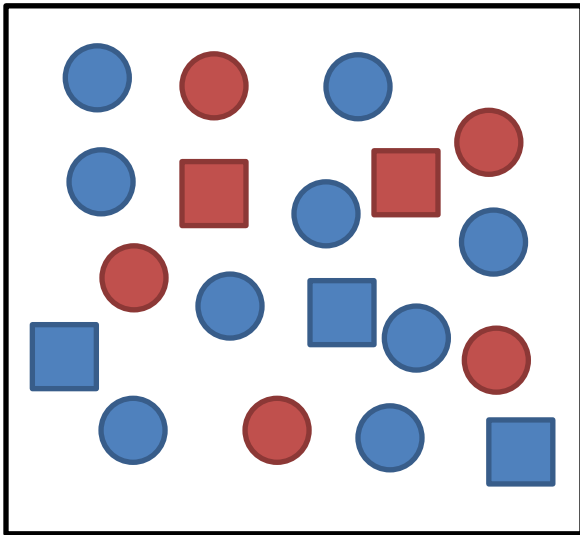
Pre-attention



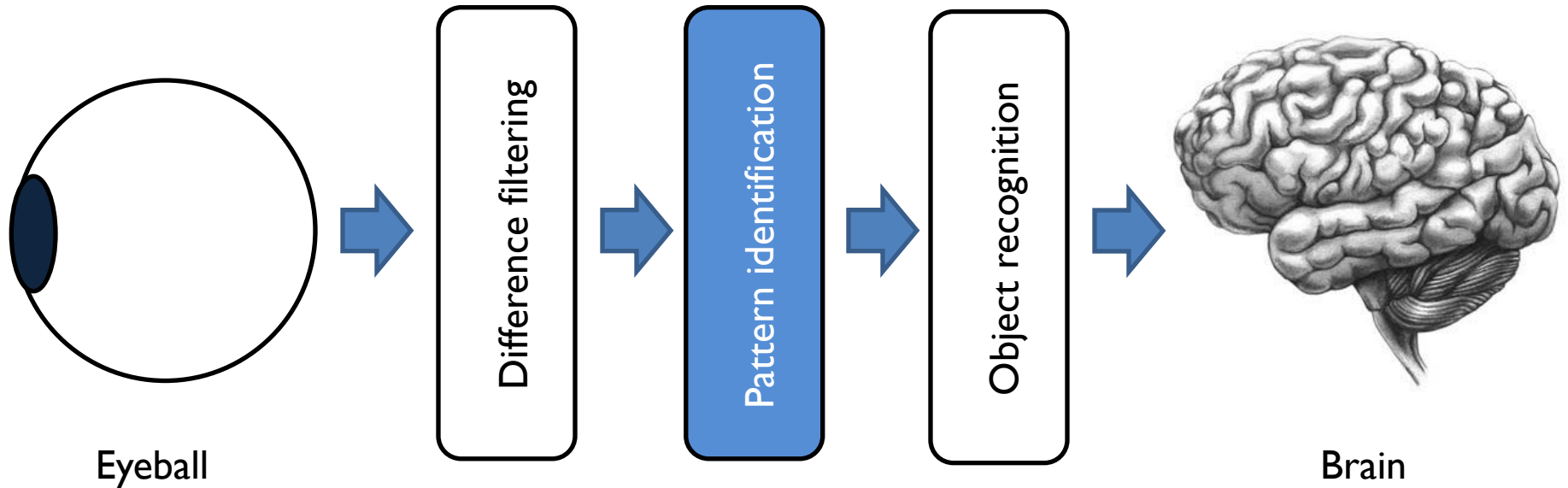
Pop out effects



Difficulties of pop out

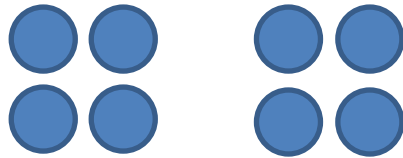


Filtering & data processing

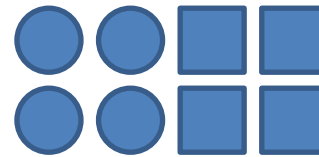


Grouping things together

Proximity



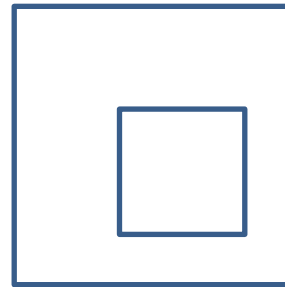
Similarity



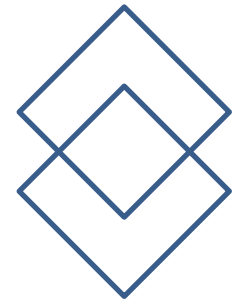
Closure



Area



Symmetry

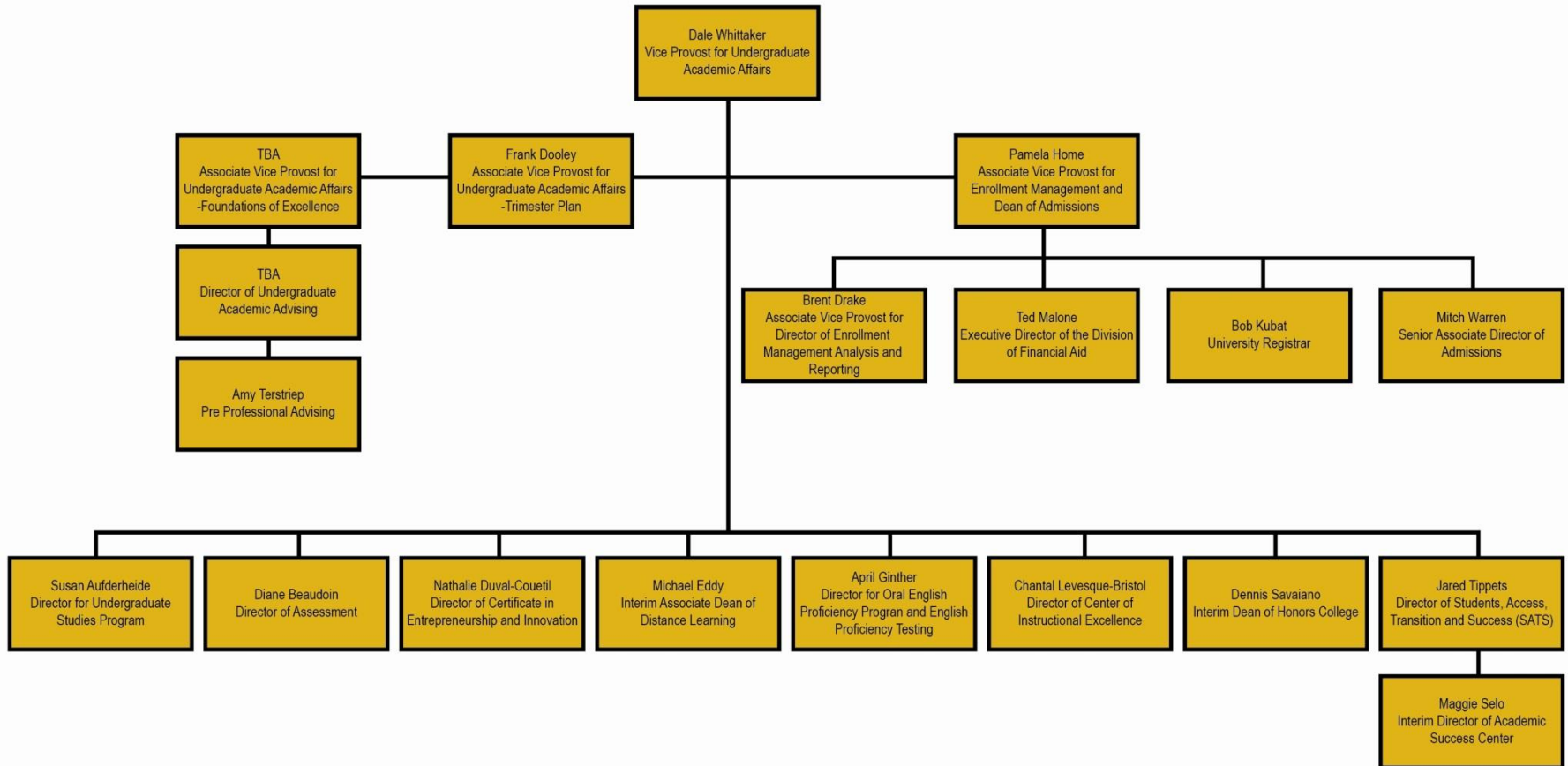


Visual Tension



Hierarchy

Positional hierarchy



Flow/continuity



ARE WE OVER THE WORST?

7 Profits grow at a healthier 18.7% in Q1 '09-10

1 Global economy to resume growth in 2010



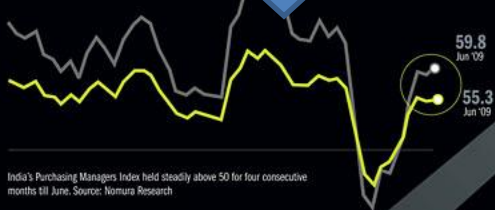
IMF expects global economy to resume growth in 2010

2 India to clock 6% plus growth in 2010



After growing at slower pace in 2009, IMF forecasts India to resume 6% plus growth in 2010.

3 Indian manufacturing recovery gaining traction



India's Purchasing Managers Index held steadily above 50 for four consecutive months till June. Source: Nomura Research

356% Is the hike in weekly seat capacity into India

4 Indians the most attractive

22% Is the jump in July car exports
31% Is the rise in July car sales

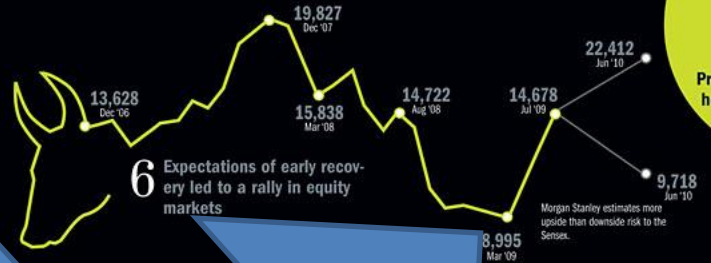
5 Exports steadily picking-up



Even though at slower pace, Indian exports are steadily rising. Source: RBI, Gov. In Rs Crore

Domestic air passengers has gone up nearly 10% in the last four quarters, beginning July 2008. Source: DGA

6 Expectations of early recovery led to a rally in equity markets



Morgan Stanley estimates more upside than downside risk to the Sensex.

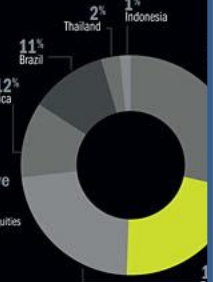
\$2.3 bn is what FII's invested in July

31% Is the rise in Sensex in 3 mths

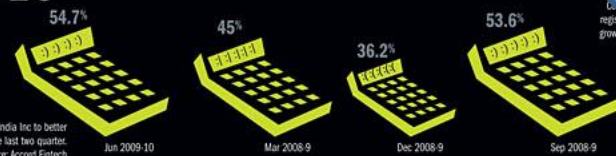
54% Is the rise in BSE Smallcap index in 3 mths

9 India most attractive after Korea

FII's invested \$7.3 billion in Indian equities so far this year. Source: JP Morgan



10 India Inc's operating profits margins back to Sep 2008 levels



Cost cuts helped India Inc to better operating profits in the last two quarters. Source: Accord Fintech

Corporate India have registered double digit growth rates in bottom lines or profits

22.8%

18.7%

Q2 09

Q4 01

ARE WE OVER THE WORST?

Even if experts are still debating about the kind of recovery - V or U or W shaped, they are unanimous that the world has seen the worst of economic contraction.

