

# Users in the Wild

COSC 480: User-Centered Design

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August 31, 2016

# Plan for Today

- Field Trip Planning
- Labs in this course
- Who are Users?
- Users in the Wild
- Readings for Friday



# Visiting Google NYC

Friday, November 4, 2016

# Trip Options

## Friday Only

Charter Bus

Leave Colgate early Fri (~5:00am)

Spend 1 day at Google

No Lodging

Return to Colgate late Fri (~12am)

## Thursday + Friday

Colgate 12-Passenger Vans

Leave Colgate Thurs (time TBD)

Spend 1.5 days at Google

Stay overnight in NYC (hostel?)

Return to Colgate late Fri (~12am)

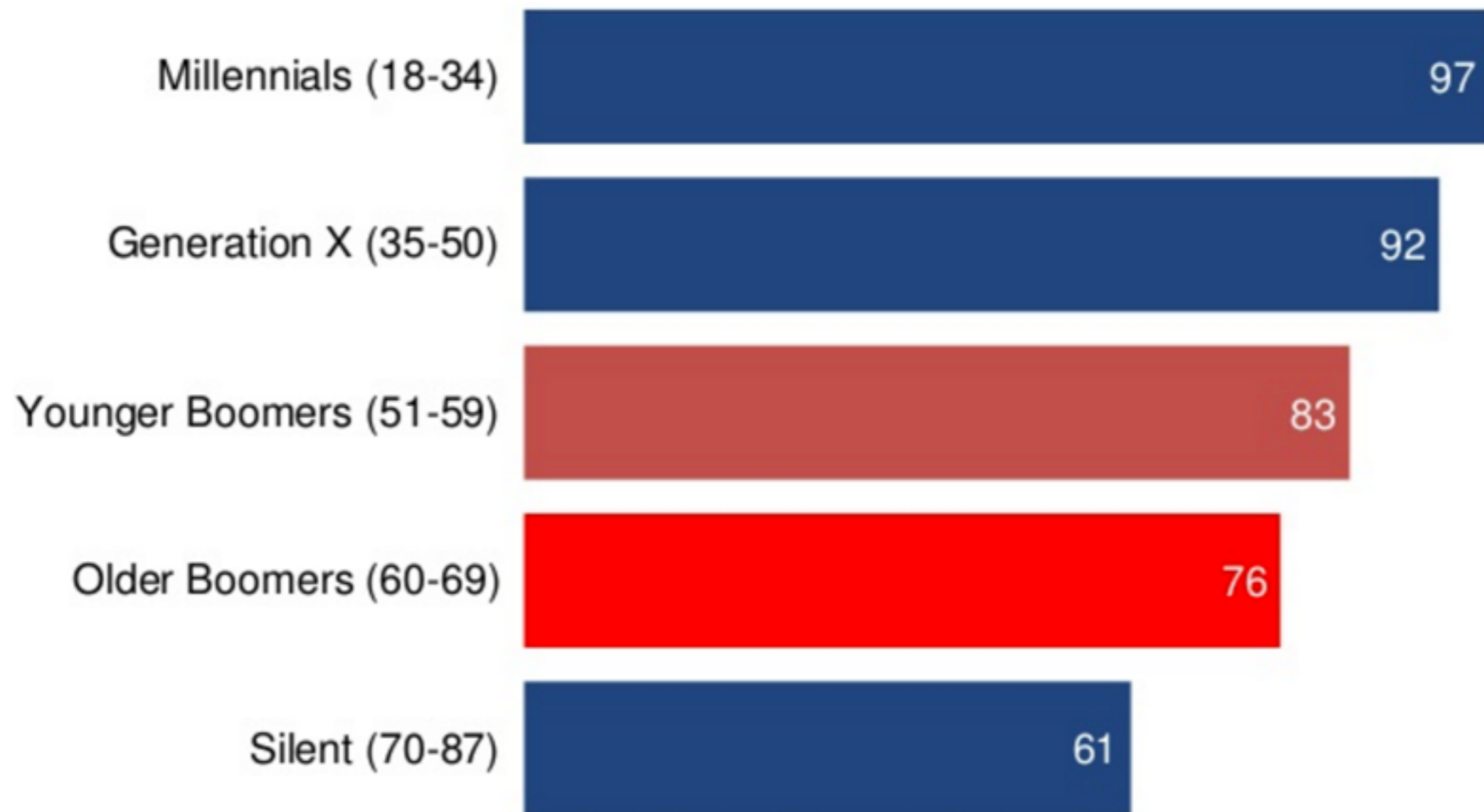
# Labs in this course

Will include:

