

Norman's Design Rules

1. Visibility

- Visibility is the basic principle that the more visible an element is, the more likely users will know about them and how to use them.
- Equally important is the opposite: when something is out of sight, it's difficult to know about and use.
- As simple as this principle is, designers still struggle with adopting it



2. Feed Back

- Feedback is the principle of making it clear to the user what action has been taken and what has been accomplished.
- Many forms of feedback exist in interaction design, including visual, tactile, audio, and more.
- The key is to design the experience to never leave the user guessing about what action they have taken and the consequence of doing so.

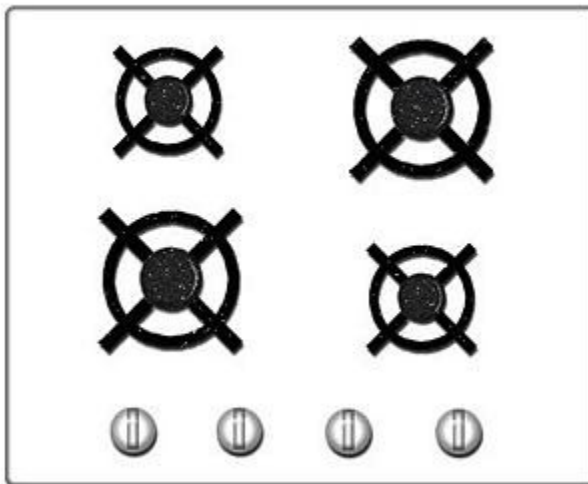
3. Constraints

- Constraints is about limiting the range of interaction possibilities for the user to simplify the interface and guide the user to the appropriate next action.
- Constraints make it clear what can be done. Limitless possibilities often leave the user confused.

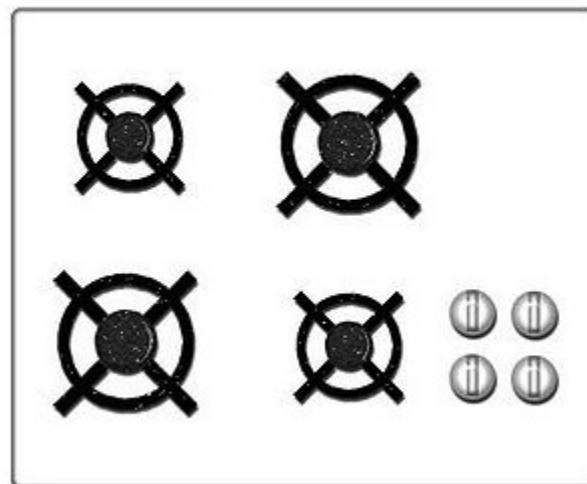
4. Mapping

- Mapping is about having a clear relationship between controls and the effect they have on the world. You want this mapping to feel as natural as possible. *Stove tops* are a great example here.

Poor mapping

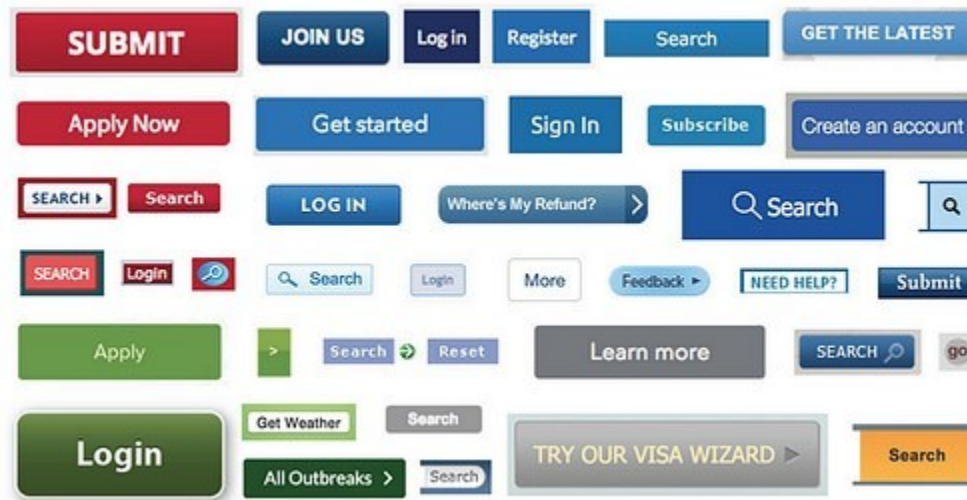


Good mapping



5. Consistency

- Consistency refers to having similar operations and similar elements for achieving similar tasks



6. Affordance

- Affordance refers to an attribute of an object that allows people to know how to use it.
- Essentially to afford means to give a clue.
- The physical button on a mouse gives a clue that it can be clicked to perform an action.
- When an object has strong affordances, it's very clear how to use it.

References

- <https://medium.com/@sachinrekhi/don-normans-principles-of-interaction-design-51025a2c0f33>
- The Design of Every Day Things by Norman's