

# *COMS W4170*

## *UI Design Principles*

Steven Feiner  
Department of Computer Science  
Columbia University  
New York, NY 10027

September 13, 2018

1

## *Understand your Users*

- “Know thy user” — W. Hansen (1971)
- User profiling
  - Interviews, instrumented UIs
- *Persona*
  - Model of a representative member of one important class of system users
- Levels of knowledge/experience can be addressed by level-structured/layered approach
  - Levels of training/documentation
  - Levels of UI functionality
  - Levels of feedback

2