- Continue topics from “lecture”
- Hands on activities and practice
- Studio design & critique sessions
- Team meetings

Who are “users”?

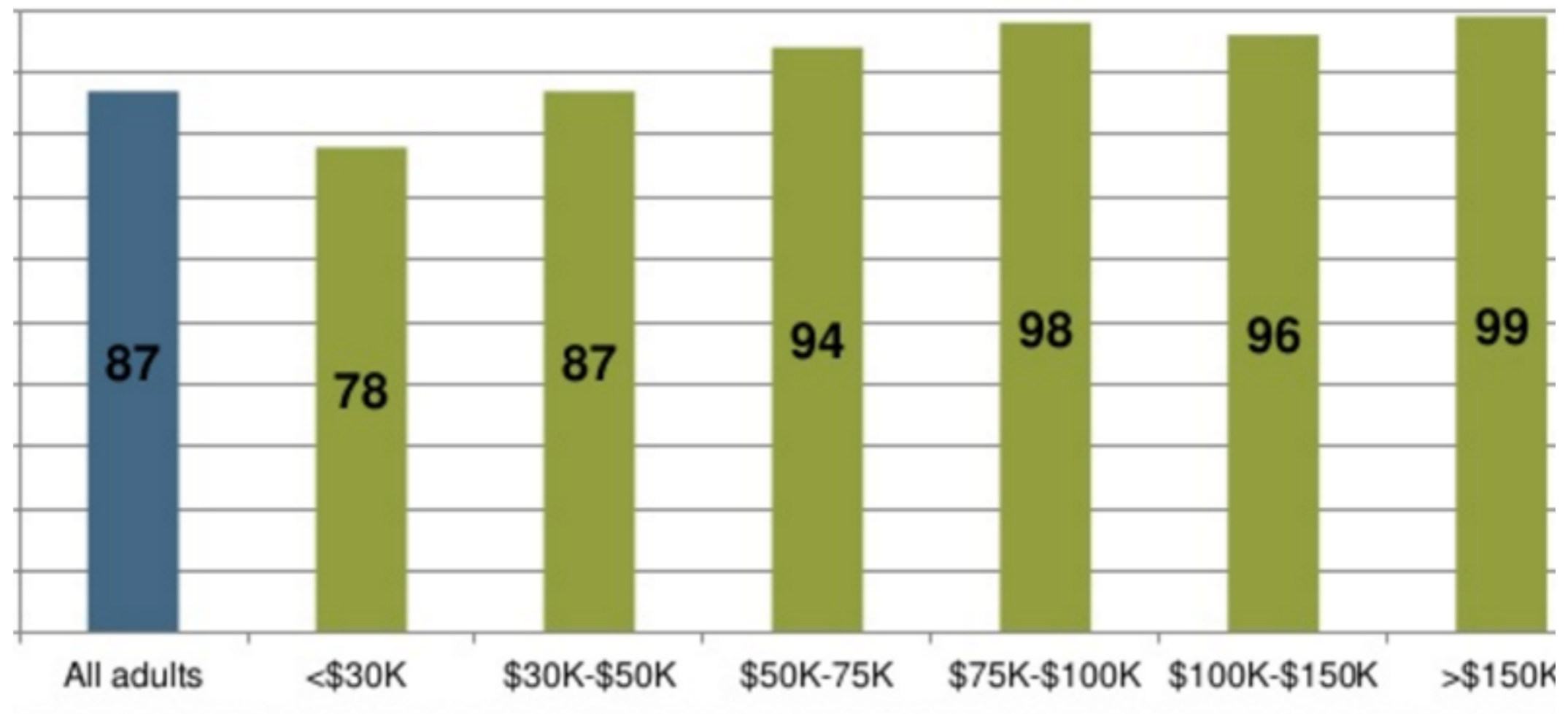
# Who uses the internet?



