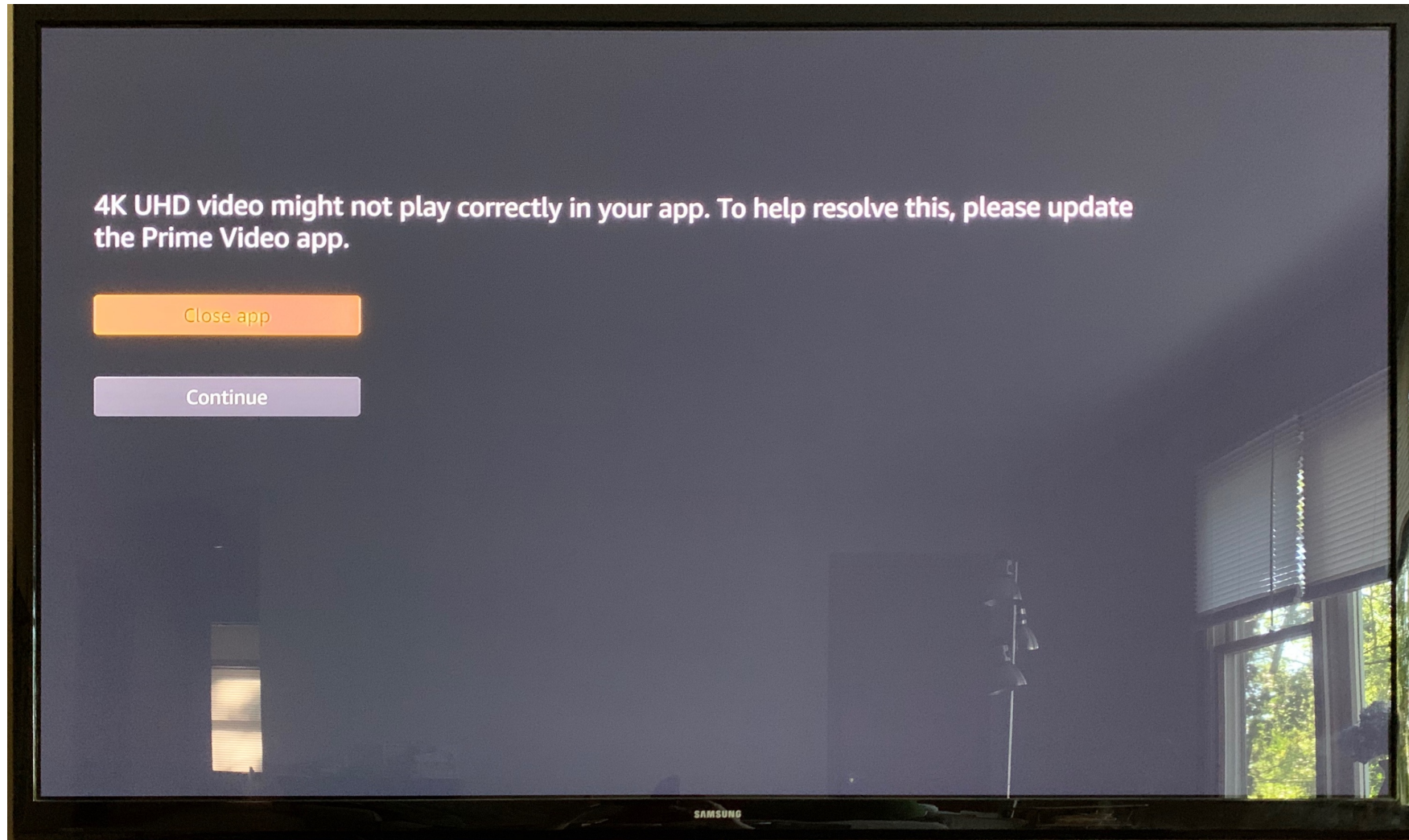


The Psychopathology of Everyday Things

