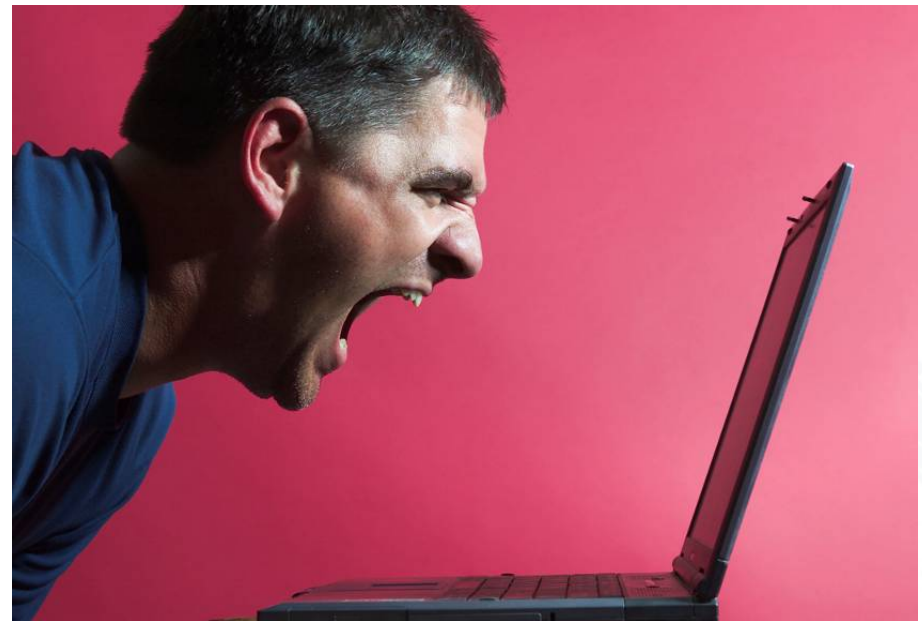


Lecture 11

Design of Mobile Applications & Services: HCI Issues



Mobile Business II (SS 2020)

Prof. Dr. Kai Rannenberg

Chair of Mobile Business & Multilateral Security
Goethe University Frankfurt a. M.

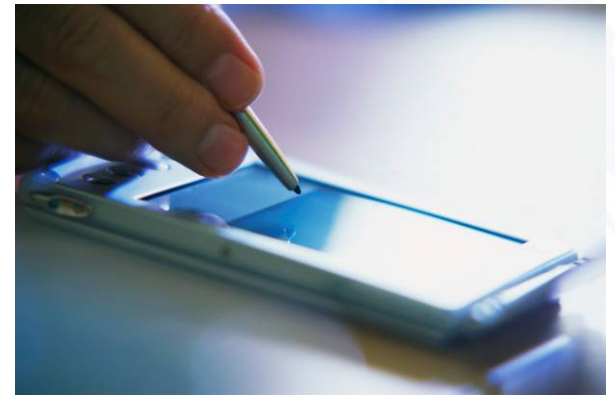
- Introduction to HCI
- Mobile Interaction Styles
- Mobile Interaction Design
 - Understanding Users
 - Developing Prototype Designs
 - Evaluation
- Example of Enhanced App Store

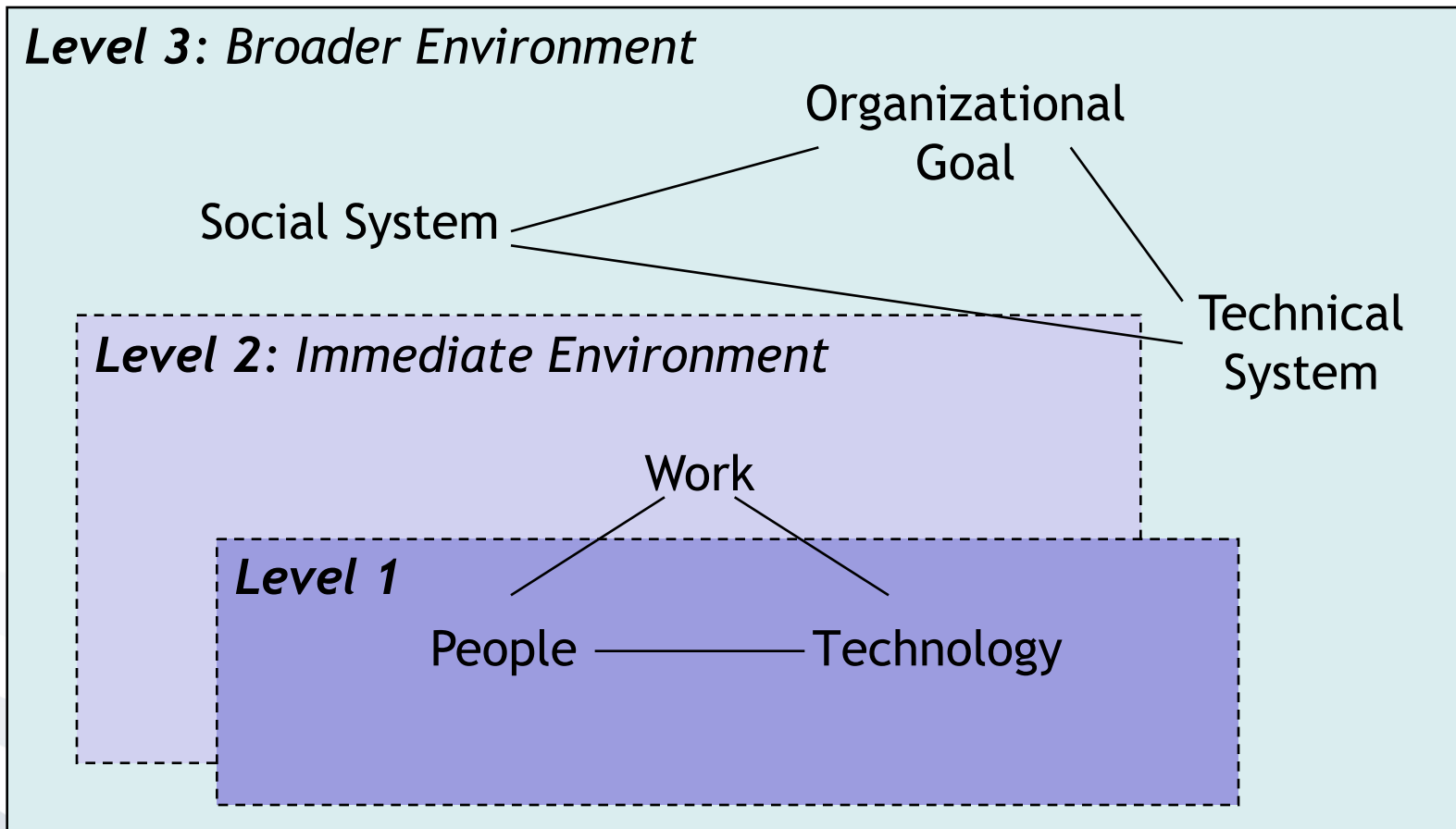
“Human-computer interaction is a discipline concerned with the design, evaluation and implementation of interactive computing systems for human use and with the study of major phenomena surrounding them.”

[Hewett et al. 1992]

“Human-computer interaction is the scientific study of the interaction between people, computers, and the work environment.”

[BeardPeterson1988]

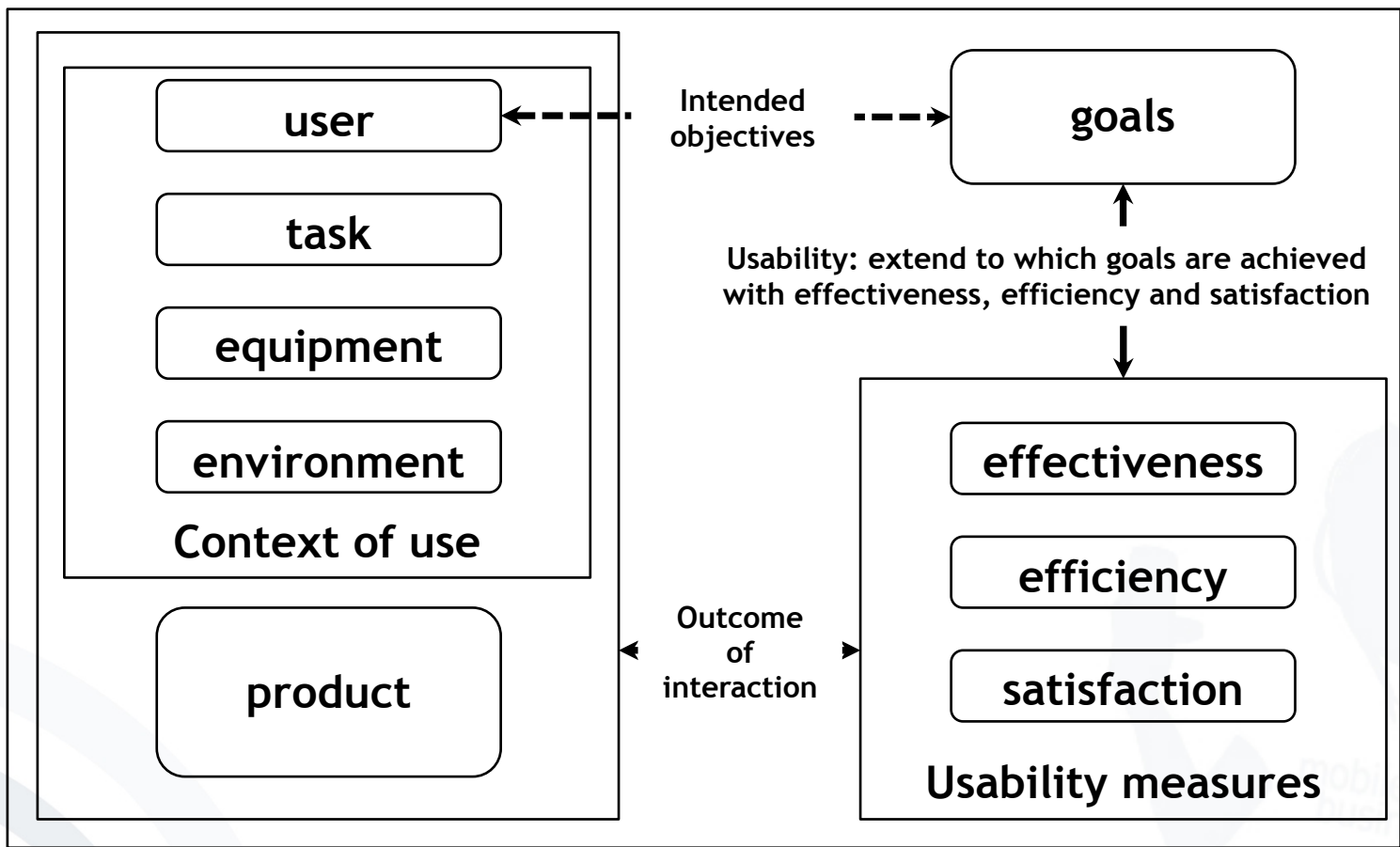




Usability is the “extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.”