Pew Research Center (Rainie & Perrin, 2016)

# Who uses the internet?

Internet users by household income (Pew Research 2016)

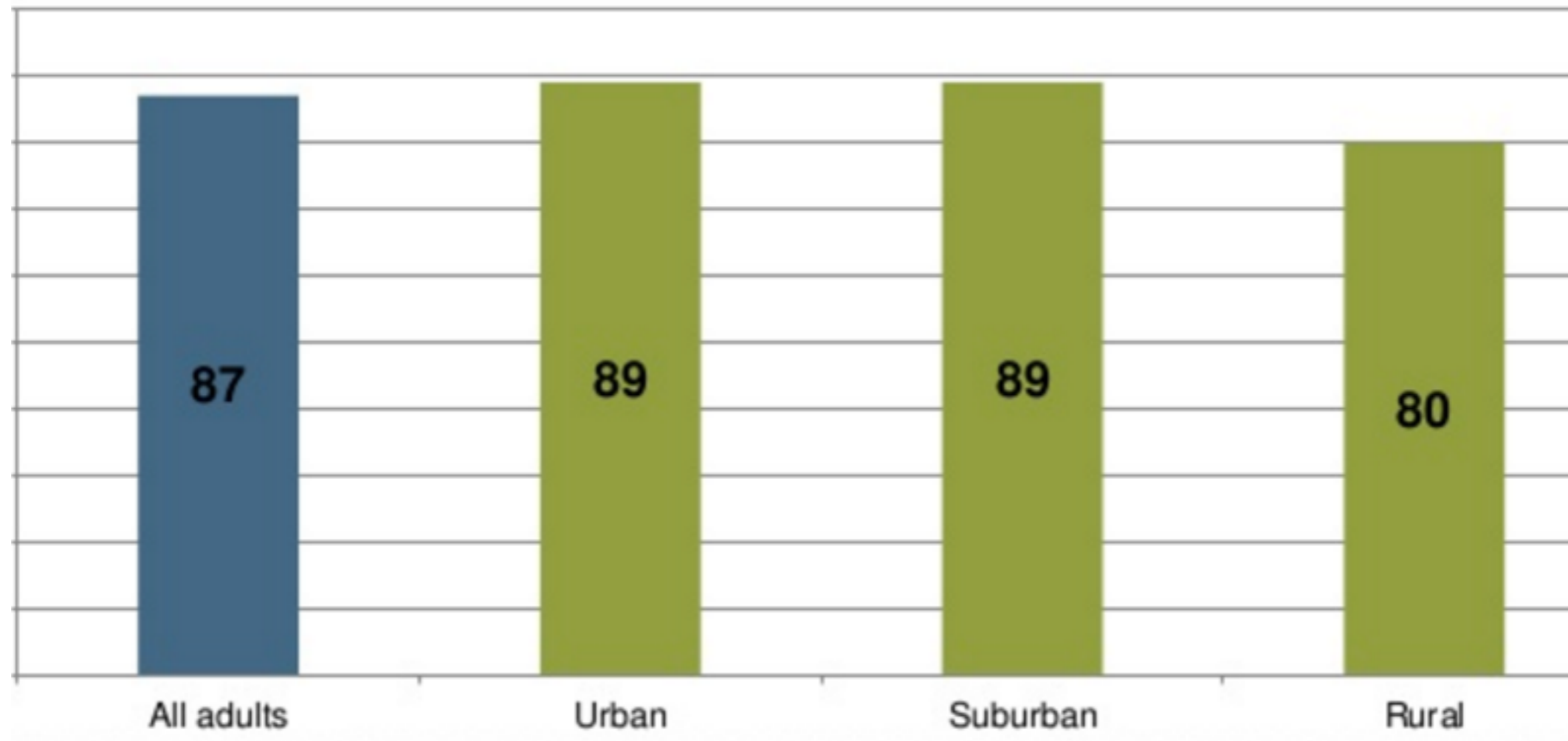


Pew Research Center (Rainie, 2016)