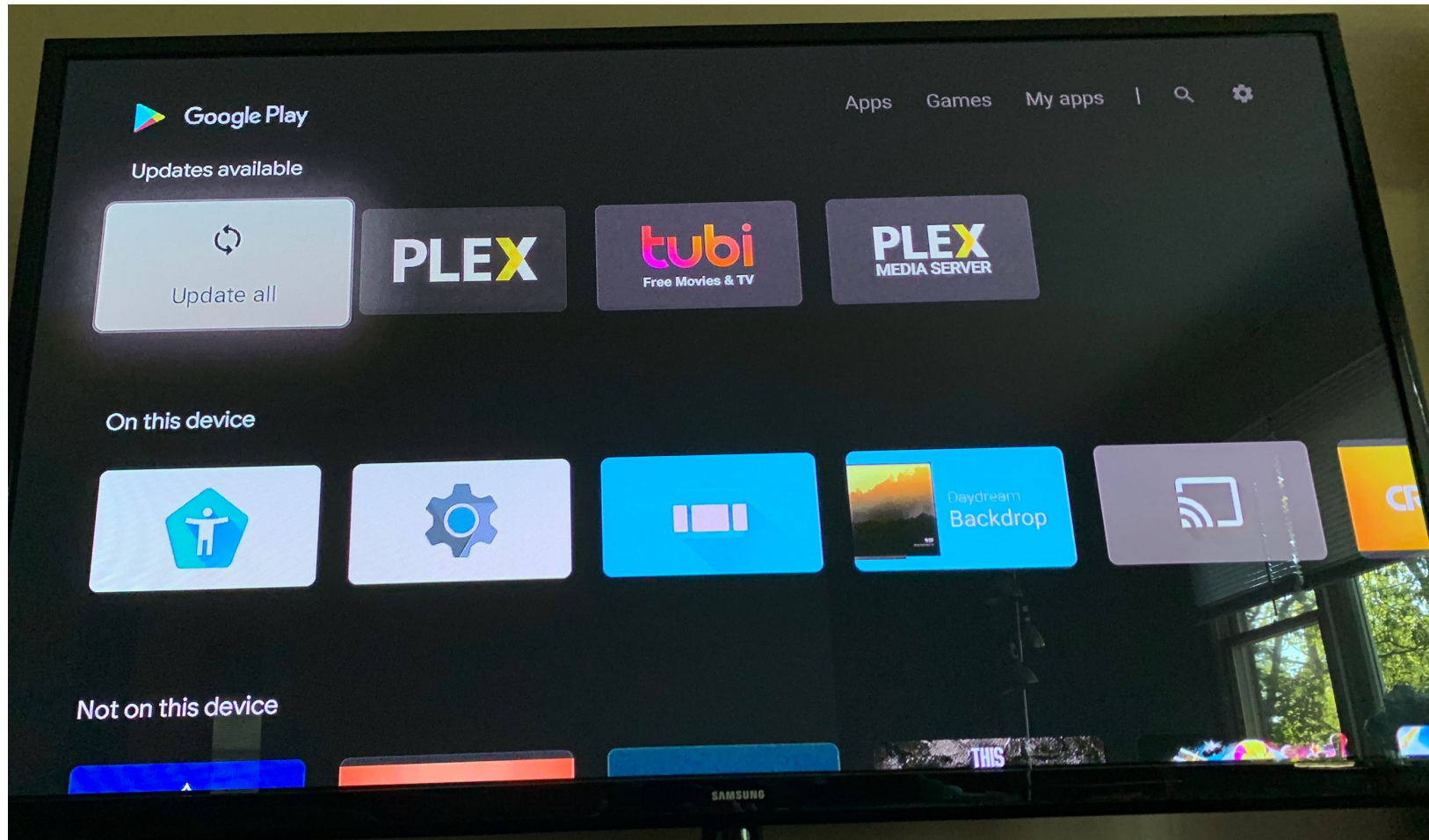
The Design of Everyday Things by Don Norman
Chapter 1