- **effectiveness:** Accuracy and completeness with which users achieve specified goals.
- **efficiency:** Resources expended in relation to the accuracy and completeness with which users achieve goals.
- **satisfaction:** Freedom from discomfort, and positive attitudes towards the use of the product.
- **context of use:** Users, tasks, equipment (hardware, software and materials), and the physical and social environments in which a product is used.
- **user:** Person who interacts with the product.
- **goal:** Intended outcome.
- **task:** Activities required to achieve a goal.
- **product:** Part of the equipment (hardware, software and materials) for which usability is to be specified or evaluated.

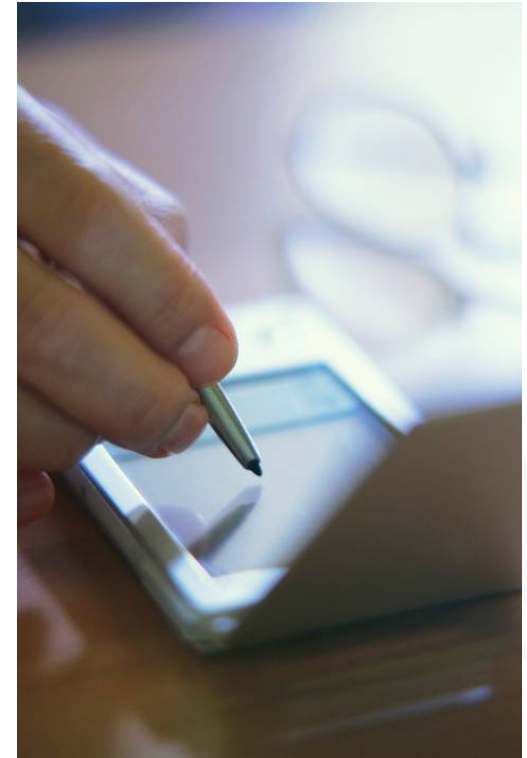
Usability Framework



- Introduction to HCI
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The interaction between users and mobile devices is multidimensional.

- Text entry
- Speech input
- Menu navigation
- MultiTouch
- Earcons
- Metaphors



Possible interaction via text entry:

- Keyboard entry
- Touch screen
 - Recognition of handwriting
 - Palm-Graffiti
 - Virtual keyboard
 - Swype
- Tegic T9
- Octave
- ...

- Text entry via classic keyboard solution.
- For higher mobility, keyboards become foldable and virtual.

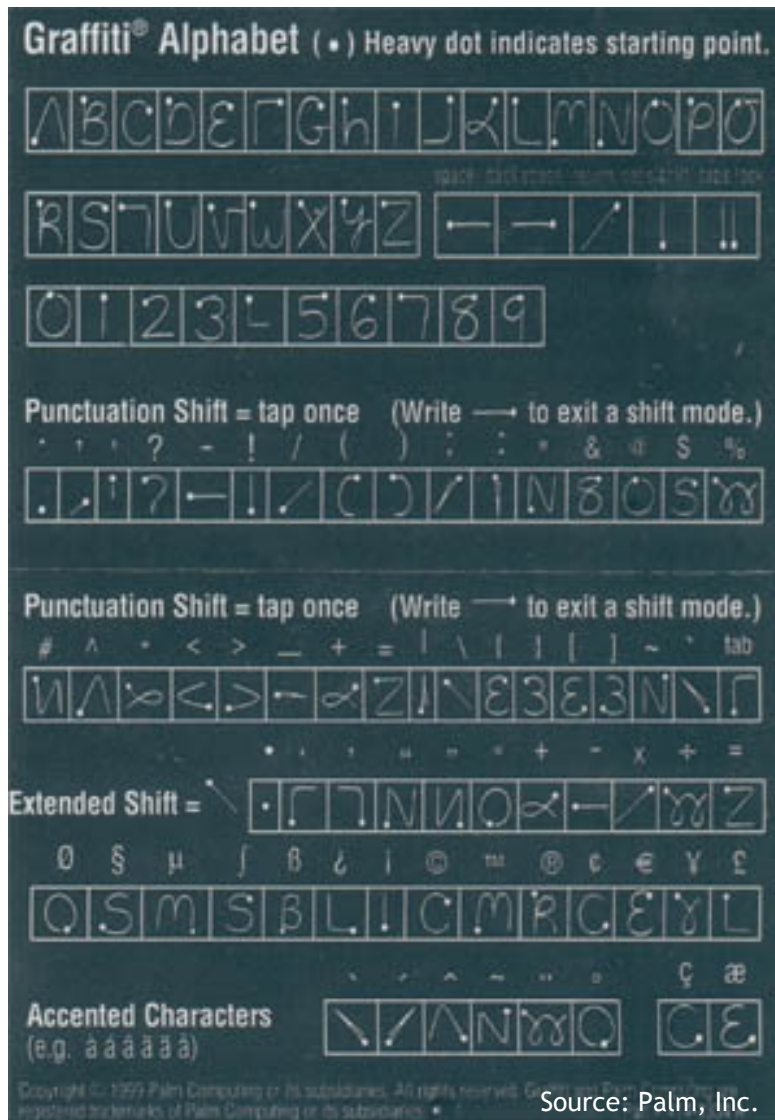


➔ Adaptation of a traditional text entry concept

Mobile Interaction Styles

Text Entry - Touch Screen

- Handwriting recognition software
- Artificial script, based on upper-case characters
- Can be drawn blindly with a stylus on a touch-sensitive panel



- Virtual keyboard on the screen
- Can be used with a stylus or with fingers

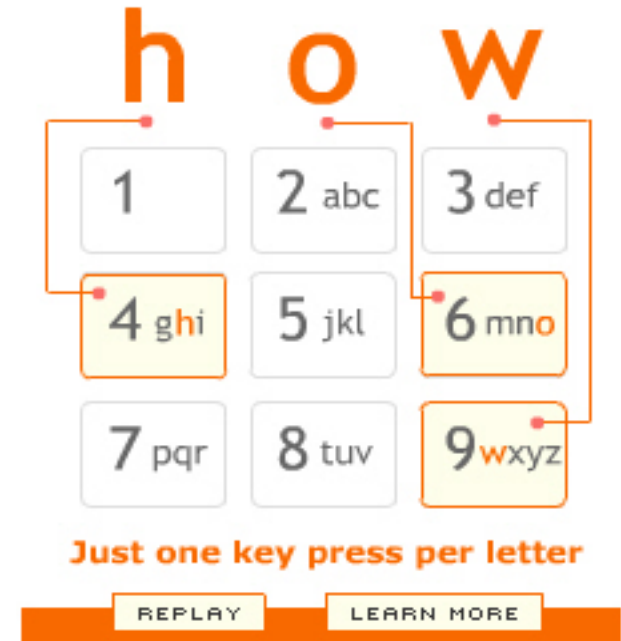


Source: HTC, Inc.

- Swype is an input method for touch screens developed by Swype Inc.
- Available on Samsung, HTC, and also on Android and Symbian.
- Three major components: An input path analyzer, word search engine with corresponding database, and a manufacturer customizable interface.
- Available in >40 languages.