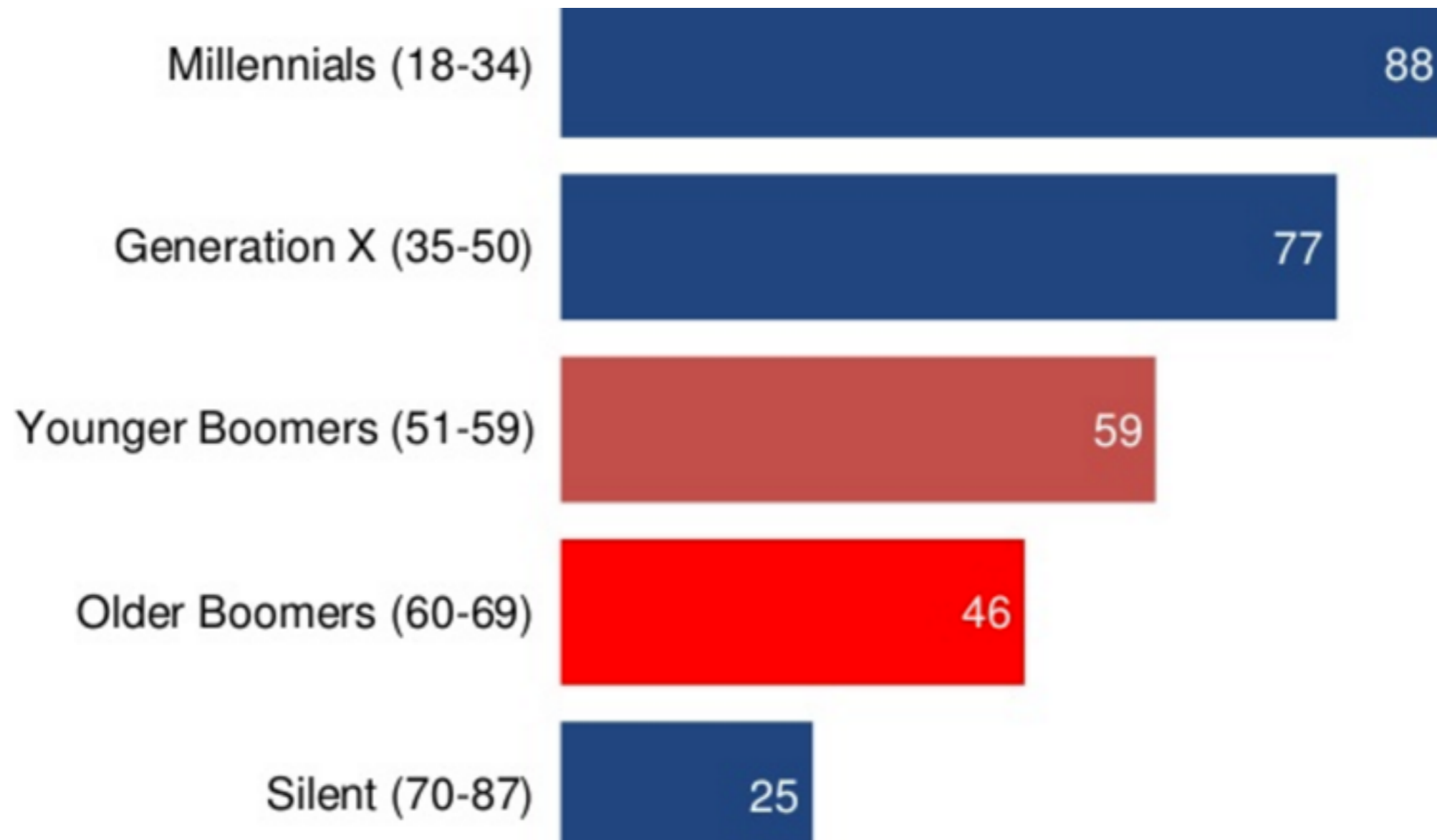
# Who uses the internet?