Presenter: Drew Guarnera

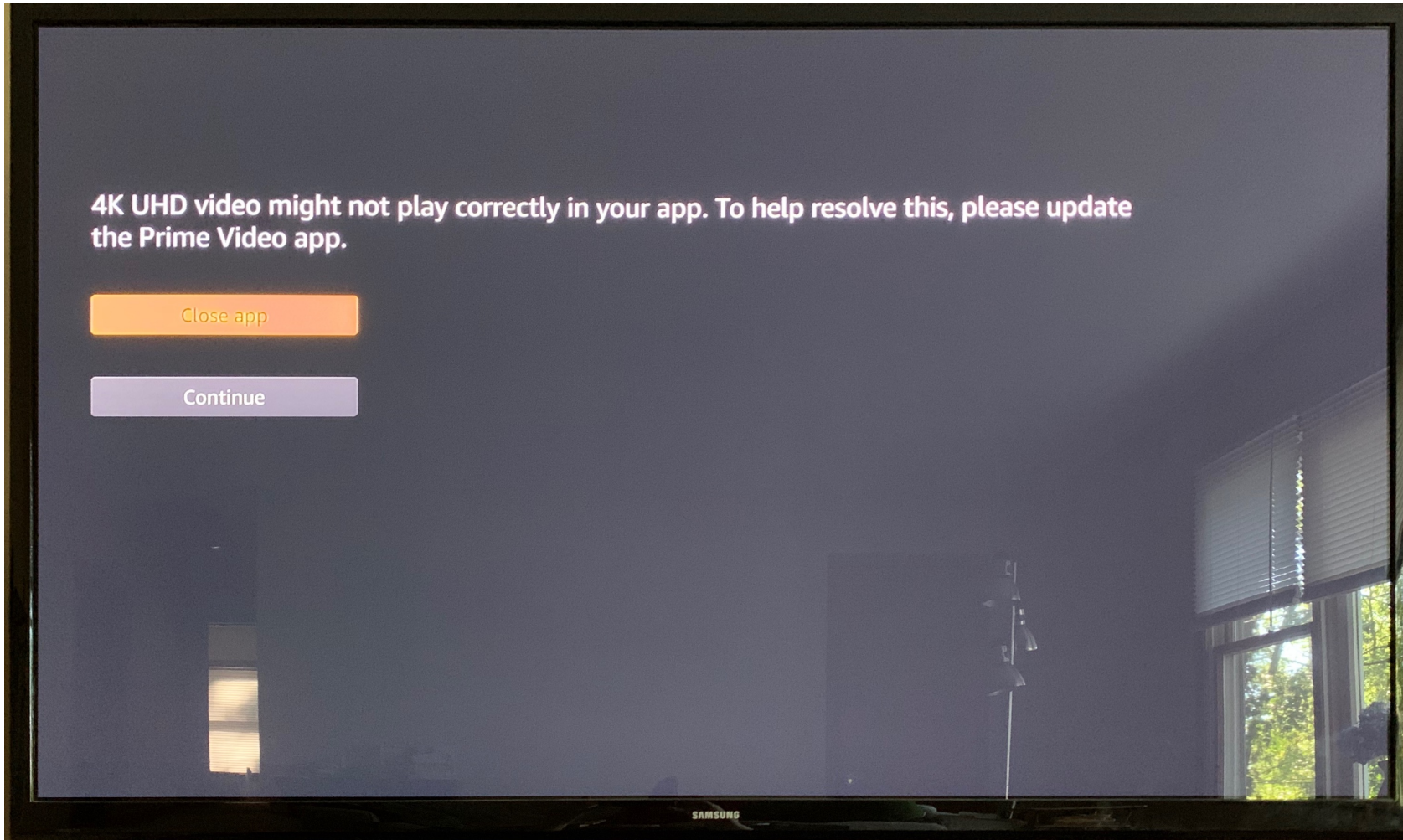
Story Time!



