

Twitter UI Personalization Design Process

This is the detailed design process

For the [outline of design process](#) please refer to the [headline](#)

Goals & Objectives

- Explore a new kind of personalizing way for the social media interface.
- Design a new kind of personalizing interface using scenario based design method
- Deliver a hi-fi prototype
- Test the final prototype with pleasurable, personalizing and usability questionnaire.
- Analyse the data and produce a research report

Contents

- 1. Introduction**
- 2. Literature Review**
- 3. Methodology-understanding**
- 4. Methodology- Design**
- 5. Implimentation**
- 6. Evaluation**
- 7. Conclusions**
- 8. References**

1. INTRODUCTION

The purpose of this research is to explore the a new kind of personalizing way for the social media interface. The idea is from the important of personalization, people's desire for personalization and the theme feature of the social media website. Form the researching of the different theme of the social media website, the personalization problem of the social media was found, most of the websites only focus on the visual element, this inspires the author to consider whether there are more ways to personalize the social media. After the literature review thorough wide range of personalizing study, There are three questions come up to explore in the project, the first question is whether the personalization is really important in social media. Whether people can accept the new kind of personalizing way for the social media interface and the future for the social media personalization. A new kind of personalizing way was designed using scenario based design method and then a hi-fi prototype was generated. The final prototype was test by ten participants with pleasurable, personalizing and usability questionnaire.

The research did not find the really importance of personalization in social media after analyzing the evaluation data, but people show a strongly interest in new designed personalizing way for the social media interface. People also worrying about the a new kind of personalizing way could destroy the usability of the interface. The other important finding is that people strongly desire to have a fast, easy and simple way to personalize their twitter interface, this entirely fit for he feature of twitter.

2. Literature Review

2.1. Introduction

In this section, the definition of personalization, the importance of personalization, the reason why people like it and the personalization in social media were researched. The search methods include library, internet paper and product analysis. Finally, three research question were generated to explore whether people can accept the new personalizing way or not.

2.2. Overview

The definition of the personalization

Personalization is used widely in people's daily life, people use different technology to distinguish themselves from others. It can be seen at all walks of life such as mobile phone industry, fashion industry, IT industry, education industry and so on. There are different definitions for personalization.

Rouse(2007) defines the personalization as a procedure of people customizing or tailoring the web interface according to their characteristics or preferences, it usually aim to promote sales by improve the user experience when people visit the website.

Braynov(n.d.) defines personalization with its implementation and usage. He cited the definition of Kramer et al.,(2000) that

“Personalization is a toolbox of technologies and application features used in the design of an end-user experience. Features classified as personalization are wideranging, from simple display of the end-user's name on a web page, to complex catalog navigation and product customization based on deep models of users' needs and behaviors” .

The other definition of personalization cited by Braynov(n.d.) is from The Personalization Consortium (www.personalization.org), an international advocacy group formed to promote the development and use of personalization technology on the Web, It definite personalization as “the combined use of technology and customer information to tailor electronic commerce interactions between a business and each individual customer.”

Braynov(n.d.) indicates personalization means the website gather and store the users information and deliver the service the user prefer to by analyzing the information the website gathered when the user visit the website.

Personalization and customization

Braynov(n.d.) also believes that the customization and personalization are different in lots aspect although both of them relate to deliver the information. He used My Yahoo (my.yahoo.com) which allow the user edit their web page as an example, indicates that “customization is usually used to describe the interface attributes that are user controlled.”In contrast, he indicates that personalization is working by the history of the user’s performing information during they use the websites, one of the example of personalization is recommending items system by Amazon.com, it personalized the use’s web page according to the user’s shopping history and navigation history.

The difference between Personalization and Customization with people’s different point of view was analyzed :

“Some authors treat P & C as synonyms: "Personalization is the capacity to customize...".

Others don't use "customization" at all, but distinguish "user-initiated personalization" and "system-initiated personalization" (Cranor).

Others don't use "personalization" at all, but distinguish "adaptable" (customer-initiated) customization from "adaptive" customization (provider driven).

One clear difference is that not all provider-driven personalization is desired by the customer”.

(Glushko, 2008)

There are so many different definition of personalization and the distinguish between the "Personalization" and "Customization", the definition of "user-initiated personalization" and "system-initiated personalization" was used considering the properties of the research---whether people can accept the new kind of personalizing way for the social media interface.

The importance of Personalization

Personalization plays an important role in people’s social life, one of the important reason is peoples’ desire to tailor things. People have a traditional custom of tailorsuits and shoes since time immemorial as shown in Figure 1.

People also have tradition to personalize products around them such as decorating the cover of cell phones, DIY PC gaming machine and so on, they use this way to make device more unique. For instance, custom computer cases which also known as case modding became more and more popular in young people, they can spend lots of time on it to make the boring sharp pc

case looks cool and different. There are also lots of case design competition which cation lots of case modding enthusiast's attention.



Figure 1



Figure 2

The enterprises consider the product personalization as efficient way to promote sales. With the important of sales and user viscosity for a company. More and more product collaborate with great designer, superstar and organization to make product more desirable. For example, Chevrolet collaborated with movie Transformers to design a new “Camaro” (Figure 4) which is popular among people who love the movie Transformers all around of the world. The similar example is the personalizing the cover of the laptop by a computer company Lenovo during the 2008 Olympic games, this company designed the 2008 Olympic torch and use this design to its product.



Figure3



Figure 4

For IT industry, user personalization can help the company improve user viscosity for Internet Products. Braynov(n.d.) indicates that personalization can enhance customer satisfaction , promote customer loyalty and finally increase sales by providing services tailored according to the users' needs. Customers tend to return for subsequent visits if the company provides customizes products and services by establishes long –term relationship.

Rouse(2007) indicates the similar point view, he points out that by improving the user experience and by enhancing customer service or e-commerce sales can meet the user's needs effectively and efficiently. Finally, the customer satisfaction will be improved and the user would tend to revisit the website.

From the user's point of view, personalizing can enhance their efficiency during they using software. For example the Microsoft office word allow user to user-initiated personalizing their interface, then people can set the most used function on the interface which can improve their efficiency during working. McGrenere.J et al. (2002)use lots of adaptable interface to research the user interactions, they found that, in the special task, if people can edit the function such as add or delete it, the system would become more efficient.

People and personalize

More and more people use social media such as Facebook and twitter, they are applications people use on daily basis, these website usually reflex their relationship. People tend to want make it their own way to convey themselves. People tend to be honest and real especially in the social media website, so personal branding is very important for them. Nowak and Gomes(2011) did a research that asked participants a series of questions about the Buddy Icon they are currently using. They found that people select Buddy Icons that accurately represent people's physical characteristics and some psychological aspect of the self, or both. This research get the conclusion that people are relatively honest in their self presentation online.

Moreover, personalizing people's website would benefit for people's personal branding. People tend to analyze a person according to product around them. Social media website is an important one. Turner.P (2012) notes that eliciting first impressions are closer in character to percept rather than aesthetic judgments, and he point out the first impression is important.

People are not professional when they want to design their website, they always have a clear goal but they cannot achieve it because of their capability and they tend to make their design chaotic, so we cannot give people total freedom to personalize their product. Then giving them a palette or style to work with them and give some professional constrain could help them to solve the problem.

People would feel pleasurable when they personalize a product belong to them. This is similar to people decorate their house. Also more and more brand provide a new service to create unique and personalized product for the user such as NIKE ID(DIY SHOES) AND Adidas MI Originals. Figure 5 shows the interface of NIKE ID which can allow the user DIY their shoes.