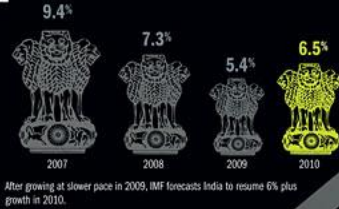


7 Profits grow at a healthier 18.7% in Q1 '09-10

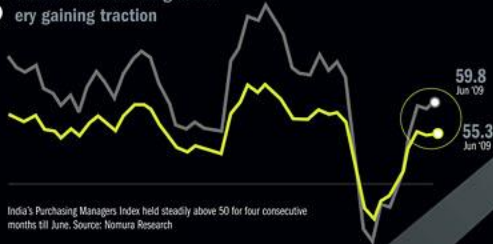
1 Global economy to resume growth in 2010



2 India to clock 6% plus growth in 2010



3 Indian manufacturing recovery gaining traction



356% is the hike in weekly seat capacity into India

1200 rupees is the rise in income per flight seat

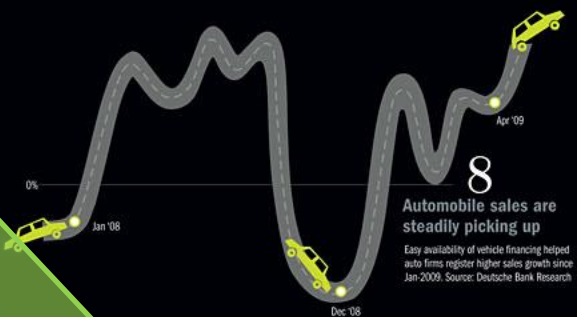
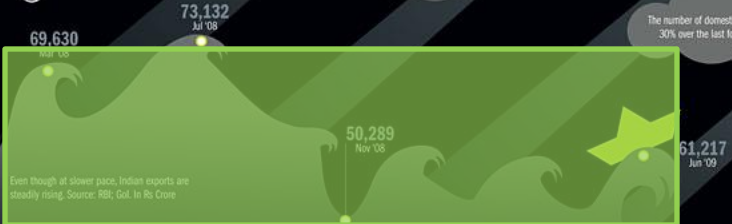
22% is the jump in July car exports

31% is the rise in July car sales

4 Indians are Taking to the Skies Again

The number of domestic air passengers has gone up nearly 30% over the last four quarters, beginning July 2008. Source: DGA

5 Exports steadily picking-up



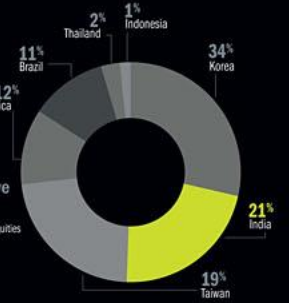
\$2.3 bn is what FII's invested in July

31% is the rise in Sensex in 3 mths

54% is the 3 mth gain in BSE Smallcap Index

9 India most attractive after Korea

FII's invested \$7.3 billion in Indian equities so far this year. Source: JP Morgan

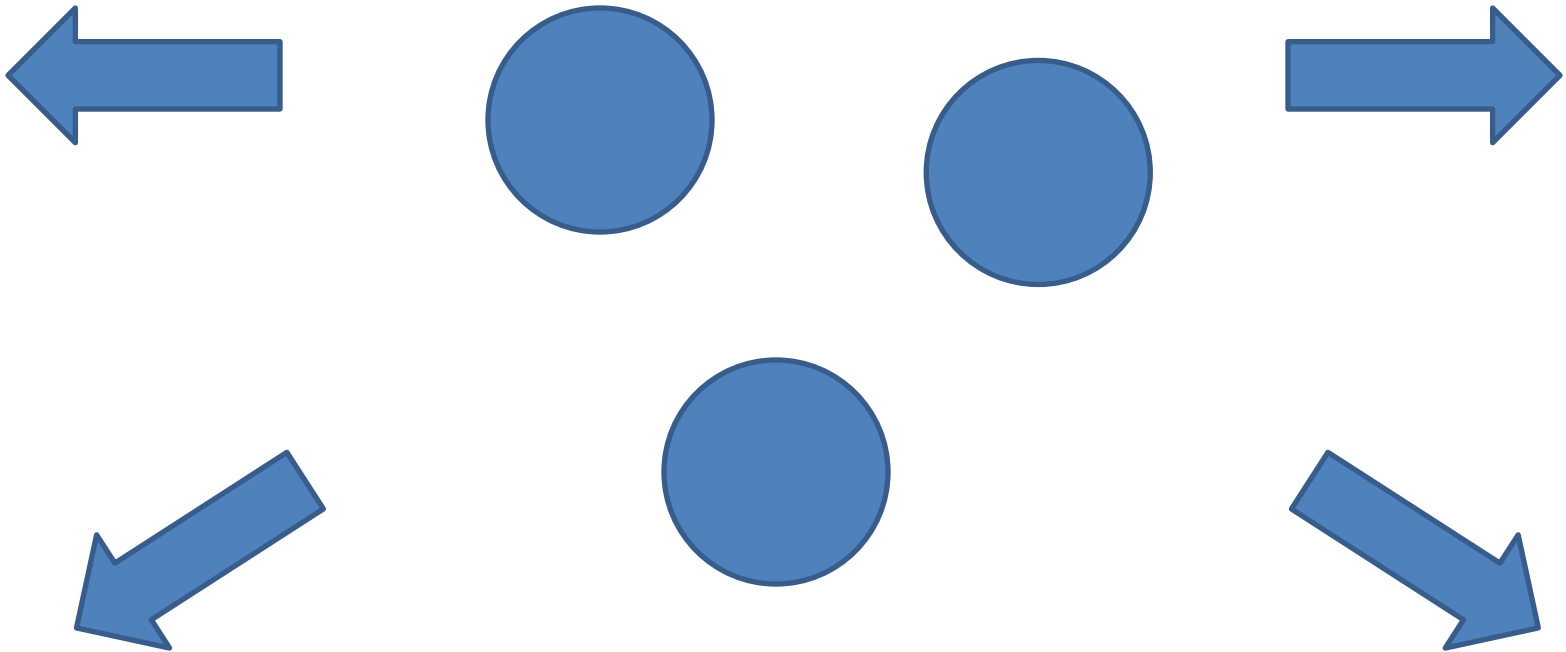


10 India Inc's operating profits margins back to Sep 2008 levels

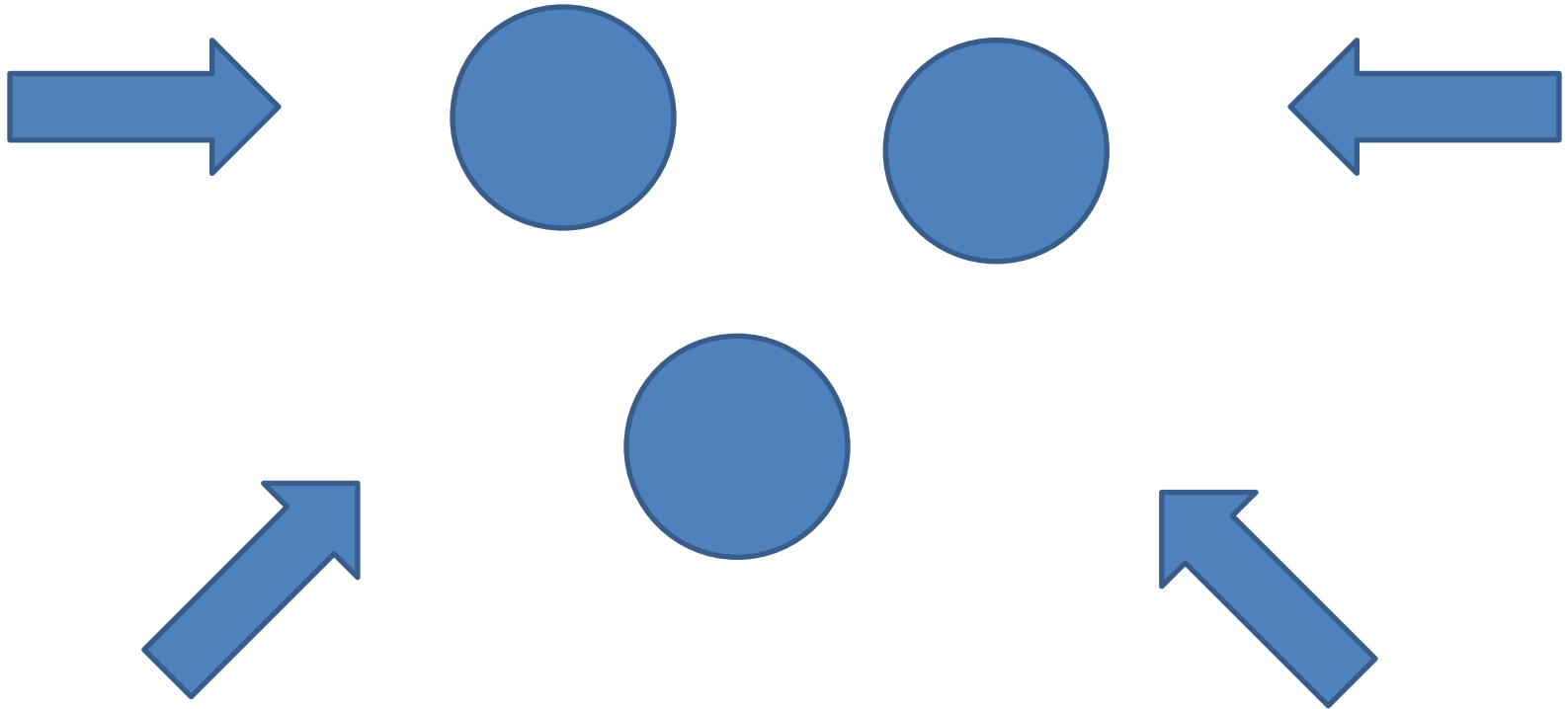


Corporate India have registered double digit growth rates in bottom lines or profits

What is important?



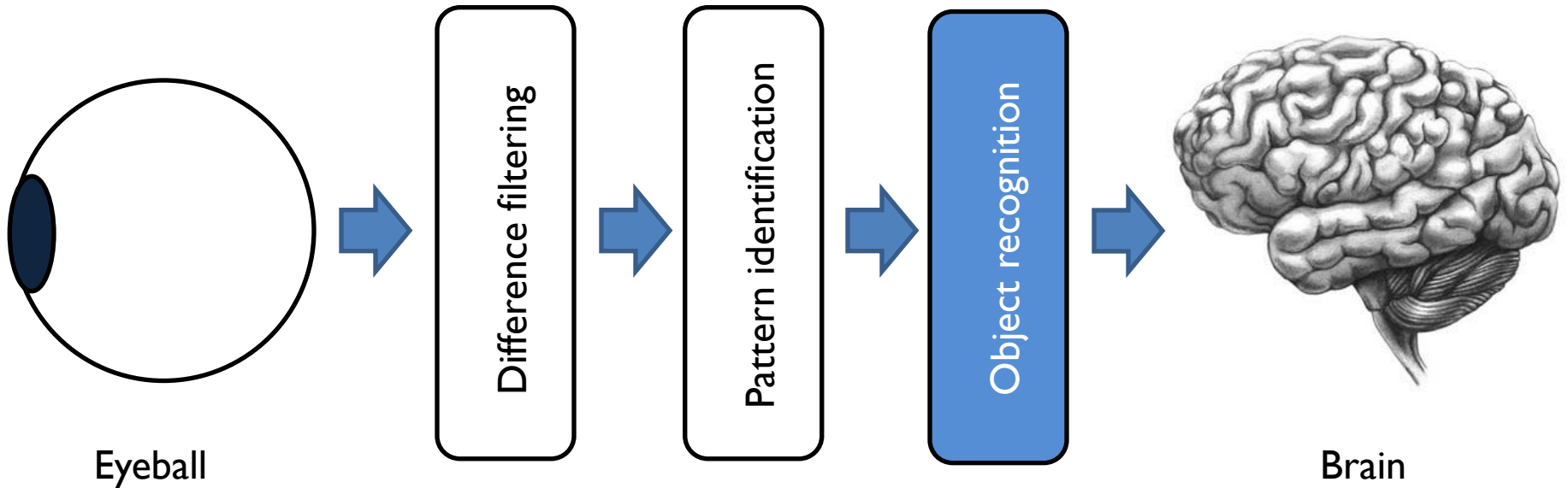
Now what is important?



