

Human Computer Interaction (Hindi mein)

Professor Rajiv Ratn Shah

**Department of Computer Science and Engineering
Institute IIT Madras**

Good Design Vs Bad Design

Lec05

Namaskar main Ritwik Bamba is course Human Computer Interaction ka teaching assistant hoon. Aaiye yeh tutorial shuru karte hain. Is tutorial ka subject hai Good Design versus Bad Design. To sabse pehle hum kuch udaharanon ke saath samjhenge ki Bad Design yani ki bura design kya hota hai. Sabse pehle hum dekhenge Microsoft Clippy. To Microsoft Clippy ek tool tha jo Microsoft ne Windows XP mein se shuru kiya tha. Aur iska sabse important use tha ki yeh Office ke applications ko aur zyada aasaan banaye, user friendly banaye users ke liye. But dheere-dheere jaise-jaise aur logon ne ise use kara unhe yeh intrusive, kam helpful aur pareshaan karne wala laga. Unhe Clippy ek pareshaan karne wala tool zyada lagne laga na ki wo unki madad karein. Jisse Microsoft ne woh feature hata diya baaki ke future versions mein. Isse agla udaharan hum dekhenge 2018 mein Snapchat. To 2018 mein Snapchat ne apna poora design change kar diya. Jis wajah se saare jo naya content tha woh ek hi jagah par aakar dikhne laga. Jisse friends, media, celebrities ye teeno ke teeno sections ek hi jagah par dikhne lage. Isse logon mein ek pareshaani aur confuse hone ki bhavna aane lagi. Isse jo app ka ek normal navigation consistency hai woh badal gaya aur jaise content users ko dikhaya jaata hai woh tarika badal gaya. Isse jo hamara purana familiar interface tha yeh usse ek poorn badlav tha. Puri tarah se badal gaya tha. Isse users mein behad akrosh tha. Jis wajah se Snapchat ne ise wapas theek kar diya. Yahan pe hum aur bhi kuch udaharan dekh sakte hain. Jaise ki yeh beech mein aap dekhenge yeh ek lift hai. Ab lift mein upar aur neeche jaane ke liye nishaan hone chahiye ki lift upar ja rahi hai ya neeche. But yahan par unhe ek gola dikhakar batane ki koshish ki ja rahi hai. Jisse ki users ko lagega ki seedhe haath wala right side wala upar jaane ke liye hai, jabki left wala neeche aane ke liye hai. Ismein koi bhi clarity nahi hai ki users ko upar jaane ke liye dabana padega ki kaun sa upar jaayega. Isse fir se users confuse honge, pareshaan honge. Right side pe aap dekhenge seedhe haath ko jo charger hai mobile ka charger jab hum lagane ki koshish kar rahe hain usmein dikkat ho rahi hai humein. Kyun? Kyunki yahan par usko theek se lagane ki jagah hi nahi hai. Ab isse users pareshaan honge. Unko dikkat aayegi yeh charger use karne mein. Denen yeh hum dekhenge tissue paper. Aap sab ne tissue paper use kara hoga. Par aap yeh dekhenge jo yeh humein udaharan diya ja raha hai. Ek washroom mein yeh tissue paper ka roll lagaya gaya hai. Haath dhone ke baad aap apne haathon ko usse pochna chaahenge. But jaise hi aap gile haathon se ek tissue ko kheenchne ki koshish karenge, kya hoga? Woh phat jaayega. Jisse aap woh nahi kar paayenge. Aap fir se vahi karne ki koshish karenge. Do-teen baar karne ke baad shayad aapke haath sukh liye jaaye ya fir nahi bhi ho paaye to aap baaki cheezen

