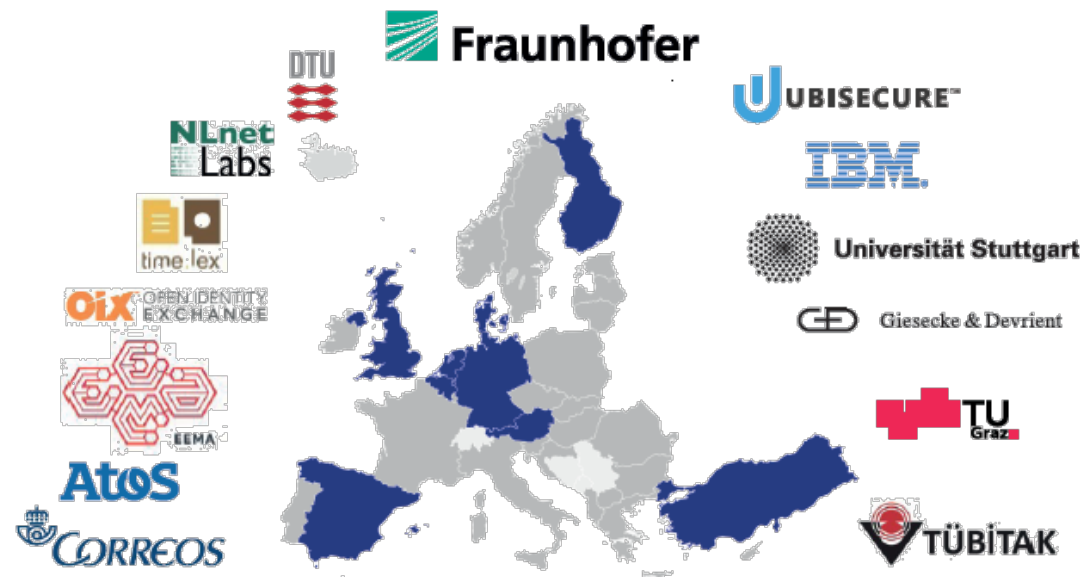



A Lightweight Infrastructure for Global Heterogeneous Trust Management



Lightweight Infrastructure for **G**lobal
Heterogeneous **T**rust management in support of
an open **E**cosystem of **S**takeholders and **T**rust
schemes

Agenda

- Why deal with Usability and User Experience in Identity management and security?
- Usability challenges in LIGHTest
- Prototype of the Trust Policy Authoring Tool
- Usability Evaluation of the prototype
- How to improve the Usability of your tools