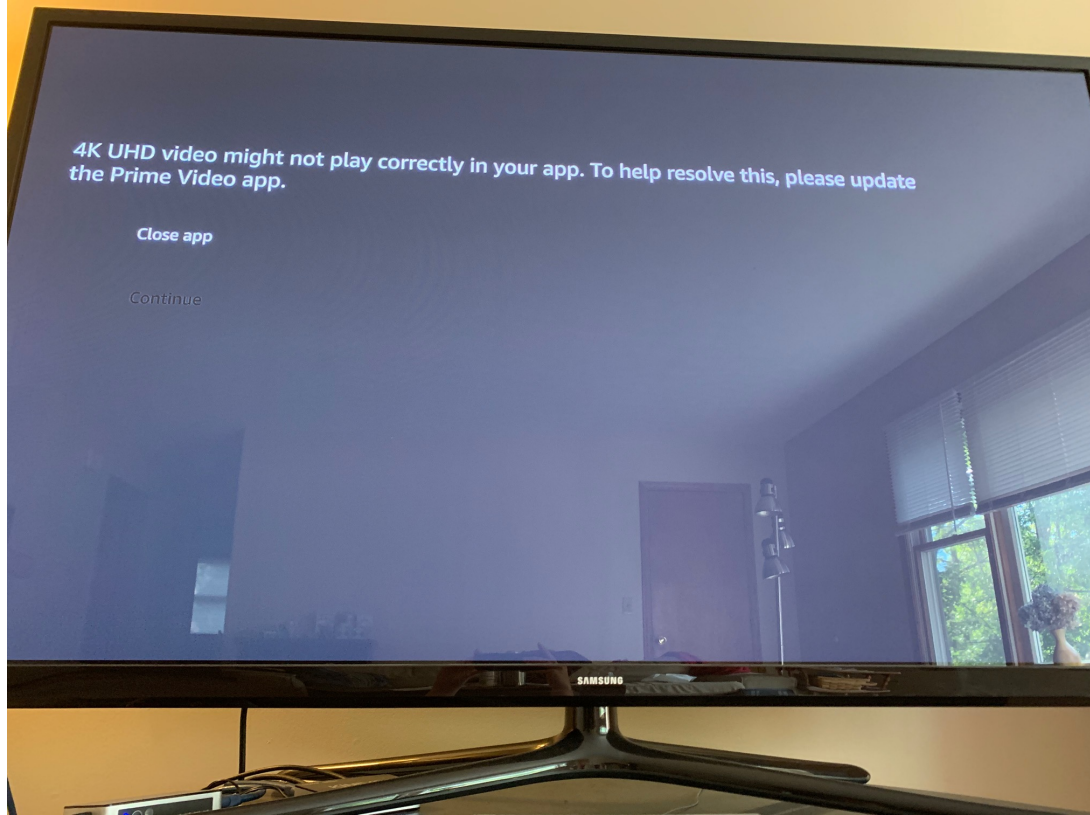
Okay, I'll update...