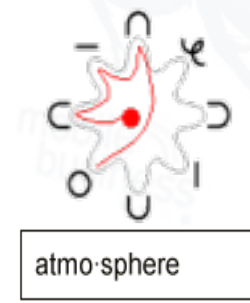
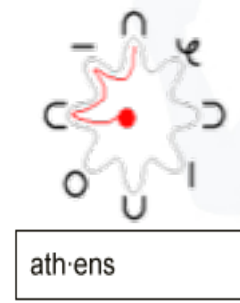
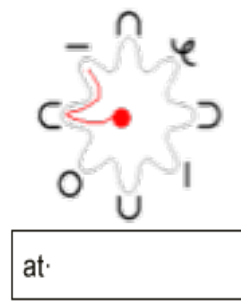
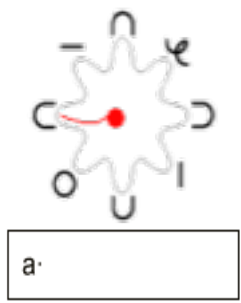
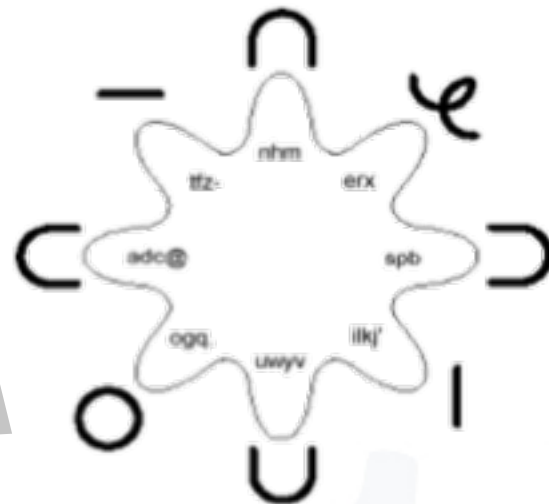


- T9 (*Text on 9 keys*) is a predictive text technology developed by Tegic Communications.
- Widely used by: LG, Samsung, Nokia, Siemens, Sony Ericsson, Sanyo
- Uses a dictionary of words, which is used to look up all the possible words, corresponding to the sequence of keys pressed.
- Available in 27 languages



Source: www.t9.com

- Text can be entered via key navigation



- Speech input relies on speech recognition technologies used by the mobile application.
 - *Speaker-dependent*
Recognition technologies “learns” from a set of sample words spoken by the user (system training).
 - *Speaker-independent*
Pre-defined vocabulary that has been set up by a large number of speech samples.





- Mobile phone applications usually have a hierarchically structured navigation menu providing a list of menu choices.
- Menu hierarchies are often not self-explanatory (switching costs for users).
- Long menu lists can overload the users' short-term memory.

connect your memory card to a computer

You can use a cable connection to access your phone's memory card with a PC.

Note: When your phone is connected to a computer, you can only access the memory card through the computer.

On your phone:

Disconnect the cable from your phone, if it is connected, then press  >  **Settings**
> **Connection** > **USB Settings** > **Default Connection**
> **Memory Card.**

This directs the USB connection to your memory card.

Source: Motorola



Mobile Interaction Styles

Touch Screen - Multi-touch

- Input by using gestures
- Up to three (or more) fingers simultaneously



Source: Wikipedia

- Earcons are abstract musical tones that produce sound messages to represent parts of an interface.
- Event-driven:
 - Incoming text messages
 - Alarm clock
 - ...
- Menus augmented with earcons can support user navigation.

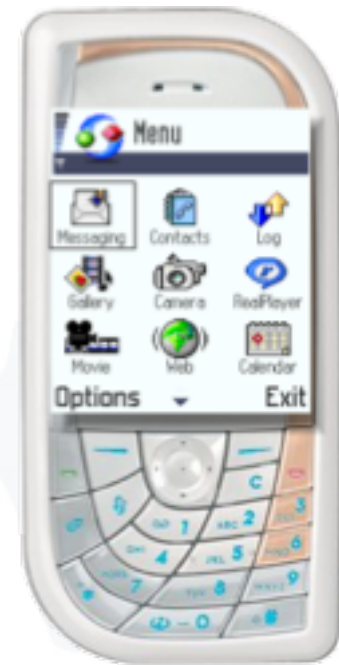


- Interface metaphors work by applying prior knowledge from a familiar to a new domain.
- Goal: Reducing people's perception of the complexity of the device used.

[Love2005]



Source: Nokia



- Introduction to HCI
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Main activities of effective interaction design

Understanding users

(Capabilities and limitations)

Developing prototype designs

(Demonstration of proposed interaction design)

Evaluation

(Identification of strengths and weaknesses of a design)

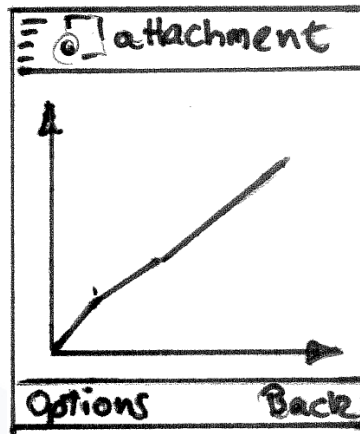
- Introduction to HCI
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- For an effective interaction design, it is necessary to understand potential users of a system.
- Possible methodologies
 - Field studies (observe and probe a particular group in situations of interest)
 - Laboratory experiments (observe and probe a particular group within a controlled environment)
 - Direct questionnaire (e.g. to validate impressions and interpretations from the field)

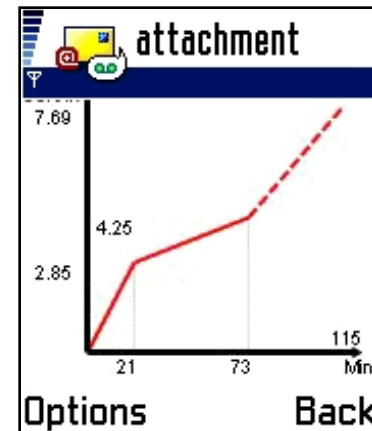
- The user group needs to have a significant impact on the design process.
- User-centered service design can significantly affect the user's perception of mobile devices and services.
- Examples of user characteristics:
 - **Spatial ability:**
dealing with spatial relations and visualization of spatial tasks
 - **Verbal ability:**
comprehend spoken or written words
 - **Working memory:**
limited capacity of short-term memory
 - **Previous experience:**
user's experience with an actual interface used

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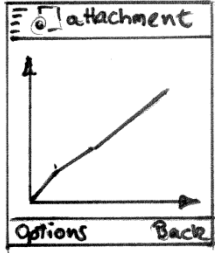
- HCI-Prototypes are built in order to express a design idea as quickly as possible.
- One can differentiate how closely a prototype resembles the appearance of the final product.



Low-fidelity



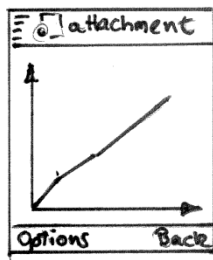
High-fidelity



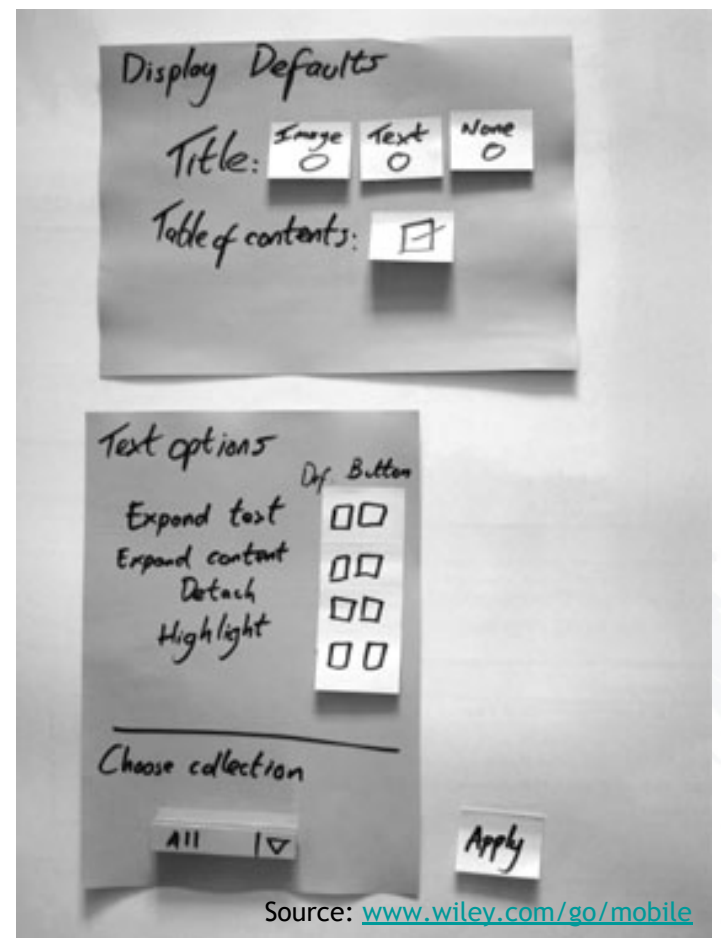
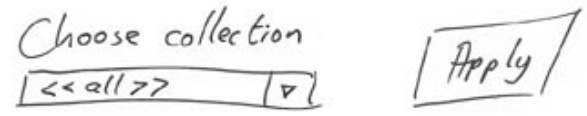
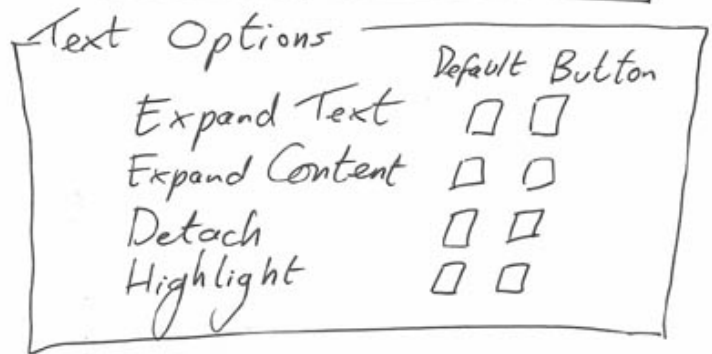
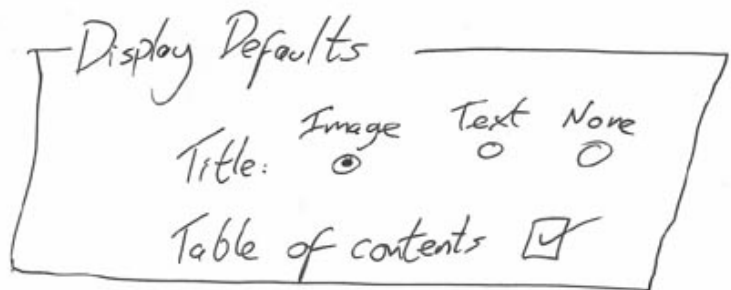
Low-fidelity

The prototype uses materials different to those in the final incarnation.