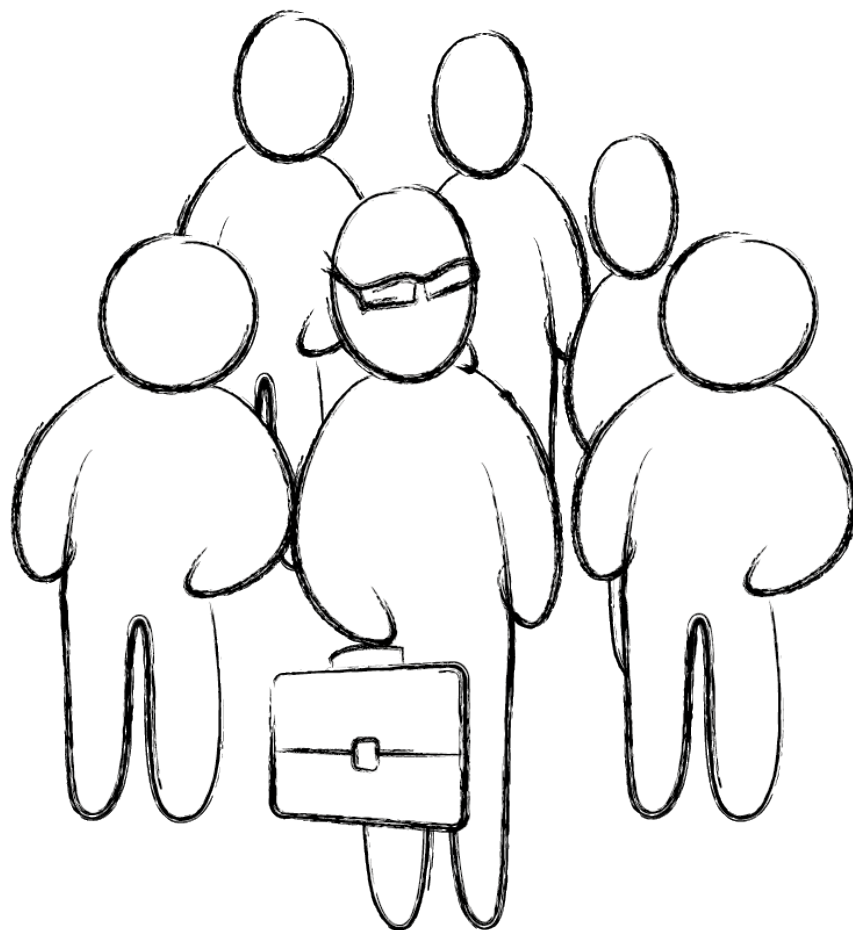
User
Experience



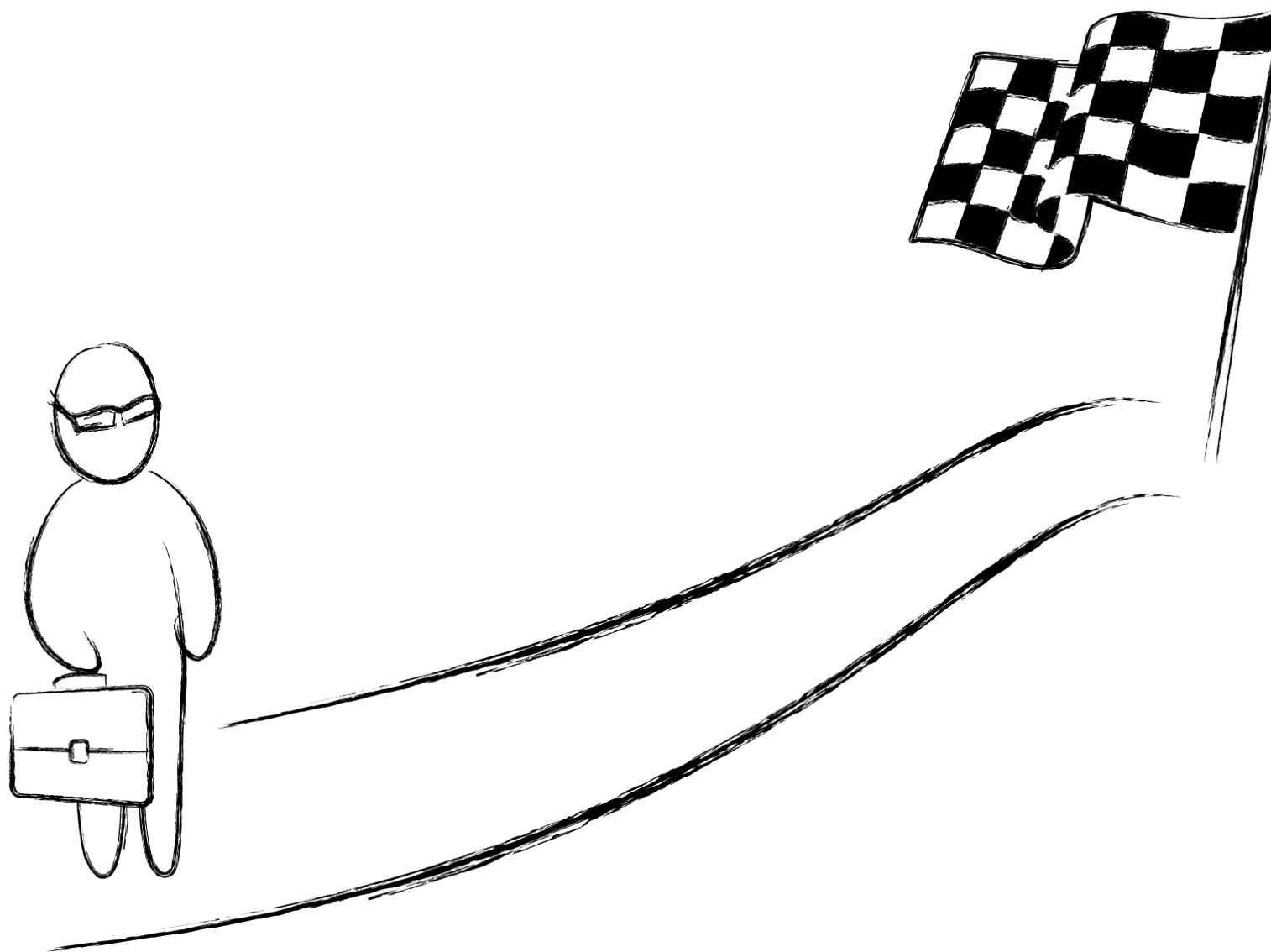
IT-Security

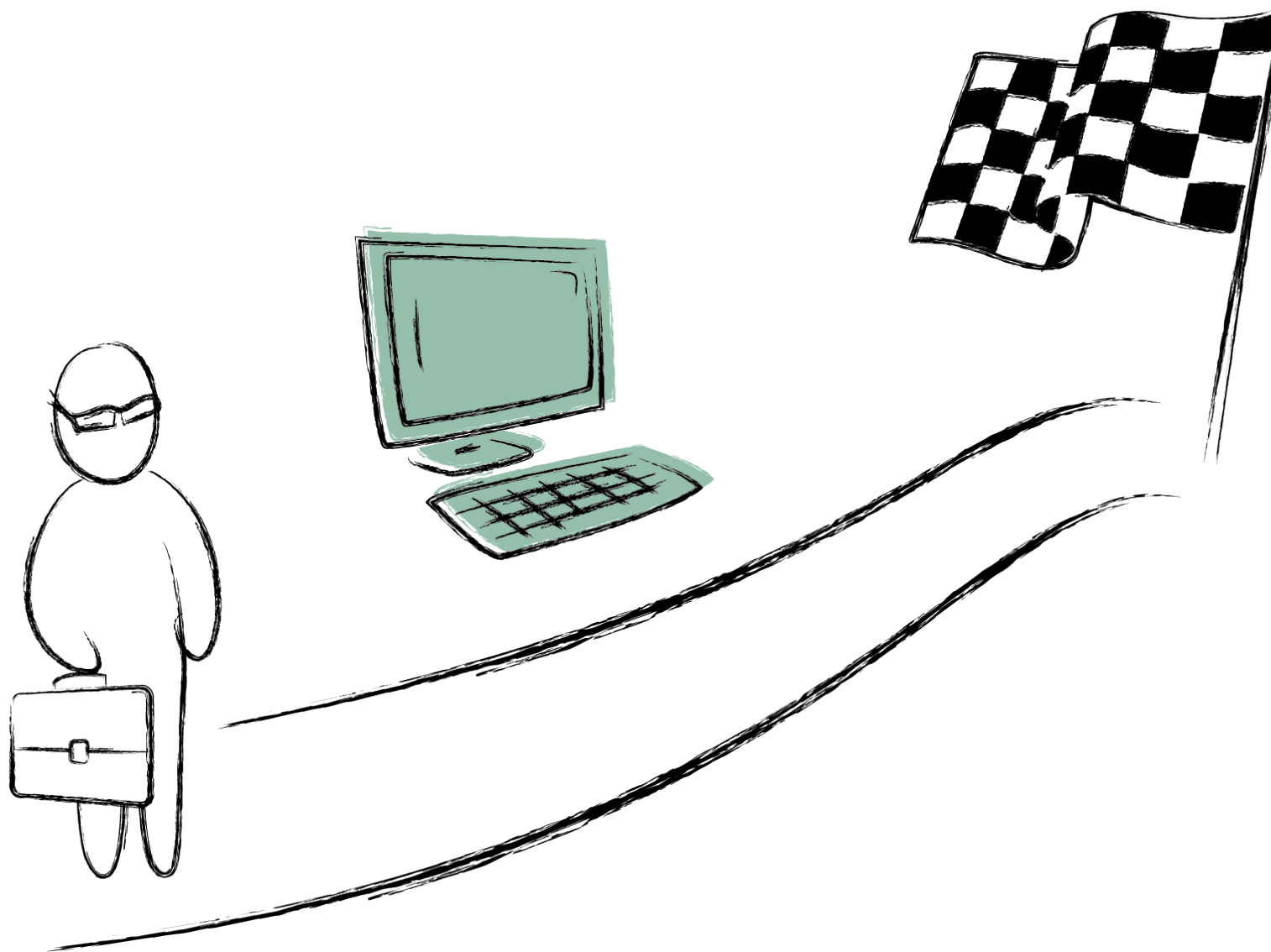
Experience IT-
Security in a
positive way



