



HCI Seminar Series

Friday, Feb 14th, 1:30-2:30pm

Newell-Simon Hall 1305



Daniel Rosenberg

Adjunct Professor UX Design, at San Jose State University | Founder of RCDO UX LLC

The MAGIC of Semantic IxD

ABSTRACT:

Do you know how much cognitive load your design ideas will place on the user even before you sketch out the first screen? If the cognitive load of your UX design is too high, users will find your product difficult and unpleasant to use.

It's possible to measure cognitive load in a usability lab, but by then it is too late and too expensive to fix the underlying problems. The solution? You need to know how much cognitive load your users will face and mitigate it at the beginning of your design projects. In other words, a technique to minimize cognitive load should guide your design practice from the very start.

In this CMU HCI guest lecture, Professor Rosenberg will introduce **Semantic Interaction Design**, an innovative method that spans all the way from core conceptual models to the deployment of applied game theory techniques to create optimal experiences for users.

This lecture introduces Professor Rosenberg's new book titled **UX MAGIC**, which explores how designers can more effectively transform product requirements into rich experiences. You'll learn how to maximize the efficacy of your design so that it uses the smallest number of screens and minimum number of flow steps.

BIO:

Daniel Rosenberg is the 2019 recipient of the SigCHI Lifetime Practice Award for his combination of technical and leadership contributions to the field over the past 40+ years.

Currently, he is a UX consultant and an adjunct professor of HCI at San Jose State University. He serves on the advisory board of the Interaction Design Foundation and edits the "Business of UX" Forum in ACM Interactions magazine.

Dan invented many of the standard GUI design patterns we use today during the early days of the software industry, when he worked as a User Interface Architect for Ashton-Tate & Borland. These include the first GUI Integrated Development Environment, defining the workspace style UX for programming and creative tools. He invented Tabs as a UI mechanism and also designed the first GUI administration UX while he was the UX VP at Oracle.

Over the course of his career, Dan has introduced many UX methods that are now common practice. Documented examples include coauthoring the Rapid Prototyping chapter in the first Handbook of HCI (Elsevier 1988). At a CHI1988 special session he introduced the UX community to the concept of GUI look and feel as an integral part of corporate branding. During this same period, he coauthored Human Factors in Product Design (Elsevier 1991), the first consumer product focused HF textbook which revolutionized both design education and practice for over a decade.