

Microinteractions

@WeTestNZ

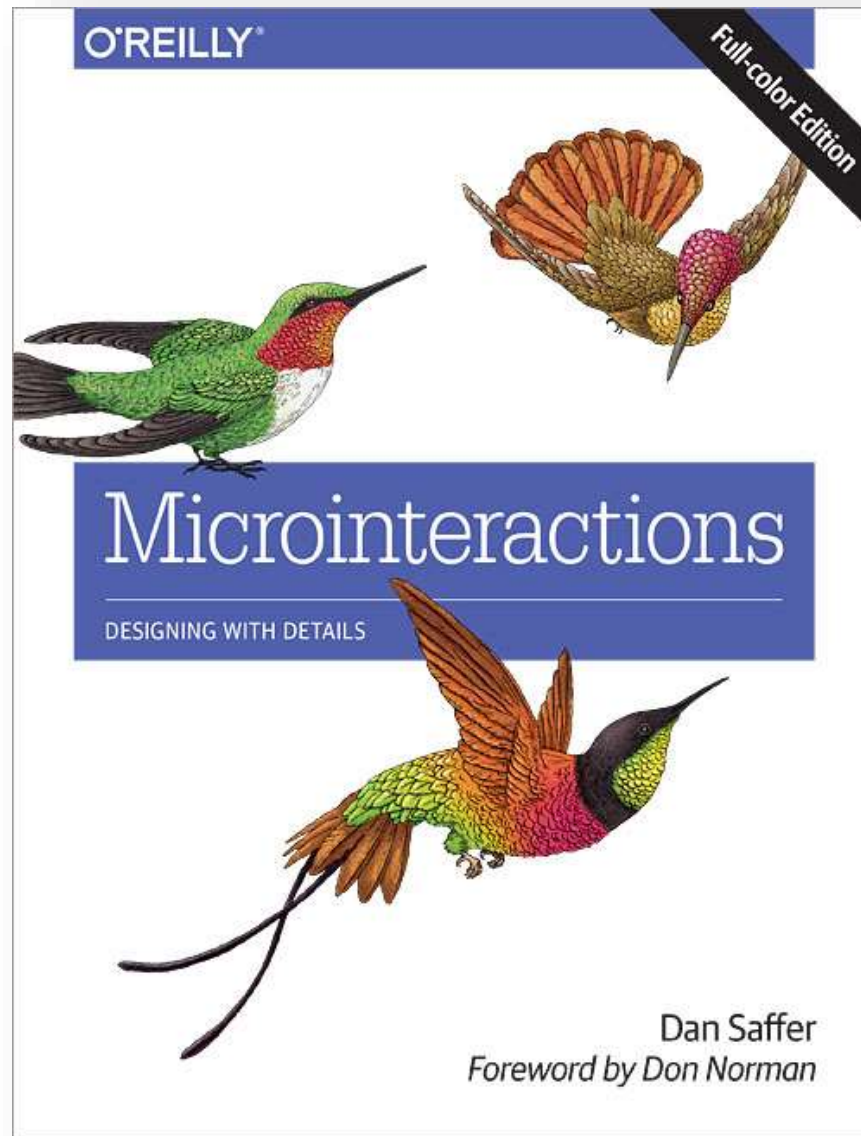
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Parimala Hariprasad
@CuriousTester

amadeus

Inspiration



Agenda

- Introduction
- Parts of a Microinteraction
- How to Apply Microinteractions
- How Can You Contribute?
- Q & A