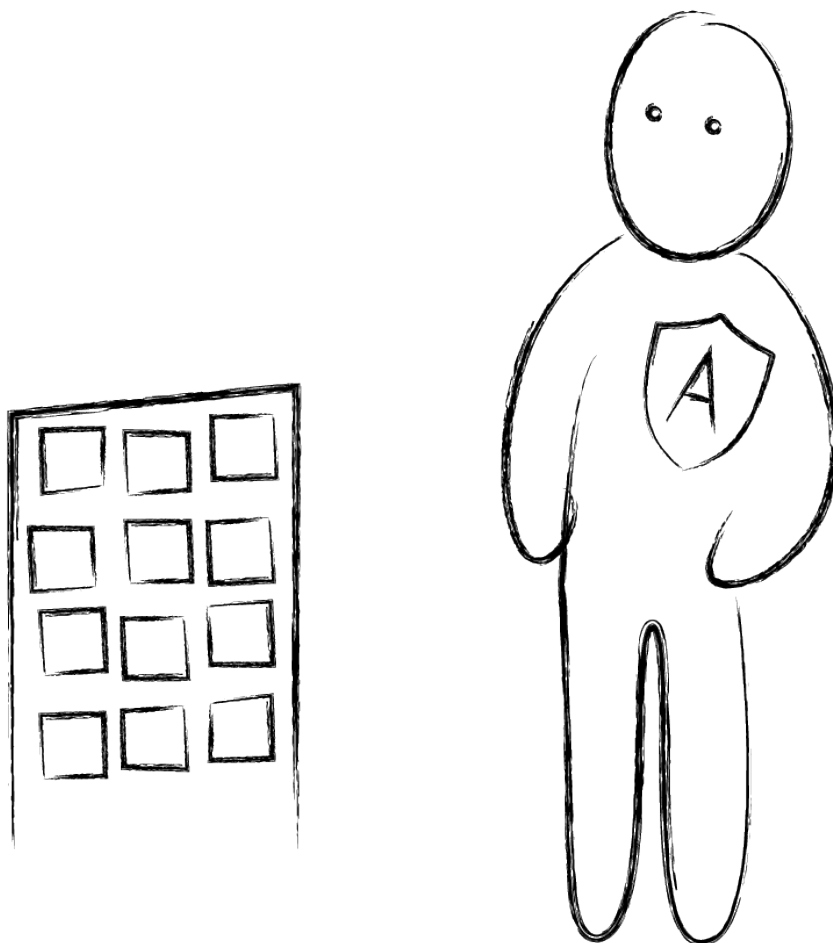


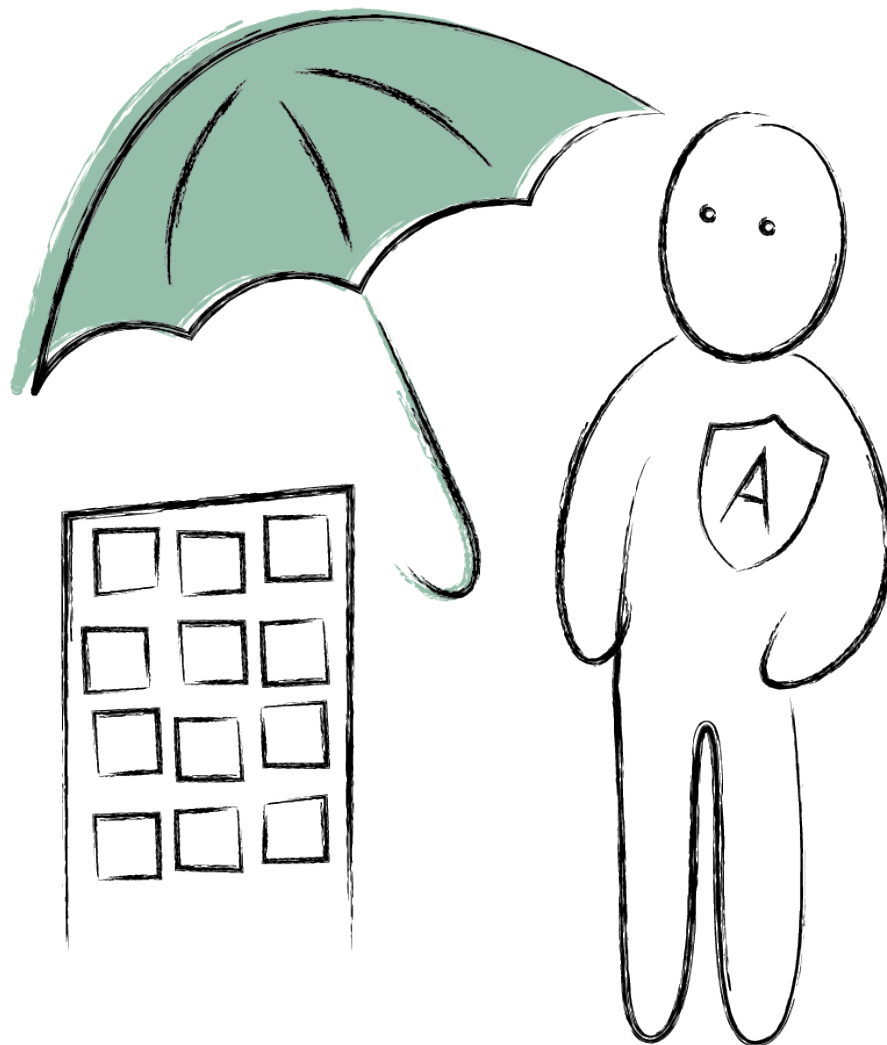


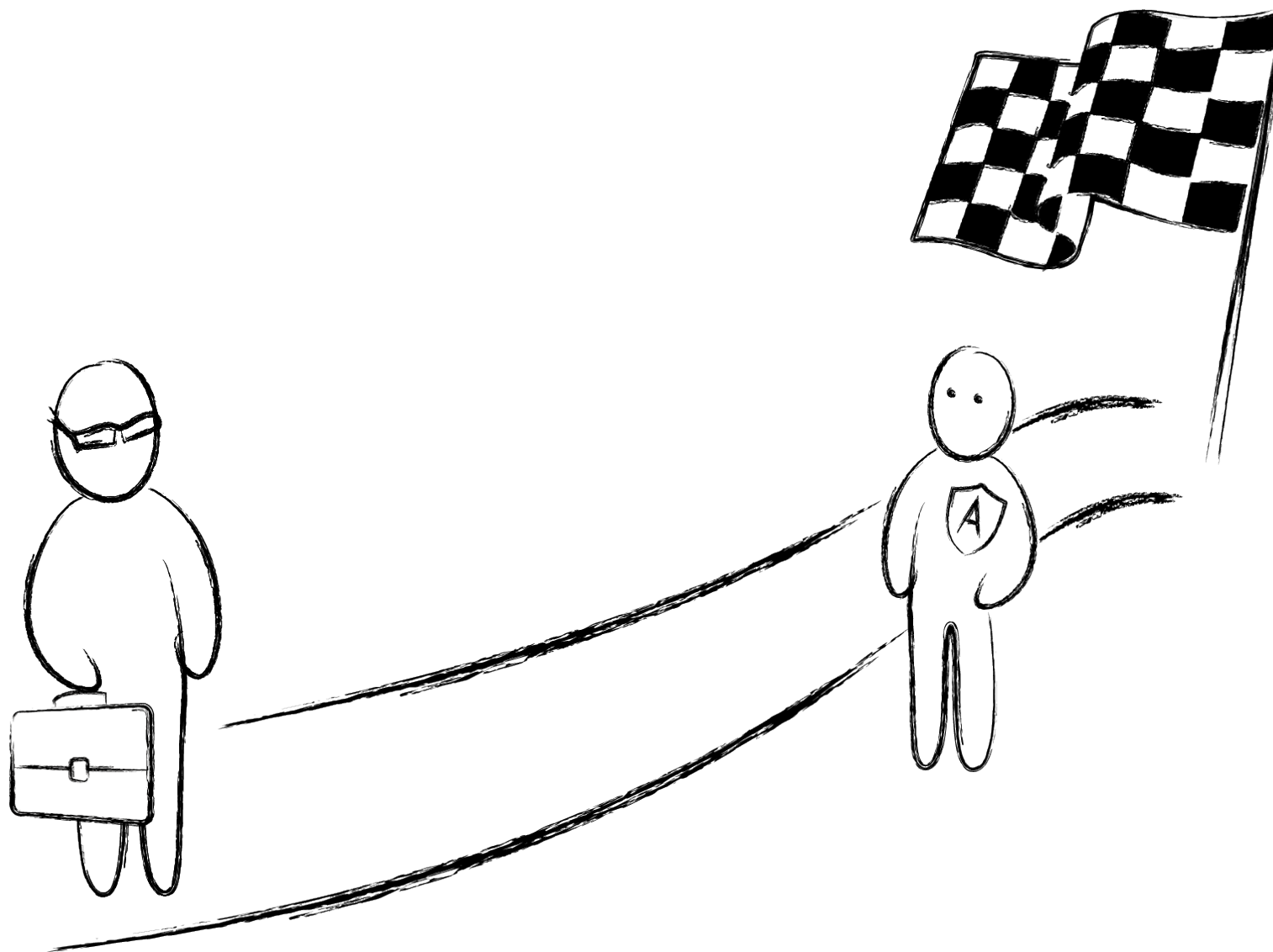


