





Just noticeable difference

JND (Weber's Law)

$$\Delta S = k \frac{\Delta I}{I}$$

- **Ratios more important than magnitude**
- Most continuous variations in stimuli are perceived in discrete steps



























Assignment 3: Dynamic Queries

Create a small interactive dynamic query application similar to Homefinder, but for SF Crime Data.

- 1. Storyboard interface
- 2. Implement interface and produce final writeup
- 3. Submit the application and a final writeup on the wiki



Can work alone or in pairs Final write up due before class on May 4, 2016





Gulf of Execution

The difference between the user's intentions and the allowable actions.

Gulf of Evaluation

The amount of effort that the person must exert to interpret the state of the system and to determine how well the expectations and intentions have been met.

[Norman 1986]











Topics

Early interactive systems Brushing and linking Dynamic queries Generalized selections



| J | F | M | A | M | J | J | A | S | 0 | N | D | | |
|-------|------|--------------|------|--------------|-----|------|------|------|------|------|------|----|--------------------------|
| 26 | 21 | 26 | 28 | 20 | 20 | 20 | 20 | 20 | 40 | 15 | 40 | 1 | % CLIENTELE FEMALE |
| 69 | 70 | 77 | 71 | 37 | 36 | 39 | 39 | 55 | 60 | 68 | 72 | 2 | % |
| 7 | 6 | 3 | 6 | 23 | 14 | 19 | 14 | 9 | 6 | 8 | 8 | 3 | % — "— U.S.A. |
| 0 | C | 0 | 0 | 8 | 6 | 6 | 4 | 2 | 12 | 0 | 0 | 4 | % SOUTH AMERICA |
| 20 | 15 | 14 | 15 | 23 | 27 | 22 | 30 | 27 | 19 | 19 | 17 | 5 | % EUROPE |
| 1 | 0 | 0 | 8 | 6 | 4 | 6 | 4 | 2 | 1 | 0 | 1 | 6 | % M.EAST, AFRICA |
| 3 | 10 | 6 | 0 | 3 | 13 | 8 | 9 | 5 | 2 | 5 | 2 | 7 | % — "— ASIA |
| 78 | 80 | 85 | 86 | 85 | 87 | 70 | 76 | 87 | 85 | 87 | 80 | 8 | % BUSINESSMEN |
| 22 | 20 | 15 | 14 | 15 | 13 | 30 | 24 | 13 | 15 | 13 | 20 | 9 | % TOURISTS |
| 70 | 70 | 75 | 74 | 69 | 68 | 74 | 75 | 68 | 68 | 64 | 75 | 10 | % DIRECT RESERVATIONS |
| 20 | 18 | 19 | 17 | 27 | 27 | 19 | 19 | 26 | 27 | 21 | 15 | 11 | % AGENCY |
| 10 | 12 | 6 | 9 | 4 | 5 | 7 | 6 | 6 | 5 | 15 | 10 | 12 | % AIR CREWS |
| 2 | 2 | 4 | 2 | 2 | 1 | 1 | 2 | 2 | 4 | 2 | 5 | 13 | % CLIENTS UNDER 20 YEARS |
| 25 | 27 | 37 | 35 | 25 | 25 | 27 | 28 | 24 | 30 | 24 | 30 | 14 | % |
| 48 | 49 | 42 | 48 | 54 | 55 | 53 | 57 | 55 | 46 | 55 | 43 | 15 | % |
| 25 | 22 | 17 | 15 | 19 | 19 | 19 | 19 | 19 | 20 | 19 | 22 | 16 | % |
| 163 | 167 | 166 | 174 | 152 | 155 | 145 | 170 | 157 | 174 | 165 | 156 | 17 | PRICE OF ROOMS |
| 1. 65 | 1.71 | 7. 65 | 1.91 | 1. 90 | 2. | 1.54 | 1.60 | 1.73 | 1.82 | 1.66 | 1.44 | 18 | LENGTH OF STAY |
| 67 | 82 | 70 | 83 | 74 | 77 | 56 | 62 | 90 | 92 | 78 | 55 | 19 | % OCCUPANCY |
| | | | X | × | X | | | X | X | X | X | 20 | CONVENTIONS |



| J FMAMJ JASOND J FMAMJ JASOND | | |
|---|---------------------|--|
| 1 % OCCUPANCY | ACTIVE AND | |
| 18 LENGTH OF STAY | SLOW PERIODS | |
| DESINESSMEN | DISCOVERY FACTORS | |
| 11 AGENCY RESERVATIONS | | |
| and the second | | |
| AIR CREWE CLIENTS UNDER 20 YEARS CLIENTS MORETHAN 55 YEARS CLIENTS FROM 20-35 YEARS CLIENTS FROM 20-35 YEARS SEAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA | RECOVERY FACTOR | |
| | WINTER | |
| 7 ASIA 9 TOURISTS 10 DIRECT RESERVATION 17 PRICE OF ROOMS | WINTER-SUMMER | |
| • MIDDLE EAST, AFRICA 3 U. S. A. 5 EUROPE 15 CLIENTS FROM 35-55 YEARS | SUMMER | |
| [Graphics and Graphic Information Pro | cessing, Bertin 81] | |









Basic Pointing Methods

Point Selection Mouse Hover / Click Touch / Tap <u>Select Nearby El</u>ement (e.g., Bubble Cursor)







Basic Pointing Methods

Point Selection Mouse Hover / Click Touch / Tap Select Nearby Element (e.g., Bubble Cursor)

Region Selection Rubber-band or Lasso Area Cursors ("Brushes")

Brushing and Linking















Query and results

Issues

- 1. For programmers
- 2. Rigid syntax
- 3. Only shows exact matches
- 4. Too few or too many hits
- 5. No hint on how to reformulate the query
- 6. Slow question-answer loop
- 7. Results returned as table



Direct manipulation

- 1. Visual representation of objects and actions
- 2. Rapid, incremental and reversible actions
- 3. Selection by pointing (not typing)
- 4. Immediate and continuous display of results