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INTRODUCTION

Control-Alt-Delete – A Big Mistake

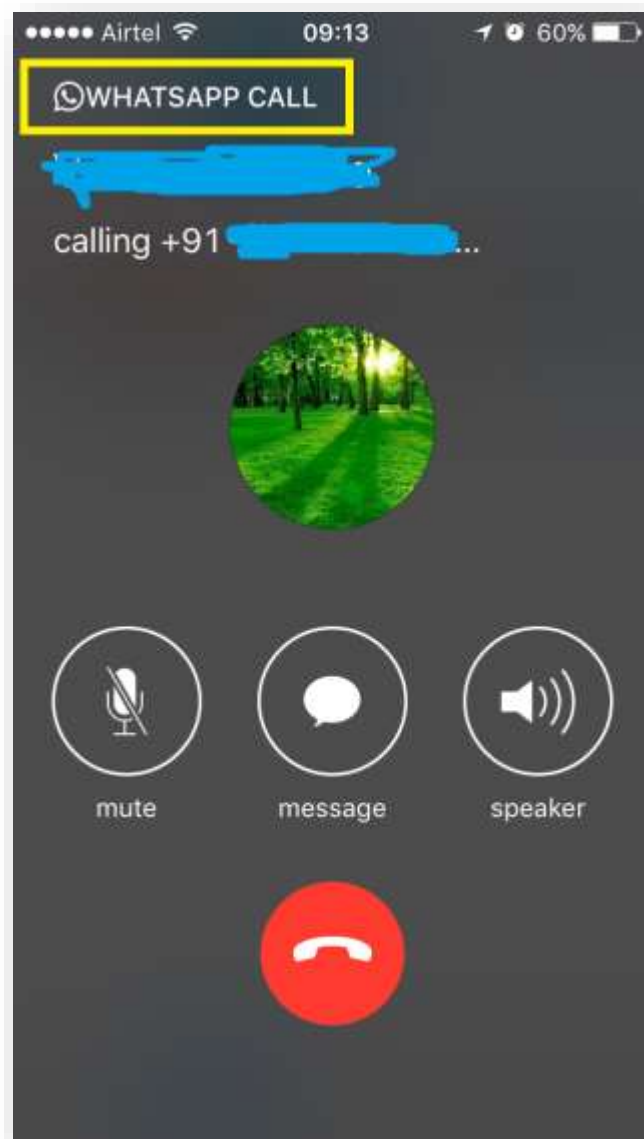


“It was a mistake, We could have had a single button, but the guy who did the IBM keyboard design didn’t wanna give us our single button”