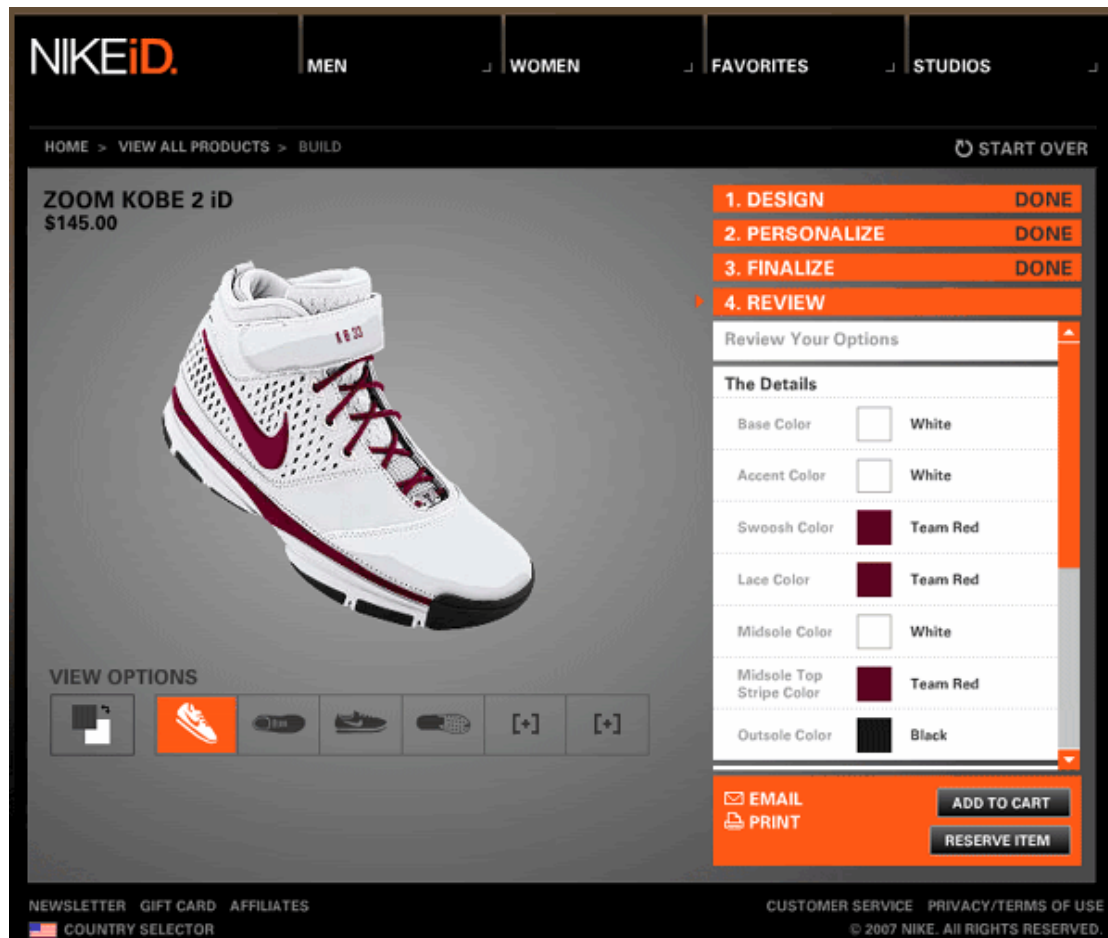


Figure 5

Why is more than change the color and shape

The product such as Twitter and Facebook are not only a visual website, people invest lots of element such content, video to express their emotional relationship, so personalizing not only including the theme, but also including personalize interactive style or the other potential element.

The development of technology provide more and more potential for the personalizing technology, For example the wide use of different application allow people personalize their smart phone. At the same time, the development of technology also leads to the homogenization (Figure 6)

of the product such as cell phone and laptop tend to be the same with others. Personalize interface including the interactive style could be good way to make one brand distinguish with other brand and win the market competition.



Figure 6

Social media and Twitter

Most of the SNS website focuses on personalization on the visual part including twitter. The way they provide to edit theme is fussy. Norman.D (2004,p.63) has argued that there are three levels of design: visceral, Behavioral and reflective. So how to personalize the website on the behavioral and reflective level is the another question to be consider. The theme should not only live on the visceral level.

These applications are used in different devices such as computer, tablet and smart phone. The screen size is totally different, which requires the app have more than one interface and interactive style for a software or an application. For example, there are different layout and interface for Facebook in different devices such as iphone, ipad and Mac.

2.3. Summary and research questions

From the literature review, it can be found that personalization plays an important role in the development of enterprise in terms of enhancing sales, it is also very important in people themselves concerning the work efficiency and people's tailor tradition .

People tend to use social media website to reflex their relationship, and personalization for their identity is important but they are not professional. People tend to be pleasurable when they personalize their own products even

though they are not professional. Moreover, there should be more personalizing style more than just change the theme for future application.

Twitter as a social media would be an interesting interface to explore because it is a social media, it is an application which be used in different devices, it has lots of user and most importantly, it can reflex people's identity and relationship.

Through the analysis of the personalization ,people 'feature and social media. Finally ,four key point come into the designer's mind , The four key point inspire me to explore are as follows:

- Is the personalization really important in social media?
- Try to design a new kind of personalizing way for the social media interface.
- Can people accept the new kind of personalizing way for the social media interface?
- What is the future for social media personalization?

With these ideas above, what I am going to do for the remainder of this project is to explore a prototype interface to enable to create a personalization of twitter or twitter interface. The interface will be used to test to find the potential requirement of the twitter user.

3. Methodology

There are two parts in methodology section including understanding and design. Understanding part mainly focus on understand the user requirement and the product itself. The design part is related to the design method and the whole design process of the application. This part will research the four research questions mentioned in last part and the design idea will be generated at the end of this section. All these effort will be used for the user test in test section to get the research answer. However, in this part the question--Can people accept the new personalize way?---could partly be answered after the understanding (user requirement collection) phase.

In this section, four key activities involved in designing interactive systems – understanding, environment, design and evaluation –were undertaken and the Scenario-based design method was used in the whole design process. The following will illustrate the process the designer went through.

3.1 Understanding

The understanding stage concerns a clear and thorough understanding of people who will use the application, the activities they undertake, the contexts those activities take place and the implications for the design of technologies-PACT(Benyon.D, 2010, p146). Three ways of understanding including brainstorming, semi-structured interviews and analysis of similar products were used in the understanding stage to collect data. The data will be analyzed to get the requirement, eventually, An list of requirement of this personalizing application including both functional requirement and non-functional requirement were generated.

3.1.1 Discussion of data required

Concerning the four research questions, the requirement collecting phase focus on the user background, user's understanding of personalization. So this section will focus on:

1. Collecting user backgrounds , it will be used to generating ideas and specifying requirements.
2. Collecting user view of personalizing.
3. Probing for in-depth requirements of the personalizing interface.

3.1.2 Discussion of alternative methods of data collection

There are lots of methods can be choose in understanding process to get the requirements such as participative design, interviews, questionnaires, probes, card sorting techniques, working with groups, fieldwork and artifact collection and desk work. (Beyon.D, 2010, p150--172). In this chapter, three ways of understanding including brainstorming, semi-structured interviews and analysis of similar products were used in the understanding stage to collect data. The analysis of three methods is shown as follows:

- Brainstorming method was used at the first stage of understanding In order to generate plenty of concept to explore the idea, The biggest advantage of brainstorming is the high amount of generated ideas(Tricider.com 2012). The concepts can also be used to generate the question for the interview.
- Semi-structured interview was used as the main method to acquire the data due to its advantage and the contexts in which activities happen. The semi-structured interview is flexible and it is easy to be controlled by the interviewer. It is easily accepted by participants because people are more

likely to chat rather than to fill out a form in the public place. Considering the ethical issue, participants must be informed of what is happening and grant their permission in advance, this could lead to an unconscious feedback that might be not participants' real feeling in a formal interview. However, the informal interview which is similar to chatting can make the interviewer easy to get the participants' unconscious complain or comment about the product. Obviously, this method is more demanding for the interviewer, for instance, people tend to give positive comments if the interviewer said the App is designed by his or her school, hence the interviewer needs to know how to avoid these problems and try to make interviewees feel in the bar to chat with friends or complain to close friends. So interviewer needs to be well trained in this situation.