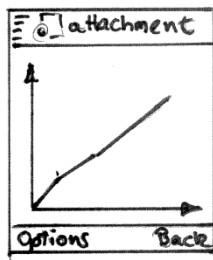
- Check for inconsistency
- Give a common specification for the design team
- Afford reflection
- Check interaction scenarios



Basic Layouts



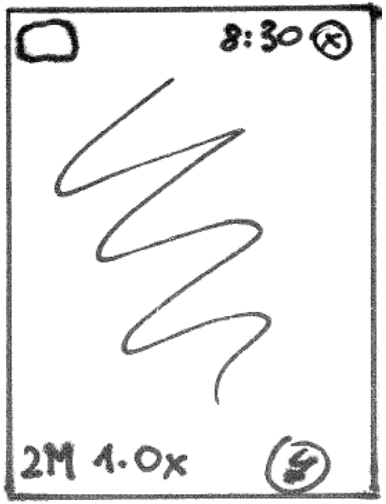
Source: www.wiley.com/go/mobile



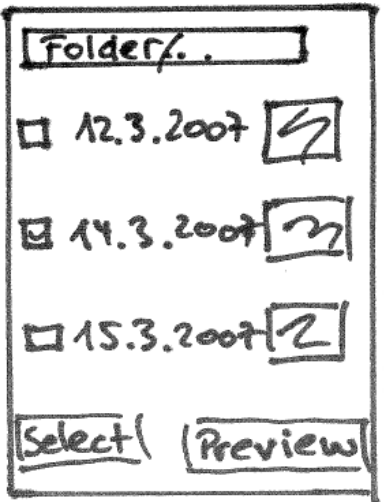
Self-Checking

Building a low-fidelity prototype for testing the feasibility of ideas

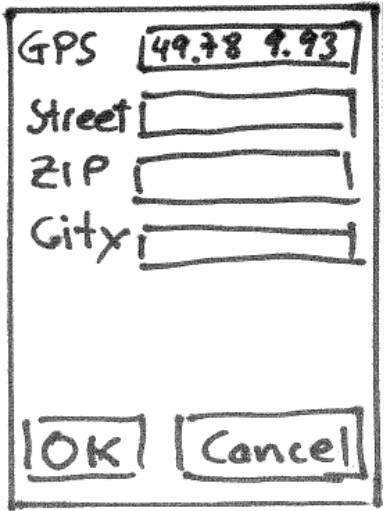
Example:



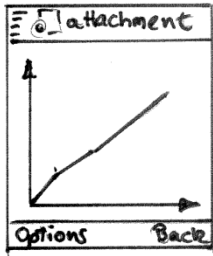
Take pictures



Choose a picture



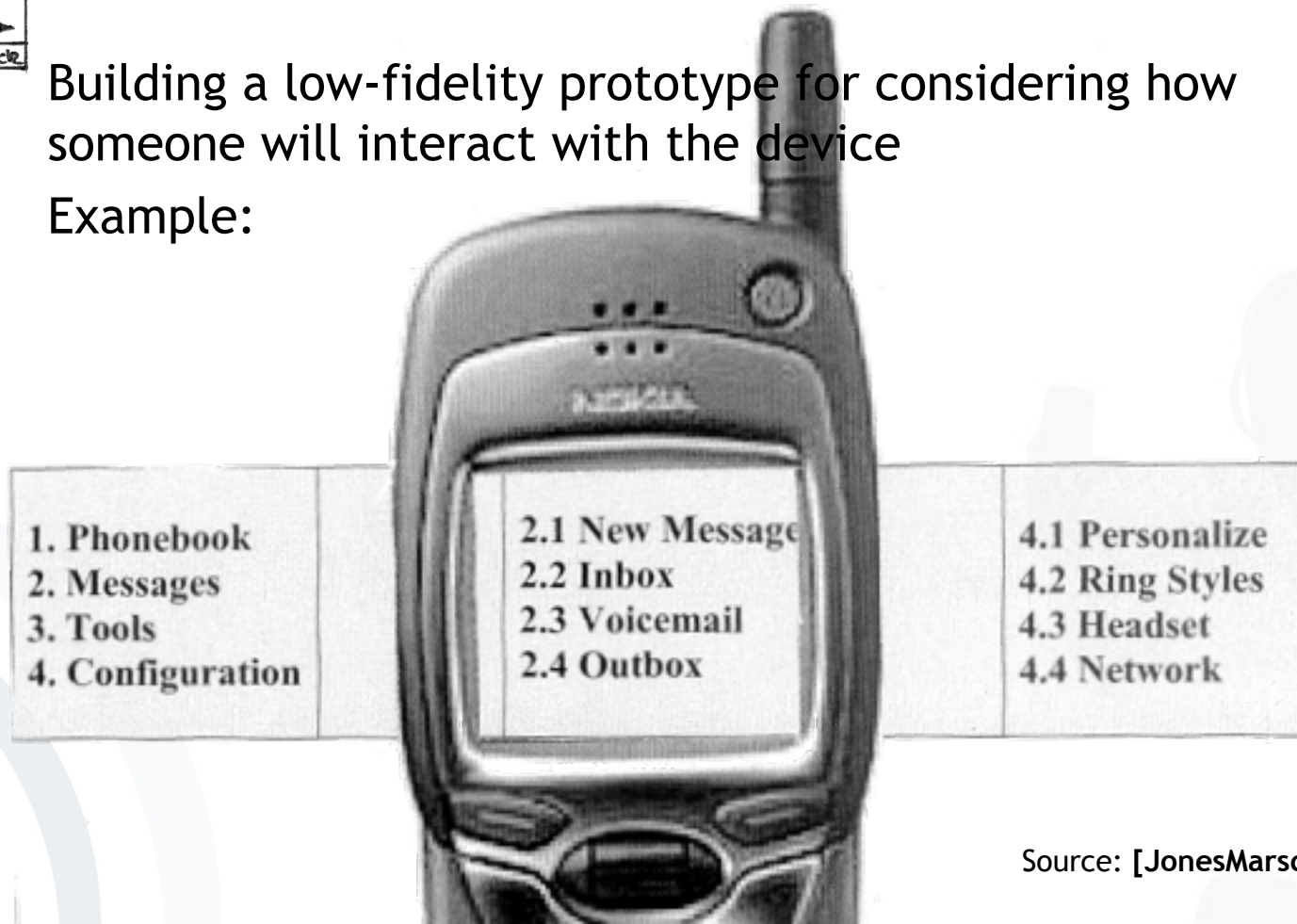
Get location via GPS or manual input



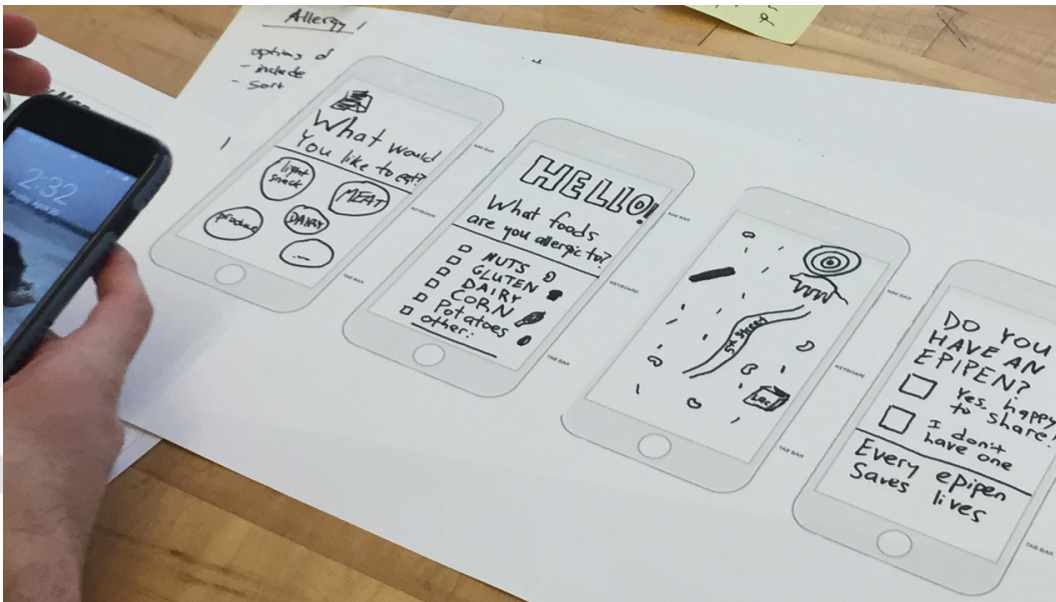
Interaction prototyping

Building a low-fidelity prototype for considering how someone will interact with the device

Example:

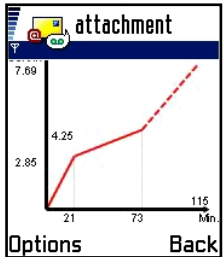


- New tools massively simplify low-fidelity prototyping
- For example: Pop by Marvel¹
 - sketches can be turned into an interactive iOS or Android prototype



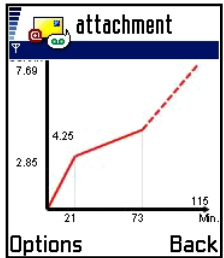
Exemplary use of app: <http://vondesign.com/category/drawing>