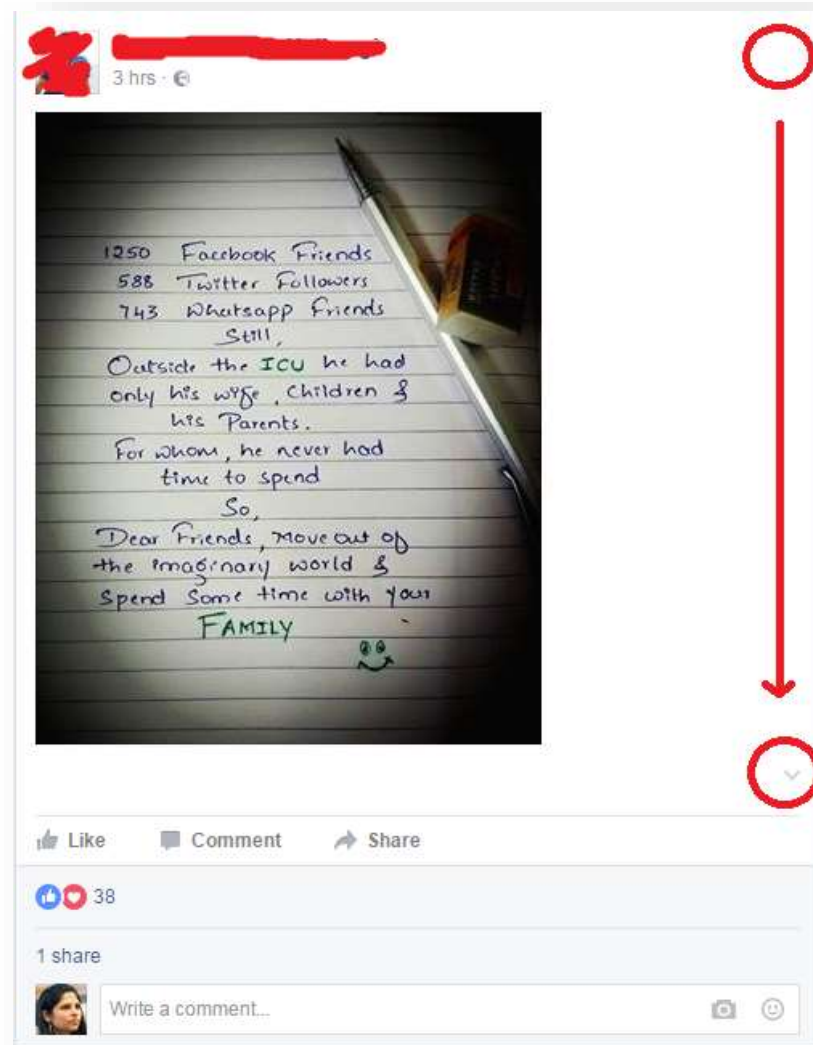
~

Bill Gates

Whatsapp Call



Hide \ Unfollow Friends on Facebook

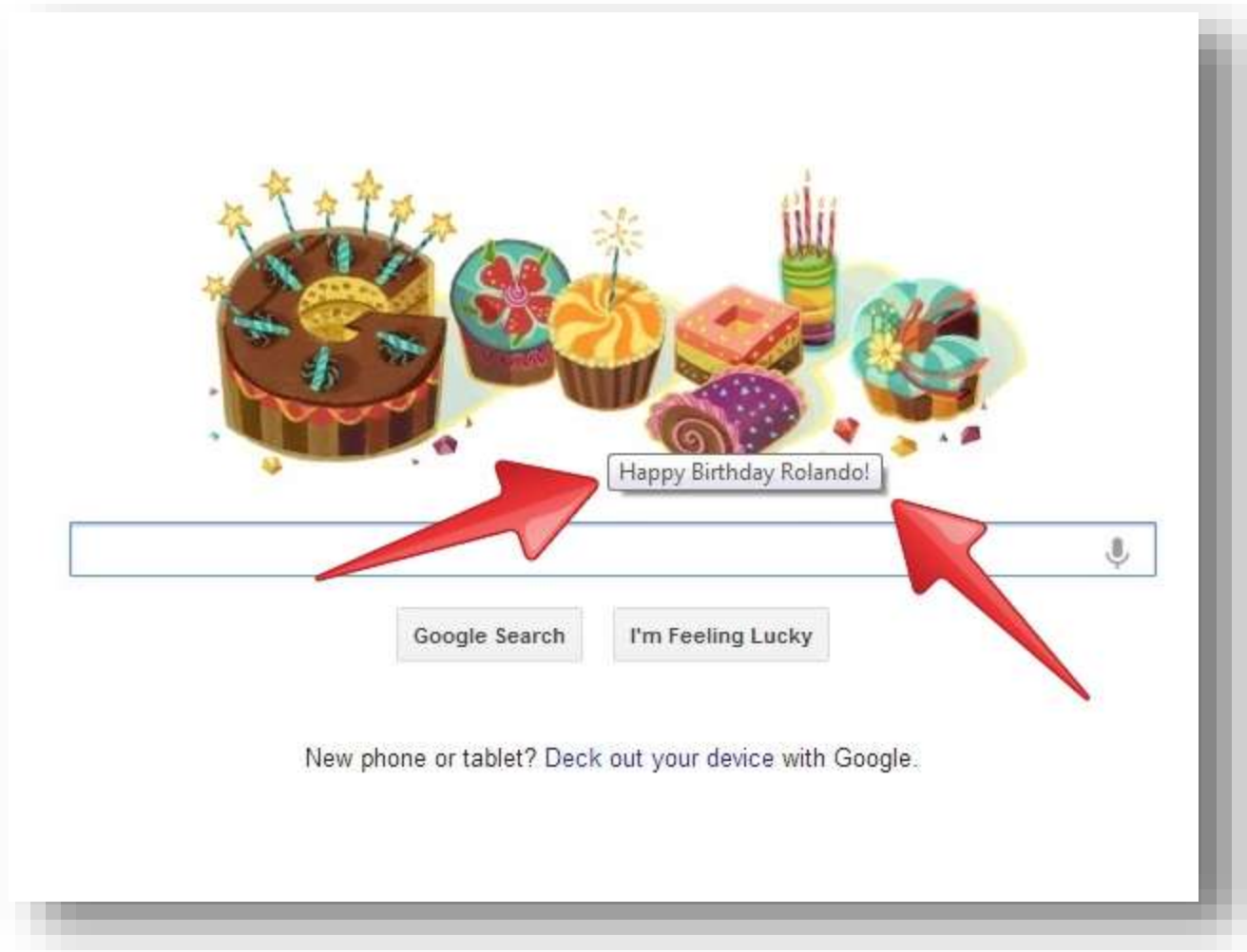


What is a Micro-Interaction?

| Contained product moments that do one task well

- Change a setting
- Sync your device
- Set a status message

Google Birthday Wishes



Happy Birthday Rolando!

Google Search

I'm Feeling Lucky

New phone or tablet? Deck out your device with Google.

Facebook Translation

J'aime le français with Stella Rocha and 2 others. 1 hr · 🌐

Règles de la vie

Travaille - comme si tu n'avais pas besoin d'argent.
Danse - comme si personne ne te regardait.
Chante - comme si personne ne t'écoutait.
Aime - comme si personne ne t'avait blessé.
Vis - comme si, ici, c'était le paradis sur terre.

Proverbes sur la vie

👍❤️😄 1.1K · 14 Comments · 429 Shares

👍 Like · 💬 Comment · ➦ Share · Top Comments ▾

Write a comment...

Kunin gas ~~Vraiment~~ 100% ✓
See Translation
Like · Reply · 1 hr

Kanskaya Ksenia Oui! D'accord.
See Translation

A blue arrow points to the 'See Translation' link under the first comment.