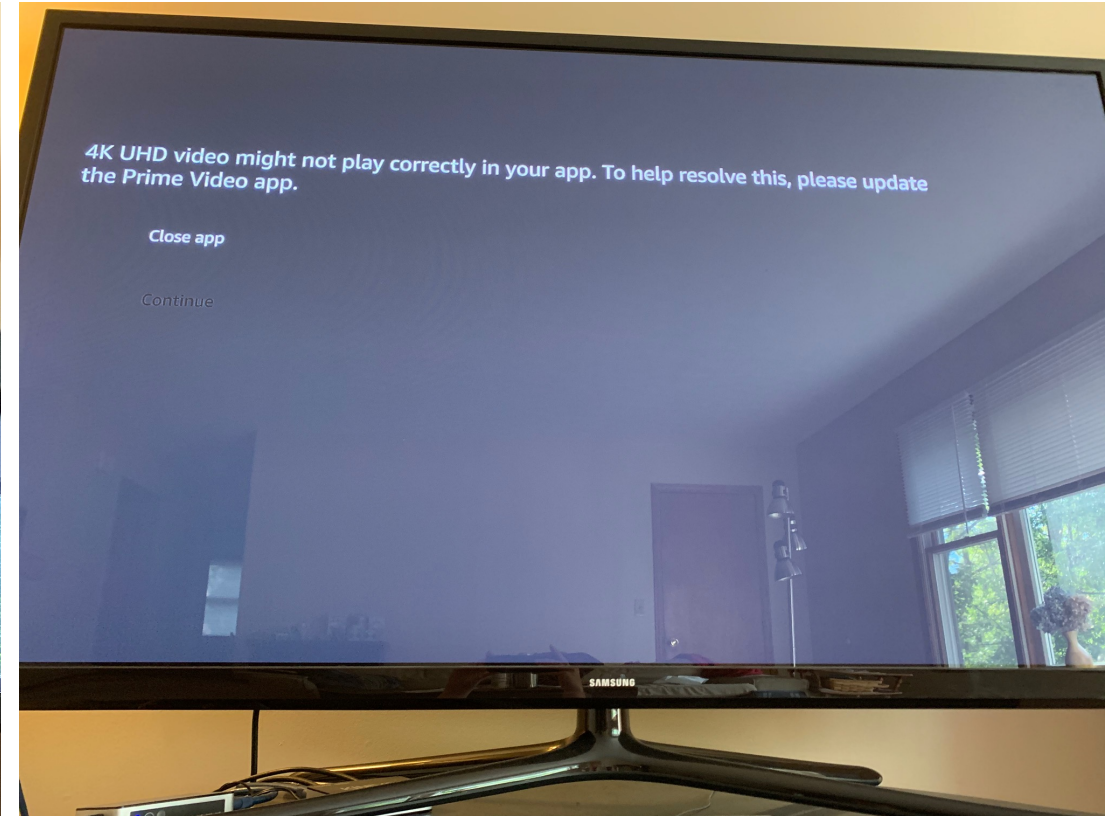
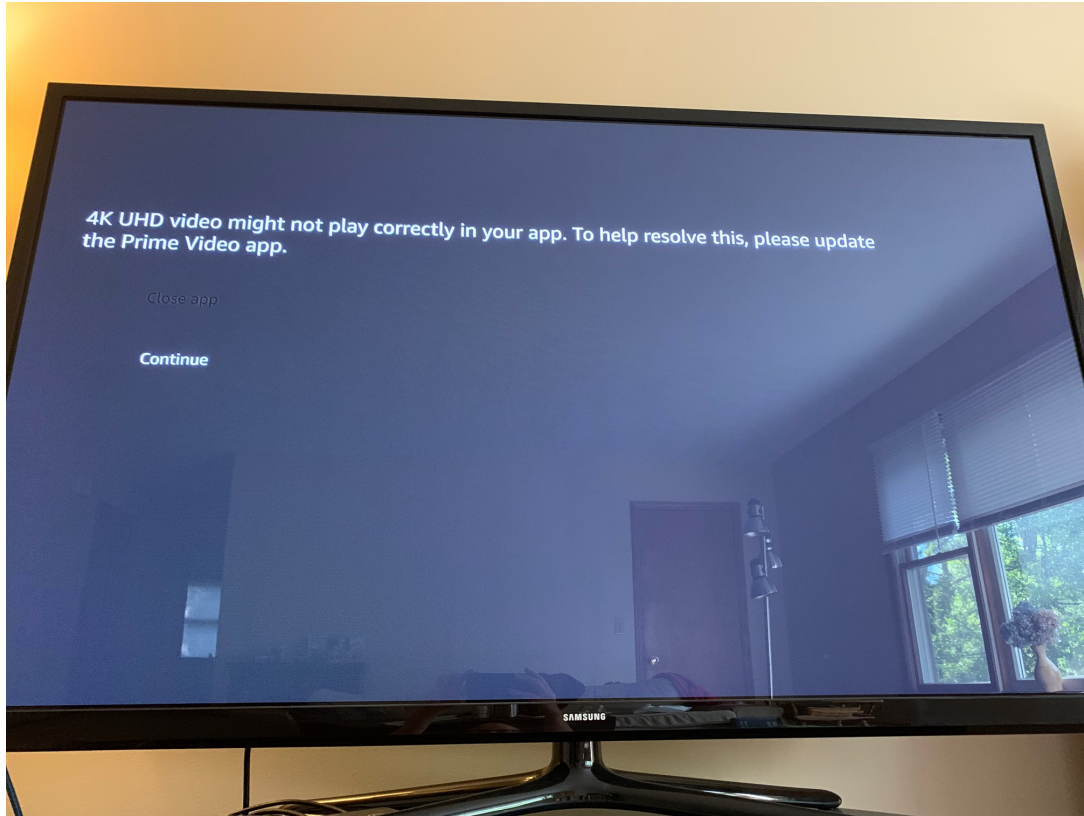
What's Wrong?