- The other activity of understanding—Analysis of similar products— was undertaken to generate the requirements. Analysis of similar products that have been produced to research what people do now and what they would like to is a useful way since it can help the designer to see the product being used in situation and to consider the design solutions that others have proposed. This might highlight good and poor solutions for particular design problems (Beyon.D, 2010, p203).

3.1.3 Brainstorming

In the brainstorming, a large number of ideas were finished up by two people with the question of “ what is personalization” , These ideas would be used as an keyword to prepare the question for the interviewees to answer in the first step of understanding.

Lots of ideas were generated including two keyword categories, one is used for preparing questions and the other is about user requirement and it will be added to the final user requirements.

Keyword for questions:

People view of the personalization

The feature of personalization

People like personalization or not

People's impression of theme

Whether need a guide (similar to pop charts)

People's privacy issues

People's personality are different

Personalization including two part: interest and show

Keywords for requirement

Personalization need to abide by the law

Personalization including two part or more(visual and interactive)

People are lazy, so they create twitter.

Some key function such as feed cannot be change—usability issues

3.1.4 interview

Aims of the Informal Semi-structured Interview

1. Collecting user background informations, it will be used to generating ideas and specifying requirements.
2. Collecting user's view of personalizing.

Questions

It is essential for designer to develops a clear and thorough understanding of the 'PACT'(people who willbe involved with the product or system, the activities that are thefocus of the design,the contexts in which those activities take placeand the implications for the design of technology) to generate the requirementsfor the systemthat is to be designed(Beyon.D, 2010, p146).The question is organized base on the PACT analysis.Ten People aged from 15-25 were interviewed and technology will be discussed in implementation, so the interview mainly focus on the activity and context when they using twitter. The user background question is deriving from discussing with expert (supervisor). The user personalization question is arise from the brainstorm keywords.

The question please refer to the -- Data from the understanding part

3.1.5 Product analysis:

The basic social media website was researched including Facebook, Twitter, Tumblr and posterous. The research focuses on the theme setting because it might have a similar structure to the twitter theme setting. The result of the research shows that

The general theme is boring and for some better themes, they need the user to buy it (Figure6)

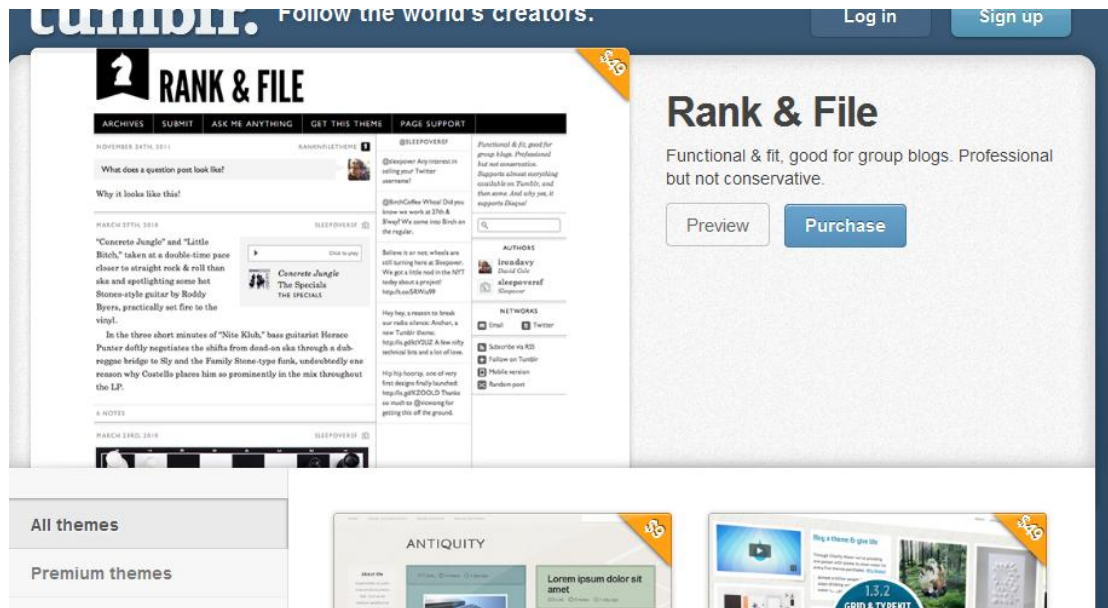


Figure6

The customizing of the theme in posterous need more step to finish. The designer worrying about the user's patient to finish the customizing. (Figure7)

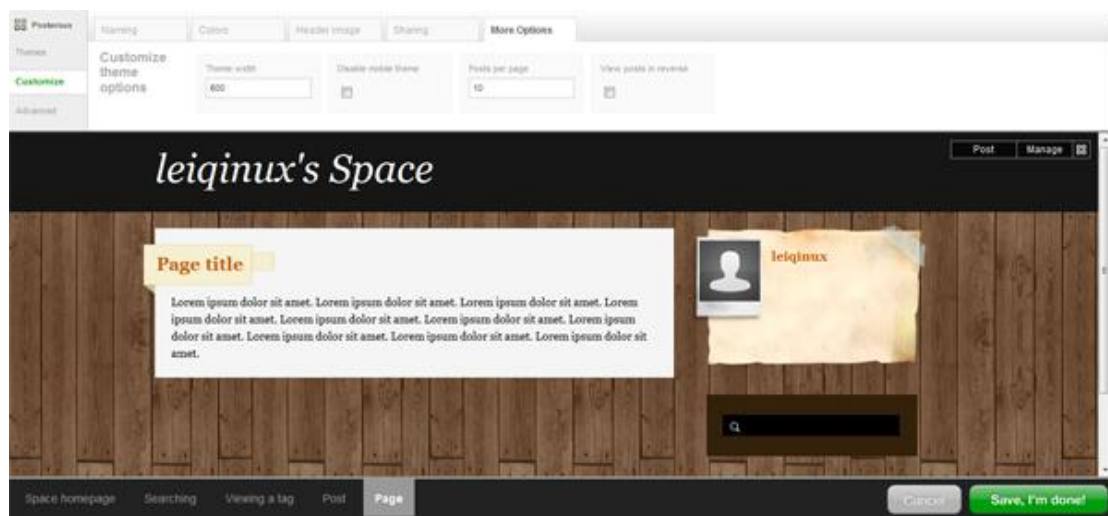
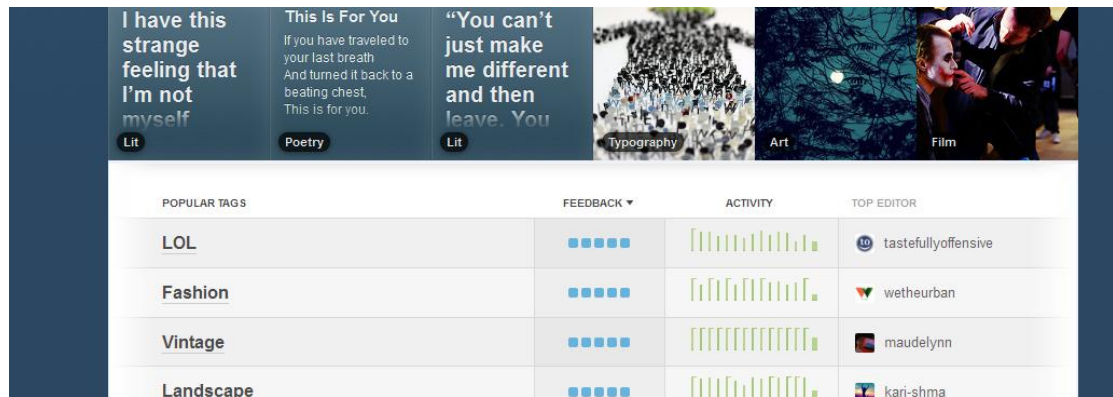


Figure7

The advantage of the similar product is that tumblr has popular tags ranks so people can have some guide to select what they want. (Figure8)



(Figure8)

3.1.6 Data from the understanding

The number after the dash is the number of people who have the same answer

How often do you use twitter?