dekhenge jaise koi hand dryer hoga wahan pe ya aur kis tarah ka. Isse users mein ek pareshaani ki bhavna utpann hone lagegi. Ab hum saath-saath dekhenge ki Good Design aur Bad Design aapas mein kis tarah se compare karte hain. Ulte haath ko hamare paas left side par hai ek darwaza. Is darwaze ka handle par likha hua hai ki aapko ise baahar ki taraf kheenchna hai ya fir dhakka dena hai. Jabki jo seedhe haath wala right side wala hai wahan pe is tarah ka kuch bhi nishaan nahi hai ya likha nahi gaya hai ki ise dhakelna hai ya fir kheenchna hai apni taraf. Isse users pareshaan honge. Log pareshaan honge ki unhe yeh darwaza kis tarah kholna hai. Jo darwaza jismein push pull ya fir yeh nishaan nahi diya gaya ki ise dhakelna hai ya fir kheenchna hai, woh ek Bad Design hai. Kyunki isse log yeh guess hi karte rah jaayenge ki unhe yeh kheenchna hai ya fir dhakelna hai. Isse log pareshaan honge, confuse honge, frustrate honge aur galat action le lenge. Doosri taraf hum dekhenge jo darwaza jismein ek clear saaf dhakelna ya apni taraf kheenchne ka nishaan diya gaya hai. Push pull sign diya gaya hai. Woh ek Good Design hai. Isse logon ko pata chal jaata hai darwaza dekhte hi ki unhe kya karna hai. Isse logon ki zindagi aasaan hoti hai aur unhe bina kisi hichkichahat ke darwaza kholne mein dikkat nahi hoti hai. Clear instructions saaf nirdesh logon ki zindagi aasaan banane mein unki madad karte hain. Ek aur udaharan hai hamare paas Good Design aur Bad Design ko aapas mein compare karne ka. Ek yeh kagaz ka straw hai. Ek yeh plastic ka straw hai. Ab kya lagta hai aapko? Kaun sa Good Design, Bad Design hoga yahan pe? Ek paper straw ko yani ki ek kagaz ke straw ko ek Bad Design kaha jaayega. Kyunki woh jaise hi hum usko thodi der use karenge, woh kamzor ho jaayega. Aur woh utna ek to sukha nahi rahega. Geela hone ki wajah se use humein use karne mein dikkat hogi. Jabki ek plastic straw ko ek Good Design kaha jaayega kyunki woh mazboot rahega. Bahut der use karne ke baad bhi apni kshamata nahi khoega aur thandi ya fir garam drinks yani padarthon mein woh kharab nahi hoga. Isliye yeh logon ke liye ek behtar alternative hai paper straw ke mukable. Yani ki ek better option hai, better option hai. Par hum yeh bhi jaante hain ki plastic jo hota hai woh hamare environment ke liye kharab hota hai. Hamare environment ke liye plastic ek kharab cheez hai. Isliye humein aur behtar alternatives dhoondhne padenge. Jo khubiyon jismein paper ki ho jaise ki woh environment ko kharab na kare par saath-saath woh ek plastic ke straw ki tarah mazboot bhi rahe aur zyada der tak tika rahe aur logon ko ek behtar experience de. User experience logon ke liye achha ho. Ab hum kuch udaharan lenge Good Design ke yani ki ache design ke kuch udaharan. Sabse pehla hai yeh ek nimbu. Ab ek baahar khaana khane ki jagah pe ek nimbu ke upar yeh ek net sa daala hua hai jo isse kya hoga? Isse jo bhi nimbu ke beej honge woh hamare khaane mein ya fir taral padarthon mein nahi giren. Hamare jo nimbu ka ras hai woh to aa jaayega but usmein jo beej hai woh nahi girenge. Aise hi jo yeh sabun ki detergent ki bottle hai, yeh ek dhakkan ke saath aati hai jismein hum maap sakte hain. Hum ek paryapt matra mein apne detergent ko daal sakte hain aur maap ke daal sakte hain. Jisse humein pata ho ki humein kitna upyog karna hai. Aise hi aap dekhenge yeh ek jacket ke kone par yeh ek kapde ka tukda aisa lagaya gaya hai jisse hum apne chashme saaf kar sakte hain. Ab sunne mein to yeh bahut chhoti si cheez lagti hai. But jo log chashma pehente hain unke liye yeh ek bahut hi badi den hai. Unke liye yeh unke din ache jaane ya bure jaane ka difference ban sakta hai. Aise hi aap dekhenge yahan pe yeh shopping cart hai. Aap