A "scientific" approach



Filtering & data processing



People and text





Don't read this



a bryan singer film

SUPERMAN RETURNS™

WARNER BROS. PICTURES PRESENTS

IN ASSOCIATION WITH LEGENDARY PICTURES, A JON PETERS PRODUCTION IN ASSOCIATION WITH BAD HAT HARRY PRODUCTIONS A BRYAN SINGER FILM "SUPERMAN RETURNS" BRANDON ROUTH KATE BOSWORTH
JAMES MARSDEN FRANK LANGELLA EVA MARIE SAINT PARKER POSEY KAL PENN SAN HUNTINGTON AND KEVIN SPACEY COSTUMES LOUISE MINGENBACH MUSIC BY JOHN OTTMAN
EDITED BY JOHN OTTMAN ELLIOT GRAHAM PRODUCTION DESIGNER CHRY HENDRIX DVAS DIRECTOR OF PHOTOGRAPHY NEWTON THOMAS SIGEL A.S.C. EXECUTIVE PRODUCERS CHRIS LEE THOMAS TULL SCOTT MEDVICK PRODUCED BY JON PETERS BRYAN SINGER GILBERT ADLER
BASED UPON SUPERMAN CHARACTERS CREATED BY JERRY SIEGEL & JOE SHUSTER STORY BY BRYAN SINGER & MICHAEL DOUGHERTY & DAN HARRIS SCREENPLAY BY MICHAEL DOUGHERTY & DAN HARRIS DIRECTED BY BRYAN SINGER

LEGENDARY PICTURES WARNER BROS. PICTURES DC ENTERTAINMENT
MPAA RATED PG-13 PARENTS STRONGLY CAUTIONED
Some Material May Be Inappropriate for Children Under 13
Stronger Language Action Violence
06.28.06
supermanreturns.com
WARNER BROS. PICTURES PRESENTS

IN THEATRES AND IMAX® 3D
Selected scenes transformed in IMAX® 3D

Cultural tools

Visual search



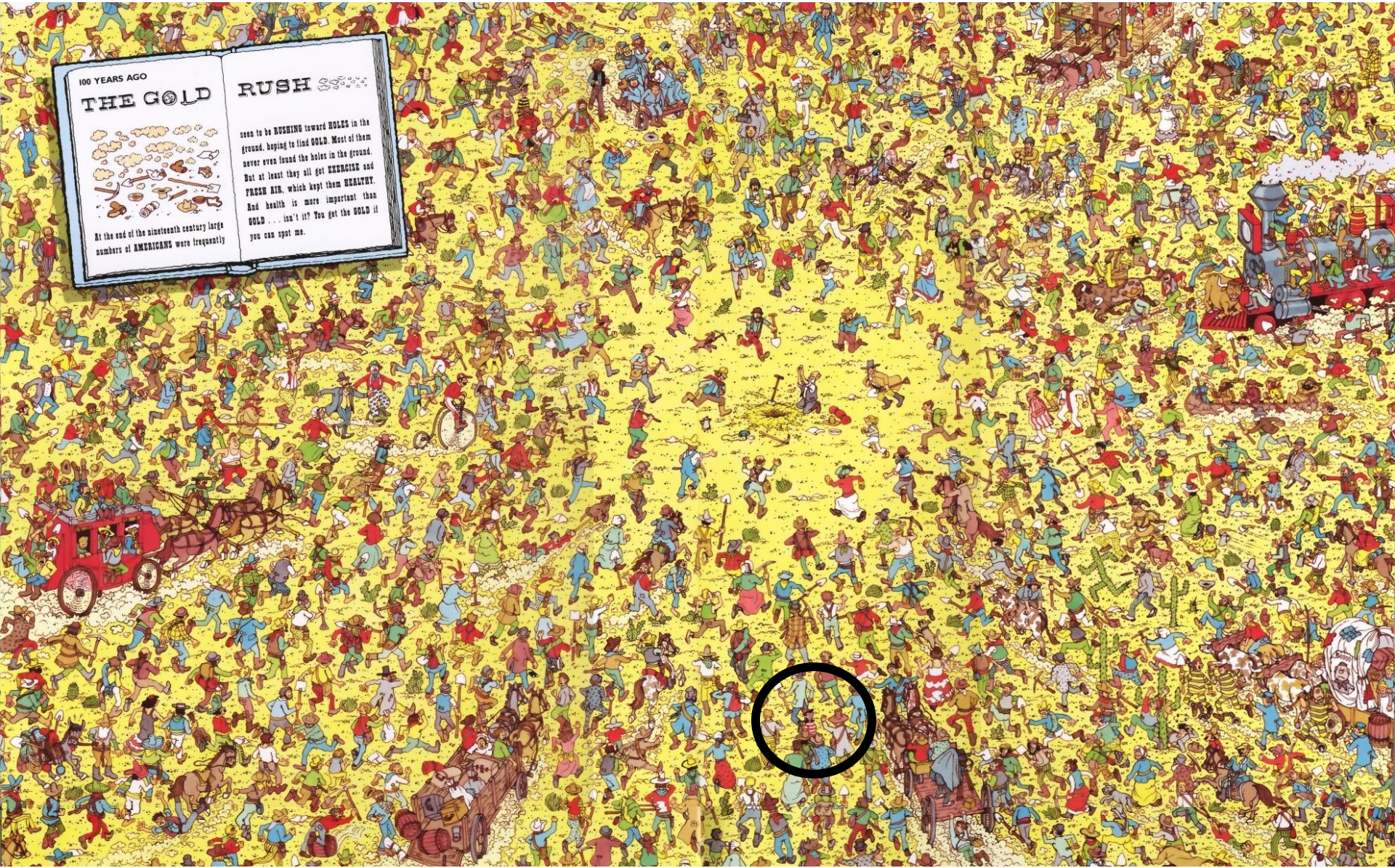
100 YEARS AGO

THE GOLD RUSH



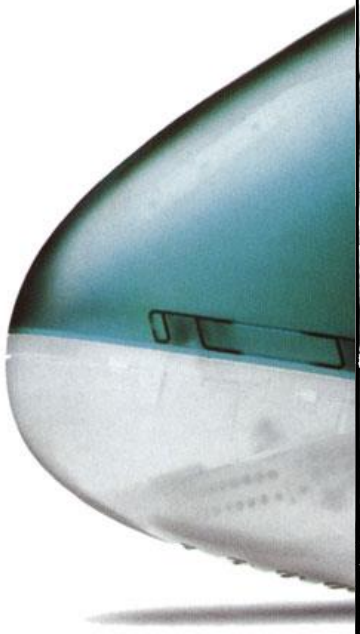
seen to be **RUSHING** toward **GOLDS** in the ground, hoping to find **GOLD**. Most of them never even found the holes in the ground. But at least they all got **EXERCISE** and **FRESH AIR**, which kept them **HEALTHY**. And health is more important than **GOLD** . . . isn't it? You get the **GOLD** if you can spot me.

At the end of the nineteenth century large numbers of **AMERICANS** were frequently



White space

The luxury of white space



The new iMac™. A design

BUTTE DAILY MINER, TUESDAY, OCTOBER 2, 1888.

THE WIVES OF THROGMOLO.
Price Paid for the Most Am-
plished Cheating Women.

Wife of Mr. Throgmolo
Chicago, Ill. - Mrs. Throgmolo
has been found guilty of the
most audacious and successful
cheating ever practiced in this
city. She has been sentenced
to the State Prison for a term
of six months.

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of six months.

TELEGRAPHIC.
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

Chicago & North-Western
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Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

FURNITURE
Assignees' Sale!
To consist of:
J. M. BOYBROOK,
J. M. BOYBROOK,
307 MAIN ST. BUTTE

CAN & NW
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

HOSIERS
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

MOLYVILLE & DODD
BLACKSMITHS
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

Removal. Removal.
THE PIONEER LUMBER YARD
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

JNO. CAPLICE & CO.
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

MANTLE & MARSH
Fire, Life and Accident
INSURANCE
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

FOX & PRICE
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

BUTTE BREWERY
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

H. BARNETT
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

Chop House,
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

CRACK PROOF
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

LEE W. FOSTER & CO.
Wholesale & Retail
GROCERS
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

THE FORT SCOTT
CONCENTRATING MACHINERY
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

Wagon and Carriage Builders
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

The Butte Lumber Yard
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

Boarding Stables.
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
generally higher, and the
closing prices are as follows:

W. PINKHAM
Chicago & North-Western
Chicago, Oct. 2. - The
Chicago stock market is
today a scene of intense
excitement. The market is
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closing prices are as follows:

ADVERTISING RATES

By Day and Month	
First Page	100
Second Page	75
Third Page	50
Fourth Page	25
Small Ad	10

By Year

Position	Rate
First Page	1000
Second Page	750
Third Page	500
Fourth Page	250

ADVERTISING RATES

By Day and Month	
First Page	100
Second Page	75
Third Page	50
Fourth Page	25
Small Ad	10

By Year

Position	Rate
First Page	1000
Second Page	750
Third Page	500
Fourth Page	250

ADVERTISING RATES

By Day and Month	
First Page	100
Second Page	75
Third Page	50
Fourth Page	25
Small Ad	10

By Year

Position	Rate
First Page	1000
Second Page	750
Third Page	500
Fourth Page	250

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Fourth Page	25
Small Ad	10

By Year

Position	Rate
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Second Page	750
Third Page	500
Fourth Page	250

Meaning in orientation

Dynamism!

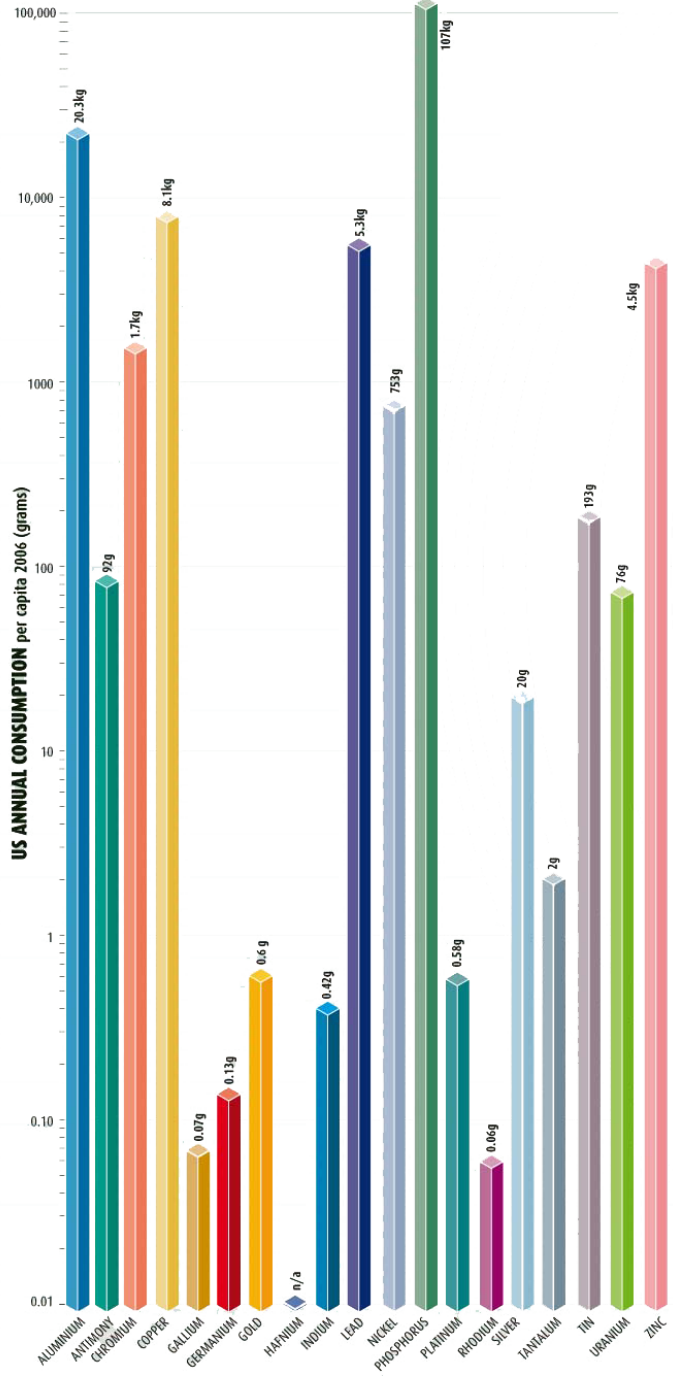
Solid, static, dependable

Most active/dynamic

Also gives direction

**S
t
a
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i
v
e**

HOW LONG WILL IT LAST?