¹<https://marvelapp.com/pop/>



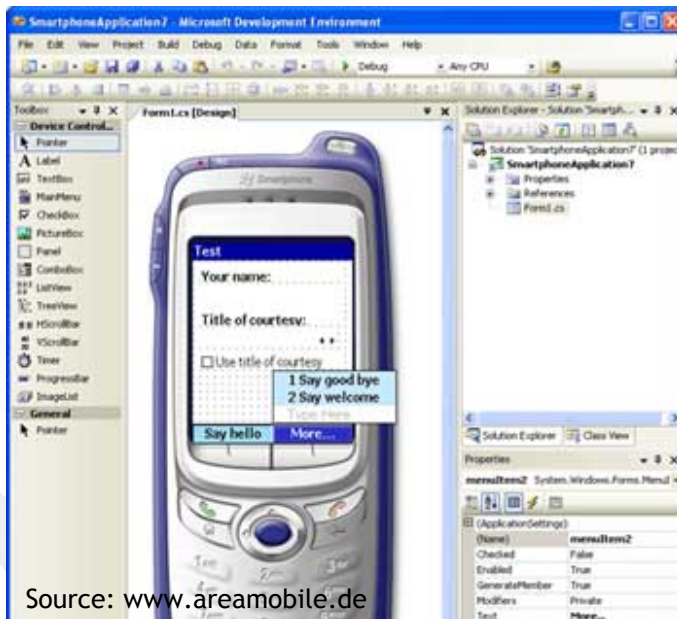
High-fidelity

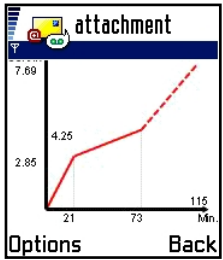
- The results of a low-fidelity prototyping process comprise a list of features that should be tested with representatives of the target group.
- High-fidelity prototype designs provide the functionality to evaluate critical tasks and functionalities that should be supported by the final product.
- Therefore, most critical features must be identified to be included in the prototype design.



PC-based prototype designs...

... can be developed by using standard programming environments (e.g. Visual Studio) and software emulators





Platform-specific prototype designs

... can provide a proof-of-concept and can be used for evaluations



Take pictures



Choose a picture



Get location via GPS or manual input



Type	Advantages	Disadvantages
Low-fidelity	<ul style="list-style-type: none"> ▪ Less time ▪ Lower costs ▪ Evaluate multiple concepts ▪ Useful for communication ▪ Address screen layout issues 	<ul style="list-style-type: none"> ▪ Little use for usability test ▪ Navigation and flow limitation ▪ Facilitator driven ▪ Poor detail in specification
High-fidelity	<ul style="list-style-type: none"> ▪ Partial functionality ▪ Interactive ▪ User-driven ▪ Clearly defined navigation scheme ▪ Use for exploration and test ▪ Marketing tool 	<ul style="list-style-type: none"> ▪ Creation time-consuming ▪ Inefficient for proof-of-concept ▪ Blinds users for major representational flaws ▪ Users may think prototype is 'real'

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Why evaluation?

- Understanding how users will use the design in the real world,
- Comparing different prototype designs,
- Assessing whether the product to be developed meets usability requirements, and
- Ensuring that the product conforms to industry standards.

- The evaluation of HCI prototype designs can be based on different methodologies addressing different aspects, e.g.:
 - Direct observation
 - Interviews
 - Questionnaires
 - Experiments
 - ...

Direct observation

Observe or video users how they use the HCI design in order to check, for e.g.:

- the intuitive and correct usage of design by the users,
- ability of users to manage pre-defined tasks.

- **Conducted by:** End-Users
- **Equipment:** Interactive prototype
- **Results:** Qualitative
- **Where:** Controlled setting

Interviews

- Often made in conjunction with observations
- Provision of direct feedback from the users
- Observed problems can be addressed

- **Conducted by:** End-Users
- **Equipment:** Interactive prototype
- **Results:** Qualitative
- **Where:** Controlled setting

Questionnaires

- Tool for gathering users' opinions
- Tool for comparing different designs by using quality scales
- Example: *I was able to enter text easily*

Disagree [1] [2] [3] [4] [5] Agree

- **Conducted by:** End-Users
- **Equipment:** Interactive prototype & Questionnaire
- **Results:** Qualitative & Quantitative
- **Where:** Controlled setting

Experiments

- Usually hypothesis-based
(e.g. *Navigation within application A is quicker than within application B.*)
- Results provide insight on how much 'better' a certain design is

- **Conducted by:** End-Users
- **Equipment:** Interactive prototype
- **Results:** Qualitative
- **Where:** Controlled setting

- Design shortcomings of products can have different reasons, such as:
 - A lack of user-based evaluation during the design process,
 - Perceived financial costs of better design,
 - An overemphasis on technology over purpose.

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- ✓ Enhance **privacy transparency** and **privacy awareness** in app markets.
- ✓ Foster **informed choice** of apps.
- ✓ Integrate more effective **privacy risk indicators** into app markets.
- ✓ **Develop and evaluate** proof of concept for Google's Play Store.

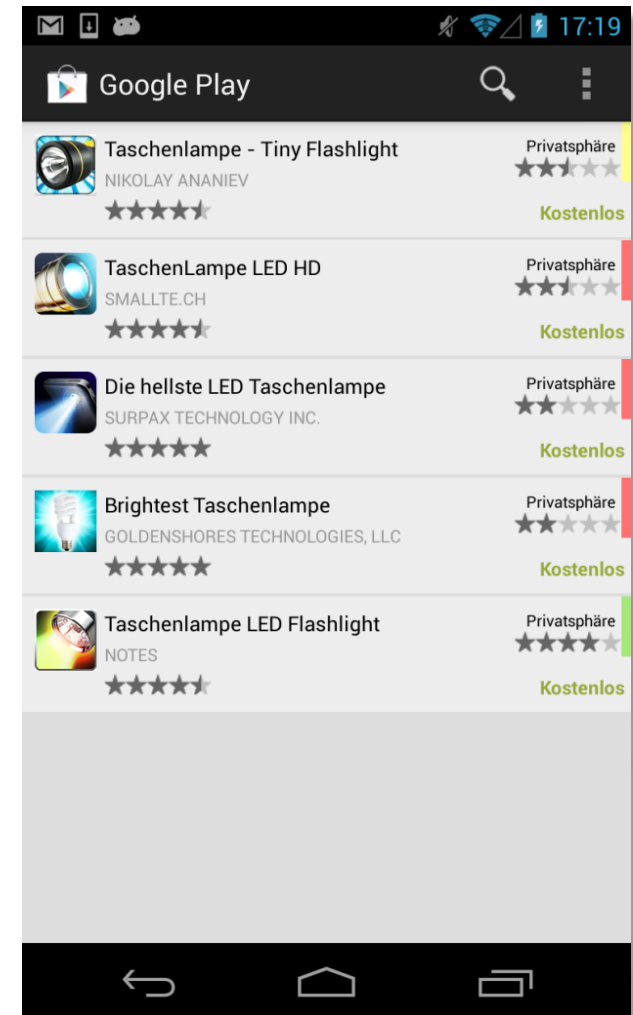
[BalRannenbergh 2014, Bal et al. 2015]



1. Search results enhanced with privacy score.

2. App description enhanced with visual privacy information.

3. App description enhanced with textual privacy information.



1. Search results enhanced with privacy score.

2. App description enhanced with visual privacy information.

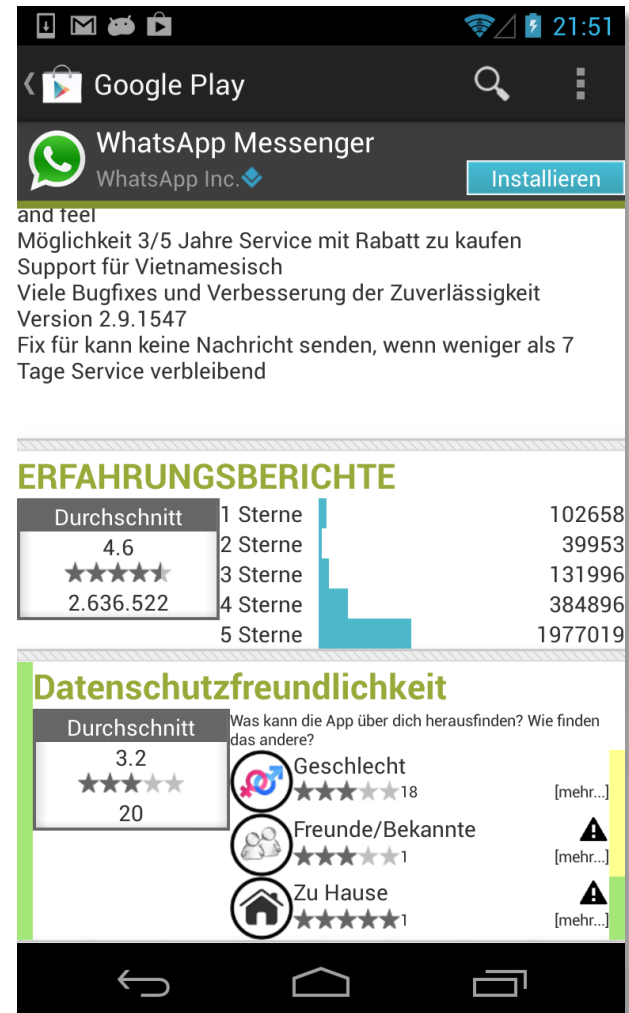
3. App description enhanced with textual privacy information.



1. Search results enhanced with privacy score.

2. App description enhanced with privacy information.

3. App description enhanced with textual privacy information.



The screenshot shows the Google Play store page for WhatsApp Messenger. The app is by WhatsApp Inc. and has an 'Installieren' button. The description includes: 'Möglichkeit 3/5 Jahre Service mit Rabatt zu kaufen', 'Support für Vietnamesisch', 'Viele Bugfixes und Verbesserung der Zuverlässigkeit', 'Version 2.9.1547', and 'Fix für kann keine Nachricht senden, wenn weniger als 7 Tage Service verbleibend'.