Internet use by community type (Pew Research 2016)



Pew Research Center (Rainie, 2016)

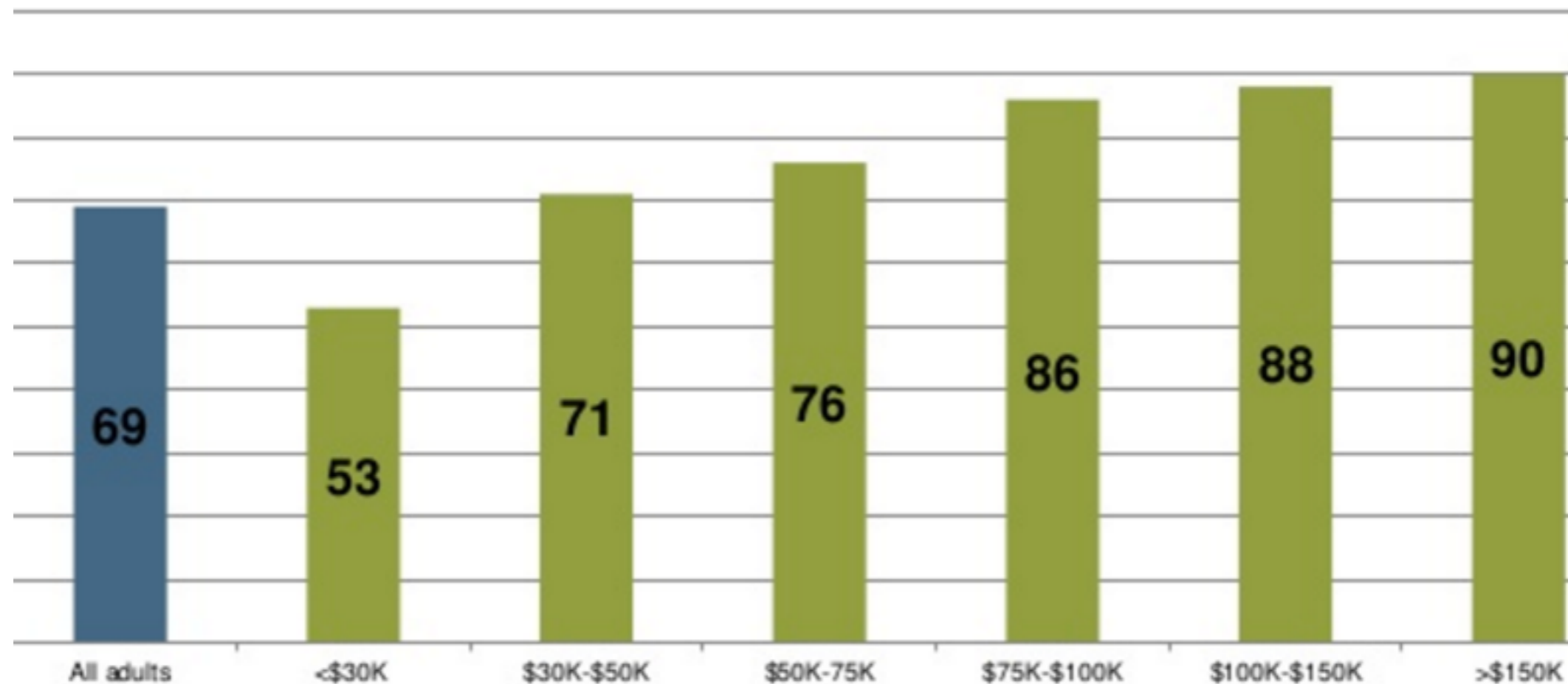
# Who uses smartphones?