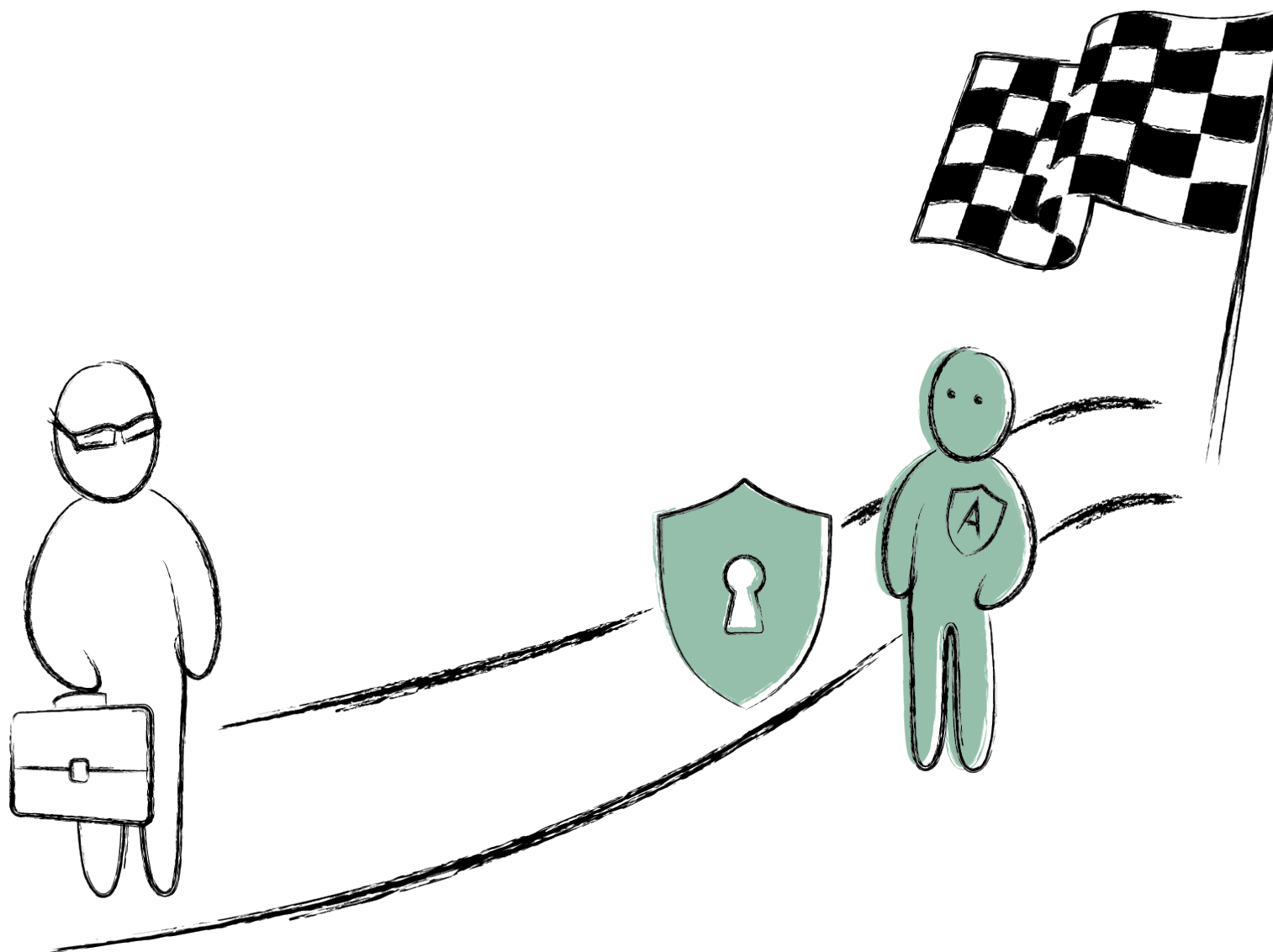


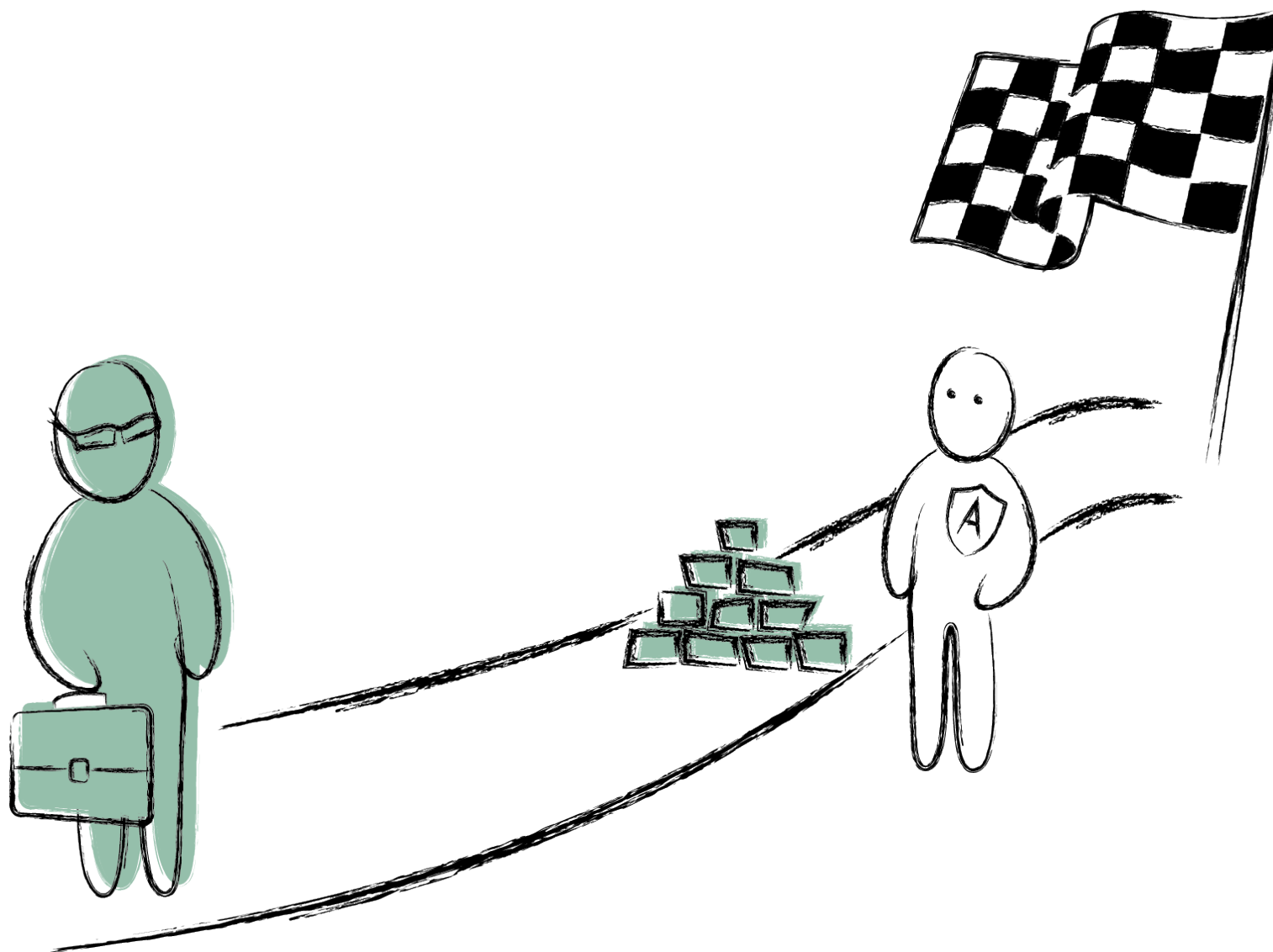


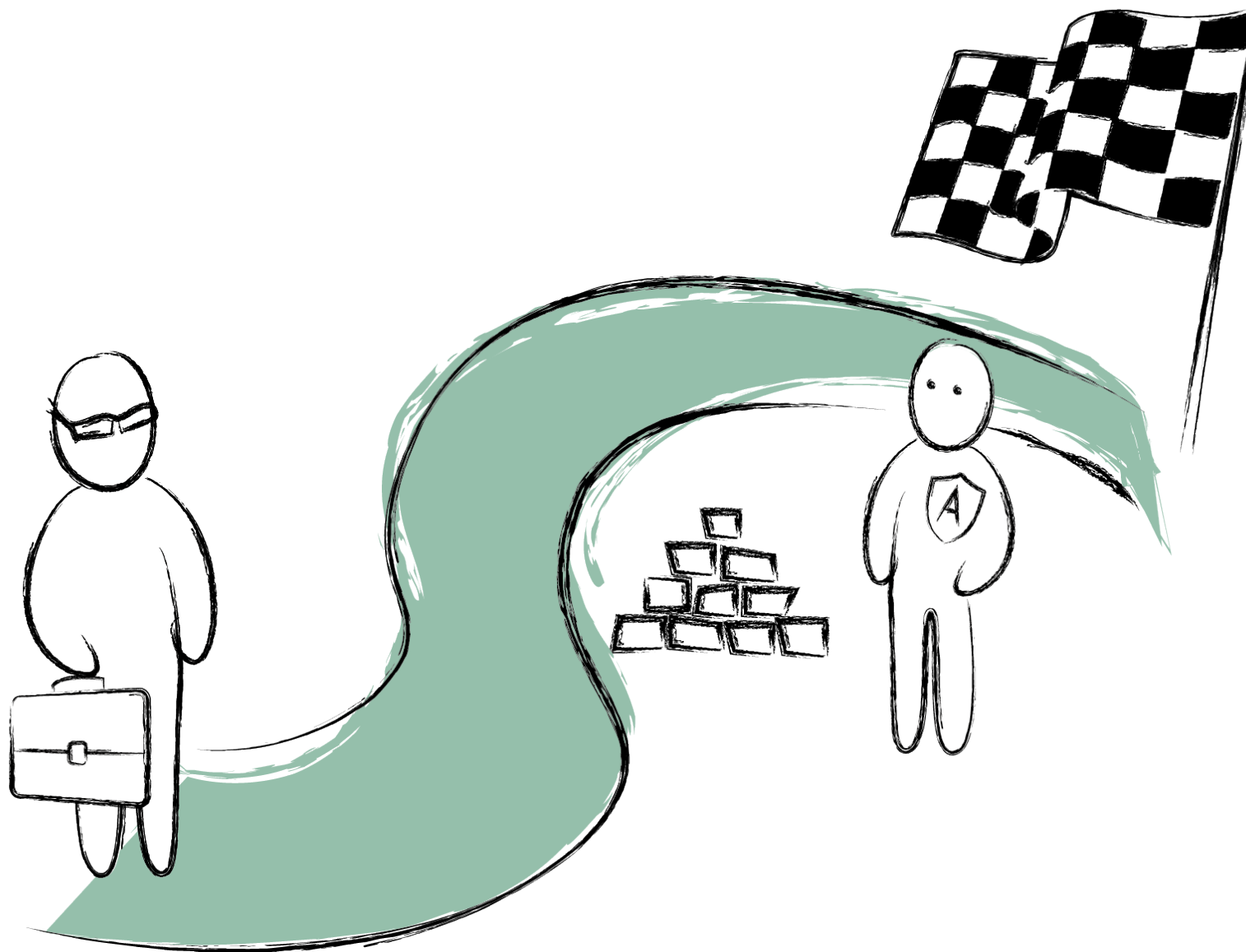


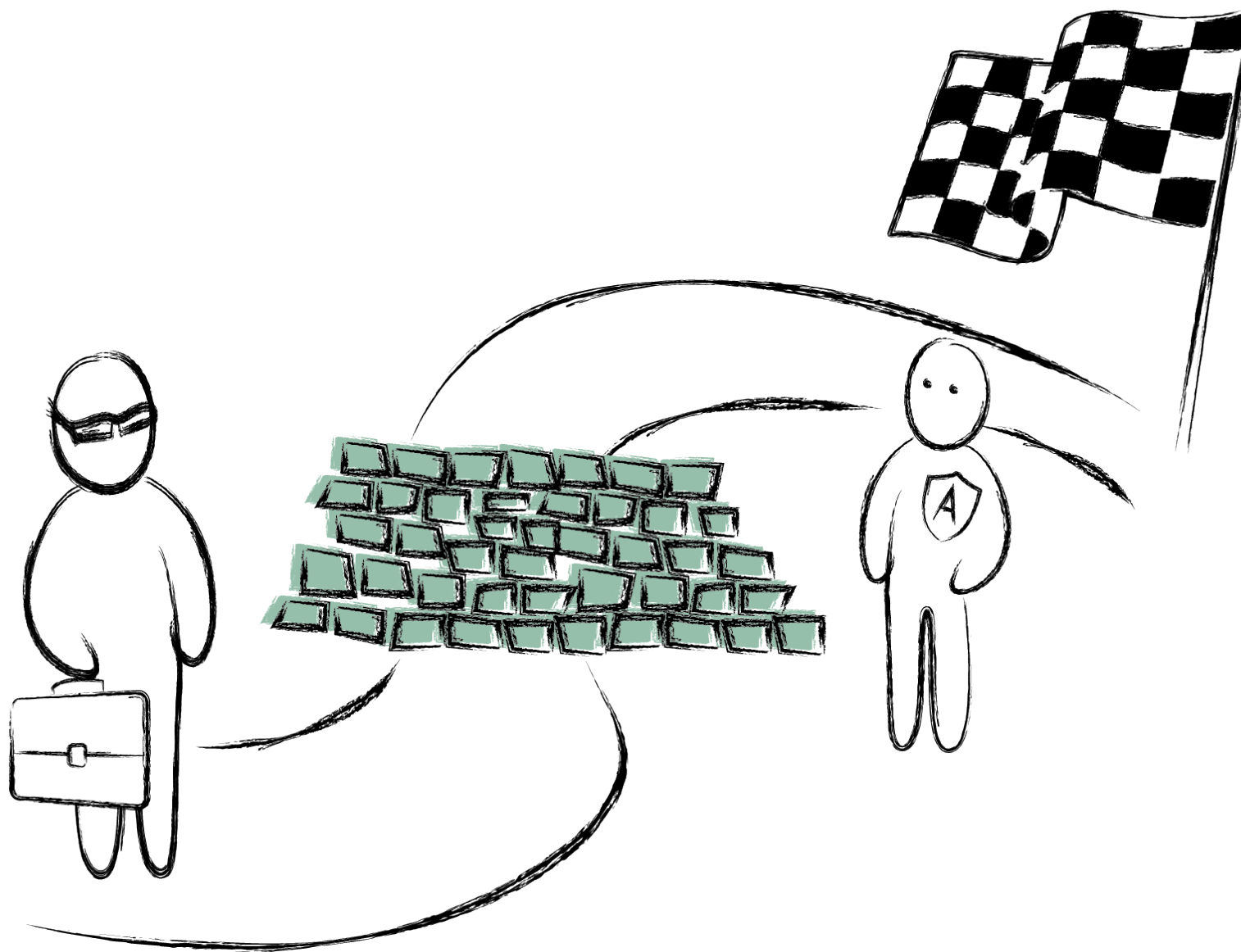