Amazon's Revenge!



Amazon's Revenge!



This is a company that has roughly **\$74.43 billion dollars in revenue!**

Story Time Part 2



But what happens when the signs move...



Design....

How hard can it be?

Pull or Push?



Pull or Push?



Pull or Push?



Pull or Push?



Pull or Push?



Pull or Push?



Push?!



Push?!



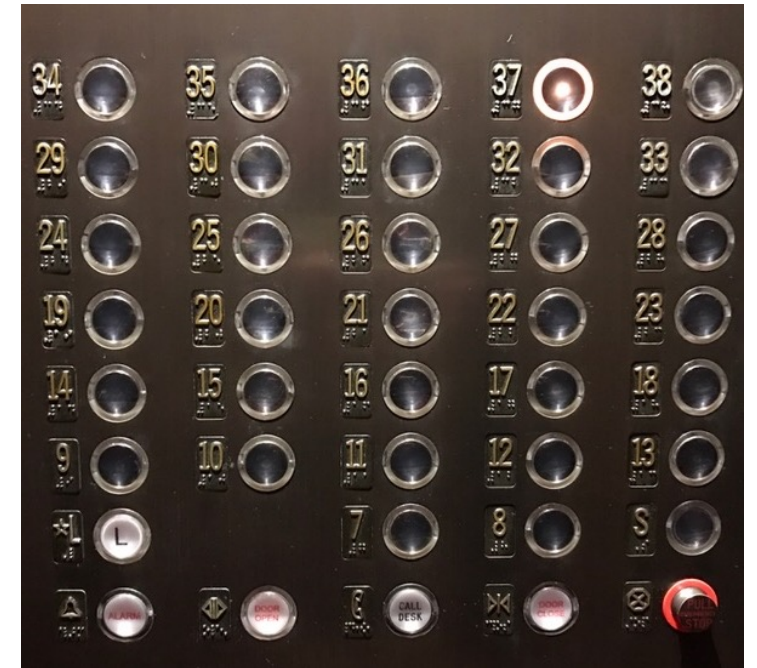
Discoverability

- Can someone figure out what actions are possible and where/how to perform them?



Understanding

- Comprehending the design/product
- How is the product used?
- What do all the parts/settings do?



Design is concerned with...

- How things work?
- How things are controlled?
- The nature of the interaction?

Areas of Design

- How things work?
 - Industrial Design
- How things are controlled?
 - Interaction Design
- The nature of the interaction?
 - Experience Design