Pew Research Center (Rainie & Perrin, 2016)

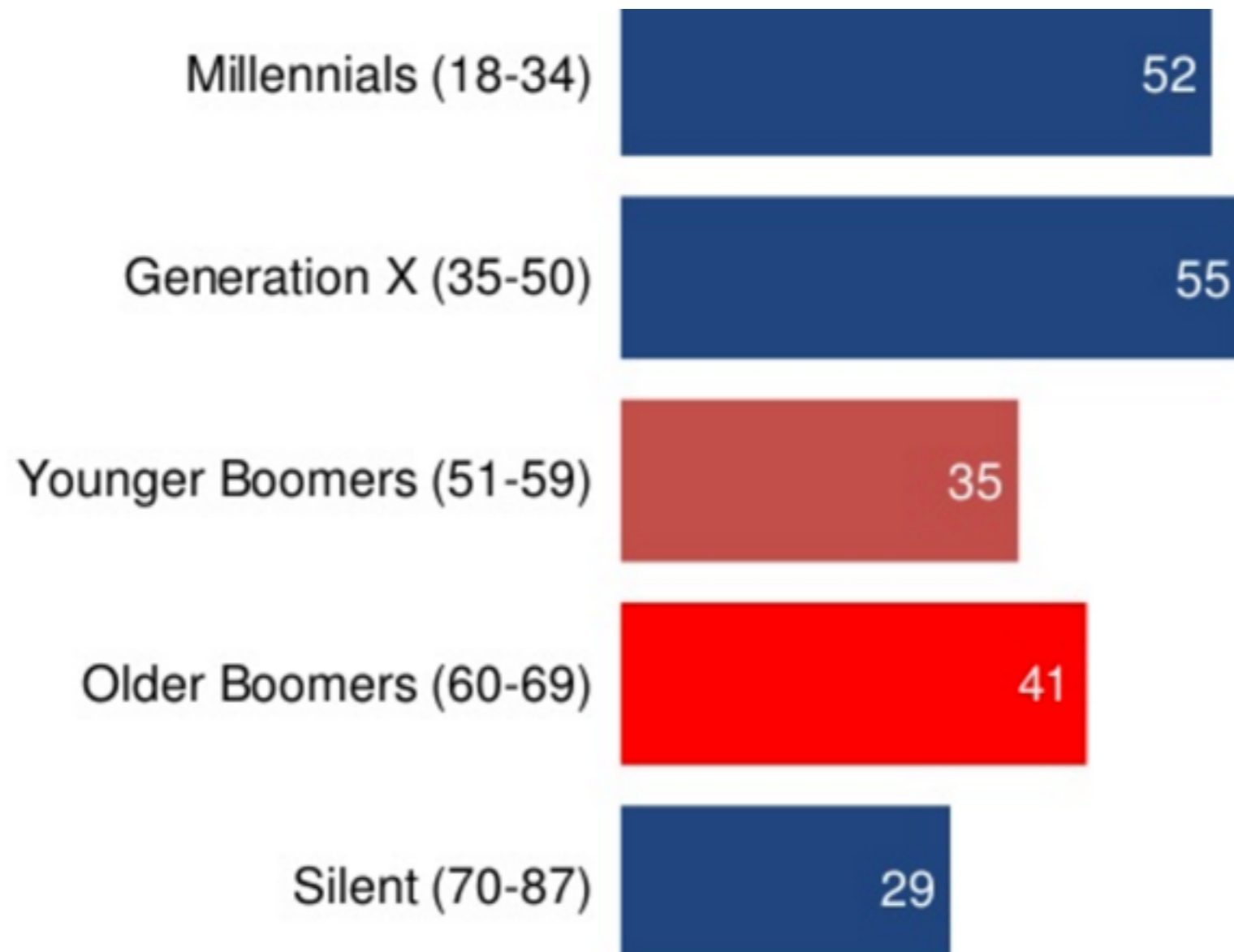
# Who uses the internet?