Apple Transitions



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PARTS OF A MICROINTERACTION

Parts of a Microinteraction



Trigger



TRIGGER

| A Trigger initiates a microinteraction



Turning a lamp ON / OFF

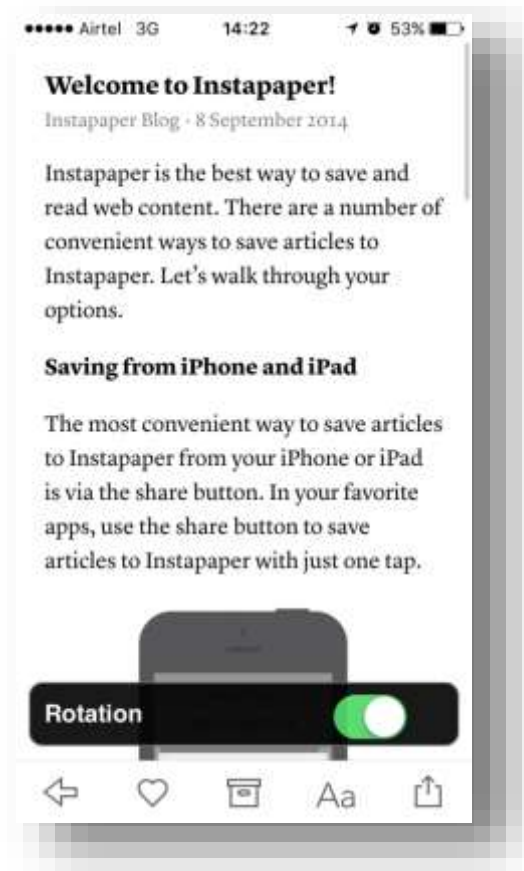
Types of Triggers



TRIGGER



Manual Trigger

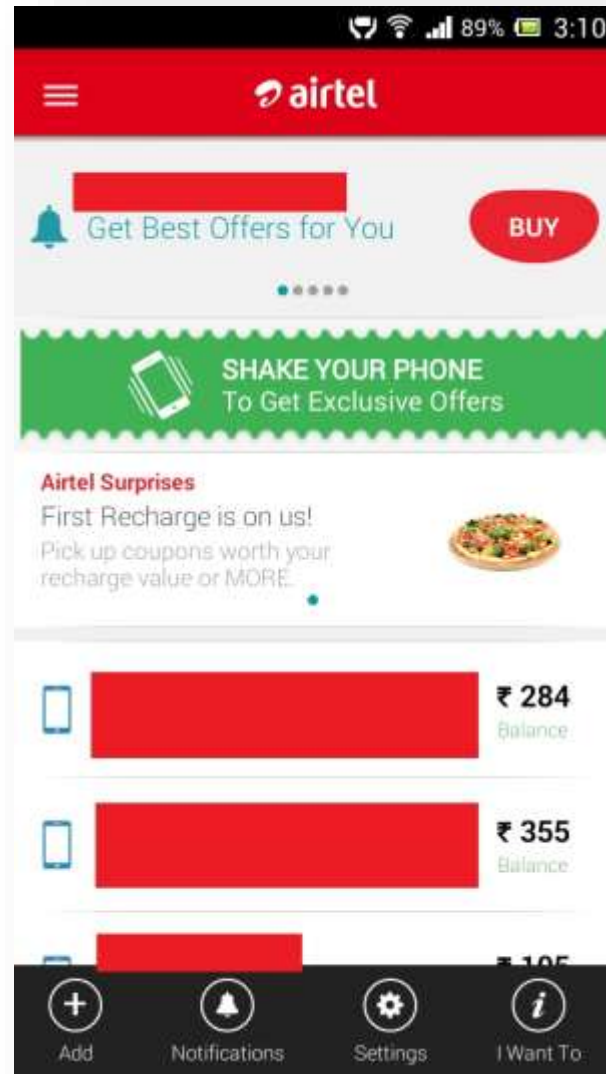


System Trigger

Invisible Triggers



TRIGGER



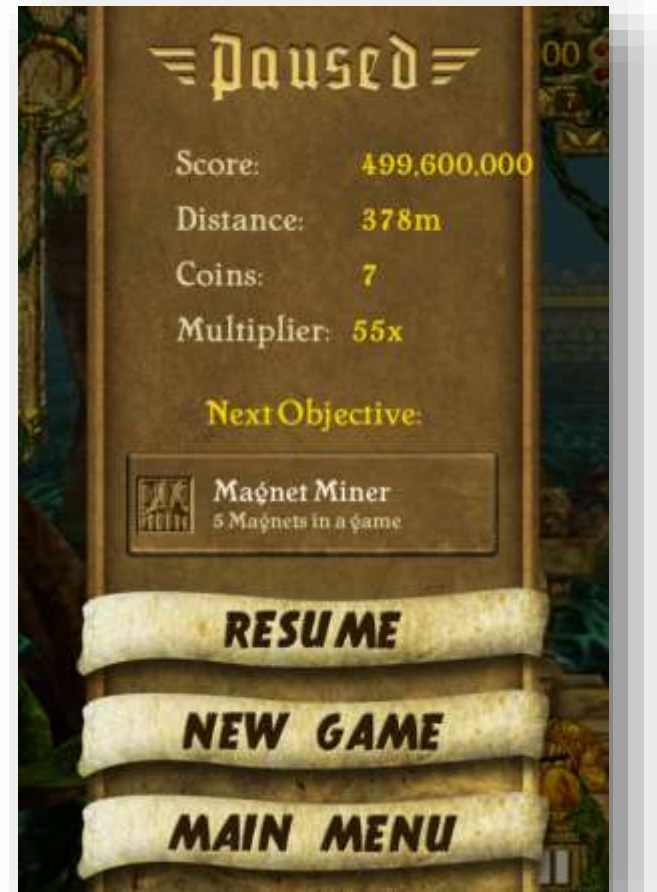
Rules



RULES

| Rules determine what

- can be done,
- what cannot be done and
- what happens, thereafter



Rules for a lamp with motion detector

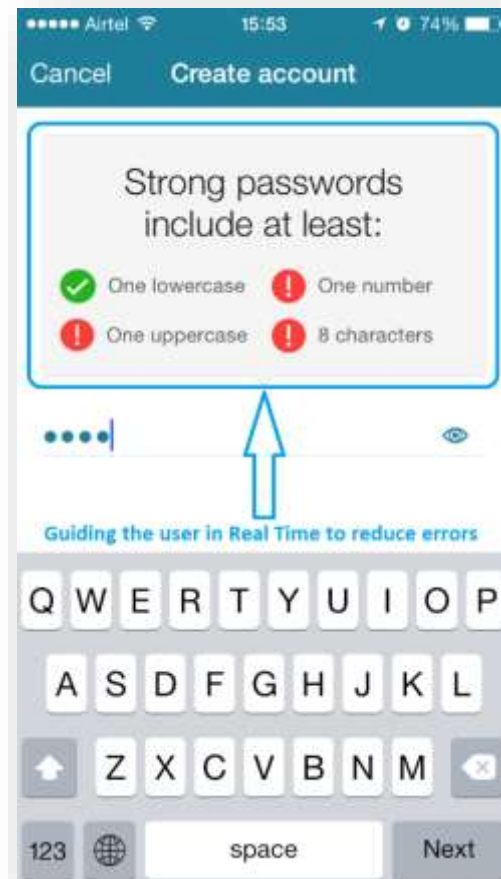


Feedback



FEEDBACK

| Feedback lets people know what's happening



Loops and Modes



LOOPS
& MODES

| **Loops and Modes determine the meta-rules**

| **Mode is a state and Loop is a cycle**

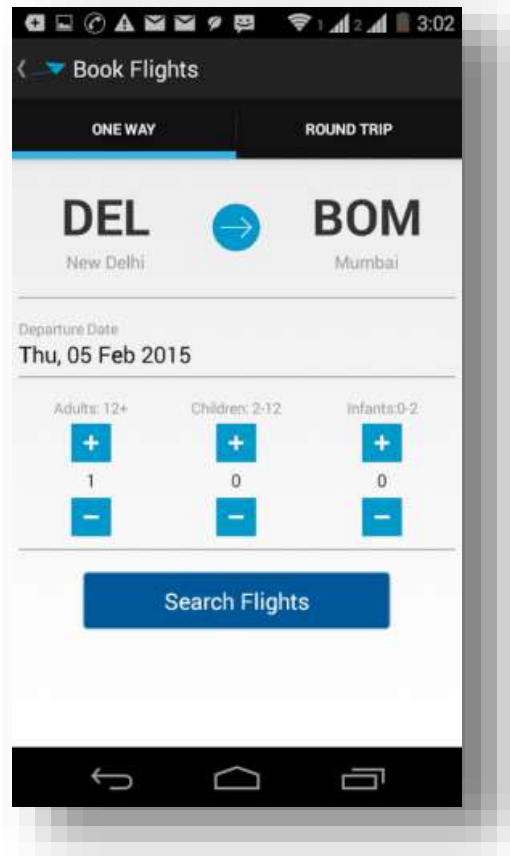


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HOW TO APPLY
MICROINTERACTIONS

Step 1

Look for Microinteractions



| GOAL

Book a Domestic Flight ticket in LESS THAN 1 MINUTE

Step 2

Look for four parts of a Microinteraction



Airports

- Selection of Departure or Arrival Airports
- Auto Suggestions
- Switching
- Detect Nearby Airports (Current Locations and Maps)
- Recent Searches

Step 3

Treat Everything as a Microinteraction

Airports

- Selection of Departure or Arrival Airports
- Auto Suggestions
- Switching
- Detect Nearby Airports (Current Locations and Maps)
- Recent Searches

Travel Dates

- Date Selection in apt time zones
- Highlighted Dates including current date
- Drag and Drop
- Motion Design with clear interactions

Cabin Class

- Types of Cabin Class
- Component Used
- Buttons
- List
- Segmented control

PAX

- Include multiple PAX types
- Same screen \ New screen option
- Ability to edit PAX numbers
- Inline validation for MAX PAX and adults accompanying infants\minors

Trip Type

- Trip Types Supported
- Component Used
- Header Tabs
- Segmented Controls
- Radio buttons

Misc.

