What makes your users tick?

The Science of Motivation for Social Software, Crowdsourcing, and User Interfaces

Is your user interface fun? Attractive or displeasing? Frustrating? How do you measure it? Want to replicate the success of Wikipedia? Will game design work for your product?

A We measure motivation. B We quantify it. C We run repeatable experiments. This is a science of design.

Method

Put a Task and Interface on Mechanical Turk, and see how much you have to pay people to do the task with the interface.

We evaluate interfaces in dollars and cents!

Study: Aesthetics

Two interfaces for CAPTCHAs, one pretty, one ugly. Behavior is identical. Ugly needed 0.6¢ more pay to get equivalent work completed.

Study: Button Size

Click on a button 40 times. 3 different sizes. Each time you click, the button moves all the way across the screen. Ugh!

The number of tasks each person chooses to complete is LINEAR in the time it takes to click!

Users are NOT RATIONAL WAGE OPTIMIZERS. They prefer easy to hard tasks... even at the same pay per minute!