ERFAHRUNGSBERICHTE

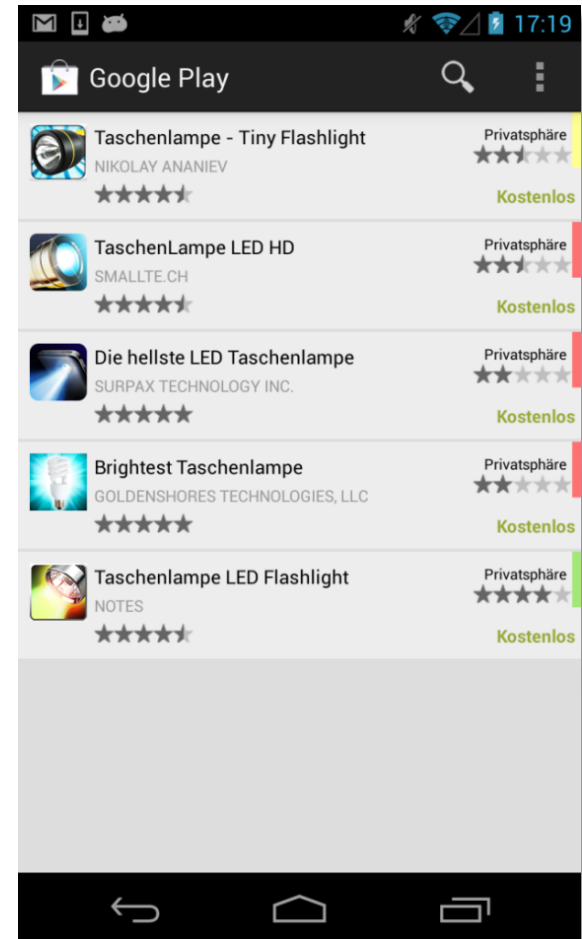
Durchschnitt	1 Sterne	2 Sterne	3 Sterne	4 Sterne	5 Sterne
4.6	102658	39953	131996	384896	1977019
★★★★★					
2.636.522					

Datenschutzfreundlichkeit

Was kann die App über dich herausfinden? Wie finden das andere?

Durchschnitt	Was kann die App über dich herausfinden? Wie finden das andere?	Score	Warning
3.2	Geschlecht	★★★★★18	[mehr...]
20	Freunde/Bekannte	★★★★★1	[mehr...]
	Zu Hause	★★★★★1	[mehr...]

- Result of an experimental user study:
better privacy risk communication
leads to:
 - increased privacy and risk awareness,
 - better comprehension of risks,
 - better comparison of apps,
 - privacy as a stronger decision factor,
 - safer app choices.



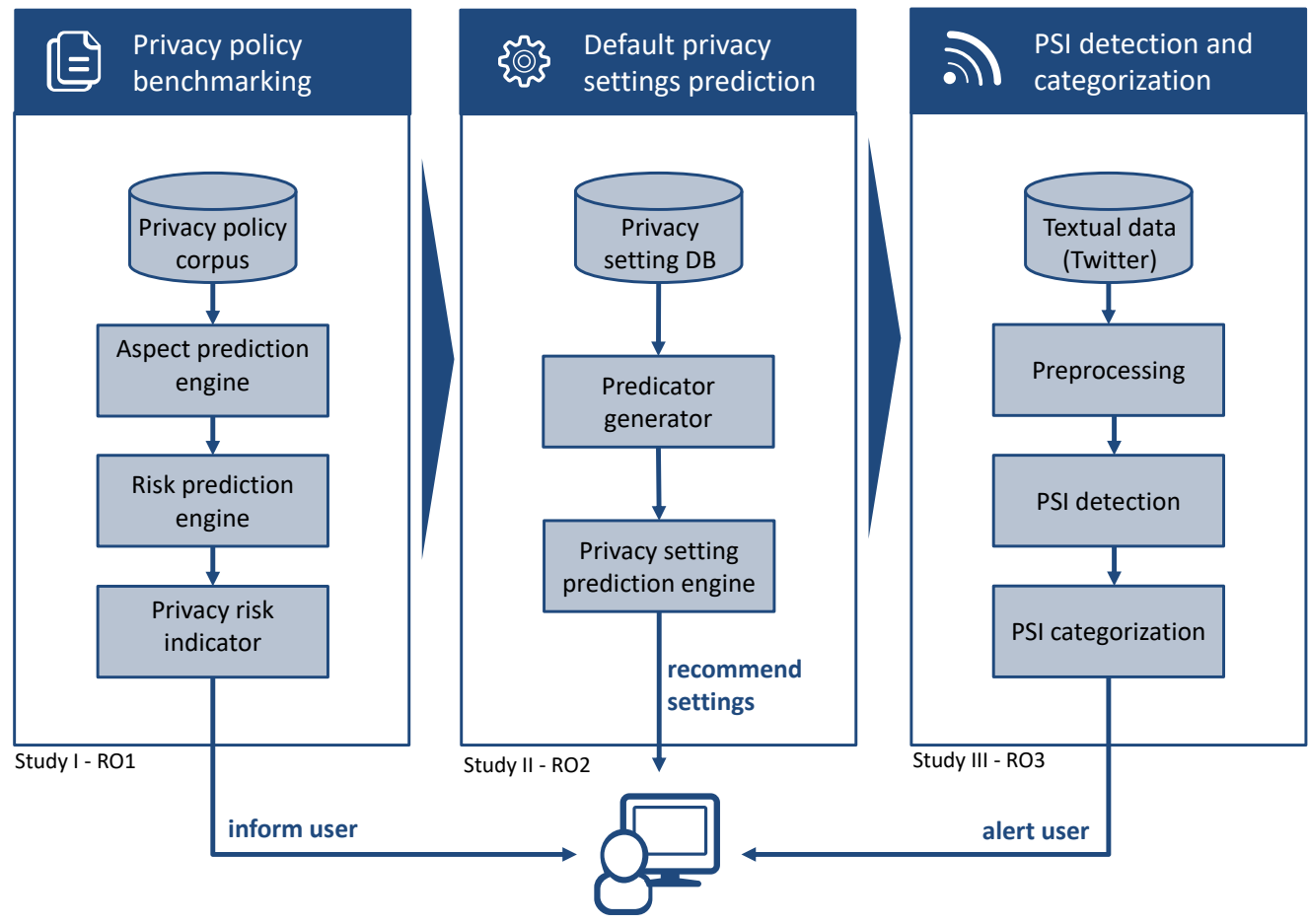
- Lack of user-friendly transparency tools, esp. with respect to data processing practices of service providers.
- “ Users are often unaware of the information they are sharing, unaware of how it can be used by data collectors or third parties, ...uncertain about their own preferences....” (Acquisti et al., 2015)

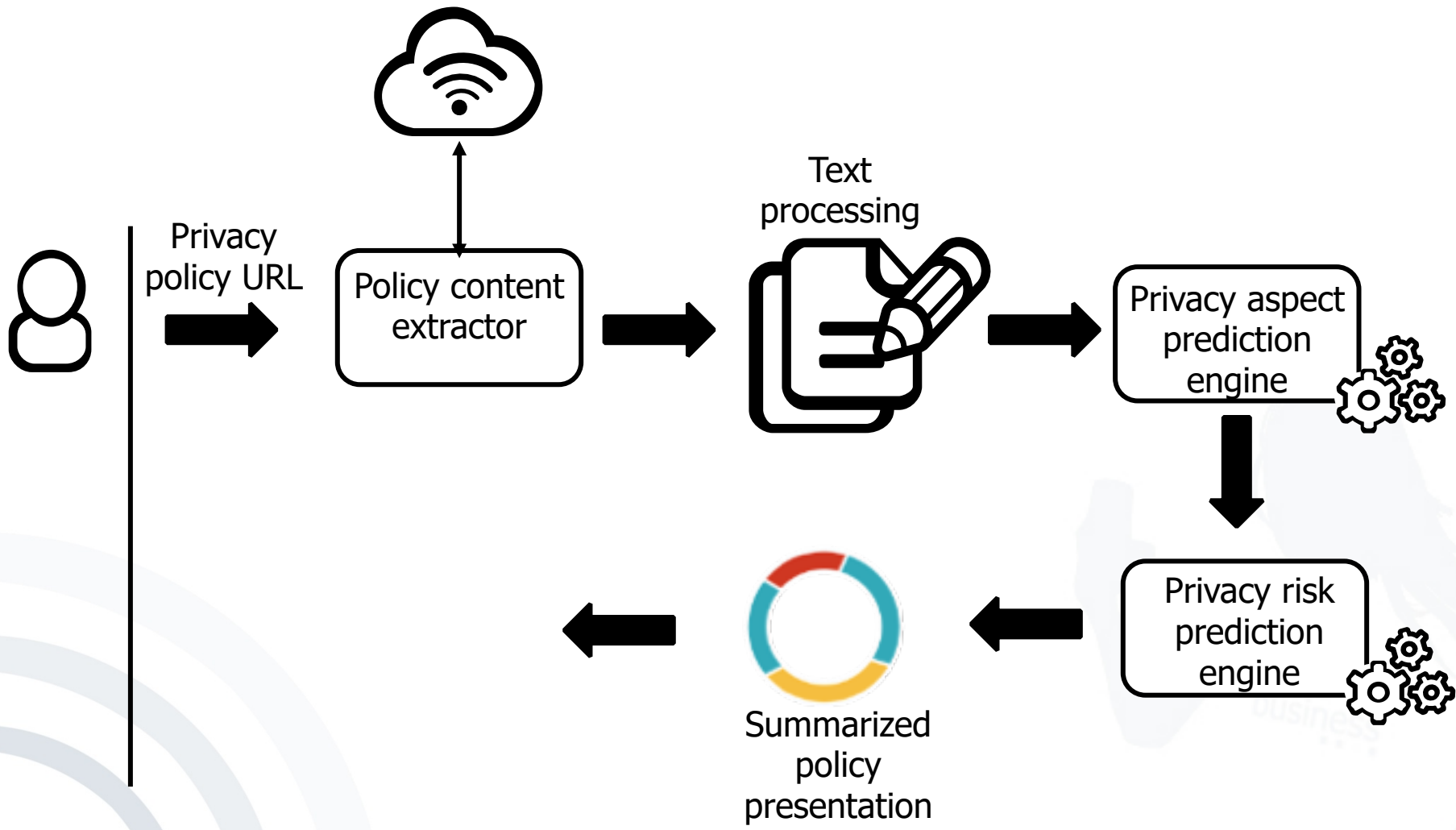
- Lengthy privacy settings (Wilson et al., 2016)
- Generic (often) designed for max data sharing