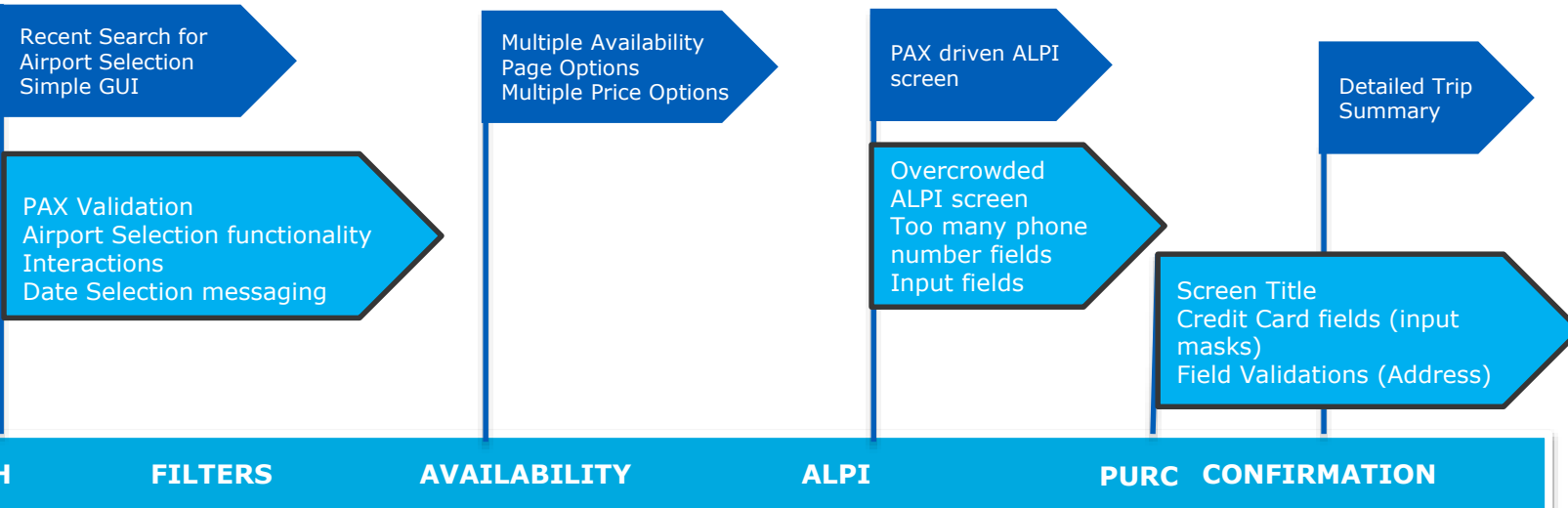
- Switch instead of checkboxes
- Recent Searches
- Deals & Offers

Customer Delight

End Result

+

-



The Biggest Challenge



“Microinteractions show that attention or care has been taken to build the product. Isn't that all that we want?”

~

Dan Saffer

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WHAT'S IN IT FOR YOU?
HOW CAN YOU CONTRIBUTE?

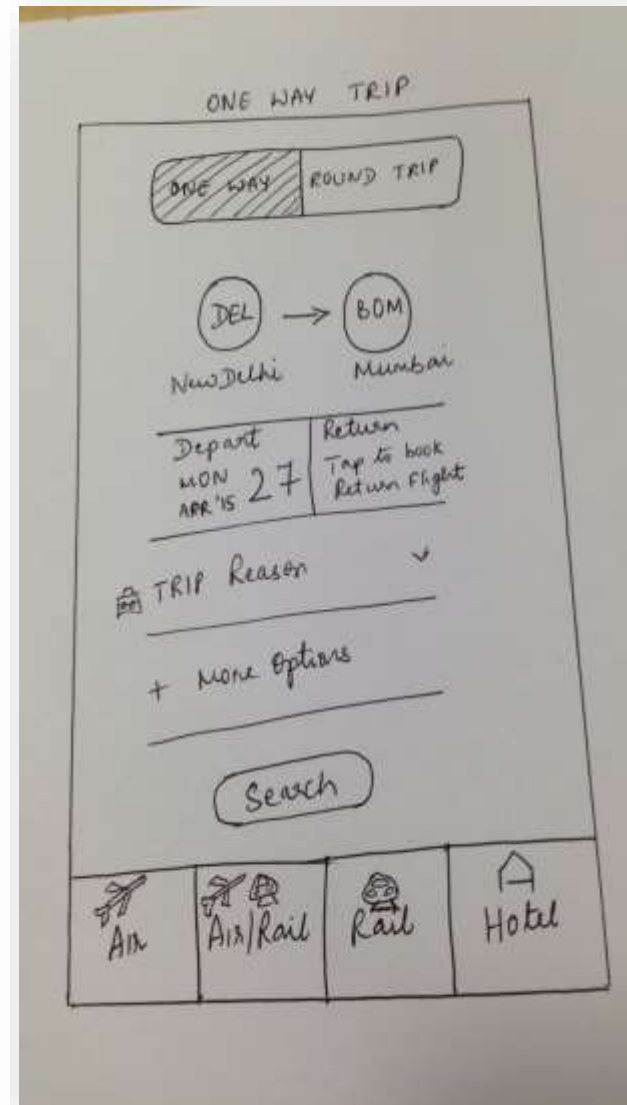
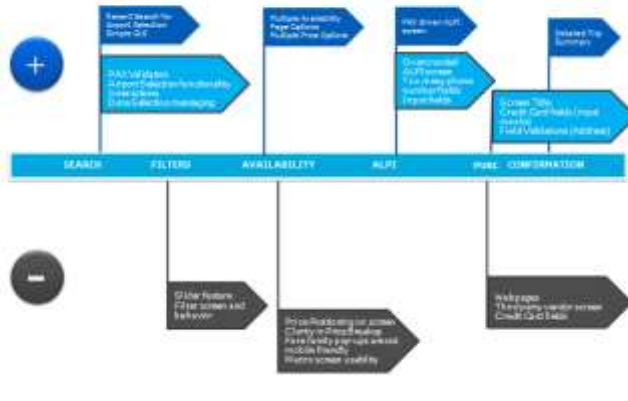
To Summarize....