Smartphone owners by household income (Pew Research 2016)



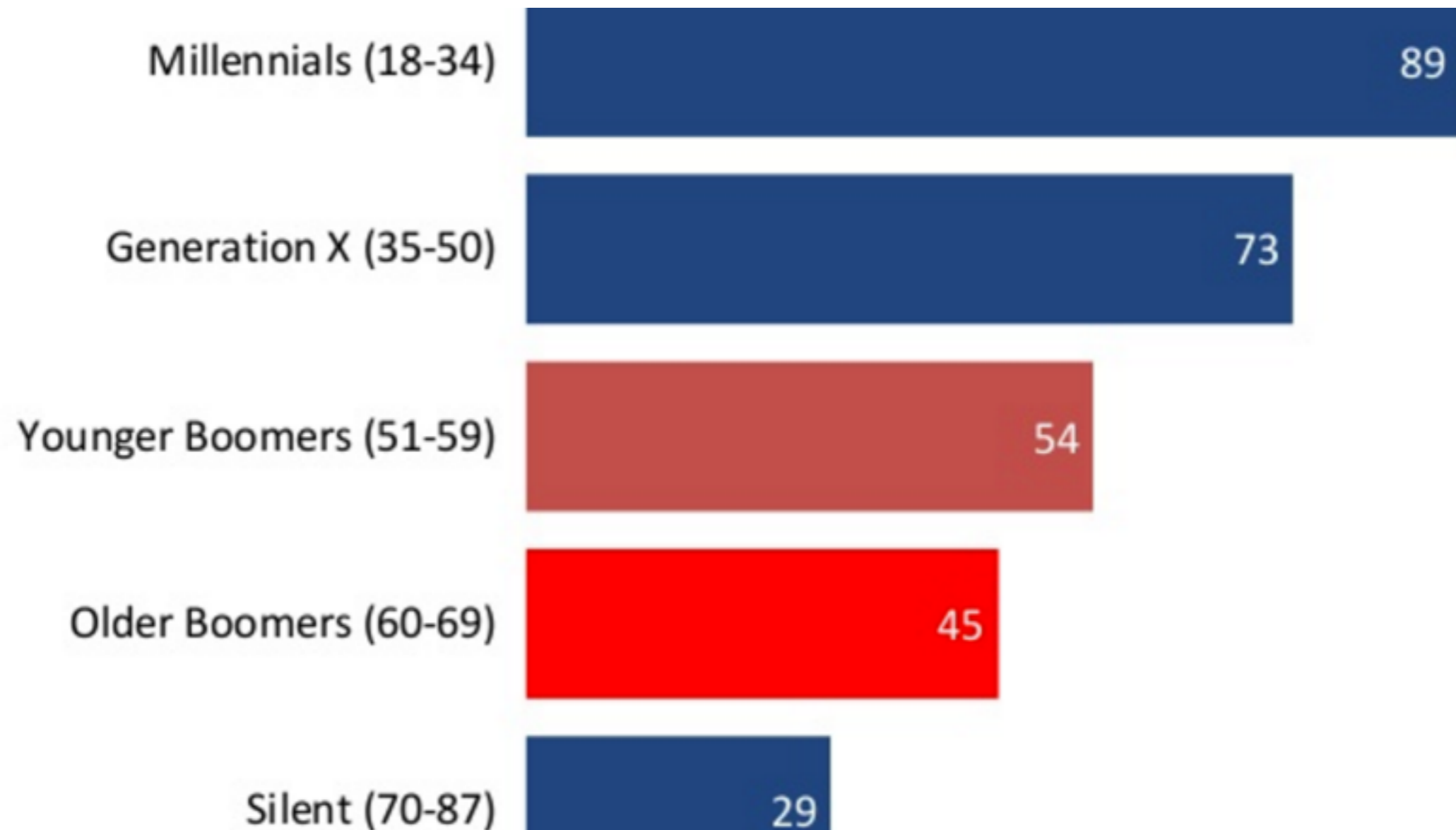
Pew Research Center (Rainie, 2016)

# Who uses tablets?



Pew Research Center (Rainie & Perrin, 2016)

# Who uses social media?



Pew Research Center (Rainie & Perrin, 2016)