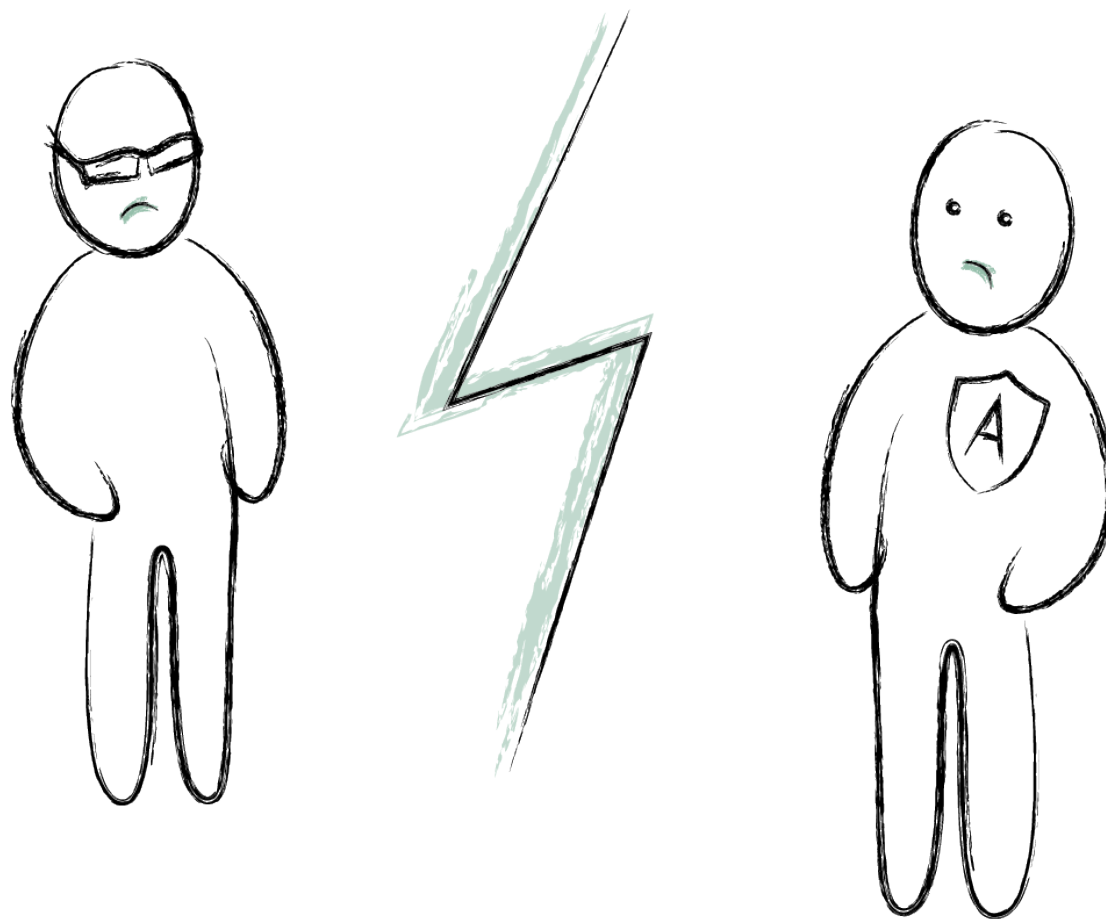


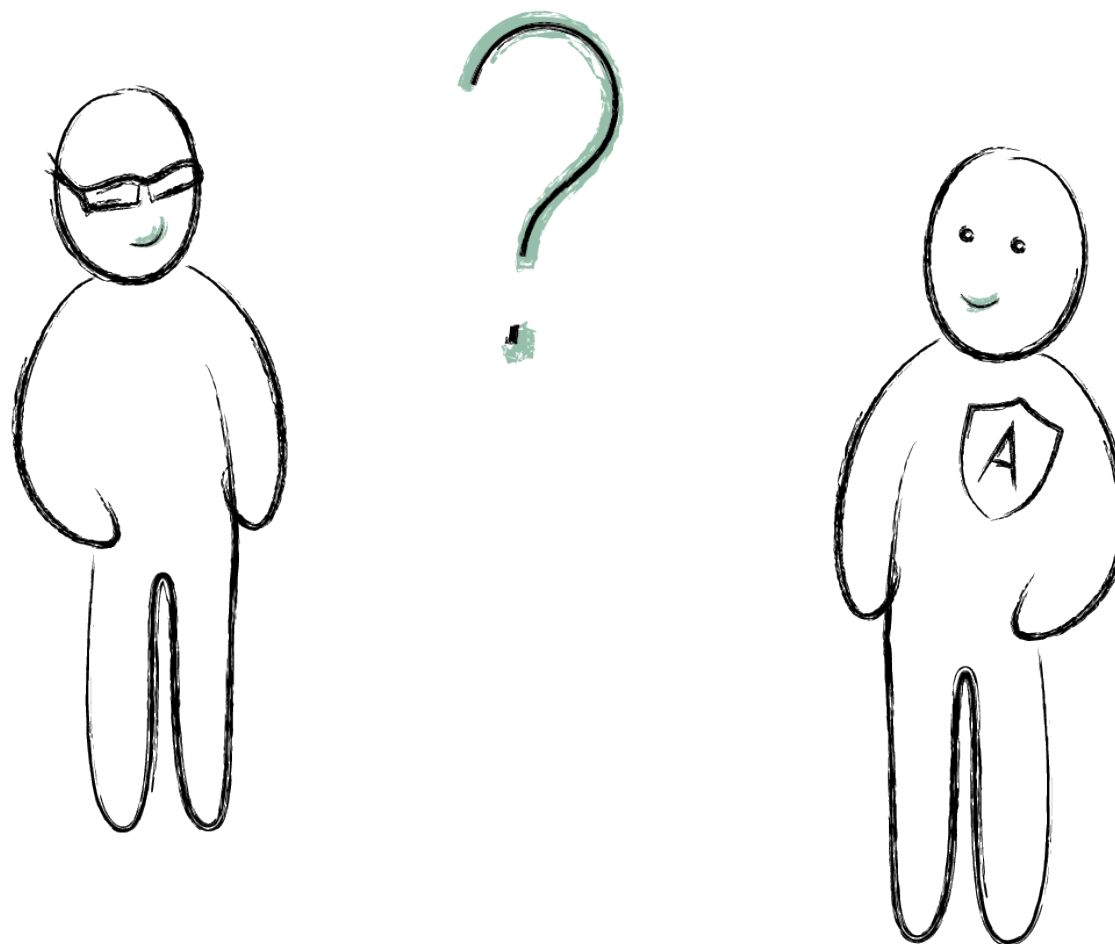












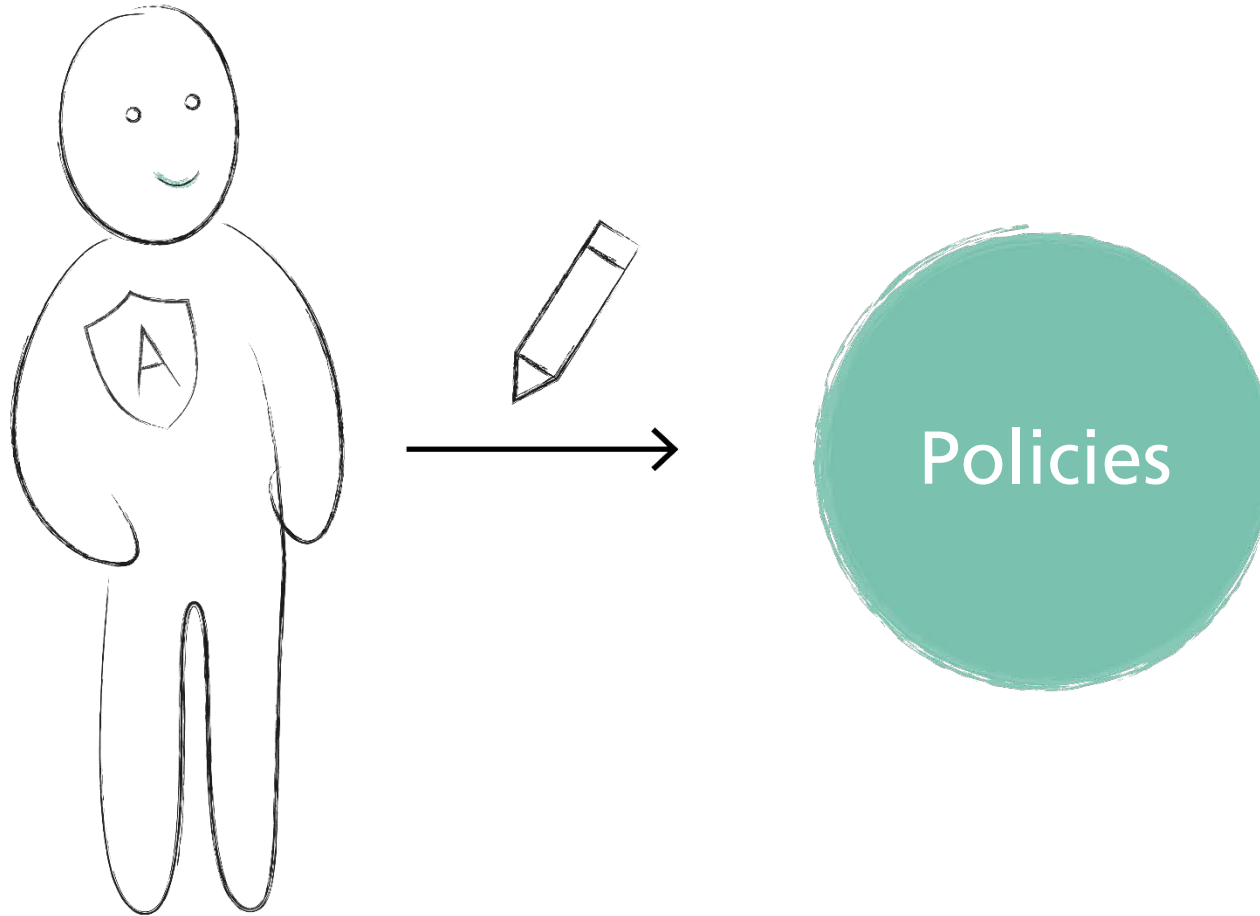
Why UX?