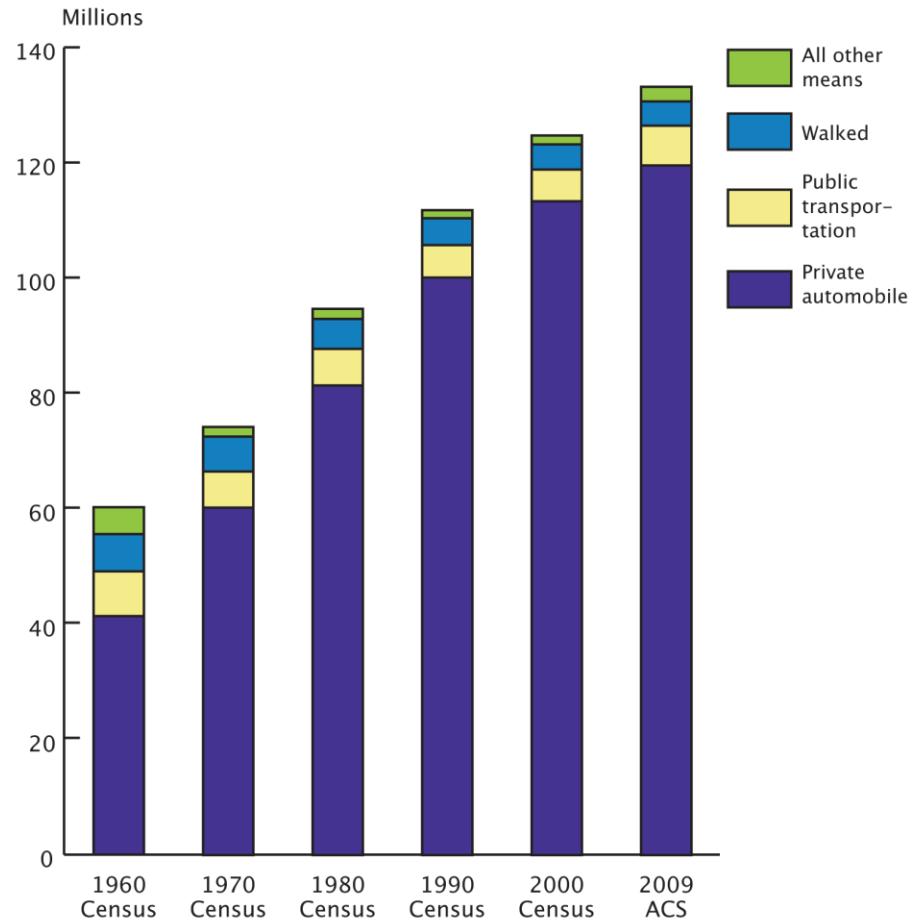




Style

Means of Transportation: 1960 to 2009

(Workers 16 years and over. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see www.census.gov/acs/www/)

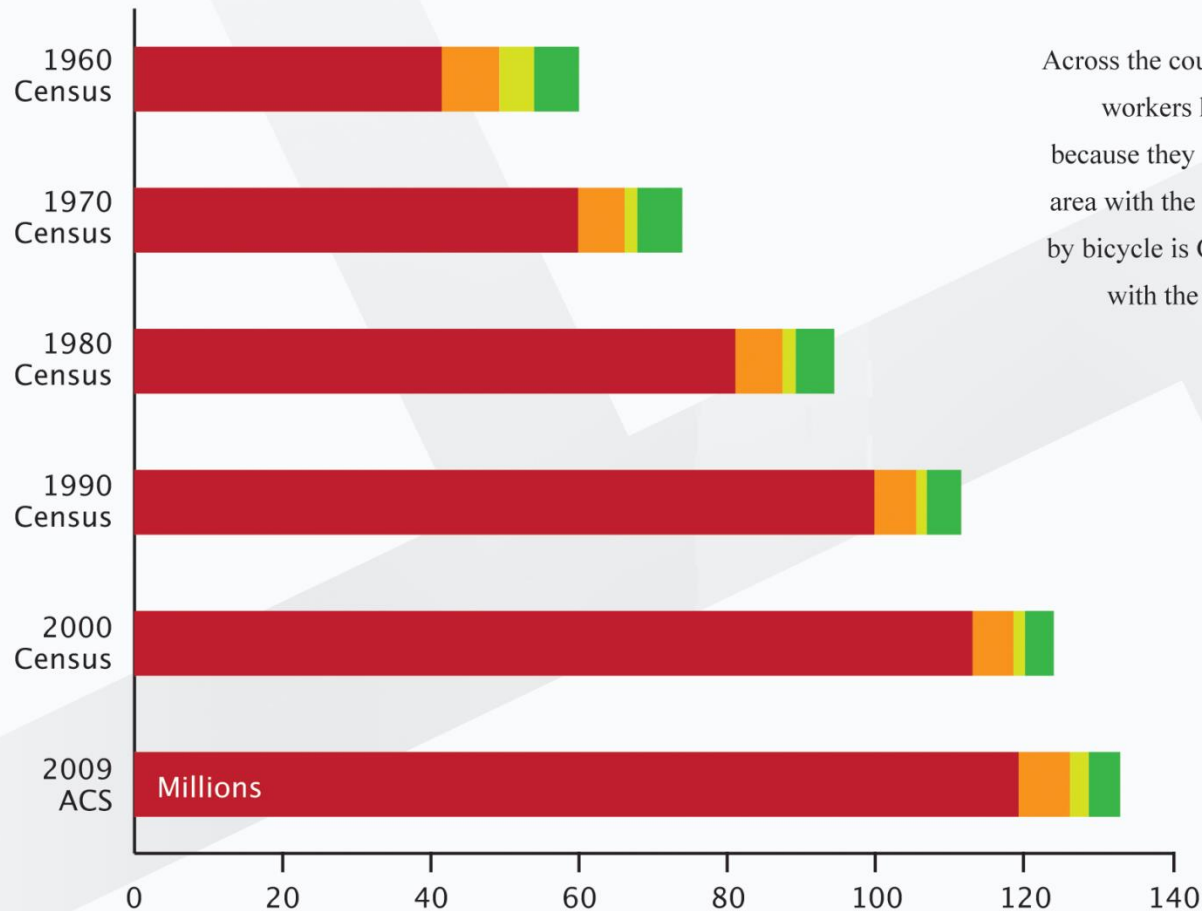


Sources: U.S. Census Bureau, Decennial Census, 1960, 1970, 1980, 1990, 2000; U.S. Census Bureau, American Community Survey, 2009.

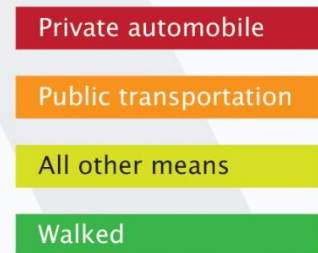
Across the country, only 3.5 percent of American workers had zero carbon footprint because they walked or bicycled to work. The metro area with the highest share of its workers commuting by bicycle is Corvallis, Ore., at 9.3 percent. The area with the highest share commuting by walking is Ithaca, N.Y., at 15.1 percent.

Means of Transportation

1960 to 2009



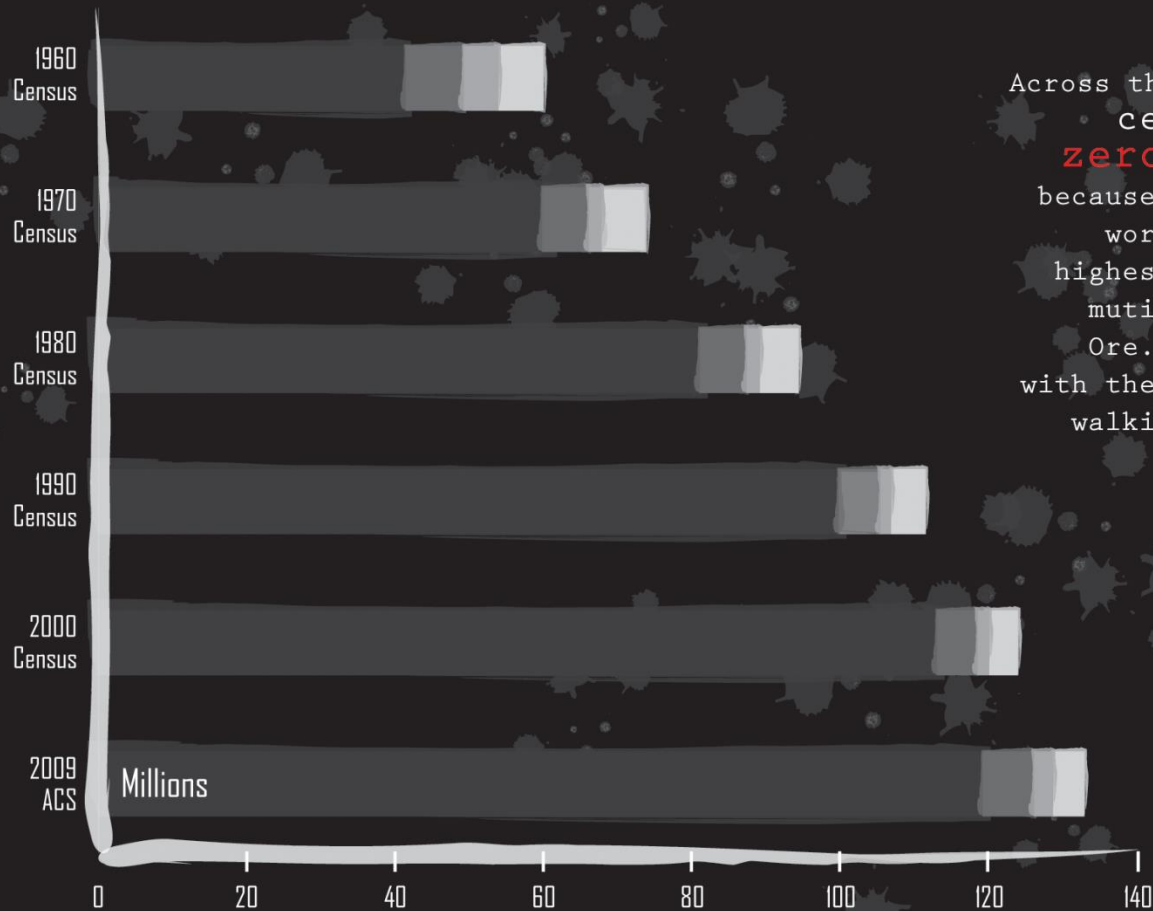
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Sources: U.S. Census Bureau, Decennial Census, 1960, 1970, 1980, 1990, 2000; U.S. Census Bureau, American Community Survey, 2009.

(Workers 16 years and over. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see www.census.gov/acs/www/)

Means of Transportation: 1960 to 2009



Across the country, only 3.5 percent of American workers had **zero carbon footprint** because they walked or bicycled to work. The metro area with the highest share of its workers commuting by bicycle is Corvallis, Ore., at 9.3 percent. The area with the highest share commuting by walking is Ithaca, N.Y., at 15.1 percent.

Private automobile

Public transportation

All other means

Walked

Sources: U.S. Census Bureau, Decennial Census, 1960, 1970, 1980, 1990, 2000; U.S. Census Bureau, American Community

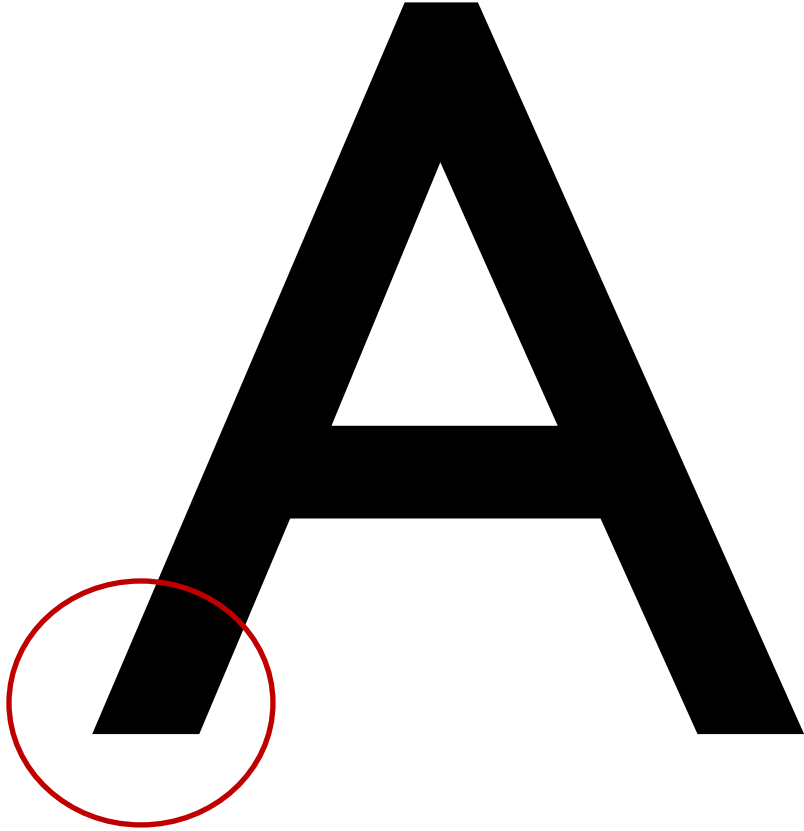
(Workers 16 years and over. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see

Communicating in text

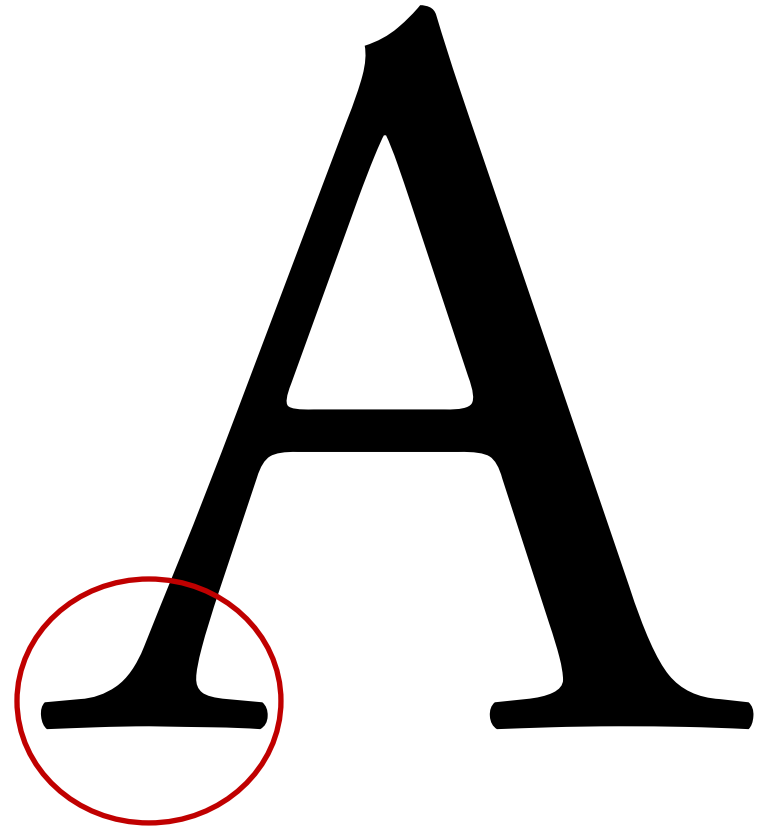




IF YOU REALLY HATE SOMEONE, TEACH
THEM TO RECOGNIZE BAD KERNING.



sans serif



serif

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et dictum augue. Sed accumsan convallis elementum. Nunc tincidunt, magna ultricies iaculis consequat, magna est auctor nunc, non lacinia tortor neque ut ligula. Nullam porttitor dui in lacus congue accumsan. Nam eget leo vel quam condimentum consectetur ut eget ligula. Ut nec ante eget felis dapibus iaculis vitae tristique arcu. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vitae nunc rhoncus sapien dignissim bibendum. Maecenas tincidunt semper libero vulputate laoreet. Suspendisse posuere commodo vulputate. In sed quam enim, vitae feugiat diam. Proin et ullamcorper purus.