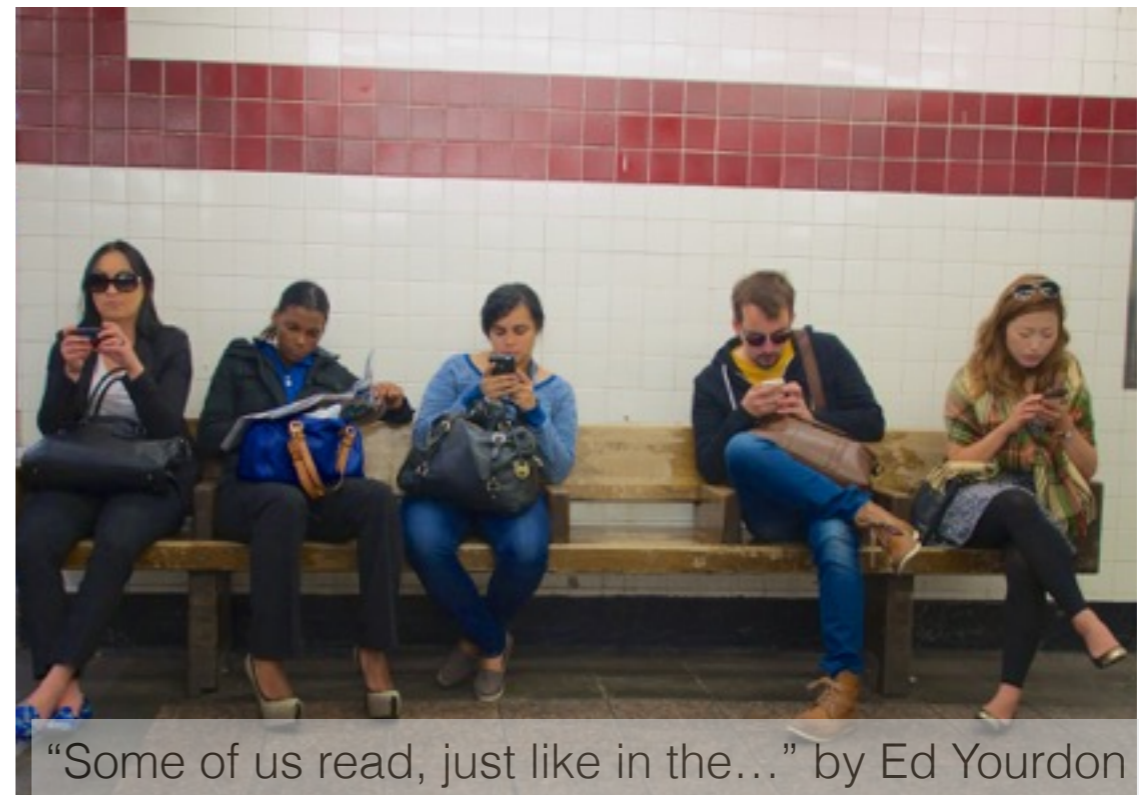
# Users “in the Wild”



“Camel in the Wild” by Trey Ratcliff



“Working at Home” by axelle b



“Some of us read, just like in the...” by Ed Yourdon

# Colgate “Wild”



Observe technology users in a **public** space on campus:

- Case Library
- Frank Dining Hall
- The Coop
- Outdoors



# Pay attention to:

- What devices they use?
- Do they appear to be working or playing?
- How focused are they?
- How long do they focus on the same thing?
- Are they alone or with others?
- How are they physically positioned?
- Anything you wouldn't normally notice!

# We're going analog



Meet back here in  
**30 minutes**

What did you see?

# Reading for Friday

- Case Study: Google Buzz
- Prensky, 2001: Digital Natives, Digital Immigrants
- Bennett et al., 2008: The 'digital natives' debate
- Hargittai, 2010: Digital Na(t)ives

# How to Read Practically Anything Faster... and Better!

*Paul N. Edwards, University of Michigan*

- Read It Three Times
  1. Overview
  2. Detail
  3. Notes