Why UX?



Why UX?

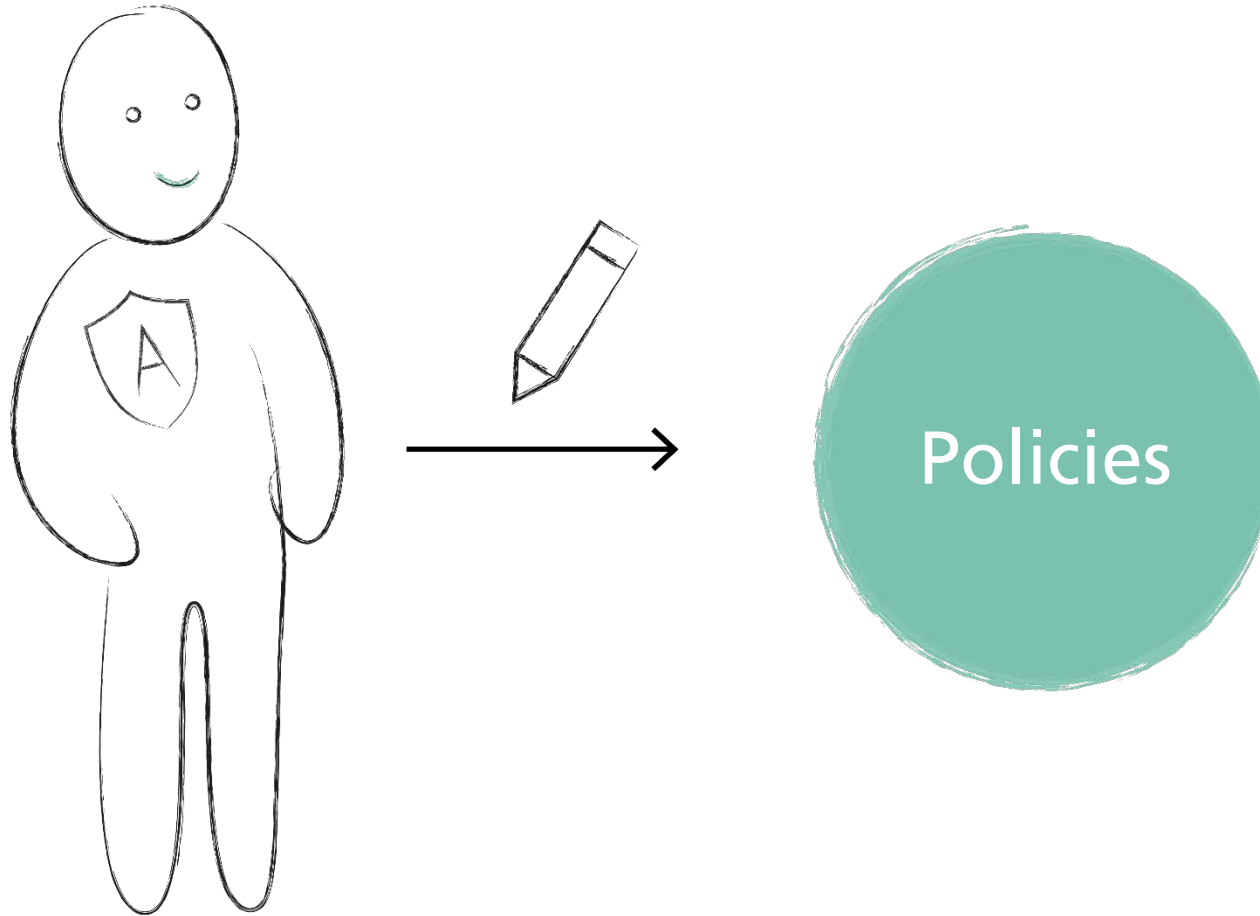


Why UX?

IoT

Industry 4.0

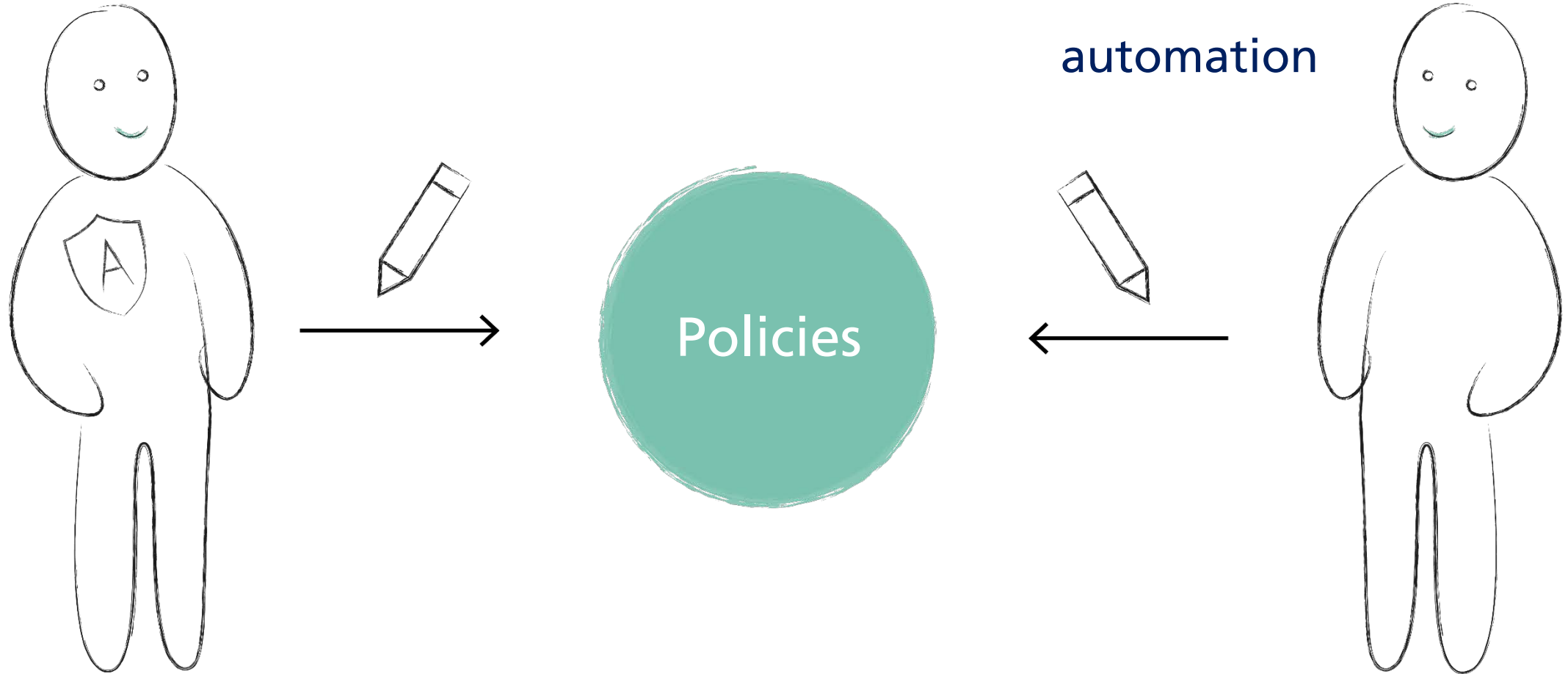
automation



Why UX?