Design Issues

- Technological limitations
- Limitations to save time/money

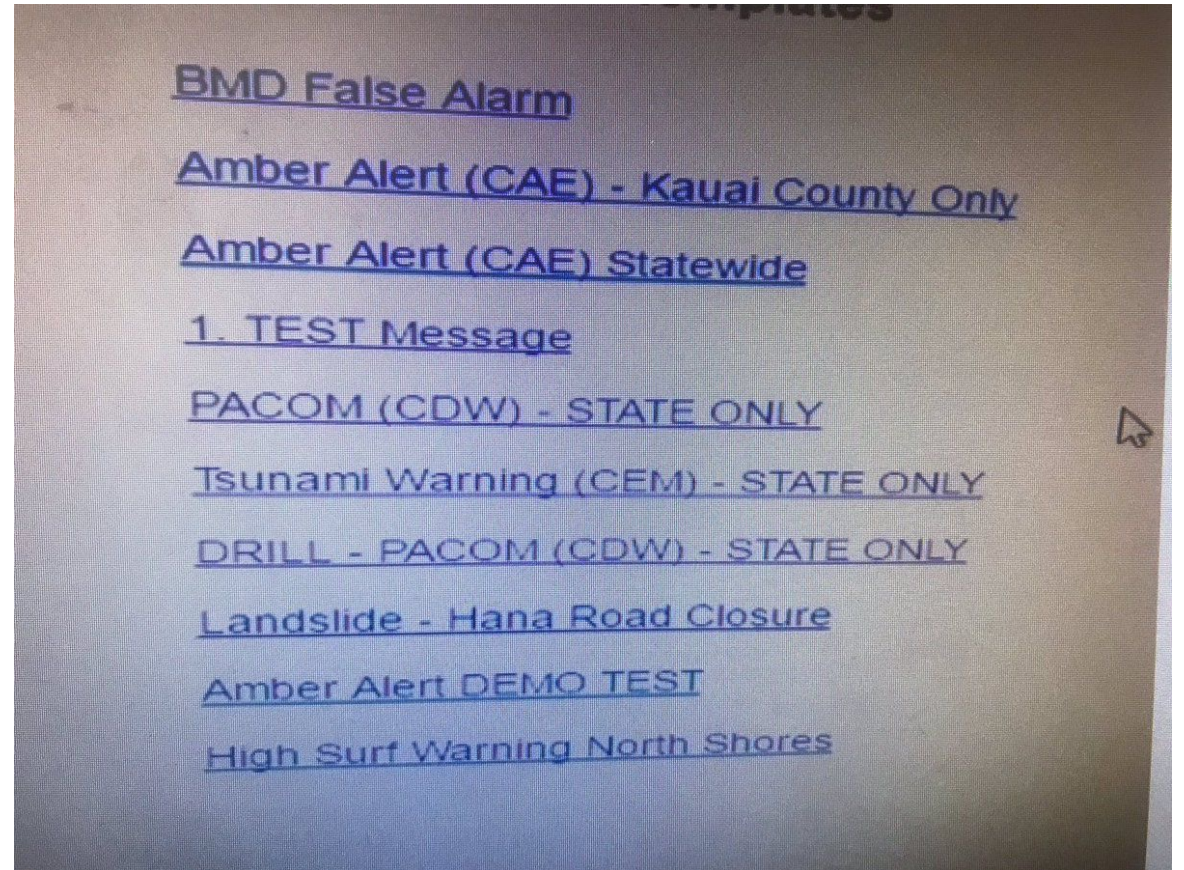
Design Issues

- Technological limitations
- Limitations to save time/money
- A problem of perspective