Every day-6 Twice a week-2 Once a week-1 Once every two weeks-1

When do you use twitter?

Night -5 Boring -2 After getting up-1 On the way to work-1

Rest during work -1

How long do you use twitter every time?

45 minutes -1 About half an hour-3 15 minutes-4 5 minutes-2

Which device do you use for twitter? Smartphone?PC or Mac?Tablet?

PC or Mac- 6 Smartphone-3 Tablet -1

What is theyourmain purpose of using twitter?

Tweets-4 Friends and follower news-3 Share information and share picture-3

Do you use twitter themes?

Yes-7 no-3

If you use it, do you usually edit it?

No-6 yes-1

If you don't use it ,why?

I use cellphone I do not care-1 I like simple-1 I do not care

Do you want to DIY you theme? Why?

Yes-4 distinguish myself with others for beautiful

no-5 have no time people do not usually visit personal website

do not care

Personalization analyses

(some question were ignored by the participants)

How do you definite personalization ?(personal interest? Distinguish myself from others? Or the others)

People with different background and culture would have different value and personality

Crest something new

Everyone is different

Very import for social life

Inspiration of new idea

Different attitude to the world

Personal value and lifestyle

Personal interest

Is it necessary topersonalize twitter personal website?Yes 6

Don't care-3 No-1

Do you want others to know you personality?

Yes-4 Don't care-4

Do you want others to know you personality from the themes?

Yes-7 Don't care-2

What do you think of the theme of your friends?

His or her taste, custom, interest or recent news.

The cell phone design from different using style to only one using style—smart phone with a big screen. Do you think its personalization is reduced?

No-4 it is application, detail is different

Yes-3

Tell me some problem you faced when you visiting thers personal website which had a particular theme.

Need pay money

Cannot be designed by personal idea

Functions are too much

Update so slow

They are all other's design

Some problem when you use theme.

Chaotic

Destroy the usability

Pictures are too attractive

The main element of twitter theme is picture and color. Do you like the other element for the theme such as new interactive style?

Yes-5 need animation need A set of design do not destroy the usability

Don't care-5

Do you think people need some guide or recommendation when people select the theme?

No-2

Yes-6

Don't care-1

Analysis of the data

It can be seen from the table that most of the participant use twitter every day (60%) and most of them use it at night (50%) with their PC or Mac, Most people do not do not use it for a long time (for most under thirty minutes). People use tweeter for different purpose such as tweets(40%), looking for friends and follower's news(30%) Share information and share picture(30%). Seventy percent of people tend to be use twitter theme but they do not usually edit it. In terms of DIY themes, forty percent of people would like to do and fifty percent people do not like it mainly because they do not have time and patient.

It can be seen from the Personalization data that people's definition of personalize are different. Sixty percent of people think it is necessary to personalize twitter personal website. People tend to show their personality to others. Almost seventy percent people would like to let others know their personality. They consider the theme of their friends as taste, their friends' interest and the recent situation of their friends. Almost half number of people think because of the application, the personalization cell phone is not reduced. This provides a chance for designer to design the new kink of application for interface. The main problem they faced during they use the theme is that they need to pay for a good one, the interface function is too much and chaotic. The update rate is low is another problem for the theme. The problem people face eventually transform in to user requirement such as free good designed theme, simple interface theme or the theme should update usually and so on.

3.1.7 Requirements

In the gathering of people's stories and during the analysis and abstraction process, various issues and difficulties will come to light. These help the analyst/designer to establish a list of requirements – qualities or functions that anynew product or system should have(Beyon.D, 2010, p70).The requirements which is a prioritized list of issues(from Must have to Should have to Could have)are shown below:

Functional (what the system must do) :

personalization

visual personalization and interactive personalization

design should have restriction

encourage people to change the theme

recommendation system

imply recent situation

Design by themselves

privacy issues

Ethic issues (e.g. retrieval violence theme which is illegal)

Non-functional (quality that the system must have)

Saving time

Key function such feed area cannot be changed for usability issue

easy to use and easy to understand

not destroy the usability

free and share system

pleasurable

update quickly

all should have the twitter design language

Although lots of requirement have been gathered, It is impossible to acquire a thorough requirement until some design work has been completed. Additional requirement could emerge later during some design is done and during the user test.

3.2 Design

Through understanding process a wide range of requirements were gathered, In the design stage three personas were developed to explore the various needs of people with different background and lifestyles, In this chapter, three scenarios are generated from abstract scenarios by fixing certain design constraints and by adding specific design decisions and technologies. PACT analysis also plays an important role in developing the concrete scenarios.

3.2.1 Aim of design

To design a new twitter interface application for user to personalize their twitter

The application should including interactive personalization a visual personalization.

The design of the application should focus on the requirements collected from the interview.

3.2.2 Discussion of alternative methods of data collection

Design materials collection

Design materials collection methods was used in this section, lots of different interface pictures were collected according to the collection of css and jquery source code(will discuss at implementation section) These material can inspire the designer to have new visual design ideas. However, because most of interface design is has the same layout, it could lead the designer do not have creative interactive ideas.

Conceptual design using scenarios

This method was used in the design, the advantage of this method is that it can make the designer focus on the user requirements and allow the designer think of the design from user point of view.

The metaphors methods

Benyon (2010) indicate "Metaphor is generally seen as taking concepts from one domain (called the sourcedomain, or the vehicle) and applying them to another (the target, or tenor)."

This method was use during the design the recommendation system, the designer consider the theme as clothes and compare the two different category in color, material, pattern, style and magazine and so on. The result of the research is the theme need to like the cloth showing in the shop, some good designed theme should be recommendation by the system. The other result forms the metaphor is that the theme personalization is more environmental protection because change any element do not need any real material. This is an idea which can be used to the tablet interface which personalize the interface rather than personalize the cover.

The disadvantage of metaphors methods is over metaphor could destroy usability(skeuomorphic-design) point out this issue in his article.

Interaction patterns

Interaction patterns methods was used in the design considering all the idea should conform to the interactive way which the source code can provide. This will be discussed in implementation part.

Design language

One of the design language if every page should show the user that they are in the twitter website. So the twitter logo should be display at any page.

3.2.3 Design process

Before discuss the design process, a user evaluation methods was used to get feedback fast from the user which can inspire the designer.

The main method used in the evaluation in design stage is “Lost our lease, going-out-of-business-sale usability testing.”(Steve Krug, 2006, p135) which is the extension of JakobNielsen(1993)’s Discount usability engineering.