1. Look for Microinteractions
2. Look for four parts of a Microinteraction
3. Treat Everything as a Microinteraction

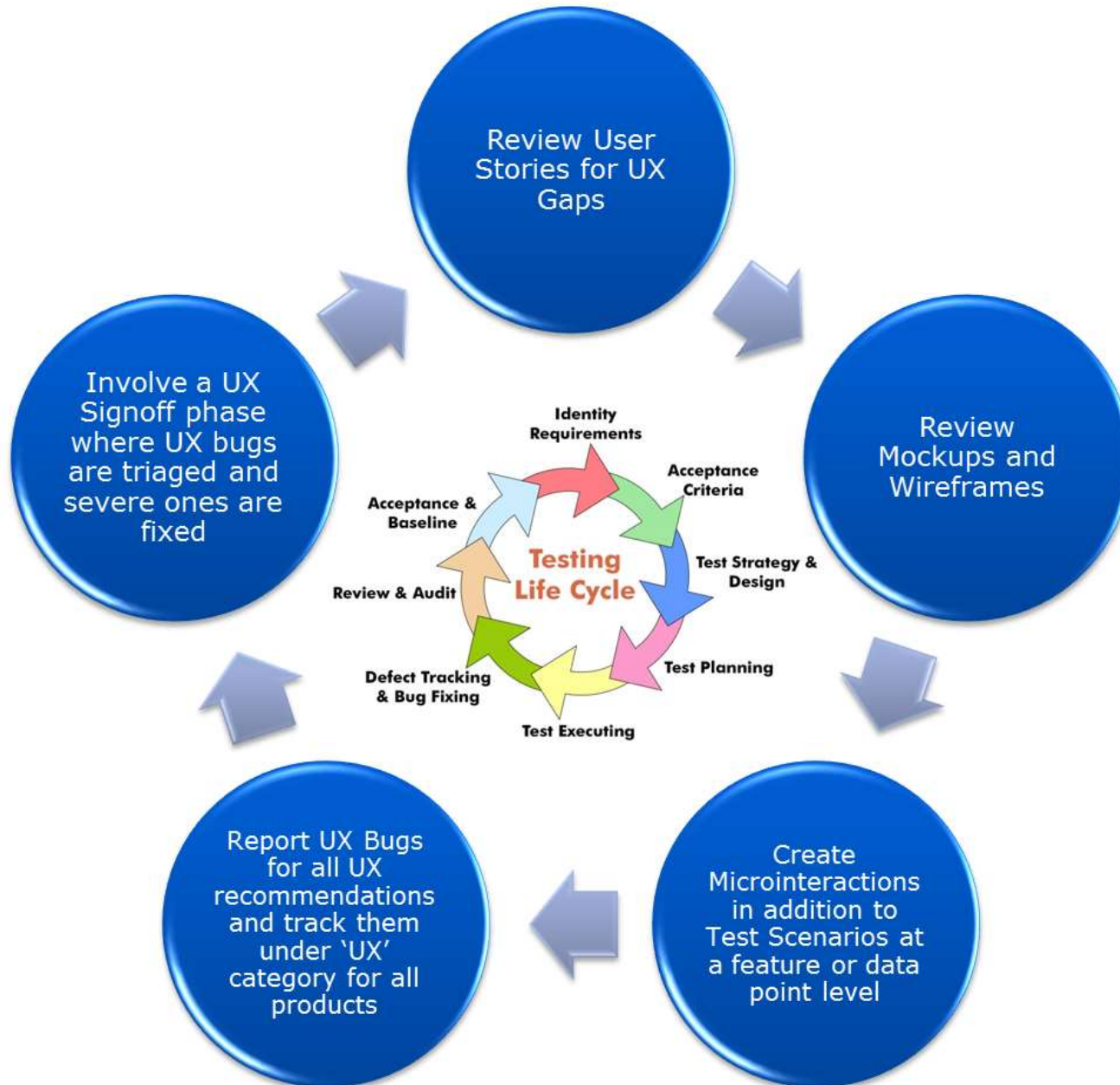
Show That You Care!

