The Design of Everyday Things

Design
Psychology (POET)
Psychopathology

designing for people

• Create a good conceptual model - controls should look like they control something
• Make things visible
  – e.g. faucet that doubles as a shower control
• Mapping
• Feedback....

Visibility

• User needs visual and oftentimes auditory indication that the system is behaving properly
• Natural mapping between objects allows the users to complete a task without consciously figuring out how the system works.
• What is a natural mapping?
Execution and Mental Models

- Providing a good conceptual model of how something works helps the user to operate a device properly.
- Each person may have a different mental model of how to complete some task.
- Design has to be a common model for all.

People as Explanatory Creatures

- Learned Helplessness - pg. 42 - self blame
- Taught Helplessness - self blame brought on by years of dealing with bad design

7 stages of action

What we’d like
- form the goal

Acting
- form the intention
- specify the action
- execute the action

Feedback
- perceive the state of the world
- interpret the state of the world
- evaluate the outcome
• Information is in the world - pg. 56 - knowledge of and knowledge how - navigating a map

• Great precision is not required - pg. 58 - GUIs need not detail every move

• The power of constraints - pg. 60

• The conspiracy against memory - how many passwords do you need?

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who is at fault for user error?

• how well did the designer constrain the user?
• users often blame themselves, when it is the designer’s fault
• design must anticipate user error
• an important action must be reversible

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it’s all in the specs

• immerse yourself in the problem space
• test during the entire dream curve with the user in mind
social pressure

• putting aesthetics first - designer buildings, designer anything
  – designers are not typical users / users are not designers
• creeping featurism

so how much will it cost?

• maintenance is usually 80% of the total cost. Saving that is free money.
• design and testing are often cut to reduce costs, producing the opposite effect!

exercise