The reasons I choose this approach is that it is easy to recruit the participant (Almost anyone can facilitate a usability test), it will not cost me lots of time and the first three users are very likely to encounter nearly all of the most significantproblems (Nielsen, J., 2000)

Two participants were test in the home.The evaluations took around 10 minutes each. The applicationswere showed as lo-fi prototype to assist the test. The process of the test is described as follow:

After telling the participants the Scenarios,Get the user to give his or her initial response to the site. Sit beside him and note down his or her comments. Set the user a task. Ask them to talk out loud as they do it. Note their comments.After the session, interview them about their impressions and note down their comments. Fixed the problem to Improve the design and evaluate again until three times evaluation was finished up.

The original idea is using the design knowledge to guide the user to personalize their webpage. So the designer set up some restriction during people edit their theme. However, there are already lots of app which can allowed the user to edit the theme, this idea seem to be not creative and latterly this idea is been given up.

In the middle of the design period, there were new idea came into mind after searching lots of interactive pattern. This idea is that the system can recommend to the user the proper interface automatically by analyzing the user's tweets keywords. The keywords which could match the theme such as cold maybe match metal can be test by repertory grid. However, from technology point of view, it is not mature to have this recommendation and the repertory grid method could not be precise when testing different people. In this period, lots of interactive styles also were collected to generate idea.

At the end of the design process, the designer designed a way to grab the keyword* keyword, this idea is drive from the twitter @ keyword and #keyword function. People who design the theme * keyword the design and upload it . When people tweets they * keyword and the system will recommend the theme relate to the keyword. In this period, a poster like interface was also generate and the concept was demo by photoshop as lo-fi prototype.

Finally, all the source was collected and combined with the design idea, the poster idea was also developed to a new direction after the user test. From the user test people who like simple style consider the desktop effect is also a good way to personalize, the other idea generated is peoples' tweets can be display as a slogan on the poster and the keyword is the headline of the slogan.

3.3 Design proposal

3.3.1 Design proposal I

Easily design a theme with restriction

Terry clicks the design icon, then he enters into the design page.

He clicks the select themes bar, then all the different theme are shown with picture and name, Terry finds a famous photograph picture and his first impression is this is photograph part, he clicks it and the feedback shows his selection is right.

An interface with different good design patterns is shown, He scrolls his mouse and finally he found the pattern he like.

Terry select the pattern and enter into the edit theme step, he uploads one of picture which is similar to the pattern, and then selects the text color group which is edit by the designers, he also change the size of text which has restriction by the designers,when he finished ,he clicks save changes,

Then enter in to the upload page he gives the theme a name and tags this theme as photograph and then upload it. Then the interface of his twitter became a new designed interface.

3.3.2 Design proposal II

Grab a keyword and change theme fast

Helen enters into her tweets and clicks her tweets tag. Then she start to tweets "great design should be shared", after she finishing her tweets, she think she need to find a picture to reflect her motion, she suddenly remind a good designed car –Lamborghni, Then she * Lamborghni and click the tweet button.

Then the on the left of the interface display the theme picture, she finds a picture she like and click the demo to see the whole interface effect . After checking the effect Helen think this theme is good, Then Helen clicks the select button and his interface become to care theme.

Her friend's tweets feed display a small car picture under Helen's tweets show that Helen 's tweet is about car.

3.3.3 Design proposal III

New way to category the tag.

Joe clicks the sorts icon on the twitter. He enter into a new page with different picture with different size. He knows the big size picture means one's tweets is been retweet by most people and it is the most famous one. From the picture, he almost know the tweets' information

Then he clicks the interest tag, all of the interest were categorized with name and background, on the top is automobile, he knows this top one is most favorite one and he clicks it to visit.

4. Implementation

4.1 Hi-fi prototypes

Hi-fi prototype was used in this stage, the design concept was visualized in Photoshop, then the interface pictures were input to html, css, jquery to mock-up the interactive effect.

Hi-fi prototype was used in this step because it is useful for detailed evaluation of the main design elements (content, visuals, interactivity, functionality and media), which can make the idea convincing. After the improve design and the application of the interaction patterns as well as design language, it is necessary to produce a hi-fi prototype to do in-depth evaluation such as usability test of the interface. The Hi-fi prototype of the interface design would also use in the final user test.

4.2 Searching code when generate idea

The development of technology such as html jquery provides wide range of opportunity for designer, html and jquery are open source code which people can find lots of interaction way, The designer can also download the source code and change it to meet their own design requirement.

Interaction patterns

Patterns build up into the complex interactions of menus and mice that we are familiar with: patterns of layout of menus, of the highlighting when the mouse rolls over an item, flashing when an item is selected and so on. It has the rich description and examples that go with design guidelines. (Beyon.D, 2010, p217). Designers use the design patterns to understand the existing mature design function. It will save lots of designer' time to consider the interactive style, the designer can focus their more time on the whole system design.

For the implementation the design idea is base on the code, so lots of design is refer to the (<http://jqueryui.com/>) to find the exit patterns.

Lots of interactive methods with the source code were collect together. After determine the final design, all the user code were put together by the designer using dreamwerver.

4.3. The interface visual design techs--Photoshop

To test the whether the new personalizing system is welcome or not, lots of picture similar to posters were collected and edited by the designer using photoshop. The designer spend lots of time to design every page looks simple and wonderful.

At the end of the design period the designer use the same picture method to design the black to make it integrate into the poster to design a mysterious effect.

Because of the time constrain of the project, not all the page were programmed, for example, every feed page is using a picture with a link to imitate the really code. However, this method is not influence the idea display and user test.