zaroor bazaar mein gaye honge kabhi aur aapne dekha hoga ki ek trolley ya fir shopping cart hogi jismein aap apna samaan le ja sakte hain. Jaise-jaise aap samaan kharid rahe hain, to is trolley mein yahan par inhone ek calculator attach kiya hua hai. Jisse aap jaise-jaise samaan kharid rahe hain, aap usmein daalte jaaiye, plus karte jaaiye aur dekhte jaaiye ki aapka ab tak kitna bill ban chuka hai. Ya fir aap dekhna chaahte hain ki aapko kisi cheez ki koi chhoti bottle leni hai, badi bottle leni hai jo sasta pad raha hai. To is tarah ke bahut saare upyog kiye ja sakte hain iske. Ab isse logon ki zindagi ek behtar mood le sakti hai. Aapki rozmarra ek behtar tarike se badal sakti hai. Aur yahan par hum aate hain agar apne mobile ki duniya mein to Spot Spotify ek sangeet sunne ki application hai jismein yahan pe ye playback controls ye jo humein yahan pe gaana chalane ke, band karne, ke agla karne, ke pichhla karne ke is tarah ke saare humein controls diye gaye hain. Sabse aage aage hi humein awaaz uunchi karni hai, kam karni hai ya fir humein dekhna hai ki gaana kitna ho chuka hai. Isse hamare jo users hain, jo log hain woh yeh samjhenge ki kaise humein playback ko control karna hai. Humein kaise is app ko use karna hai. Aur jo yeh design hai, yeh ek achhe tarike se yeh batata hai ki action koi liya hai woh user ne woh use pata chale. Jaise hum jab bhi pause ya fir gaana rokne ke button par dabayenge to woh button thodi si der ke liye safed sa ho jaayega humein batane ke liye ki hum woh button daba chuke hain aur yeh command phone ke paas ja chuki hai. Agla example hamara Instagram se hai. Jahan par hum Instagram ki koi bhi photo like karein to us photo ke neeche ek dil jo hai woh lal ho jaata hai. Isse humein pata chal jaata hai ki hum woh photo like kar chuke hain. Humne yeh to dekh liya ki kaise dikhte hain Good Design. Par ab hum dekhenge ki kin-kin cheezon se banta hai yeh Good Design. Sabse pehle Good Design kisi problem ko solve karta hai. Users ki koi dikkat hai usko poori karta hai. Humein yeh pata hai ki kya dikkatain logon ko aa rahi hain aur hum unhe kis tarah se theek kar sakte hain. Isse hum apni jo core innovation hai jo hamara solution hai jo hum bana rahe hain product hum usko aur behtar tarike se bana sakte hain aur jo bhi hamare upyogakarta hain, hamare consumers hain hum unko aur ek behtar tarike se samajh sakte hain. Good Design makes a product understandable. Ab understandable ka matlab hua ki woh samjha sakta hai. Woh khud ko samjha sakta hai. Koi bhi us product ko dekhega to woh khud samajh jaayega ki kya karna hai. Jaise humne dekha tha ek darwaze pe agar nishaan ho ki use kheenchna hai ya fir dhakka dhakelna hai darwaza khud bol raha hai ki uske saath kya kiya jaana chahiye. Self-explory khud ba khud bata dena ki kya karna hai. Teesri cheez hai hamari Elegant Simplicity jiska matlab hai ki humein usko simple bhi rakhna hai aur accha bhi rakhna hai. Simple rakhte hue hum usko accha kaise bana sakte hain? Hum technical solution to banayenge par hum saath mein saath unko aasaan bhi rakhenge. Unko use karna unka istemal karna aasaan hoga. Logon ko yeh nahi dikhana humein ki hamara product kitna mushkil hai. Unke liye humein use aasaan hi rakhna hai. Jisse woh user friendly bana rahe. Phir humein yeh samajhna zaroori hai ki kaun log hain woh jo hamara product hai, service hai, hamara solution hai. Kaun istemaal karega woh humein dekhna chahiye, samajhna chahiye ki kaun hamari target audience hai. Kiske liye hum yeh bana rahe hain product. Yeh samajhna ki kiske liye bana rahe hain. Kahan hamare products use honge, operate karenge aur woh kaise market mein jaayenge. Good is in the details. Hum jitna zyada detailed banayenge, utna zyada accha banega. Jitni

