

Brief for Lecture #3

Title: Building design based on knowledge about users.

Literature:

[Cooper]: Allan Cooper, About Face, 4th edition, 2014. Read: *Metaphores, Idioms and Affordances*, pages 299 – 323 (Ca. 2 hours of reading).

[Norman] Don Norman, The design of everyday things, 2013. Pages 1 – 36 (Ca. 2 hours of reading).

Watch and learn - [Anni] Antonia Anni: Introduction to Axure, 2 hours, 2015:

<http://www.pluralsight.com/courses/introduction-axure-1965>

Further reading:

[Idler] Sabina Idler: 5 Reasons Why Metaphors Can Improve the User Experience, 2012:

<http://sixrevisions.com/user-interface/5-reasons-why-metaphors-can-improve-the-user-experience/>

Purpose of the day:

To acquire knowledge of common development methods for creation and evaluation of design. We will discuss the how and why of prototyping before coding and you will be time to learn Axure.

To apply design methods and fundamental design theory, regarding information architecture, structure and layout, in order to ensure meaningful interfaces with appropriate user experiences.

To practices analysing the needs of the design situation and choosing the right method for development.

Class extended to 14.00

Control questions – (before coming to class, be able to answer the following):

- Question for the Alan Coopers text:
 - What are the three dominant paradigms in visual and conceptual interface design?
 - What is a metaphor and what is an idiom?
 - What does it mean when elements in the UI are *Pliant*?
- Question for Normans text:
 - What is *Discoverability* and *Understanding* in Normans context?
 - What is the relationship between affordances and signifiers?
 - What is the paradox of technology?

Wrap up – (Will be updated after class with corrections or added points):