Example of improved design base on user test feedback

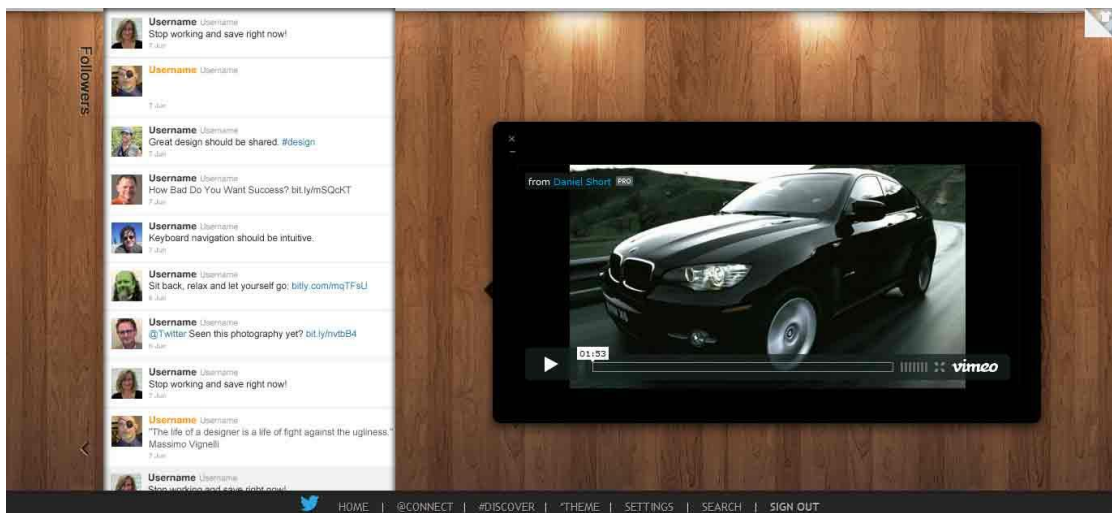
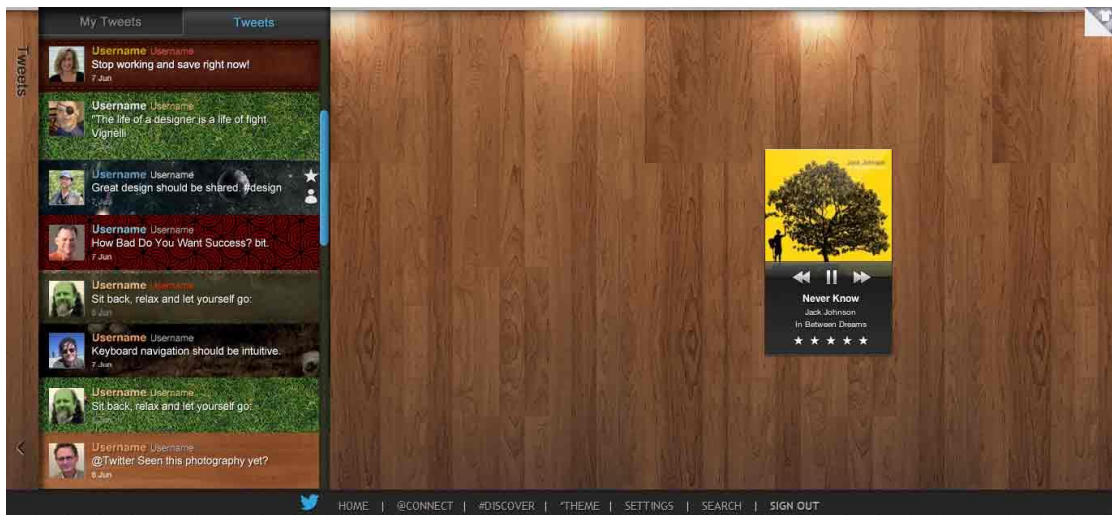
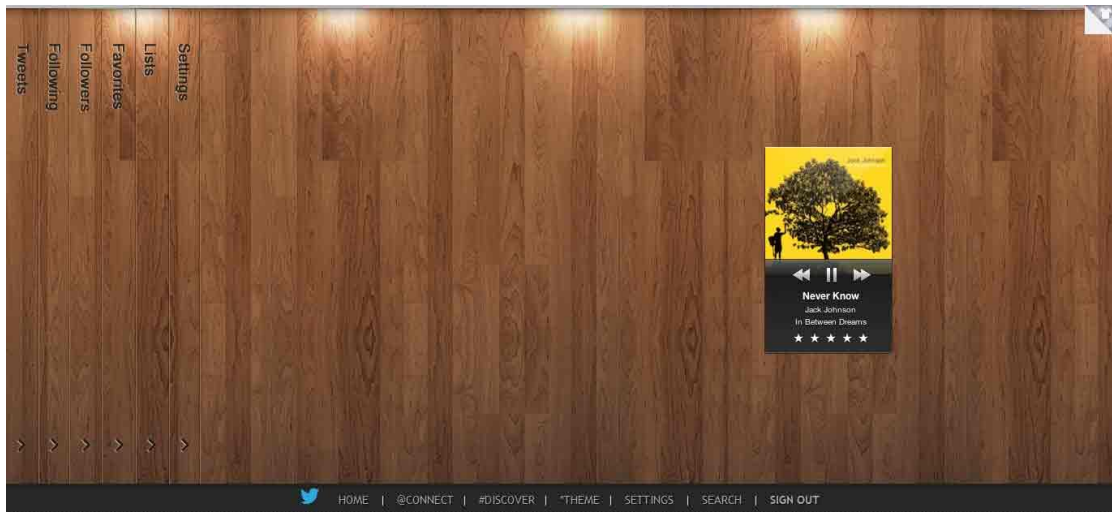
Before

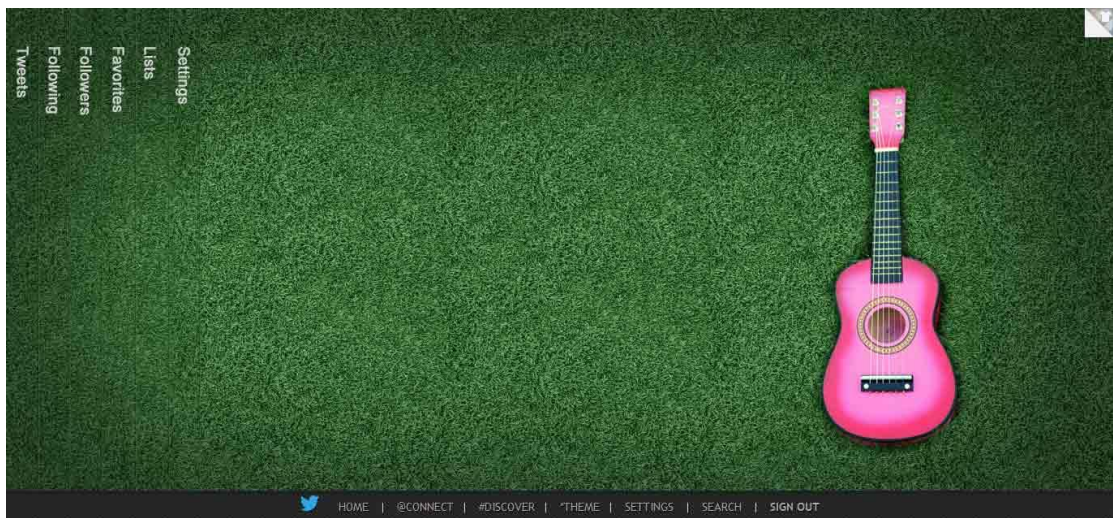
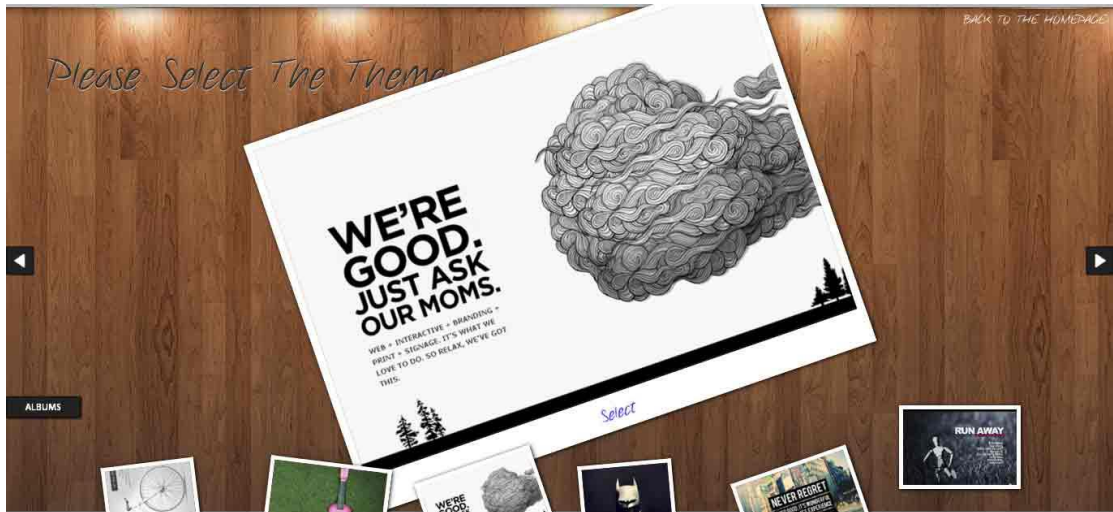


After user test and improvement



Some of the design interface







5. Evaluation and Analysis

The aim in this section is to evaluate the final prototype and analyze the evaluation data, the questionnaire method was used in evaluation of the final prototype. Three aspect were evaluated including personalization, pleasurable and usability. The data was analyzed and illustrated by the bar chart. At the end all the data will be used to answer the four research questions.