IoT

Industry 4.0



Usability challenges in LIGHTest



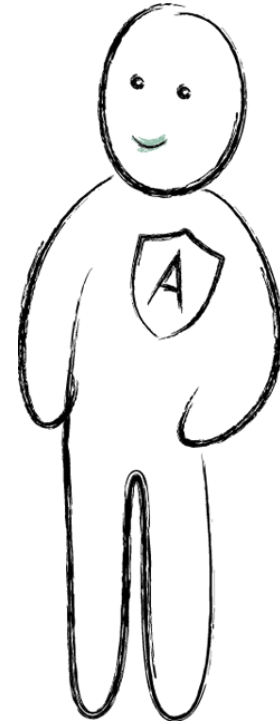
Usability challenges in LIGHTest



Novice



Intermediate



Expert

Usability challenges in LIGHTest



Novice

GE



Intermediate

NL



Expert

TPL

Graphical Editor



Novice



- Basic functionality
 - State which Trust Schemes you Trust
 - State which Trust Schemes you do not Trust
- Basic interaction with graphical building blocks via Drag and Drop

Natural Language Layer



Intermediate



- More advanced functionality
 - State which Trust Schemes you (do not) trust under which conditions
- Interaction with graphical building blocks via Drag and Drop and text parts to create a more natural language kind of feeling

Trust Policy Language Layer



Expert



- Full functionality
- Create powerful Trust Policy using the Trust Policy Language (TPL)
- Programming environment

Prototype of Trust Policy Authoring Tool

Show and explain prototype.

Back-up für Tag 1 oder Tag 2



How to make my products more usable?





Personas



Method by Alan Cooper



Persona = Model users and their Environment

Personas: a real-world example
 If an auto manufacturer tried to build a car that pleased every possible driver...






...it might look like this. Instead of pleasing everyone, the vehicle pleases no one.

What if instead the manufacturer chose three specific drivers, who were representative of larger groups of similar drivers, and tried to please each of them.

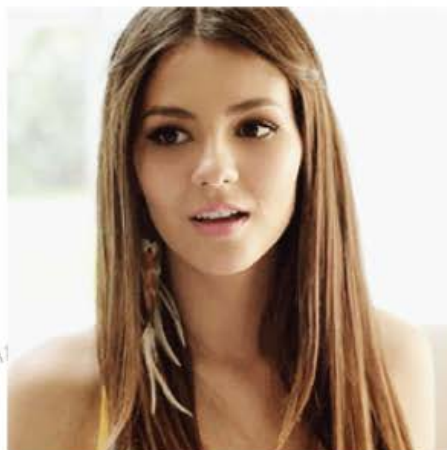
Marge, *mother of three*
 Marge wants safety and room for many passengers. A minivan meets her needs.

Jim, *construction worker*
 Jim wants cargo space and the ability to carry heavy load. A pickup truck meets his needs.

- Description of a **fictitious** representative user, which combined characteristics of different users
- Make them as real (for you and your project team) as you can, e.g. By giving them a name and a look
- Personas are very useful to create a common understanding in the project team
- Personas can be »asked« while the design process if they like the systems
- Personas can be used as a base for later evaluations phases e.g. for selecting test persons

Jasmine **Ultimo**



Age: 21
 Work: Nursing Student
 Family: Single
 Location: NY,NY
 Character: Open Minded

BRANDS

ZARA

RALPH LAUREN

for all mankind

FOREVER 21

GOALS

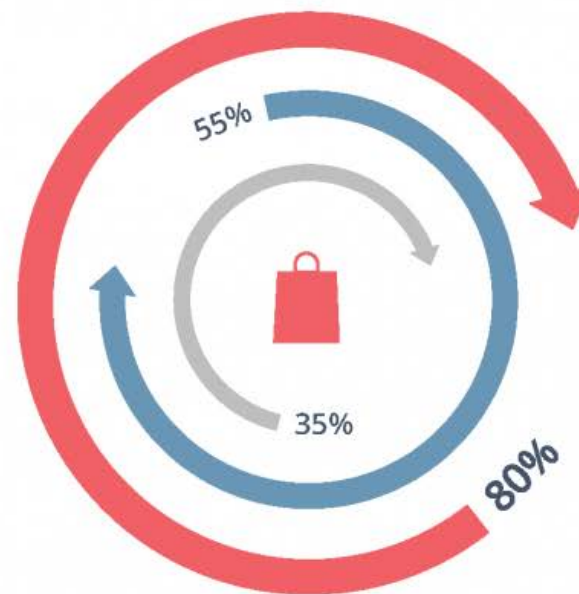
Gain a full-time job as a stylist.
 grow personal clientele base .
 Build a social media presence for brand.

PERSONALITY



BIO

Jasmine Ultimo lives in NYC working as a intern at a hospital part-time and also has a part-time job at foot-locker as a cashier. Her day to day can be very hectic. A typical day in Jasmine's life proves that she is always on the go. She is normally running from school to her internship to work. In between all that she has to fit in time to study and handle the loads of papers you get during the program.



- SHOP ON MOBILE
- VIEW ONLINE WHILE IN STORE
- SHOP ONLINE (ON PC)

FAVORITE APPS



Instagram Facebook



Juan Vindas

TRANSPORTISTA

Disfruto la satisfacción de mis clientes y hacer mi trabajo de manera profesional

DEMOGRAPHICS

Desamparados, Costa Rica

45 años • 15 años de experiencia

Casado • Primaria completa



Huawei Y5
(Low performance device)



93%



6%



1%

ABOUT JUAN

Juan Vindas es un transportista vecino de Desamparados. Tiene 15 años de experiencia en el negocio. Normalmente su día a día inicia a las 7 de la mañana, en donde sale a buscar clientes en almacenes o establecimientos específicos, como Las Gravilias. Cuenta con camión propio y también tiene algunos clientes fijos, normalmente las buenas referencias hacen que consiga nuevos clientes, con los cuales mantiene contacto principalmente por llamadas y por Whatsapp.

Juan es una persona honrada y trabajadora, que vive bajo un alto nivel de estrés y preocupación debido al alto costo de la vida, la falta de clientes y bajas tarifas de transporte. También se desmotiva por la competencia desleal y el alto problema de tráfico que enfrenta el país. Juan con mucho esfuerzo terminó la escuela, su nivel socio económico es bajo, por lo que no tiene acceso a alta tecnología.

RATIONAL NEEDS

- Encontrar buenos clientes
- Solventar sus gastos y deudas
- Obtener un pago justo por sus servicios
- Obtener buenas recomendaciones
- Tener información clara sobre direcciones

EMOTIONAL NEEDS

- Ser independiente
- Disfrutar la satisfacción de los cliente
- Socializar
- Trabajo honesto
- Brindar un buen servicio

PAIN POINTS

- Presión financiera.
- Daños y huecos en los caminos.
- Malas direcciones.
- Exceso de transito / Presas.
- Irrespeto a la señalización de transito.
- Precio del combustible.
- Mala comunicación
- Falta de trabajo.
- Competencia desleal.
- Desgaste físico.
- Colegas malintencionados



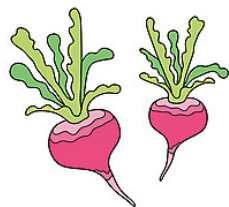
MUST GIVE HIM

- Buenos y fáciles canales de comunicación
- Una herramienta fácil de usar (*Baja curva cognitiva*)
- Soporte a tecnología de muy bajo rendimiento
- Información de transito / tráfico
- Compensación económica justa
- Información actualizada de tarifas