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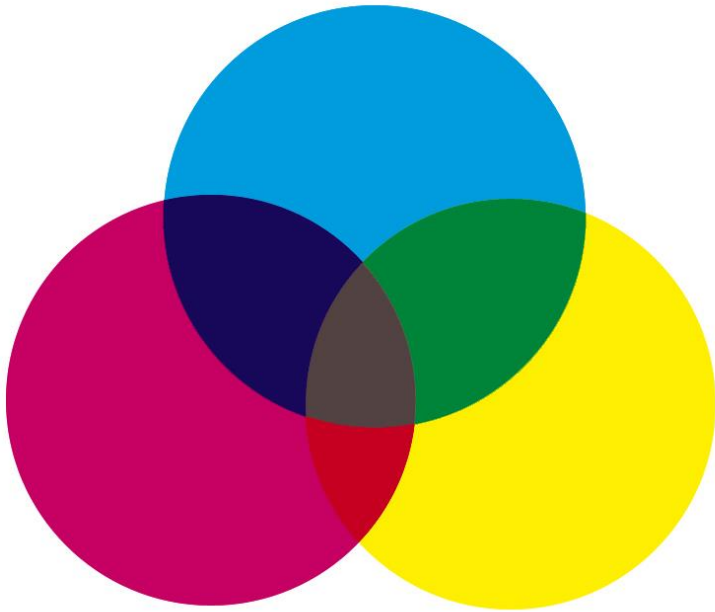
Communicating your ideas

What is your message?

Who is your audience?

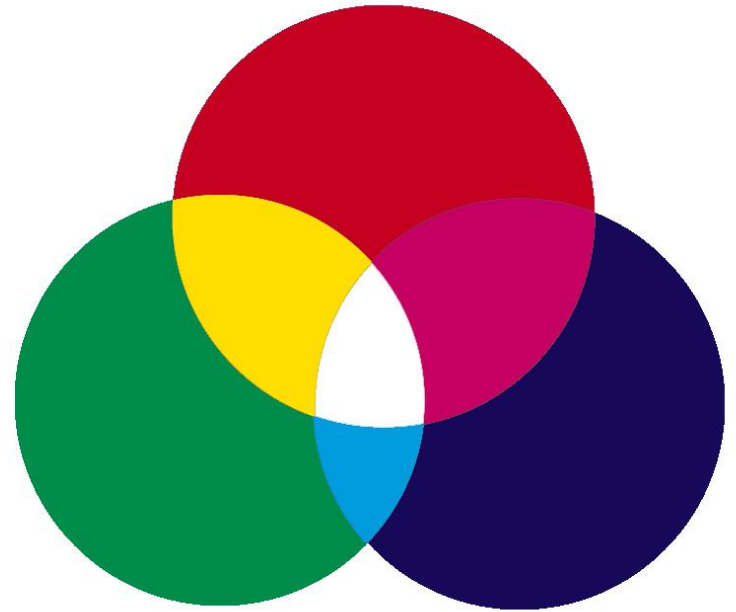
How will you communicate your message?

What is your format?



Subtractive color (CMYK)

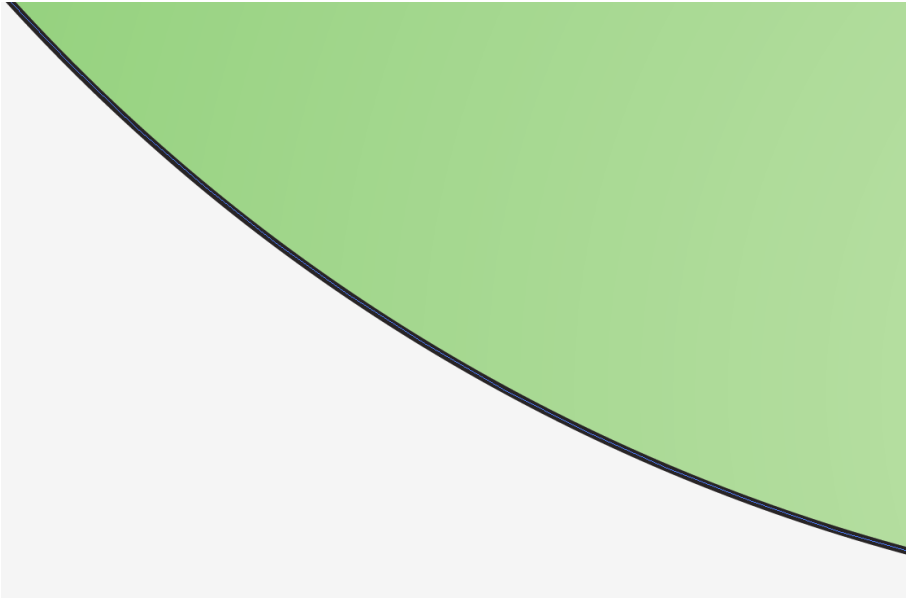
Printed things



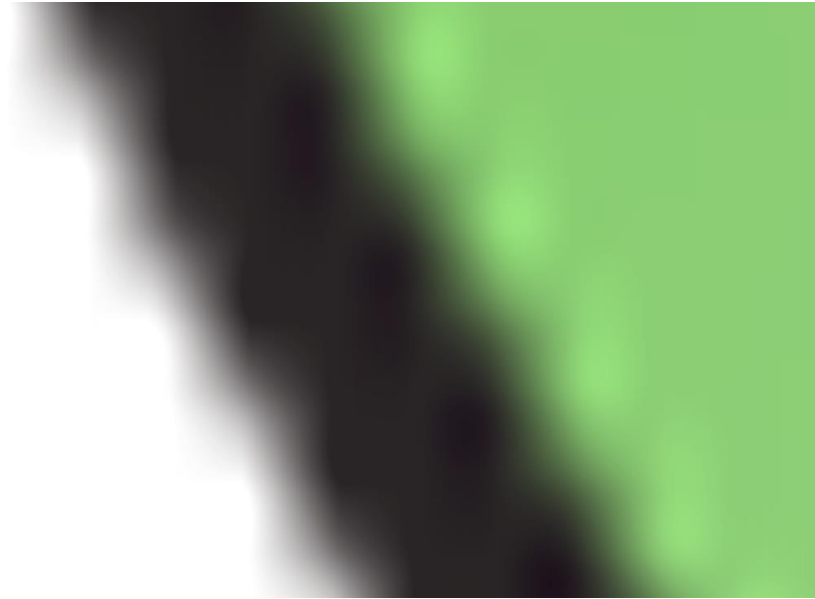
Additive Color (RGB)

Things on a screen

Vector vs. Raster



Graphs/graphics



Photos

How might these principles
change in UX design?

Questions?

DEMYSTIFYING DESIGN

How does Apple
design its
products?



Creative endeavor

Processes, methods

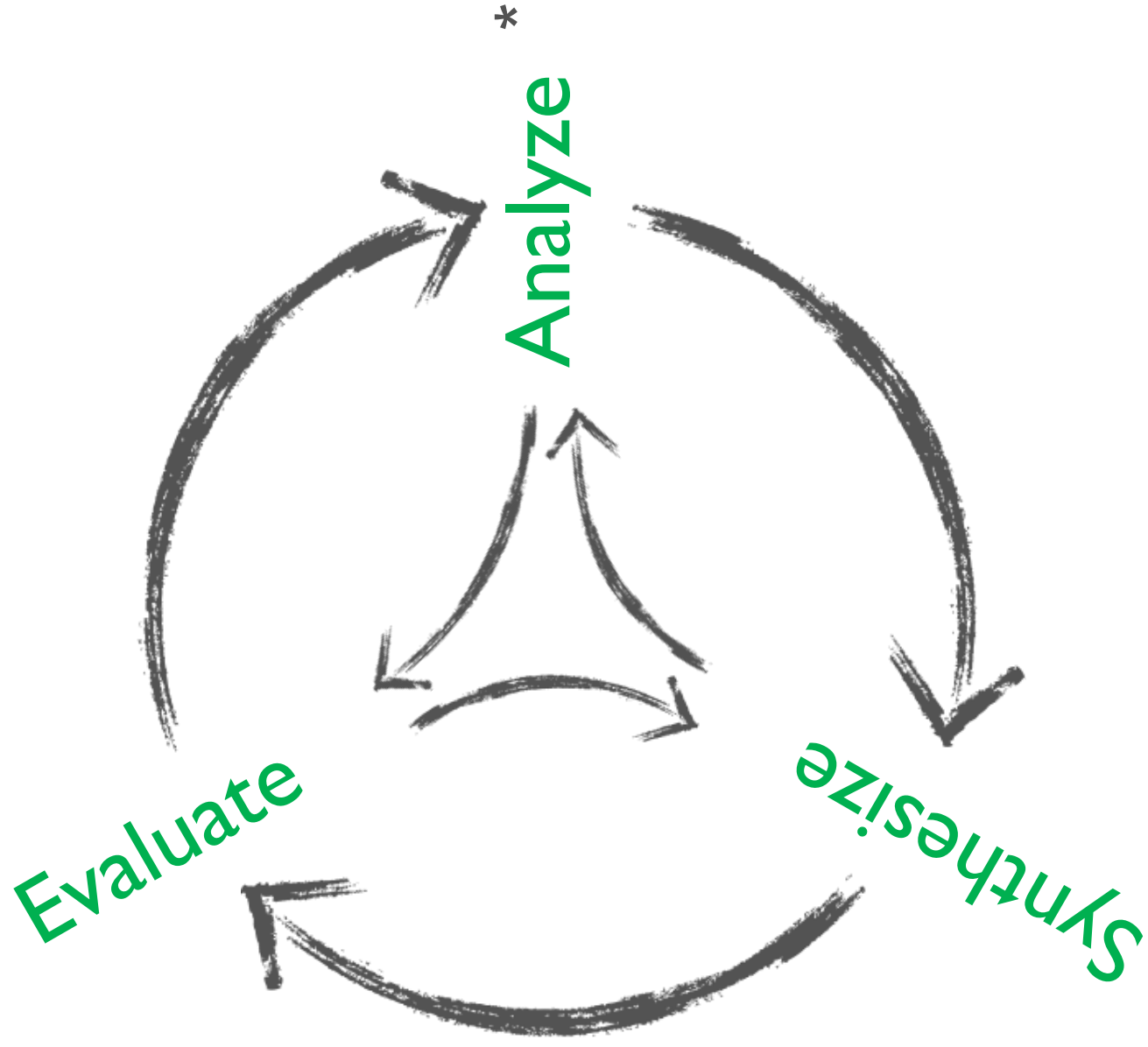
Process of creating or shaping
tools or artifacts for direct human
use.