5.1 Evaluation

5.1.1 Discussion of data required

Aim of the evaluation

- Testing whether people will accept the personalizing application
- Testing the pleasurable of the new designed personalizing application

- Testing the usability of the new designed personalizing application
- Finding the user's other expectation or feedback from the evaluation

5.1.2 Discussion of alternative methods of data collection

Questionnaires were used in the final step of evaluation. It is one way of streamlining the understanding process if a large number of people are to be surveyed and resources are not available to interview them individually. It is a way to obtain requirements information at a distance. Questionnaires are ideally suited to gathering a large amount of quantifiable data (Beyon.D, 2010, p156).

Because I have got the html hi-fi prototype, it is easy for me to send the questionnaires, the scenarios and html hi-fi prototype e-version to participants even though they are not available for the interview.

5.1.3 Scenarios for the evaluation

Scenarios are an essential part of prototyping and envisionment. They provide a way of working through a design idea so that the key issues stand out (Beyon.D, 2010, p55). They are helpful aids to understanding activities and help avoid having people imagine (or reconstruct) situations in the abstract (Beyon.D, 2010, p153).

They are helpful in generating and testing ideas, in documenting and communicating ideas to others (Beyon.D, 2010, p64). So all the participants were given a concrete scenario as a task to work through during the evaluation stage.

5.1.4 Evaluation without being there

With the development of Internet connectivity, people can take part in evaluations without being physically present. If the application itself is Web-based, or can be installed remotely, instructions can be supplied so that participants can run test tasks and fill in and return questionnaires in soft or hard copy. (Beyon.D, 2010, p243).

Considering the feature of prototype some of the tests were undertaken by internet. The tester using remote control function in the IM software, the participant can control the prototype running on the designer's computer. The test using vocal chat between the tester and the participant. The tester can find the usability problem when the designer watching the participant's action on the screen .

However, there are also some disadvantage for the test , if the network speed is low it is hard for the test to running remote control, then the other way is send the scenario, questionair and prototype to the participant and asking the



participant running according the scenario.



(user test)

(remote control test)

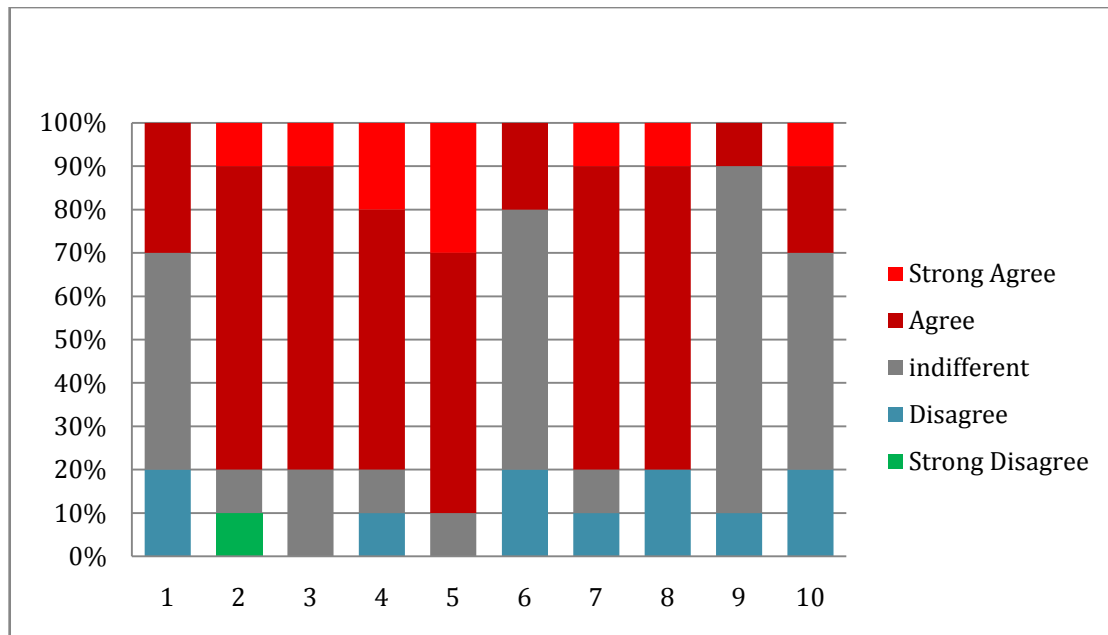
Questions

Perceptions of system design are often collected through rating scales, known as Likert scales (Likert, 1932). The Likert scale is the most common of a number of methods for eliciting opinion. People are asked to indicate their agreement with a statement using a five-point scale as follows (Beyon.D, 2010, p157):

Question: Question is shown here.

0	1	2	3	4
Strongly agree	Agree	Indifferent	Disagree	Strongly Disagree

5.2.1 pleasurable test----Jordan questionnaire by Jordan(2000)



	Tablet
1	Feeling attached
2	Satisfaction
3	Feeling Entertainment
4	Enjoy having it
5	Looking after it
6	Enthusiastic
7	Feeling excited
8	Be proud of it
9	Sense of freedom
10	Relying on it

As can be seen from the bar chart that people hold a negative view concerning the attached of the product, the enthusiastic of the product, the sense of freedom of the product and relying on the product.

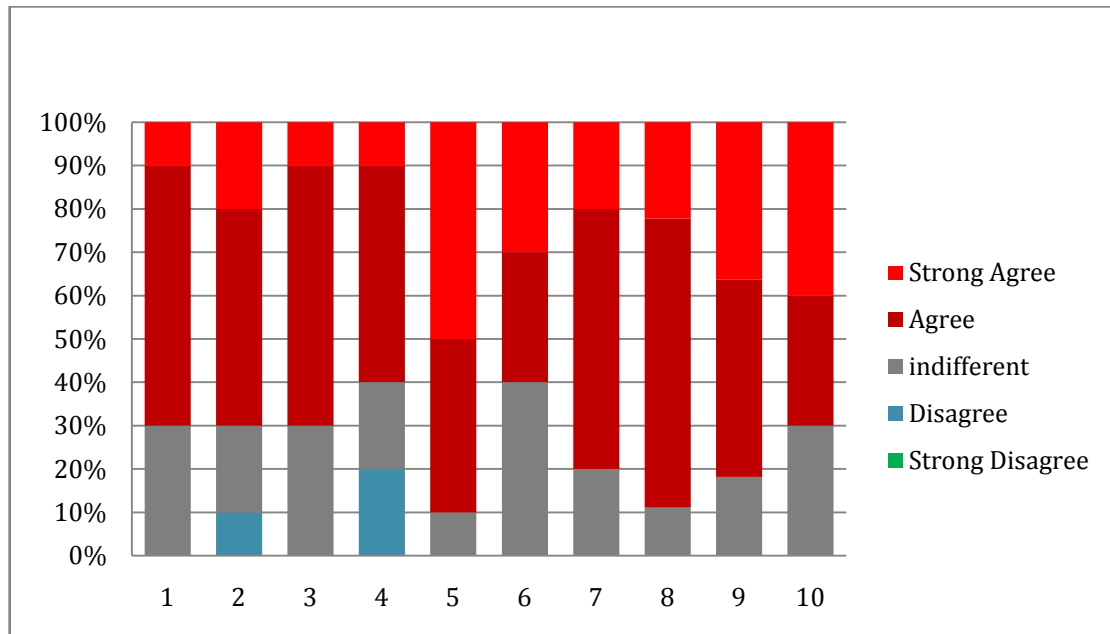
From the attached of the product and the relying on the product point, it indicates that people could do not trust the product. The participant do not feel the sense of freedom point out the old question that people worry about that the usability of the main function could be destroyed ,this issue also be shown from the interview that the feed are on the side with animation could destroy the usability, they are not use to the new design animation interface .

