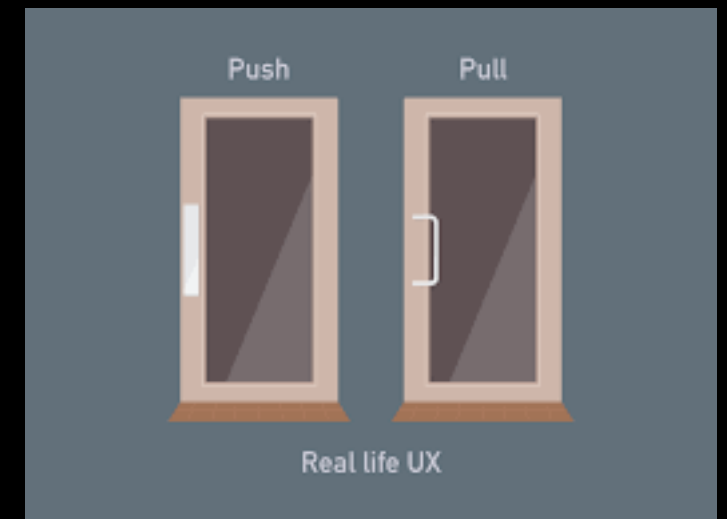
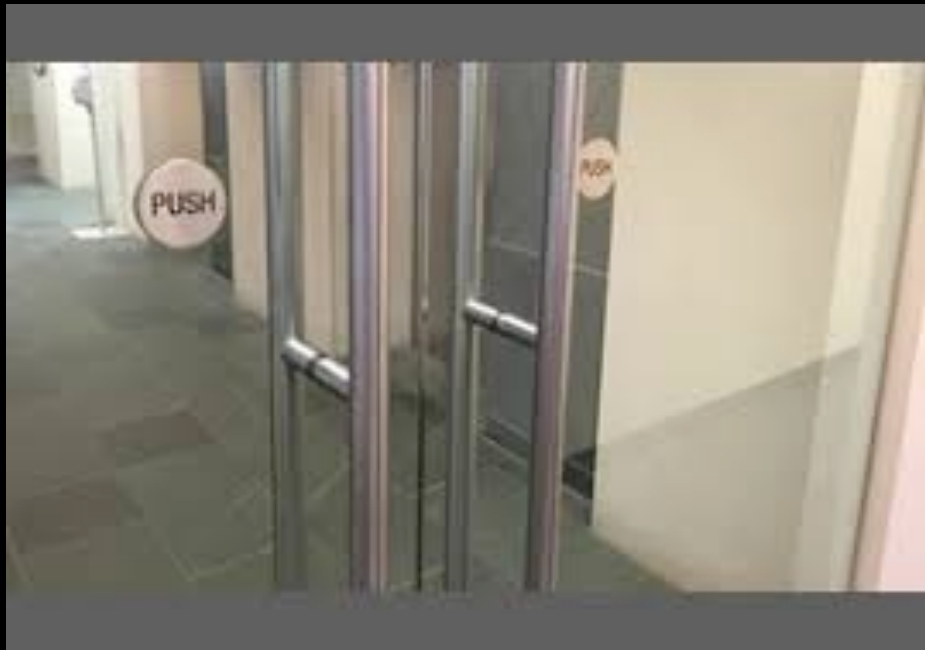


“The Design of Everyday Things”

Chapter One: The Psychopathology of Everyday Things
Don Norman



Discoverability

Is it possible to figure out what actions are possible and where and how to perform them?

Understanding

What does it all mean? How is the product supposed to be used? What do all of the different controls and settings mean?

OVEN

SPEED
COOK

CONV
BAKE
BROIL

MICROWAVE

COOK

EXPRESS

FAVORITE
RECIPES

5:56 AM

TURN TO SELECT

START
PAUSE

CUSTOM
SPEED COOK

WARM
PROOF

DEFROST

REHEAT

TIMER

PRESS TO ENTER

CLEAR
OFF

LOCK/UNLOCK
HOLD 5 SECONDS

Design

- Industrial Design: The professional service of creating and developing concepts and specifications that optimize the function, value, and appearance of products and systems for the mutual benefit of both user and manufacturer
- Interaction Design: The focus is upon how people interact with technology. The goal is to enhance people's understanding of what can be done, what is happening, and what has just occurred. Interaction design draws upon principles of psychology, design, art, and emotion to ensure a positive, enjoyable experience
- Experience Design: The practice of designing products, processes, services, events, and environments with a focus placed on the quality and enjoyment of the total experience

What is human-
centered design?

Human-centered design: the process that ensures that the designs match the needs and capabilities of the people for whom they are intended

Great designers produce
pleasurable **experiences**

Discoverability

- Affordances
- Signifiers
- Constraints
- Mappings
- Feedback
- Conceptual Model

Affordances

Relationship between the properties of an object and the capabilities of the agent that determine just how the object can be used (“is for”, determine what actions are possible)



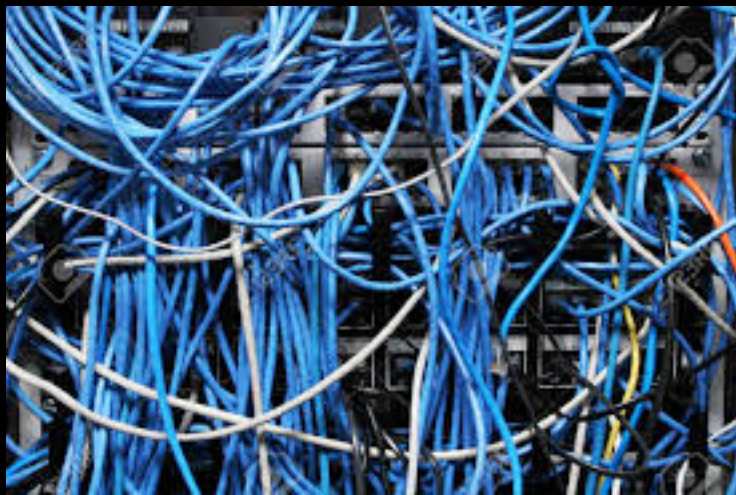
Signifiers

Communicate where the action should take place



Mapping

Intentional design in the layout of buttons or controls



Feedback

Communicating the results of an action



Good conceptual models are
the key to understandable,
enjoyable products: good
communication is the key to
good conceptual models

Paradox

The same technology that simplifies life,
complicates it



Design Requirements

- Usable
- Understandable
- Attractive
- Affordable
- Reliable
- Manufacturable
- Serviceable
- Distinguishable
- Superior

Purchased!!!

Before Next Time

Observation Activity...Pay attention around campus

- Are the doors consistent?
- Are they self-explanatory?
- What about the restrooms? Is the men's always on the right and the women's on the left?
- Where is the sign identifying which restroom it is placed in a consistent location?
- Are the signs written in braille?