Produces "things"

Human-centered

*

IDEO Deep Dive Video

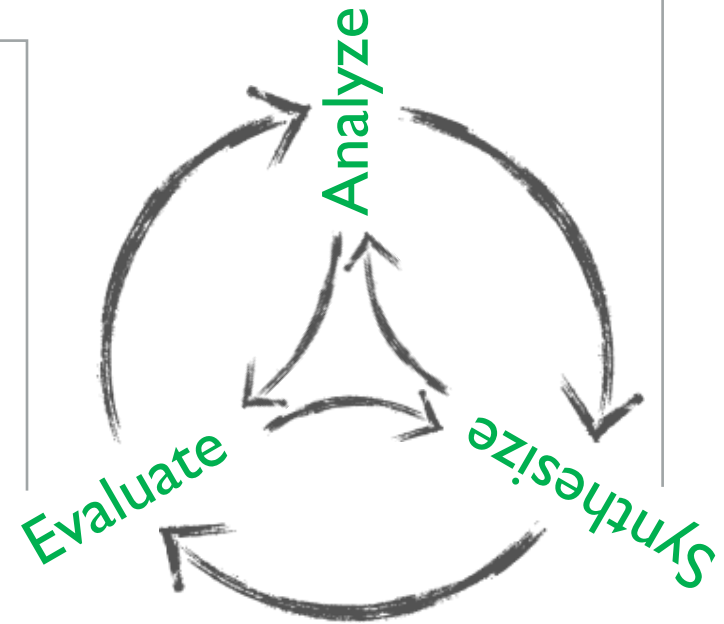


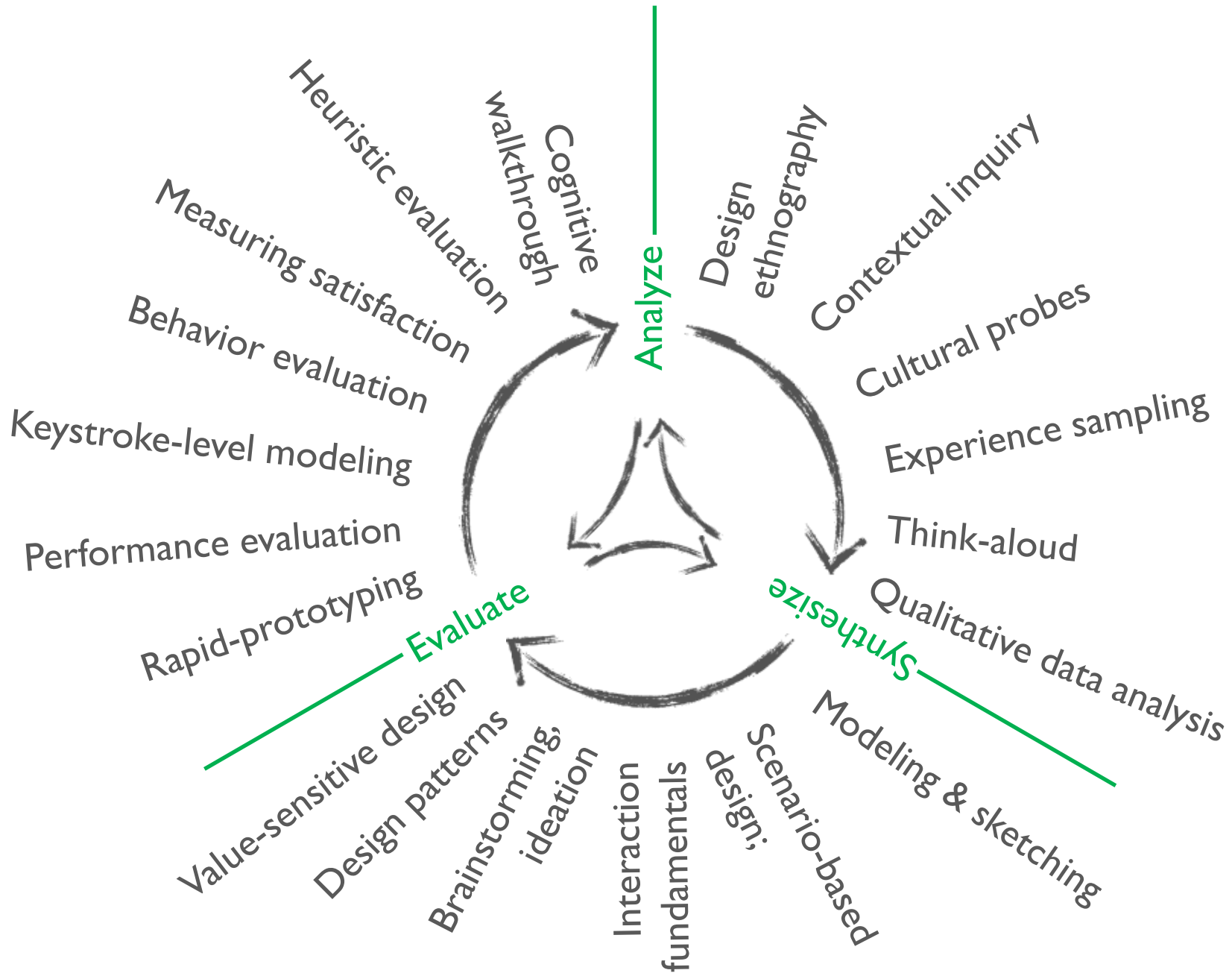
The Three Pillars

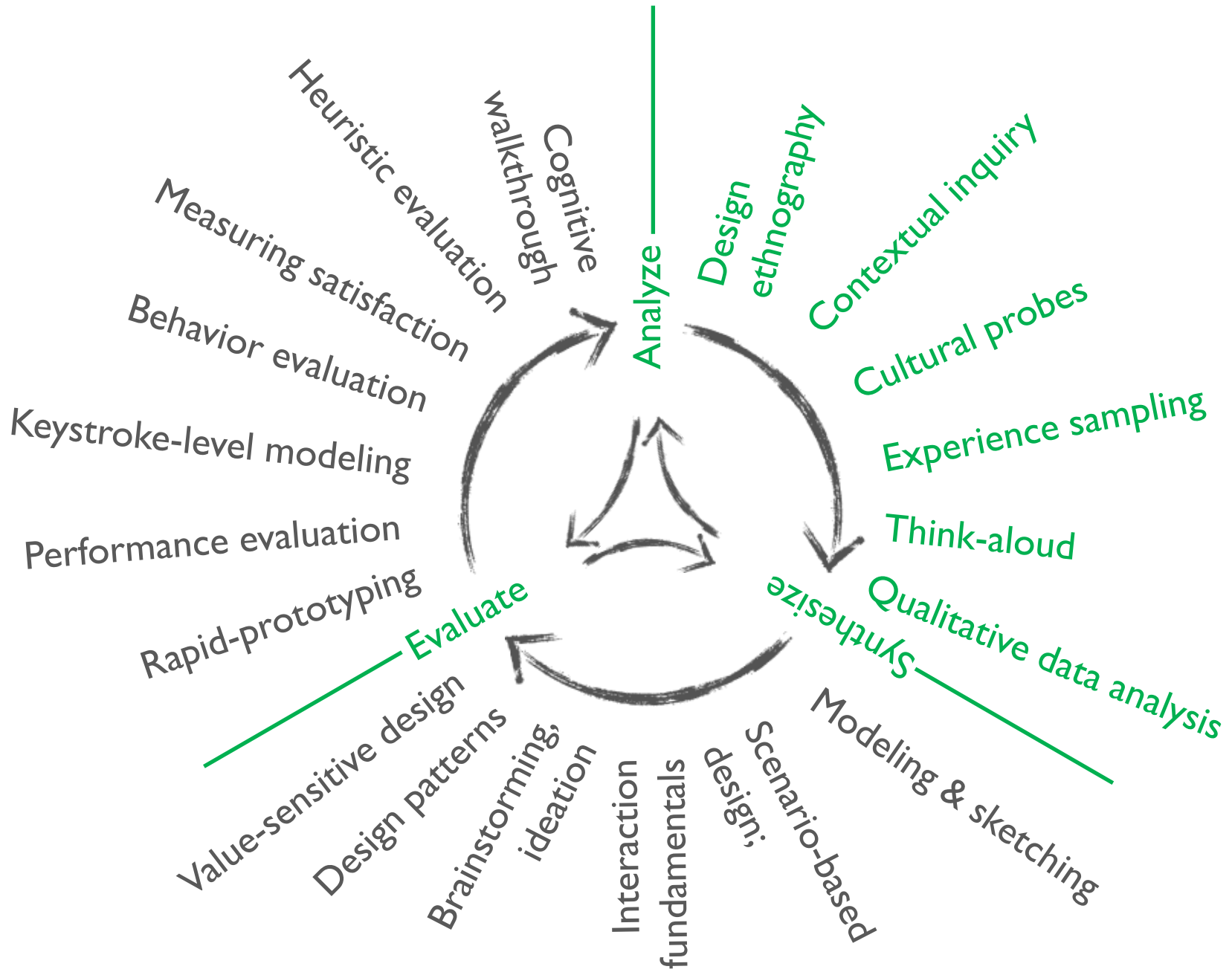
Understanding user experience

Ideating for solutions and designing interfaces

Evaluating designed interfaces







Understanding User Experience

“

The user is
not like me

”

THE POWER OF USER-CENTERED METHODS

Help us;

Understand what people say, do, and think.

Capture people's physical and social environments.

Understand work practices, meaning, culture, norms, nuances.

Access experiences in their natural context.

Identify breakdowns, workarounds, frustrations.

Designing User Experience

Brainstorming & Ideation

“

The best way to have good ideas is to have lots of ideas.

”

— Linus Pauling



Learn

Look

Ask

Try

Card Sort

HOW: On separate cards, name possible features, functions, or design attributes. Ask people to organize the cards spatially, in ways that make sense to them.

WHY: This helps to expose people's mental models of a device or system. Their organization reveals expectations and priorities about the intended functions.

In a project to design a new digital phone service, a card-sorting exercise enabled potential users to influence the final menu structure and naming.

IDEO

www.ideo.com



TIP

SEVEN BRAINSTORMING RULES

» **Defer judgment**

There are no bad ideas at this point. There will be plenty of time to judge ideas later.

» **Encourage wild ideas**

It's the wild ideas that often create real innovation. It is always easy to bring ideas down to earth later!

» **Build on the ideas of others**

Think in terms of 'and' instead of 'but.' If you dislike someone's idea, challenge yourself to build on it and make it better.

» **Stay focused on topic**

You will get better output if everyone is disciplined.

» **Be visual**

Try to engage the logical and the creative sides of the brain.

» **One conversation at a time**

Allow ideas to be heard and built upon.

» **Go for quantity**

Set a big goal for number of ideas and surpass it! Remember there is no need to make a lengthy case for your idea since no one is judging. Ideas should flow quickly.





WITH OR LIFECYCLES?

EMPOWERMENT

GUIDING PRINCIPLES

INDIVIDUAL

GLOBAL COMMUNITY?

AM BECAUSE YOU ARE

Time Value through all Means

DESIGN = ETHICS + AESTHETICS

BUILDING UP IDENTITY

GUNY

NEW DESIGN PRINCIPLES

The hope lies in the individuals

HERITAGE



BIBLE (PAPER SIZE)

EMPLOYMENT

become a New Story for Humanity Global Vision

INTEGRATORS THROUGH TEACHING

FIND OUT

INDIVIDUAL = PERSONAL

BUILDING BACK BETTER

WORLD BRAIN

DISTINNESS = ETHICS

TRANSFORM EDUCATION PRESERVING IDENTITY

cognitive

everybody is compassionate about their children

B2B2ON

DOING FOOTPRINTS

STORY ZINE (RAZZLING)

REALISTIC RESPONSIBILITY

IDENTITY

SMALL CAUSES



BIG EFFECTS

GUIDING PRINCIPLES

BUSINESS DESIGN



GLOBAL PLAY



(CRITERIA, CHECK LIST, REQUIREMENT SPECS.)

DO WE HAVE TO WORK?