The participants agree that they need to look after it ,this indicate that people do not feel totally confident during using the new technology. This problem

also shown in the answer of the question during the interview, they worry about the animation will make their computer running slowly,

People have a positive view in terms of satisfaction, feeling entertainment, enjoy having it and feeling excited and be proud of it. This indicates that people tend to feel happy during using it.

5.2.2 Personalization



	Tablet
1	Give me unique personality
2	Can show my interest
3	Love the interactive personalization
4	Love the feed background function
5	Love the post design tweets
6	Not mind showing other the theme changed
7	I will use this product
8	I love the grab function
9	Easy to select theme important
10	Love the recommendation function

It can be seen from the table chart that people hold strong positive attitude to the post design tweets and love the grab functions.

People tend to use this product and agree easy to select theme is important.

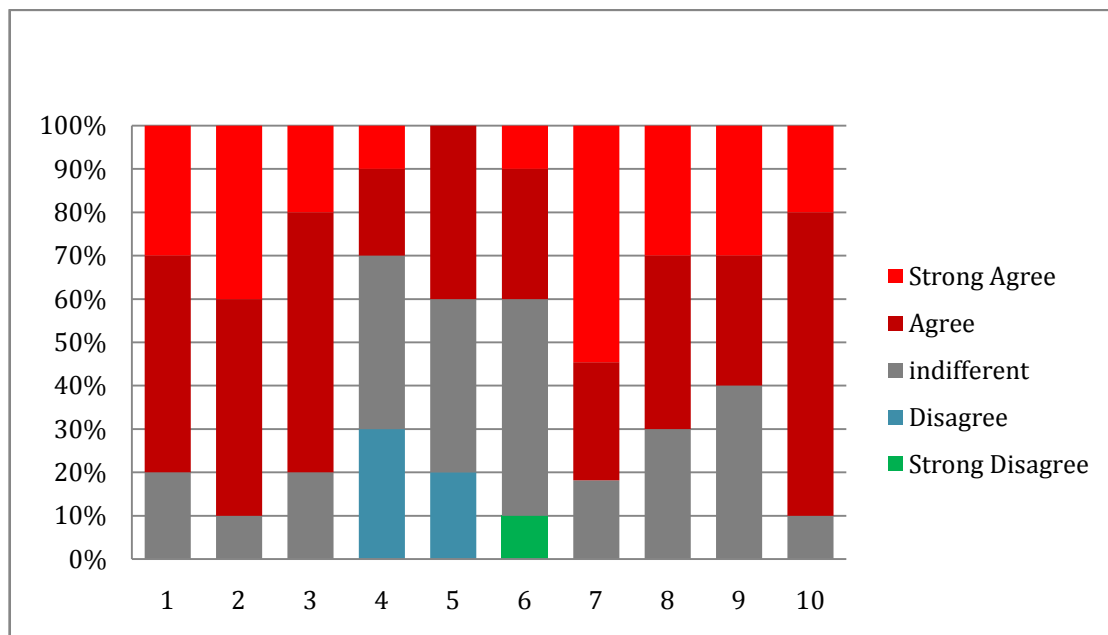
People hold a positive view on giving me unique personality, show my interests and love the interactive personalization.

However, people do not fond of the feed background function and not mind showing other that their themes is changed

5.2.3 Usability

Ten questions were asked to search different aspect of the design as follows:

1. I like the App----The whole system
2. The App is easy to use---- The whole system
3. The App is consistent----System integration
4. The App is easy to finish task --- The whole system
5. The App provides more than one way to search----Flexibility
6. The interface and navigation are understandable----The interface design
7. The interface is beautiful, attractive----Aesthetics
8. The function is logical----Categories
9. APP is easy to understand----Familiarity
10. Easy to select the theme ---Physically consistent



Overall results from the questionnaire (From 7 questionnaires)

It can be seen from the bar chart that people like the app, easy to use and consistent is the positive part of the design concerning the usability.

However, the from the easy to finish the task, more than one way to search, the navigation point, people gave the negative feedback.

The negative comments were as follows:

Some designs are so like to a poster and they do not know which is clickable
The feed are is hard to see the text
The feed on the side of the interface is not familiar at the beginning

Some positive feedbacks were as follows:

Easy to grab and easy to design and upload
The feed can show the user's recent information
The interface is amazing

6. Conclusion

6.1. Implication for findings

Firstly, go back to the research question point out in the end of the literature review

- is the personalization really important in social media?
- Try to design a new kind of personalizing way for the social media interface.
- Can people accept the new kind of personalizing way for the social media interface?
- What is the future for social media personalization?

It cannot find the really importance in social media after analyzing the evaluation data. However, people show strongly interest in new designed personalizing way for the social media interface. This can be seen from the personalization evaluation chart. But people show an worry about the stability of the new design app. To visualize the feed is also an uncertain way to personalize the social media interface. The one reason it the designer do not have time to design the detail of the interface, the other reason is people worry about the new personalize way could destroy the main function of the twitter such as the feed.

The other important finding is that people strongly desire to have a fast, easy and simple way to personalize their twitter interface, this entirely fit the feature of twitter.

In the future, more and more new personalizing way will be designed and they need try to make the function simple and the key thing is the design should not destroy the key twitter function.

6.2. Future work

- Besides the theme recommendation system, the new interactive way recommendation system would make twitter have more personalizing choice.
- The personalizing way for the social media interface can be used in tablet and smartphone.
- Visualizing the feed need the designer design more easy to see interface
- The ethic issue and privacy issue should be consider
- The Compatibility Issues when used in different device

6.3. Long term possibilities

Collaboration with others such as to add the advertisement to the recommendation system

6.4. Critical reflection

I. What worked

The research questions were answered after finishing the whole project. The research projects almost meet its aims.

II. What did not work

The designer spend eighty percent of time to design a unique and high quality design which lead that there were not enough time to write the high quality paper considering he can not write as fast as the native speaker, so he focus on trying to make every part logically and clearly.

The designers do not clearly understand he should focus on design or he should focus on the paper.

The questionnaire was send to participants twice, the first time is test the user background and the second time is test the personalization. If this is a big

project, it will waste lots of time and could be not polite. Finish all the questionnaire and do user interview would be better.

Because of the time constraint, the details of the hi-fi prototype were not finished which lead to the usability problem during the test.

Not sure whether the questionnaire is precise or not comparing the mature pleasurable questionnaire designed by expert.

There were ten participants take part in the test, so the data could not precise because the number of the participants.

III. what would I do different

Clearly understand the goal and the feature of the project. Arrange the time effectively

6.5. Contributions to body of knowledge and relationship to larger area of study

To providethe new kind of personalizing way for the social media interface and find the potential of it. Found the key element for personalizing social media interface---simple, easy to use and finishing task in a short time.

6.6. Closing paragraph

Considering the designer's interests and the research results from the test, the designer will continuing programming the hi-fi prototype and will do more interview in the future to get more précising feedback because with more and more website designed by JQuery with css and html. Personalizing the social media website could be a new trend in the future.

7. Appendix 6

7.1. Literature Review References 2

7.2. Picture source 1

7.3. Release forms 5

Digital Content--See attached DVD

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Picture source

Figure 1 <http://www.beyondbespoke.com/suits.html>

Figure 2 <http://www.psdeluxe.com/articles/inspiration/50-creative-custom-pc-case-designs/>

Figure 3 <http://opus.arting365.com/industry/2007-04-27/1177680697d146961.html>

Figure4 <http://infohighlight.info/automotive-info/chevy-present-camaro-transformers/>

Figure 5 <http://www.sneakerfiles.com/2007/07/26/nike-zoom-kobe-ii-will-hit-nike-id/>

Figure 6 <http://www.lolntroll.com/difference-between-old-and-new-cellphones/>

The product analysis picture is from SNS website posterous.com and tumblr.com