



# Designing with the Mind in Mind Ch.8

Grant Mitchell

## **Introduction/Key Points**

- Short Term Memory
- External Aids
- Following the information “scent”
- Familiar Paths
- Thought Cycle

# Short Term Memory

- Our attention span is very limited
- We focus mostly on trying to accomplish our goals not what is going on around us
- Inattentional Blindness
- Change Blindness



# Inattentional Blindness

- Our minds focus intensely on our task, making it so we fail to notice events occurring in the environment around us
- Example – With us being so focused on counting the ball we fail to notice the gorilla that comes onto the screen



# Change Blindness

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- Setting your goals on certain points makes it so you can't notice the difference
- Your brain decides what to pay attention to and what not to

# External Aids

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Make changes in your site obvious

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This helps draw attention to the users

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Examples outside of interface design-

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Bookmarks

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Planners

# What do they look like in interface

-File color changing

-Helps user track their work so they know what goes where based on color differences



A screenshot of a file list interface showing five entries. Each entry consists of a folder icon, a text label, and a date. The rows alternate in color: blue, green, blue, green, green. The first row is blue, the second is green, the third is blue, the fourth is green, and the fifth is green.

▶	Can't Edit Prev Entered Data	1/2/07
▶	Cancel doesn't cancel	12/29/06
▶	Missing options	1/13/09
▶	Moving controls	9/14/09
▶	Trapping User	9/14/09

# Following Information “Scent” Towards our Goal



System should direct users  
towards their goals



Designer needs to understand  
what goals a user is likely to have



Each choice that a user makes  
must be followed with options that  
clearly lead to the users end goal



### Confirm

You are already logged in as Grant Mitchell, you need to log out before logging in as different user.

Log out

Cancel

## Example

- Multiple Moodle tabs opening
- System is assuming that I want to look in as a different user
- Not exactly what I am looking for

# Familiar Paths

- Once someone learns how to do a specific task one way a lot of the times they never switch
- People prefer to do a familiar path that works for them than to switch to a newer faster method
- The brain prefers to run on automatic mode during the day in order for you to conserve energy