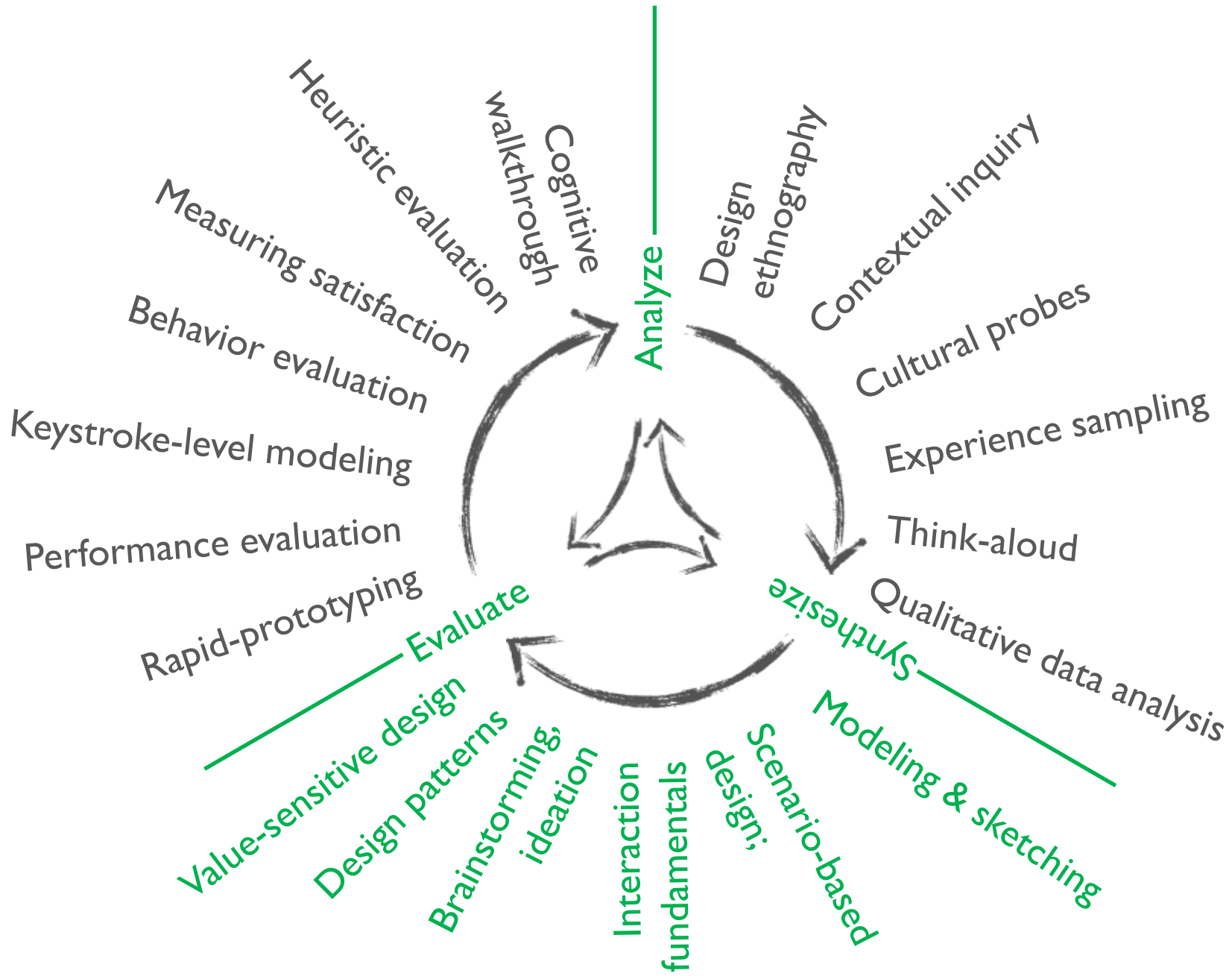
WHAT'S MISSING?

CHANGE

TO WORK IS THERE ONE?

WHERE DOES WORK END?

GLOBAL



Evaluating User Experience

When Are Performance Measures Appropriate?

When you need **statistical evidence** that you;

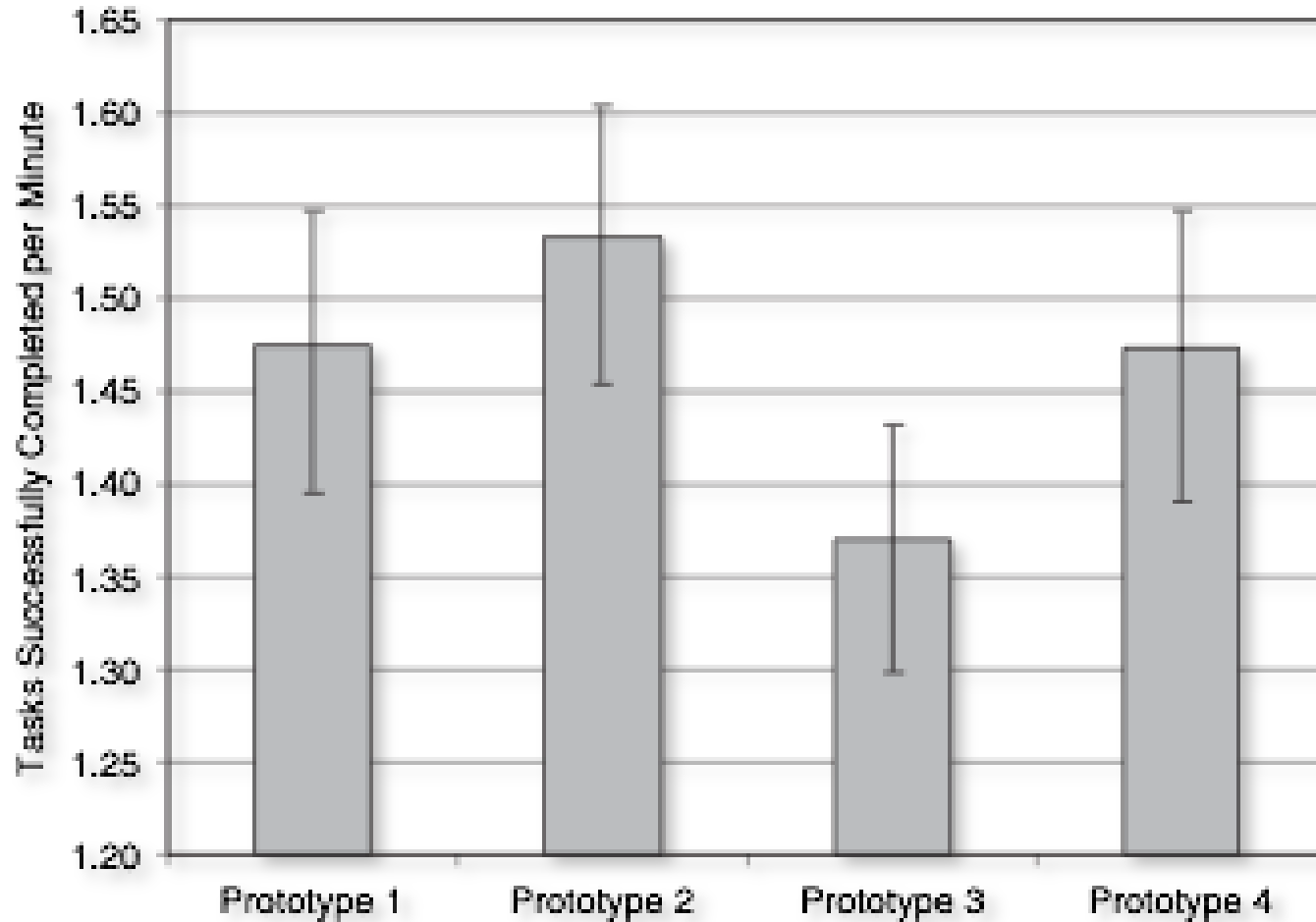
Improve task completion rates,

Decrease number of errors,

Reduce costs,

Improve task completion times.

Success Rates



When Are Satisfaction Measures Appropriate?

When you need statistical evidence that people;

Perceive your software as usable,

Prefer your software over alternatives,

Favor an alternative design over others.

Measures of satisfaction include enjoyment, desire, preference, etc.

System Usability Scale

1. I think that I would like to use this ballot frequently.

Strongly disagree Strongly agree

1	2	3	4	5

2. I found the ballot unnecessarily complex.

1	2	3	4	5

3. I thought the ballot was easy to use.

1	2	3	4	5

4. I think that I would need the support of a poll official to be able to use this system.

1	2	3	4	5

5. I found the various parts of this ballot were well integrated.

1	2	3	4	5

6. I thought there was too much inconsistency in this ballot.

1	2	3	4	5

7. I would imagine that most people would learn to use this ballot very quickly.

1	2	3	4	5

8. I found the ballot very awkward to use.

1	2	3	4	5

9. I felt very confident using the ballot.

1	2	3	4	5

10. I needed to learn a lot of things before I could get going with this ballot.

1	2	3	4	5

When Are Behavioral Measures Appropriate?

When you need to measure;