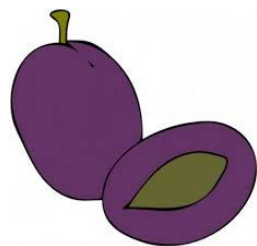
Card Sorting



Card Sorting



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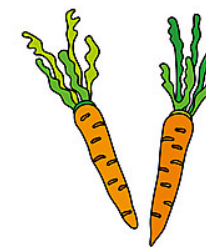
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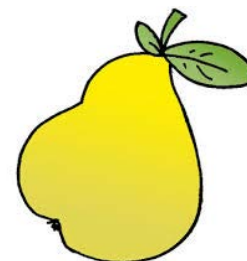
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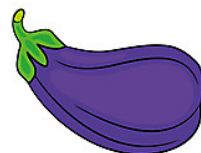
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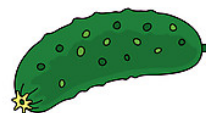
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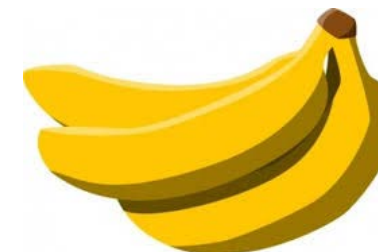
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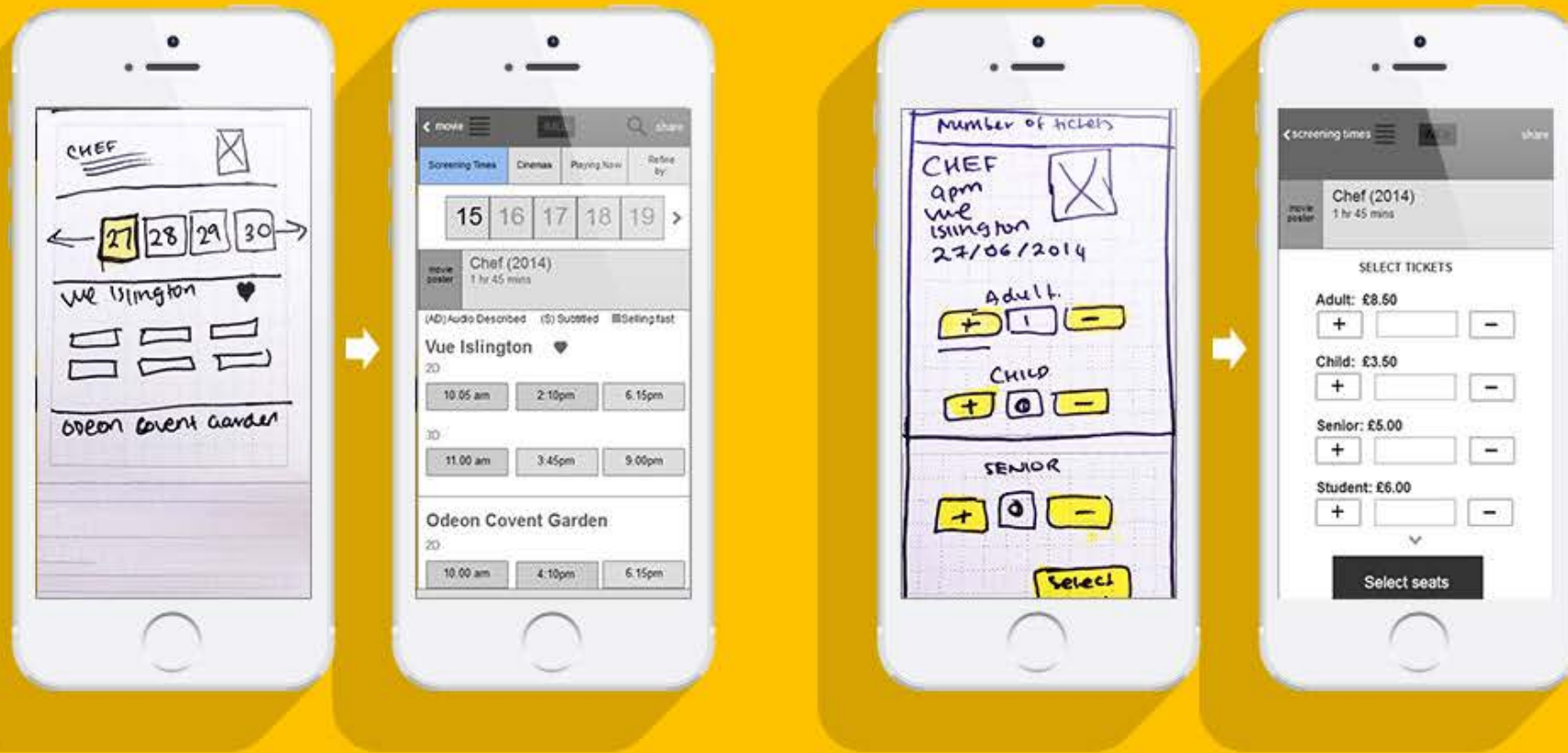


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Skribbeling





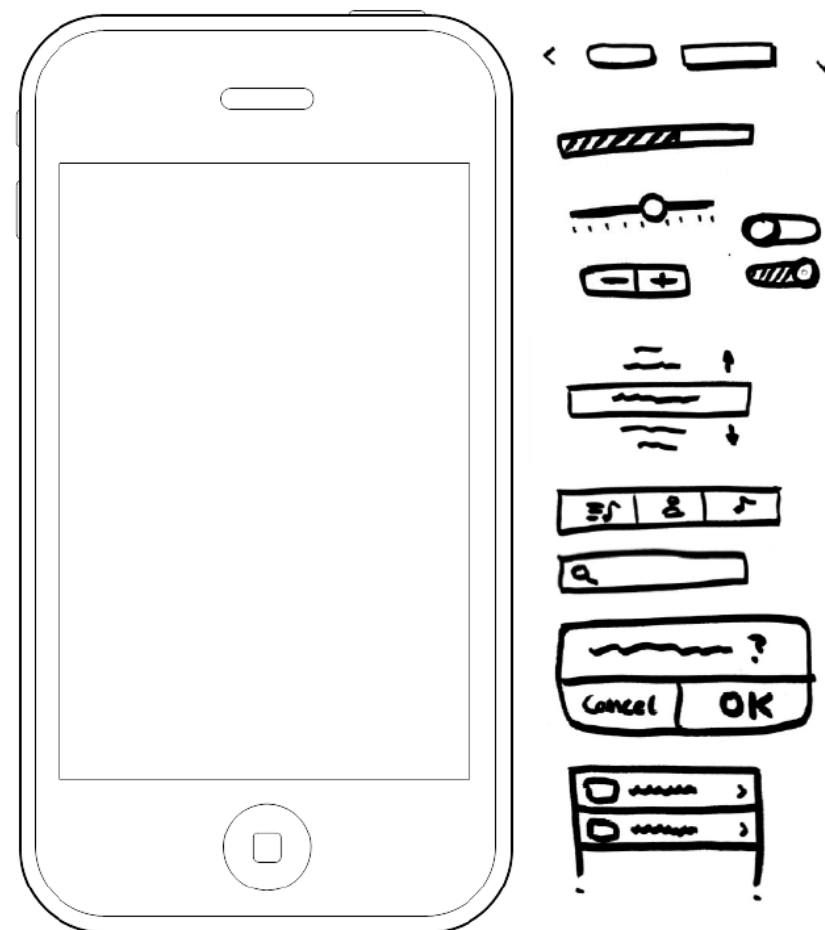
From Low To Hi fi Prototype

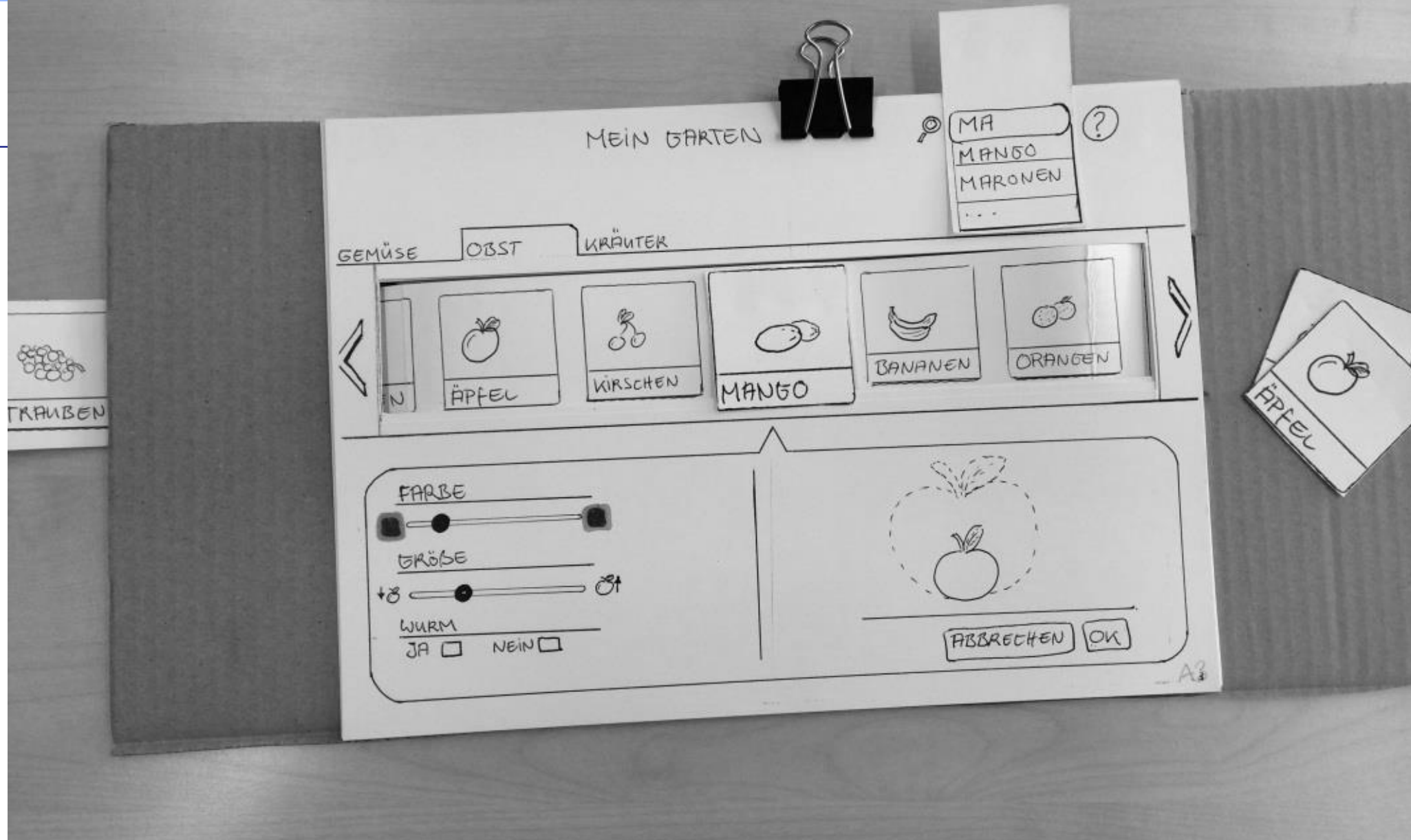
- <http://btribble.com/portfolio/imdb/>

Exercise

■ Scribble a smartphone app

- Alarm Clock
- Calendar
- other





Thank you for your attention.

- Do you have any questions?