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Session 3
Presentation and Dialogue Design

- Planning thematic threads through several media
- Presentation layout: sequential or concurrent
- Drawing attention to key facts especially in image
- Specifying explicit links between different content: design of *contact points*
- Dialogue, navigation and interaction

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Presentation Techniques

•Techniques are used to draw the user's attention to key items in content

• Direct user's viewing/reading sequence via contact points

- Direct contact point: highlight in both source and destination

- Indirect contact point: highlight only in source or destination medium

• Sequence highlights to direct viewing within and between media

• Contact points in hypermedia become link and anchor cues

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Design for Attention

- Visual image media: movement, on/off effects, highlights, outline, shape, size, symmetry, oddity, icons, symbols (arrows), zoom/pan to foreground objects
- Text: blink, bold, font size, font type, underline, format, caption links, and content reference
- Speech: voice tone (prosody), change speaker, rate, loudness, and content reference
  - "look at figure 1", "find the mouse beneath the table", "beware of the delete..."
- Animation: zoom/pan to foreground, close-ups, freeze frame, cuts, overlay markers, icons
- Window management: foreground window, centre embed displays; tracing techniques: links,arrows, landmarks

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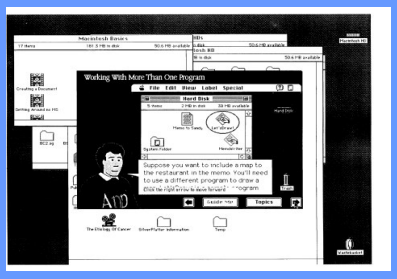
Contact point example



Text and speech linked to image with boundary effect

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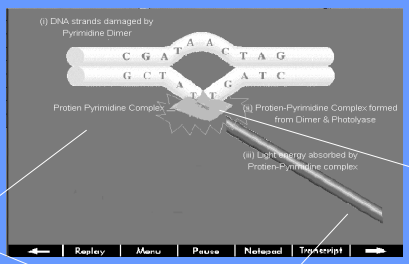
Contact point: text, speech & image



speech contact point

visible highlights

Next, the protein pyrimidine complex absorbs light DNA to be repaired from the visible range

This causes the

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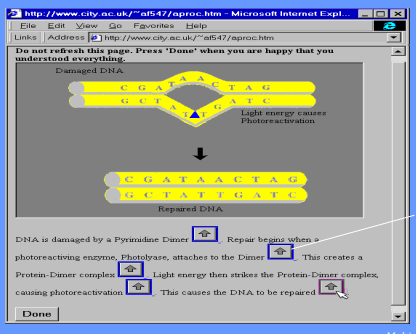
Contact points: text to video segments



buttons access video segments

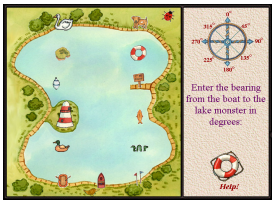
Interaction

- Interaction engages users: motivating also improves learning
- Ideas? - interactive metaphors for navigation, games, quiz, user as actor in presentation
- Dialogue plans from task analysis, scenarios
- Prototype and/or storyboards for early evaluation; feedback from users

Structuring Dialogues

- Dialogue sequences based on scenarios, use cases or task analysis
- For information-intensive applications, dialogue becomes access and navigation problem
- Navigation links & controls based on information architecture: list, hierarchy, network, lattice
- Design access paths are menus (hierarchies), links and maps (networks), tables (lattice)
- Add controls for media resources, user interaction/ manipulation

Navigation Metaphor: Example



Conceptual explanation: notion of direction and navigation
Abstract objects and actions…… space, vectors, directions, move on bearing
Metaphor of real world used with designed image and text

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Navigation/Control Metaphors

- Zoom/Pan controls
- Compass metaphor: movement within image/ structure
- Timeline: navigation by sequence, date, history
- Card index: content structure
- Agent metaphors: move *self/presence*

→ always test metaphors; your interpretation might not be the user's

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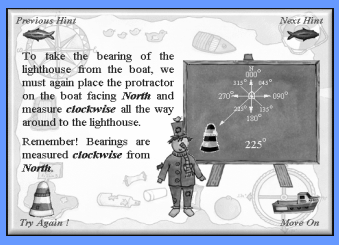
Simple controls



Browser style controls, more complex metaphors, e.g. compass to navigation within an image or media stream

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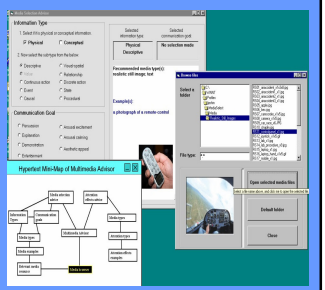
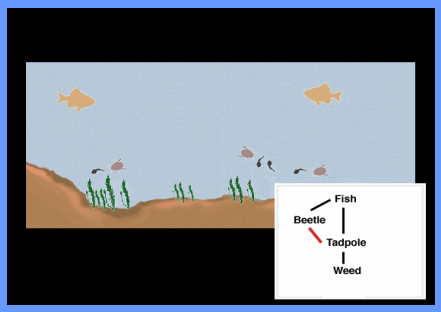
Navigation Controls

- Web Browser-style controls: Back, Forward, Home
- Video metaphor controls for dynamic media << | Stop| Play | >>
- Content-addressable browsing: thumbnails, video segments
- Bookmarks, visit-lists, overview maps of navigation space, you-are-here markers
- Guided tours, active links (destination hints & queries)



Pondworld (Rogers & Scaife, 1999)



Integrates real world view with abstract diagram + interaction

Summary of Session 3

- Dialogue network diagram/site map: specify navigation paths, dialogue/interaction
- Facilities provided for navigation support
- Cues, prompts & metaphors for navigation and interactive support; predictability
- Feedback, status messages, and presentation; observability and understanding
- Designs for interactive functions to support user's task (or learning)

Conclusions

- Multimedia needs to be used more effectively and knowledge of psychology can help
- Planning a coherent message and presentation is vital; design trade-offs between effective presentation, attraction and engagement.
- Design of multimedia is important to deliver key messages: media selection and design for attention
- Integration of multimedia and control of attention also vital: picking out the key points, making the thematic thread clear

For more information

Sutcliffe, A.G.

Multimedia and virtual reality:
Designing multi-sensory user interfaces

Lawrence Erlbaum Associates
2003