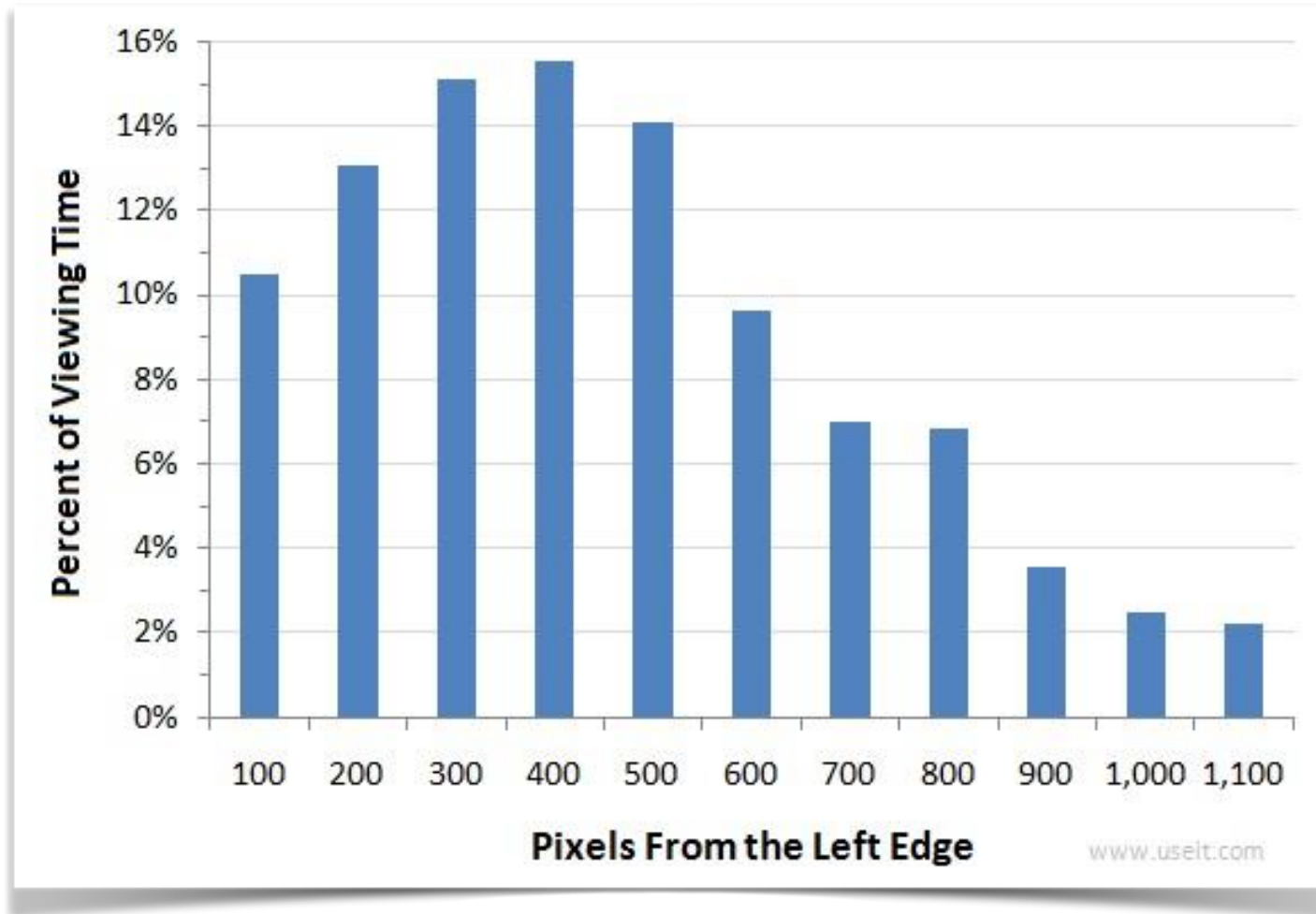
What people do with your software,

Where they click, look, type, etc.,

How much time they spend on dialogs, screens, etc.,

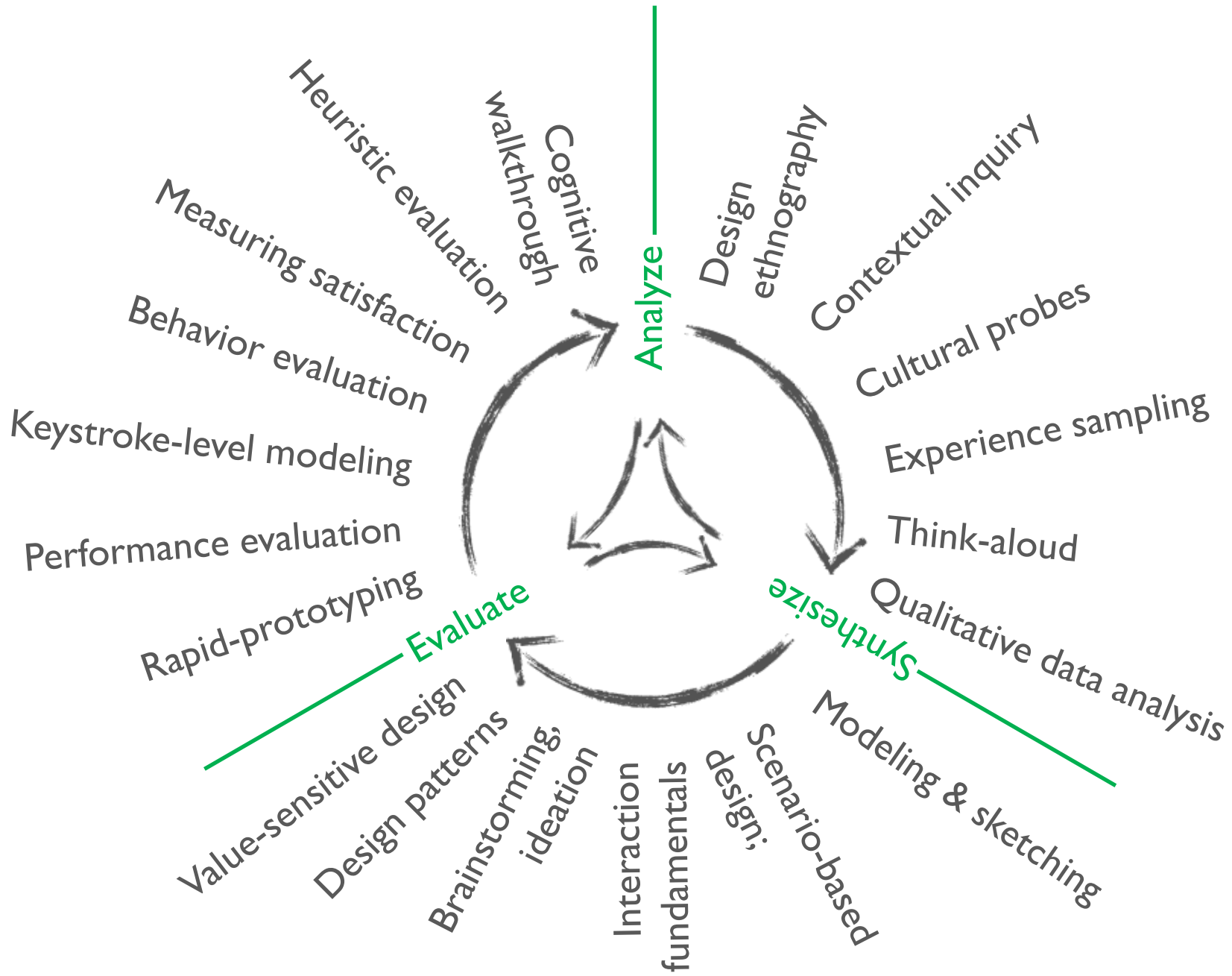
What they say, how they behave, etc.

Gaze





Methods are **Tools**
in a toolbox



By the end of the semester, you will have your very own toolbox



Project Goals

Practice methods learned in the context of a real-world problem

Practice following a design process

Work in teams

Learn about the problem domain

Project Domain

Web apps

Services or products that users access over the Internet in a platform-independent way

The web-browser is the medium for interaction

Can be on a tablet/netbook/laptop/desktop platform

Communication, microblogging, social networking, social bookmarking

The screenshot shows a social networking interface for a wedding stream. At the top left is the 'LiveShare' logo. Navigation tabs include 'My Streams' (active) and 'Public'. The user 'Josh W.' is logged in, with a 'More' dropdown menu. A 'Back to My Streams' link is visible. The stream title is 'Ryan and Jenny's Wedding', created by Sheila R, with 86 members. Action buttons for 'Unfollow' and 'Upload' are present. A text prompt says 'Drag and drop photos from your desktop to this stream.' The stream contains 12 photo thumbnails, each with a blue overlay showing the number of likes and comments. The photos depict various wedding scenes: a sunset on a beach, a couple walking, a tropical resort view, a bride and groom embracing, a groom walking, a bride and bridesmaids, a bride at a table, guests at a reception, a couple on a beach, a couple on a beach at sunset, a bride and groom, and a couple walking.

LiveShare™

★ My Streams Public

Josh W. More

◀ Back to My Streams

Ryan and Jenny's Wedding
Created by Sheila R 86 Members

★ Unfollow Upload





Drag and drop photos from your desktop to this stream. ✕

Photo Description	Likes	Comments
Sunset on a beach	18	9
Two men walking on a beach	46	18
Tropical resort view	63	12
Bride and groom embracing	3	3
Groom walking	56	24
Bride and bridesmaids	44	19
Bride at a table	1	1
Guests at a reception	31	28
Two people on a beach	4	42
Two people on a beach at sunset	28	39
Bride and groom	35	26
Two men walking on a beach	16	24








Collaboration, productivity, task management

The screenshot displays the Teambox dashboard interface. On the left is a navigation sidebar with sections for 'APPS' (Dashboard, Recent activity, All Tasks, Calendar, Gantt, Time tracking, Workload view, Group chat (beta)) and 'PROJECTS' (Social Building Blocks Project, Recent activity, Conversations, Tasks, Notes, Files, Members, Settings). At the bottom of the sidebar are 'Plans & Billing' and 'Manage Organizations'. The main content area has tabs for 'Conversation' and 'Task'. It features a 'TASKS' section with 'Tasks for Today' (0) and a 'NOTIFICATIONS' section with a 'Social Building Blocks Project' notification for 'Meeting notes' by B. Mutlu. A large white message box in the center states: 'Looks like you don't have any pressing Tasks. Congratulations. Tasks show up in your Dashboard when they are due for today, or marked as urgent.' with a 'View one more Task' button. The top right of the dashboard shows 'Dashboard' and a settings gear icon.


Web apps to make things

Business Cards / Snap Happy Landscape **rename** [Refer a Friend](#) [Sign In](#) [Cart \(0\)](#)    


[Change pack](#) [Save](#) **Add your details** [Choose your images](#) [Preview](#) [Next step](#)


Pack layout: MOO Design  Background colour: My images:       [Add design or images >](#)

Click on the card below to add your own details



photographer
Roberto Nandú
518-308-3928 c
518-308-3928 p
roberto.nandu@roberto-n.com e
www.roberto-n.com w
roberto-n.tumblr.com b

 flip cards over [Next step](#)

[Need Help? Chat Live](#) 

Other web apps you can think of

The image shows a screenshot of the Chrome Web Store interface. On the left is a navigation sidebar with categories like 'Your Apps', 'Home', 'Popular', 'From your circles', 'Trending', 'Collections', 'Business Tools', 'Education', 'Entertainment', 'Games', 'Lifestyle', 'News & Weather', 'Productivity', 'Social & Communication', 'Utilities', 'Extensions', and 'Themes'. The main content area displays several app cards:

- Todo.ly**: Simple Todo List Manager. The card features a green checkmark icon, the text 'Todo.ly Simple Todo List Manager', and icons for a clipboard, folders, an alarm clock, and a credit card. A preview shows a list with items: 'Buy Milk', 'Bread', and 'Climb Everest'.
- This Exquisite Forest**: A Collaborative Art Project. The card shows a row of stylized trees in a snowy landscape.
- Internet TV**: TV, 1,422,395 users. The card has a blue background with a TV icon.
- Run Ninja Run 2**: Trending: On fire. The card shows a character running with a sword.
- Wave Accounting**: Advertisement. The card shows a computer monitor displaying accounting software.
- Angry Birds**: Joonhwan Lee +1'd this. The card features the iconic red bird character.

The top right of the interface shows the user's email 'bmutlu@gmail.com' and a settings gear icon.

Examples from
previous years

Jon Mumm
View My Profile



- News Feed**
- Messages (1)
- Events (5)
- Photos
- Friends
- Applications
- Games
- Ads and Pages
- Groups (2)
- Marketplace (58)
- More

- Friends Online
- Ashley Annacchino
 - Heather Mumm
 - Kyle Cummings
 - Sarah Otten
 - Andrew Mankivsky
 - James Kim
 - Matt Marcou
 - Mike Stanowski
 - Philippe-Olivier C...
- See All

News Feed

Top News • Most Recent

Requests

See All

What's on your mind?

Tyler Gale Curling is actually fun to watch. Too bad I have no idea what's going on.
3 minutes ago · Comment · Like

Brandon P Kalani twerking it up
11 minutes ago · Comment · Like

Nikki Fregon and Jodi Leonard Knowles are now friends.
13 minutes ago · Comment · Like · Add as Friend

Amy Murphy and Amanda Glorioso are now friends.
19 minutes ago · Comment · Like · Add as Friend

Amy Young and **Jeff Butters** are now friends with Stephen Joseph Olszewski.
28 minutes ago

Jenna Diebold exhausted!
28 minutes ago · Comment · Like

Cassey Varvel you don't do it on purpose, but you make me shake. now i count the hours 'til you wake with your baby's breath, breathe symphonies, come on sweet catastrophe.
32 minutes ago · Comment · Like

Christina Bachr <3soco.
9 minutes ago

Write a comment...

Yfran Eafra Garcia date with the dancefloor tonight.
about an hour ago · Comment · Like

- 5 event invitations
- 2 group invitations
- 6 Page suggestions
- 1 other request

Suggestions See All

- Jessica Gamez**
57 mutual friends
Add as friend
- Daniel Joseph**
Share the latest news.
Send him a message

...where if you respect complexity. Learn more about Tanqueray, visit us at www.WeResistSimple.cc

Like

Events

See All

- Student Org. Social at the Kohl Today 5:30pm
- Jerome Richard's birthday Today
- Ben Kuehn's birthday Friday
- Jonathan Roberts's birthday Friday
- Melissa Jankowski's birthday Friday
- Laura Elizabeth's birthday Saturday

Connect With Friends

- Invite friends to join Facebook.
- Use our contact importer to find friends you didn't know were on Facebook.



L. Stanley Brysh, DMD, FAAHD, DABSCD
 Chair, Department of Dentistry
 Director, Max W. Pohle Dental Clinic
 Director, General Practice Residency
 (608) 417-6500
 lbrysh@meriter.com

February 2010						
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6
7	8	9	10	11	12	13

Click on an appointment time below to schedule a visit.
 Mouse over unavailable times to see next available slot.

Feb 22, 2010 - Feb. 25, 2010

	Sun 2/21	Mon 2/22	Tue 2/23	Wed 2/24	Thu 2/25	Fri 2/26	Sat 2/27
8 AM		Click here to schedule	Click here to schedule	unavailable	Click here to schedule	unavailable	
9 AM		unavailable	Click here to schedule	Click here to schedule	Click here to schedule	Click here to schedule	
10 AM		Click here to schedule	Click here to schedule	unavailable	Click here to schedule	unavailable	
11 AM		Click here to schedule	unavailable	unavailable	unavailable	unavailable	
12 AM		unavailable	unavailable	This time slot is next available: Mar. 4	unavailable	unavailable	
1 PM		unavailable	unavailable	unavailable	unavailable	Click here to schedule	
2 PM		unavailable	Click here to schedule	Click here to schedule	unavailable	Click here to schedule	
3 PM		unavailable	unavailable	unavailable	unavailable	unavailable	
4 PM		unavailable	unavailable	unavailable	unavailable	unavailable	
5 PM		unavailable	unavailable	unavailable	unavailable	unavailable	
6 PM		unavailable	unavailable	unavailable	unavailable	unavailable	

[Show all next available slots.](#)



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 Director, Max W. Pohle Dental Clinic
 Director, General Practice Residency
 (608) 417-6500
 lbrysh@meriter.com

February 2010						
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6
7	8	9	10	11	12	13

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8 AM		Click here to schedule	Click here to schedule	unavailable	Click here to schedule	unavailable	
9 AM		unavailable	Click here to schedule	Click here to schedule	Click here to schedule	Click here to schedule	
10 AM		Click here to schedule	Click here to schedule	unavailable	Click here to schedule	unavailable	
11 AM		Click here to schedule	unavailable	unavailable	unavailable	unavailable	
12 AM		unavailable	unavailable	This time slot is next available: Mar. 4	unavailable	unavailable	
1 PM		unavailable	unavailable	unavailable	unavailable	Click here to schedule	
2 PM		unavailable	Click here to schedule	Click here to schedule	unavailable	Click here to schedule	
3 PM		unavailable	unavailable	unavailable	unavailable	unavailable	
4 PM		unavailable	unavailable	unavailable	unavailable	unavailable	
5 PM		unavailable	unavailable	unavailable	unavailable	unavailable	
6 PM		unavailable	unavailable	unavailable	unavailable	unavailable	

[Show all next available slots.](#)

Next Steps

Start the “understanding” step in the design process

Identify people--i.e., your potential users--that you could talk with about your problem area

Next week is a worksession

Be prepared to work in class and get feedback from me and the TA

Timeline

Week 0: Team formation

Week 1: Worksession

Week 2: Interim Presentation

Week 3: Worksession

Week 4: Worksession

Week 5: Final Presentation