- (Un)intended sharing of privacy sensitive information (PSI) and lack of tools to detect and inform users (Tesfay et al., 2016)
- Discrimination based on PSI disclosure e.g. in hiring processes (Acquisti, A., & Fong, C., 2019; Neumark, 2012)

The Integrated Privacy-enhancing Framework

Simplified Schematic View





PrivacyGuide

Please insert the link of the privacy policy you want to check:

<http://www.unileverprivacypolicy.com>

Start processing!

Task: Execution time: 1208 ms

Category	Predicted Class	Description	Original Paragraph
Data collection	B		
Protection of children	A		
Third-Party sharing	C		
Data security	A		
Data retention	C		
Data aggregation	B		
Control of data	B		
Privacy settings	B		
Account deletion	A		
Policy changes	A	Predicted Class: A Description: Individual notification in case of policy changes	Original paragraph: "we will give you reasonable notice of any material change"
Privacy breach notice			

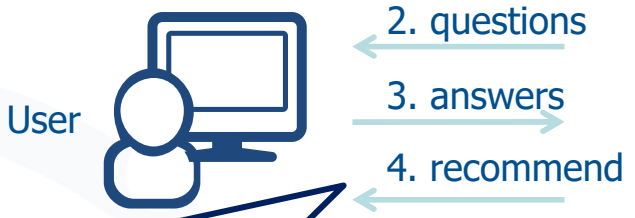
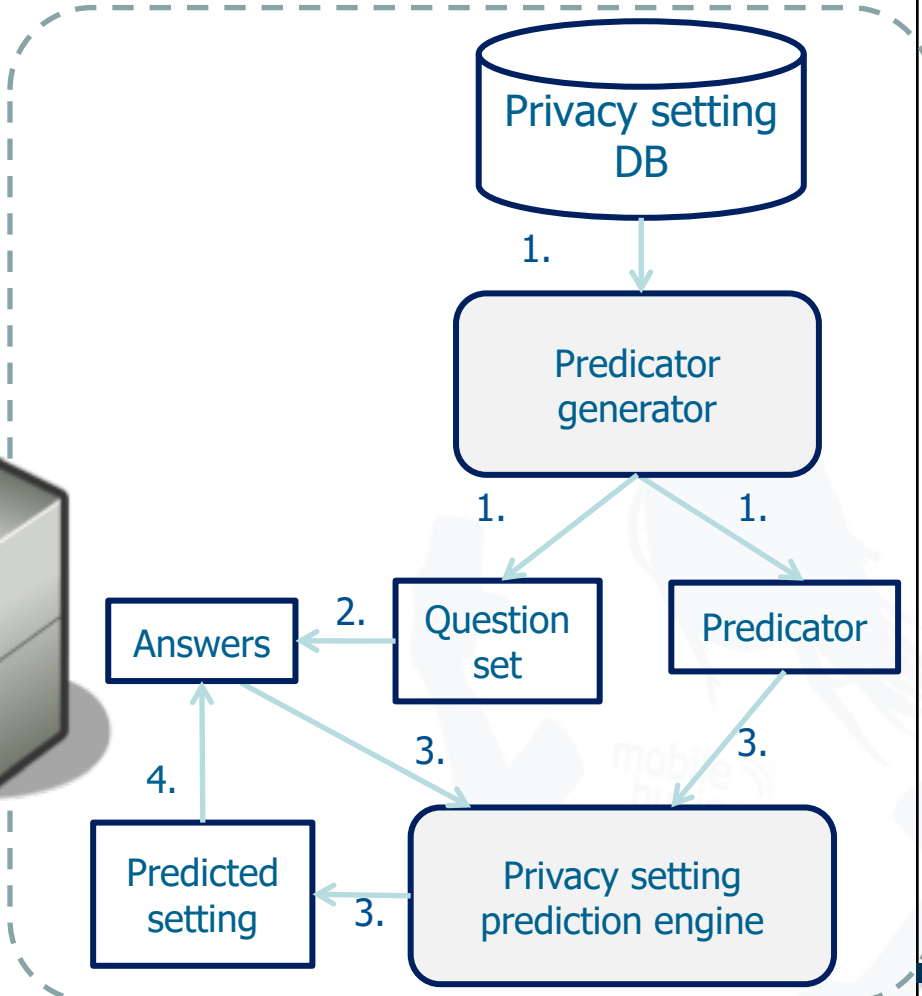
Please hover over the icons for further details.

Default Privacy Setting Preferences Prediction

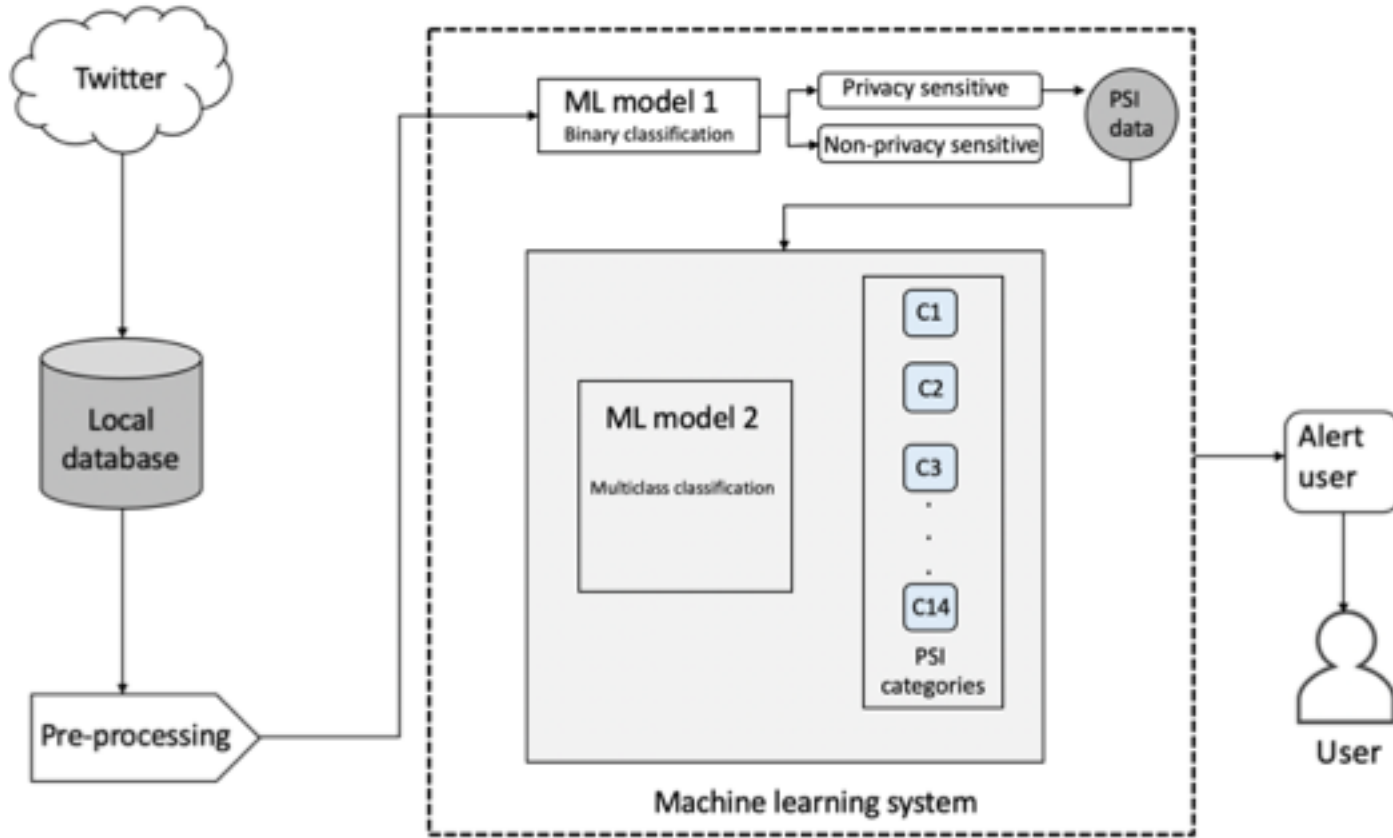
Questionnaire, Architecture, Results

- 5 utilization purposes and 16 data types
- P3P – platform for Privacy Protection
- 10000 users

1. Generate a question set
2. Make a user answer the questions.
3. Generate predicted settings from the answers.
4. Recommend the predicted settings.