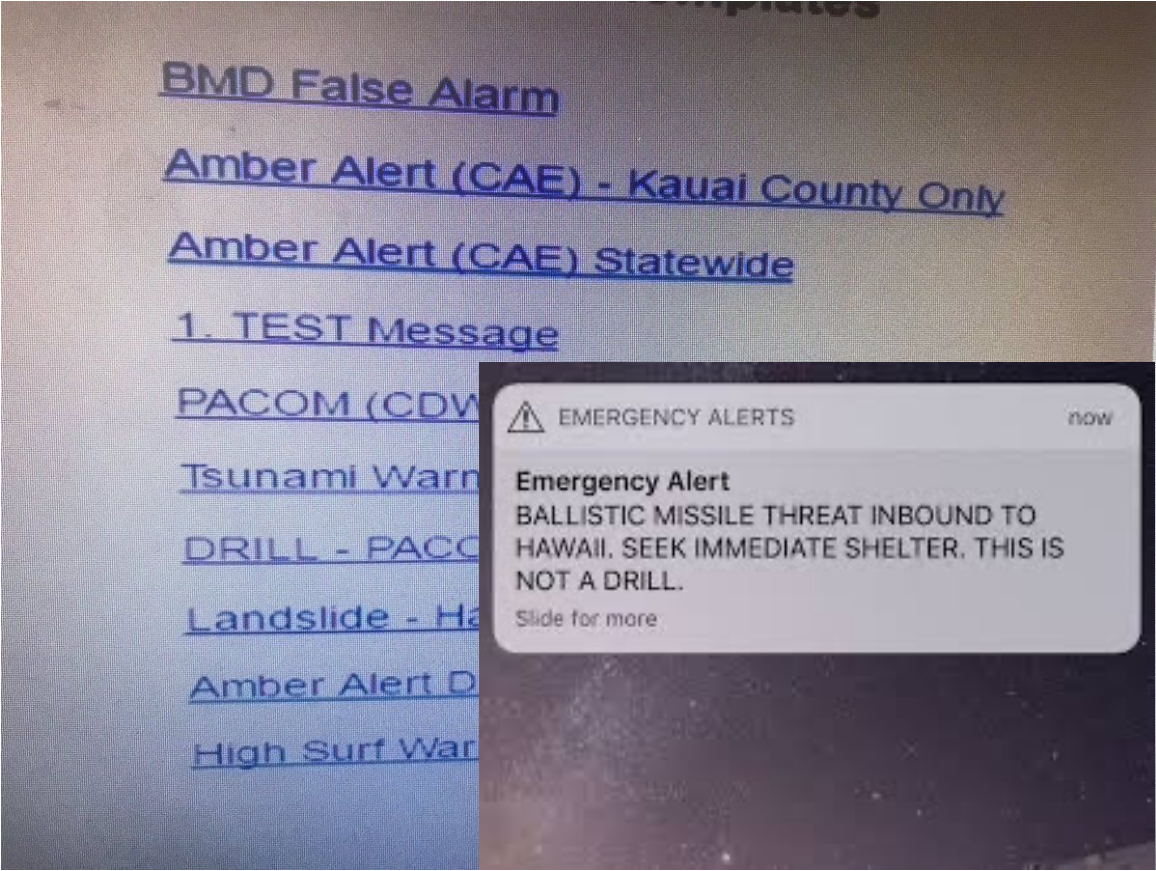
Logic vs Empathy

- Lacking an understanding of human behavior
- Forgetting that the designers often aren't the target audience
- Getting "too close" to the product
- Limited built in "forgiveness" for errors
- "Read the Manual!"

The Results?



The Results?



The Takeaway

Do not design for how you want people to be!

Human-Centered Design

A design philosophy focused on understanding the needs, capabilities, and behaviors of human beings and adapting the design to accommodate.

Requires:

- Understanding psychology and technology
- Good communication
 - Particularly from machine to person
 - Critical for when things go wrong

Fundamentals of Discoverability

- Affordances
- Signifiers
- Constraints
- Mappings
- Feedback
- Conceptual Models

Affordances

- The relationship between an object and a person and what that person can do with the object
- What interactions with the object are possible?



How We Identify Affordances

- Derived from the world around us
- "Information Pickup" from the senses
 - Sight, sound, smell, touch, balance, etc.
- Affordances can exist even when they are not visible.
 - So how can we find them?

Signifiers

- Signal to communicate where an action can take place
- Can be a mark, sound, or any other perceivable indicator that communicates the appropriate behavior
- Can be deliberate or incidental



Perceived Affordances as Signifiers

- Act like signifiers but can be ambiguous and misleading



Signifiers vs. Affordances

Signifiers

- Always Perceptible
- Show what actions are possible
- Show how actions can be done
- Can be planned or incidental
- Tend to be more important than affordances

Affordances

- Visible or Imperceptible
- Indicate potential interactions
- Can be perceived as a signifier, but can be ambiguous

Mapping

- Create a relationship between two sets of things
- Important for layout and mapping controls
- Groupings can also indicate relations



Feedback

- Communication of the results of an action
- Must be immediate
- Be wary of feedback with little context
- Use light and sound sparingly and when appropriate



Conceptual Models

- Also called “mental models”
- A simplified method of how something works
- Need not be complete or even accurate, but must be useful
- Can differ from person to person and on context
- Constructed from signifiers, affordances, constraints, mappings, and experience
- The aggregation of all accessible information along with the conceptual model is termed the “System Image”

Design Challenges

- Balancing the advantages and disadvantages of technology.
- How to design for new interfaces?
- How to incorporate elements of discoverability?
- How bring together and address all the concerns of the various disciplines involved in development of a product?
- How to do all this while meeting people's needs....while still making a viable product?

WELCOME TO DESIGN 😊

Let's Play a Game!

What is it?



A Juicer



Which do you prefer?

