

HUMAN-COMPUTER INTERACTION THIRD EDITION DIX FINLAY ABOARD BEALE

chapter 3

the interaction
(extract)
managing value

HUMAN-COMPUTER INTERACTION

Managing value

people use something
ONLY IF
it has perceived value
AND
value exceeds cost

BUT NOTE

- exceptions (e.g. habit)
- value **NOT** necessarily personal gain or money

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Weighing up value

value

- helps me get my work done
- fun
- good for others

cost

- download time
- money £, \$, €
- learning effort

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General lesson ...

if you want someone to do something ...

- make it easy for them!
- understand their values

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Value and organisational design

- coercion
 - tell people what to do!
 - value = keep your job
- enculturation
 - explain corporate values
 - establish support (e.g. share options)
- emergence
 - design process so that individuals value → organisational value

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Discounted future

- in economics Net Present Value:
 - discount by $(1 + \text{rate})^{\text{years to wait}}$
- in life people heavily discount
 - future value and future cost
 - hence resistance to learning
 - need low barriers and high perceived present value

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for groups

- network effects
 - value of PowerPoint for **ME** is higher if **YOU** have it too
- critical mass
 - ✓ reduce initial cost
 - ✓ increase initial value
 - ✓ find cliques

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lattice of value

- two groups (example):
 - developers
 - users
- each need value on their own
 - otherwise initial use
- need more value for both
 - to encourage growth

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example - HCI book search

- value for people *who have* the book helps you to look up things
 - chapter and page number
- value for those *who don't* ... sort of online mini-encyclopaedia
 - full paragraph of context

... but also says "buy me"!!