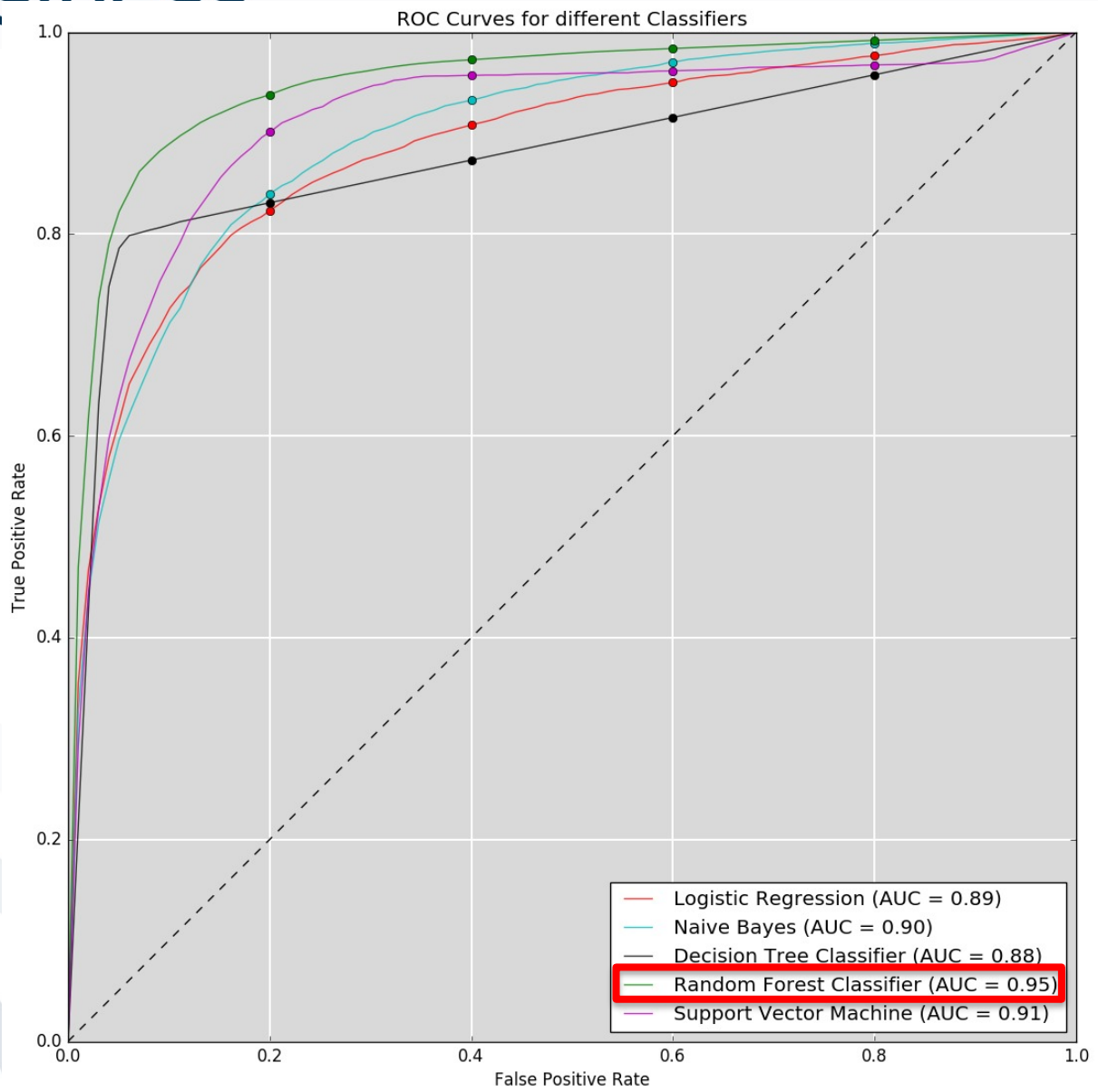
- SVM based Prediction Scheme
- Given 5 answers, predict for the rest 75 privacy setting questions
- Accuracy 85%



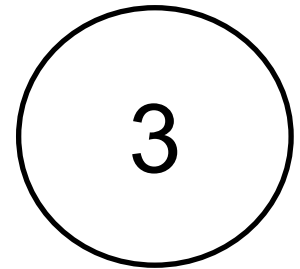
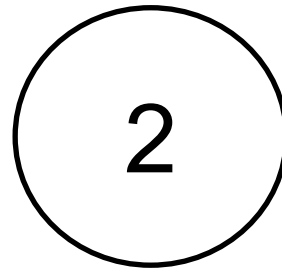
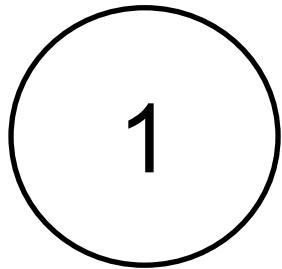
$$F(t) = \begin{cases} 1 & \text{if tweet is privacy sensitive} \\ 0 & \text{otherwise,} \end{cases}$$

where F is the prediction function we want to learn.

Model I – PSI Detection



Introduction to the Android App Behaviour Analyser (A3)

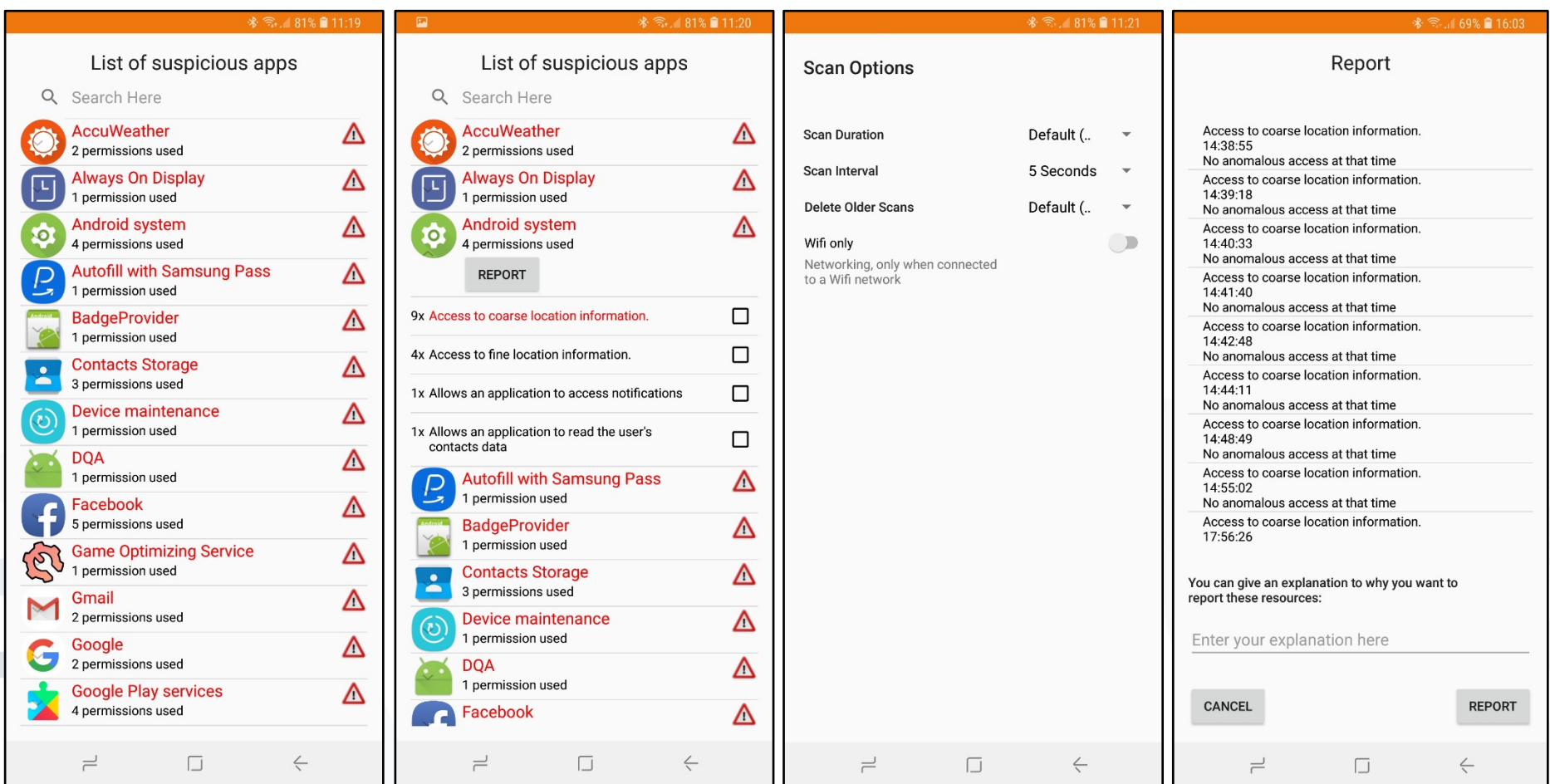


Responsible for
monitoring apps'
behaviour

Analysing
potential
privacy risks

Risk
communication
to users

- A3: Android App Behaviour Analyser



- [Bal et al. 2015] Gökhan Bal, Kai Rannenberg, Jason Hong: Styx: Privacy risk communication for the Android smartphone platform based on apps' data-access behavior patterns; Pp. 187-202 in *Computers and Security*, Volume 53, September 2015, doi:10.1016/j.cose.2015.04.004
- [BalRannenberg 2014] Gökhan Bal, Kai Rannenberg: "User Control Mechanisms for Privacy Protection Should Go Hand in Hand with Privacy-Consequence Information: The Case of Smartphone Apps", W3C Workshop on Privacy and User-Centric Controls, Berlin, 2014-11-20/21, https://m-chair.de/images/documents/publications/Position_Paper_W3C_WPUCC_Bal__Rannenberg.pdf
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