Design Sprint Output

BOOK A FLIGHT – Customer Delight after few changes



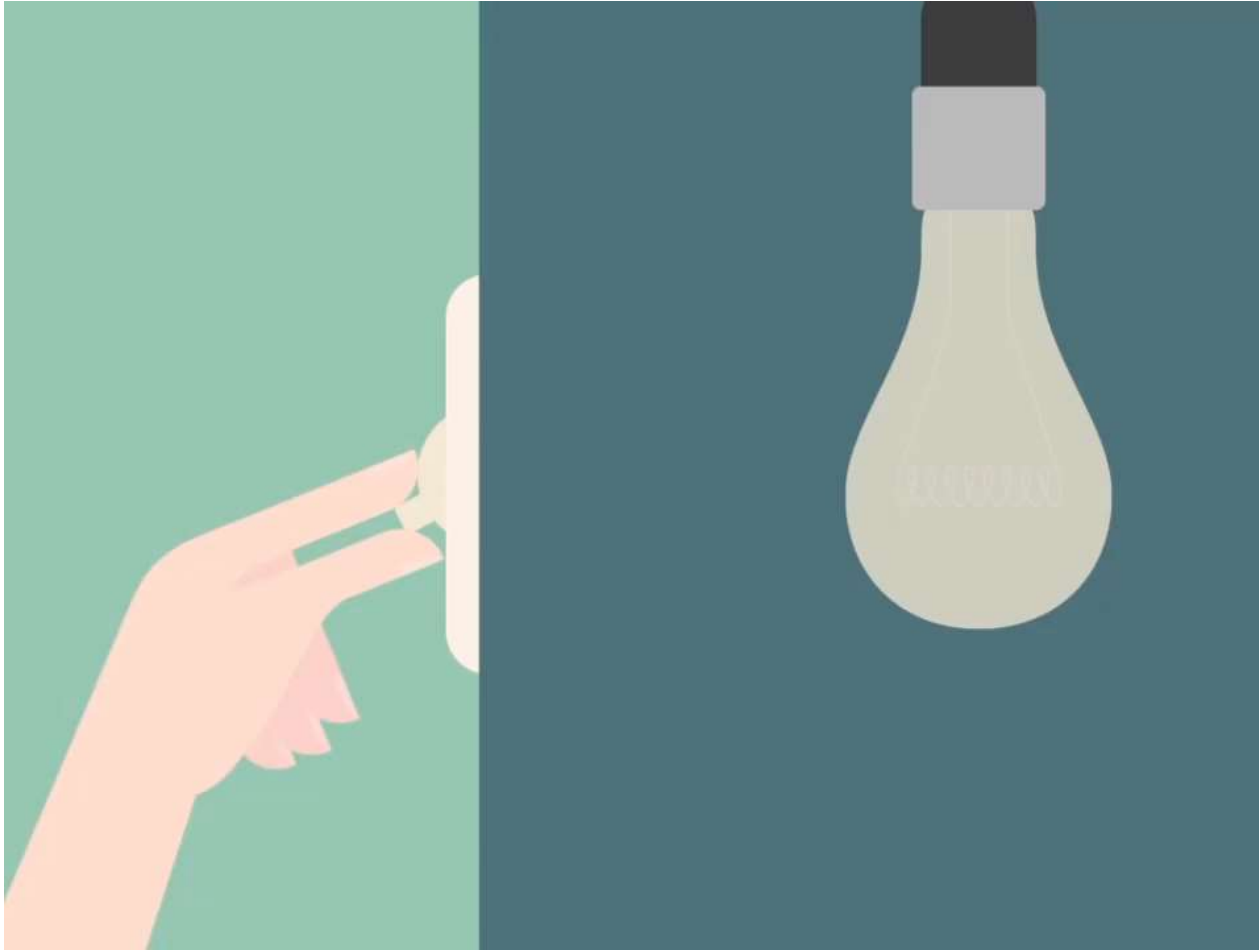
Integrating UX tasks with Test Life Cycle



Key Skills / Resources

- ❖ An Open Mind
- ❖ A Penchant for all things - Usability and UX
- ❖ Ability to integrate Testing and UX goals towards a common end goal of building a great product
- ❖ Knowledge and Exposure to Usability Principles
- ❖ Train with Experts - Donald Norman, Luke Wroblewski, Jared Spool, Steve Krug, Alan Cooper, Dan Saffer and Golden Krishna

Design is in the Little Details!



Source: Smart Design

Thank You



@CuriousTester



Parimala.Shankaraiah@gmail.com



<http://in.linkedin.com/in/parimalahariprasad>