chhoti-chhoti details acchi honggi hamara product utna hi accha banega. Par humein saath mein yeh bhi dhyaan rakhna hai ki hum usko zyada hi complicated na bana dein. Accessibility Hamare jo design hai woh accessibility ke jo niyam hai unka paalan karein. Woh har koi use kar sakta hai. Isse fark nahi padta ki koi insaan kya kar sakta hai, kya nahi kar sakta hai. Humein yeh make sure karna hai ki hamara design zyada se zyada logon tak pahunche. Zyada se zyada log uska istemaal kar saken. Aur hamara jo product hai woh bhinn-bhinn needs wale logon ke yani ki divyang logon ke liye ya fir jin bhi logon ke kuch special needs hain unke liye hamara product acche se use ho sake. Bar-bar humein apna product behtar karna chahiye. Jaise-jaise log hamara design use karenge, hum use aur behtar karte jaayein. Kisi bhi user ne humein feedback diya, bataya humein ki use kaisa laga product use karke us hisaab se hum apna product behtar kar paayein. Inclusive se hamara matlab hai ki hum zyada se zyada logon ke liye yeh product bana paaye. Humein nahi pata ki hamare products ko sabse zyada kaun use karega aur unki kya needs ho sakti hain. Isliye hum zyada se zyada users ki needs ko pakadne ki koshish karenge aur usi hisaab se hum apne design ko banayenge aur behtar kar paayein. Good design bhavishya mein aane wali jo bhi hamari zarooratein hain unke hisaab se banaya gaya ho. Humein sirf aaj ki zarooratein nahi, aage ki zarooratein dekh ke design ko banana hai. Hamare design aaj se 5 saal baad, 10 saal baad bhi relevant rahe. Log use kar paaye usse. Ab hum dekhenge ek assignment ke through ki aapne kya-kya seekha aur aap use kaise apni asal zindagi mein apply kar sakte hain. Aapko khud udaharan dhoondhne hain Good Design aur Bad Design ka ek-ek, ek Good Design, ek Bad Design. Aur humein uske baare mein yeh teen sawaalon ke jawab dene hain. Kahan mila aapko yeh? Ise Good Design ya Bad Design kya banata hai? Kyun hai yeh Good Design ya Bad Design? Denen hum yeh dekhenge ki kyun hai yeh Good Design? Kis wajah se hai yeh? Toh humein dekhna hai kahan mila yeh? Kya ise Good Design/Bad Design banata hai aur aapko kyun lagta hai ki yeh ek Good Design hai ya Bad Design hai. Thodi der rukhiye, dekhiye, likhiye aur fir hum yahi se isko shuru karte hain. Chaliye aaiye dekhte hain. Sabse pehle humein ek yeh darwaza mila jo humne pehle bhi dekha tha, aisa darwaza jis par kuch nahi likha ki use dhakelna hai ya fir kheenchna hai. Humne likha hai ki humein yeh kahan mila? Humein yeh likhna hai ki yeh kya banata hai ise Good Design ya Bad Design. Jaise yahan pe likha ki clarity nahi hai ismein. Humein pata nahi chal raha hai ki humein ise dhakelna hai ya kheenchna hai apni taraf. Phir hum yeh dekhenge ki kyun hai yeh Bad Design. Kyunki yeh darwaza humein nahi bata raha khud se ki ise dhakelna hai ya band karne ke liye apni taraf kheenchna hai. Push karna hai ya pull karna hai. Aisa kahin bhi nahi likha hai. Yeh to ho gayi class ki activity. Ab ek aapke liye activity jo aapko khud karni hai. Ek ATM ya fir ticket machine jaisa koi yantra lijiye. Dekhiye usko dhyaan se dekhiye kya-kya hai usmein. Kya kaise use karte hain use aur usmein ek Good Design ka element aur ek Bad Design ka element. Yeh identify kijiye. Aur fir uske baad hum yeh likhenge ki yeh kyun ek Good Design hai, Bad Design hai? Kya ise Good Design ya Bad Design banata hai? Aur fir hum us Bad Design ke liye tarike likh sakte hain ki yeh Bad Design ek Good Design mein kaise tabdeel kiya ja sakta hai. Abhi ke liye itna hi. Yeh tha Tutorial One. Dhanyavaad.