Encouraging Offline Networking through UI Design

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First Talk
Overview

❖ Plan Summary
❖ Background
❖ Prior Work
❖ Approach
❖ Experimental Evaluation
❖ Timeline
Plan Summary

To design and implement a user interface (UI) for a specialized, locally hosted anti-social media site with the interest of encouraging offline networking in small, concentrated communities — as applied to a movie database (DB).

❖ For very small communities (e.g. a household)
❖ Not for the open internet
Background

❖ **Social media**
  ➢ Facebook friends across the world?
  ➢ What about the people right next to us?

❖ **UI design**
  ➢ Can be used to influence users
  ➢ How can offline communication be encouraged?
Prior Work

❖ Usability
  ➢ Steve Krug, “Don’t Make Me Think”[1]
  ➢ ISO standards[2][3]

❖ Small group communication[6][7]

❖ UI design
  ➢ Dark patterns[8]
  ➢ Harry Brignull[9]
Approach — Implementation

❖ Movie DB
  ➢ MySQL
  ➢ Anyone can browse

❖ User DB
  ➢ MySQL
  ➢ Require authentication to comment/rate

❖ Server
  ➢ Node.js
  ➢ Other?
Approach — UI Design

- 3 layouts
  - Admin
  - User
  - Non-user
- Foundation by Zurb
- CSS Grid
- Font Awesome
Approach — User Testing

❖ Testing user layout
❖ In-person
❖ At least 2 sessions
❖ Target group (~ 3-5 people)
❖ Record screens and audio
Experimental Evaluation

❖ Data
➤ Pre-survey
➤ Screen recordings
➤ Audio recordings
➤ Post-survey

❖ ISO 9241-11\(^{[2][4]}\)
➤ Effectiveness
➤ Efficiency
➤ Satisfaction

❖ ISO/IEC 25022 (SQuaRE)\(^{[3][5]}\)
➤ Metrics
Timeline

30 Oct 2018 → 1st Talk
Dec 2018 → Advancement to Candidacy
Jan 2019 → 2nd Talk
Feb 2019 → Early Draft of Project Report
22 Mar 2019 → Project Report Submission Deadline
April 2019 → 3rd Talk
April 2019 → Comps
May 2019 → Graduation
References