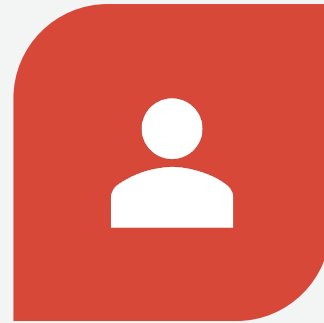


**How do we Help  
Users Change  
These Habits**

# Developer Help



WITH EXPERIENCED USERS IT IS  
OUR JOB TO HELP THEM SPEED UP  
IN THE EASIEST WAY POSSIBLE



GIVE OLD USERS FASTER PATHS  
ONCE THEY HAVE GAINED  
EXPERIENCE

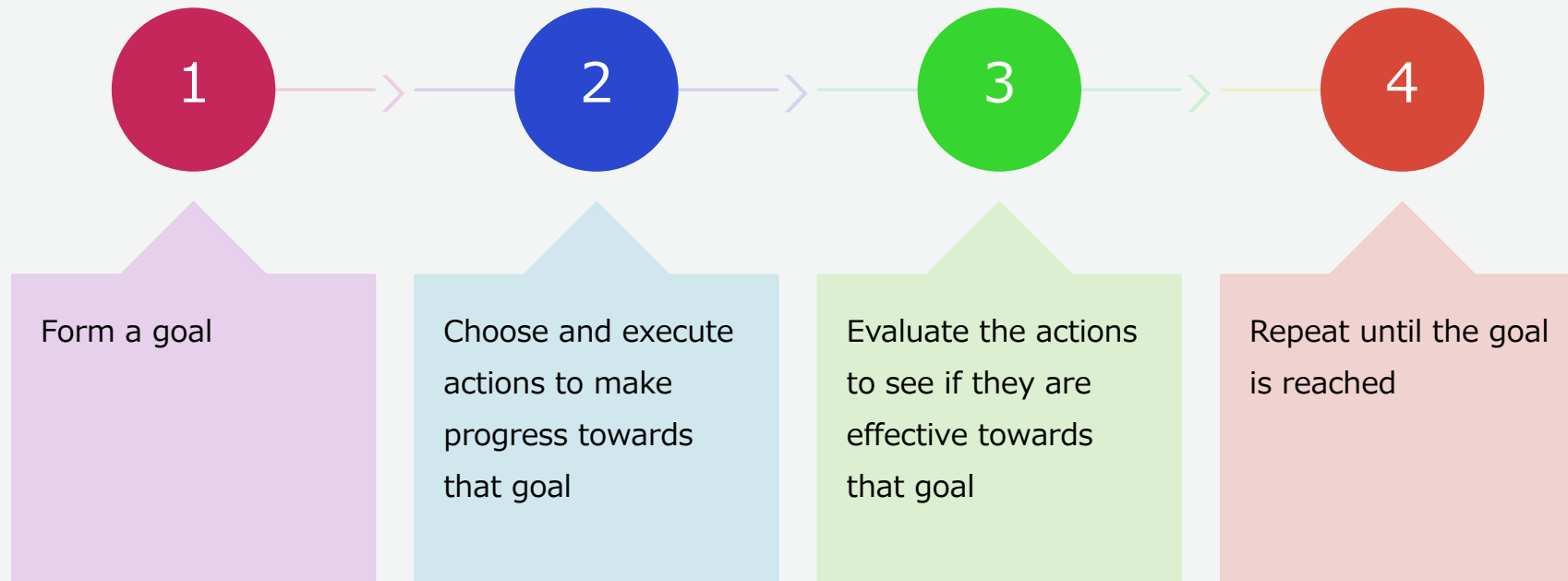


STILL KEEP THE SLOWER PATHS  
FOR THE NEW USERS AND THEY  
CAN GRADUALLY BUILD THEIR  
WAY UP TO THE FASTER PATHS



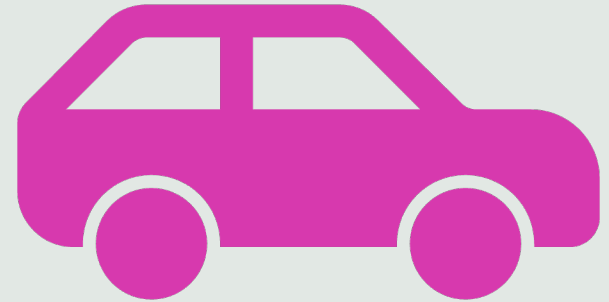
# Thought Cycle

# The Goal, Execute, Evaluate Process



# Example: Going to the store to get food

- Grab Keys
- Get into car
- Drive to the store
- Pick out the food you want
- Check out
- Get back into car
- Drive home
- Put food away

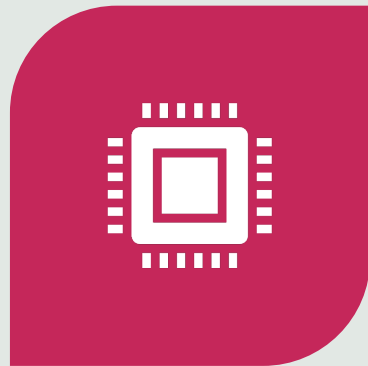


# Users often forget clean up

- As we achieve our primary goal as a user we often forget the cleanup
- Example of this is from my store trip, as I am driving, I turn my turn signal on and forget to turn it off
- My primary goal is driving and getting to the store not my turn signal at that moment



# Developers Job to Think of common



IN THAT EXAMPLE WITH THE TURN  
SIGNAL, WE HAVE ALREADY COME UP  
WITH A SOLUTION TO WHERE THEY  
AUTOMATICALLY TURN OFF



IT IS THE DEVELOPERS TO JOB TO FIND  
THESE PROBLEMS AND GET SOLUTIONS  
SO THE USER DOESN'T HAVE TO  
WORRY ABOUT THEM

# Key Points

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- Short Term Memory
- External Aids
- Following the information “scent”
- Familiar Paths
- Thought Cycle
- Inattention blindness
- Change Blindness
- Cleanup



**Questions**