

# The Design of Everyday Things

Unit 2

CC7 Human Computer Interaction

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# Fail Designing

Design is not just what it looks like and  
feels like.

Design is how it works

**-Steve Jobs-**





# 1. When you really need to examine the time in three dimension



## 2. Thou shall not pass





### 3. Social media.. social toilet?

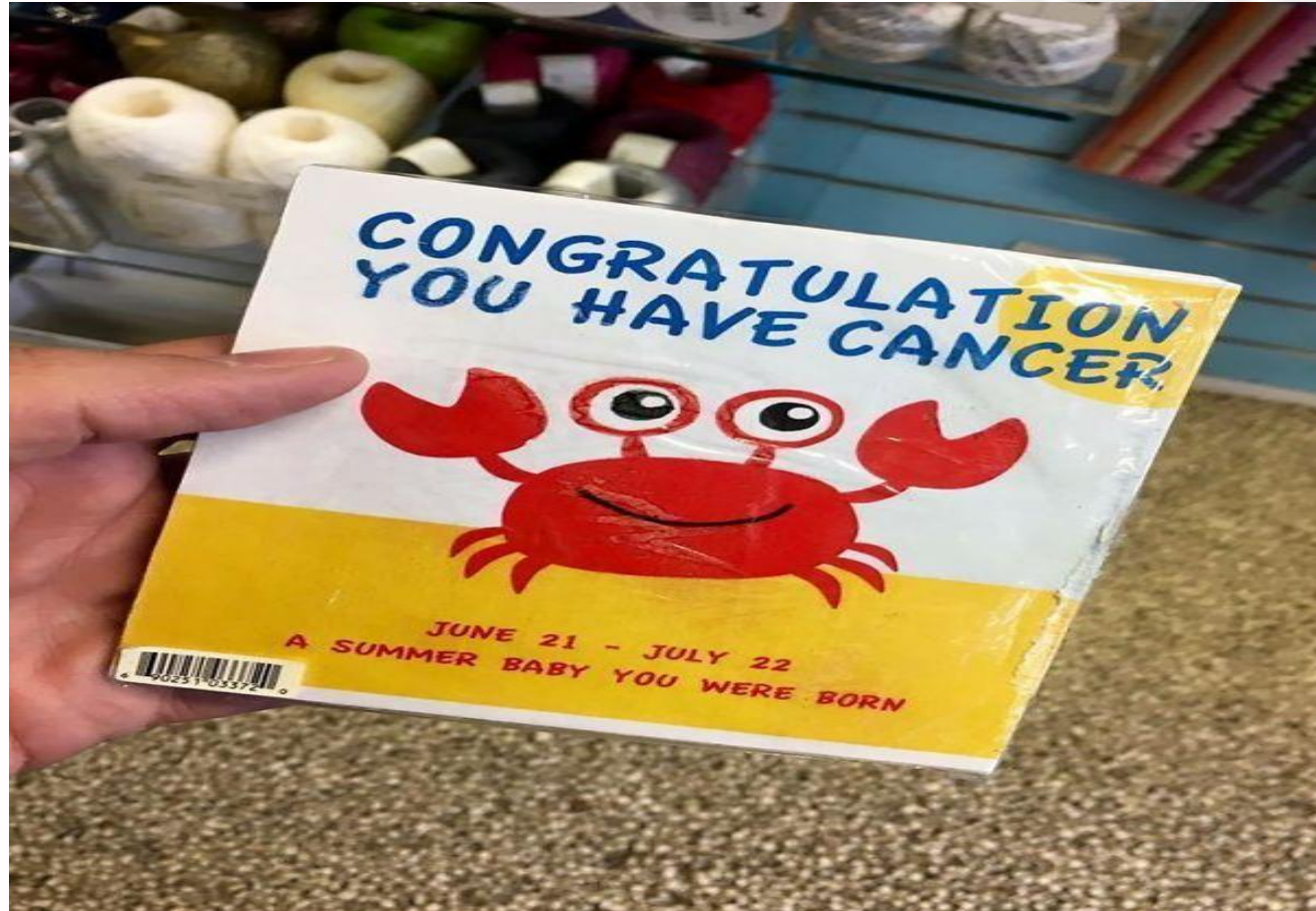


## 4. Its probably time to take the stairs





## 5. These people always see something positive



## 6. A door into the unknown



7. In case of fire, please find  
somewhere else to put it out





## 8. The serial killer playground



9. We're on the escalator to nowhere,  
come on and bump.





# 10. Architectural masterpiece



# 11. All you need now is an all-terrain wheelchair



## 12. See no evil





# 13. Will it be fried eggs or a trip to hospital tonight?



# 14. Big brother is watching you





# 15. All they say pride goes before a fall



# 16. Venn Diagram

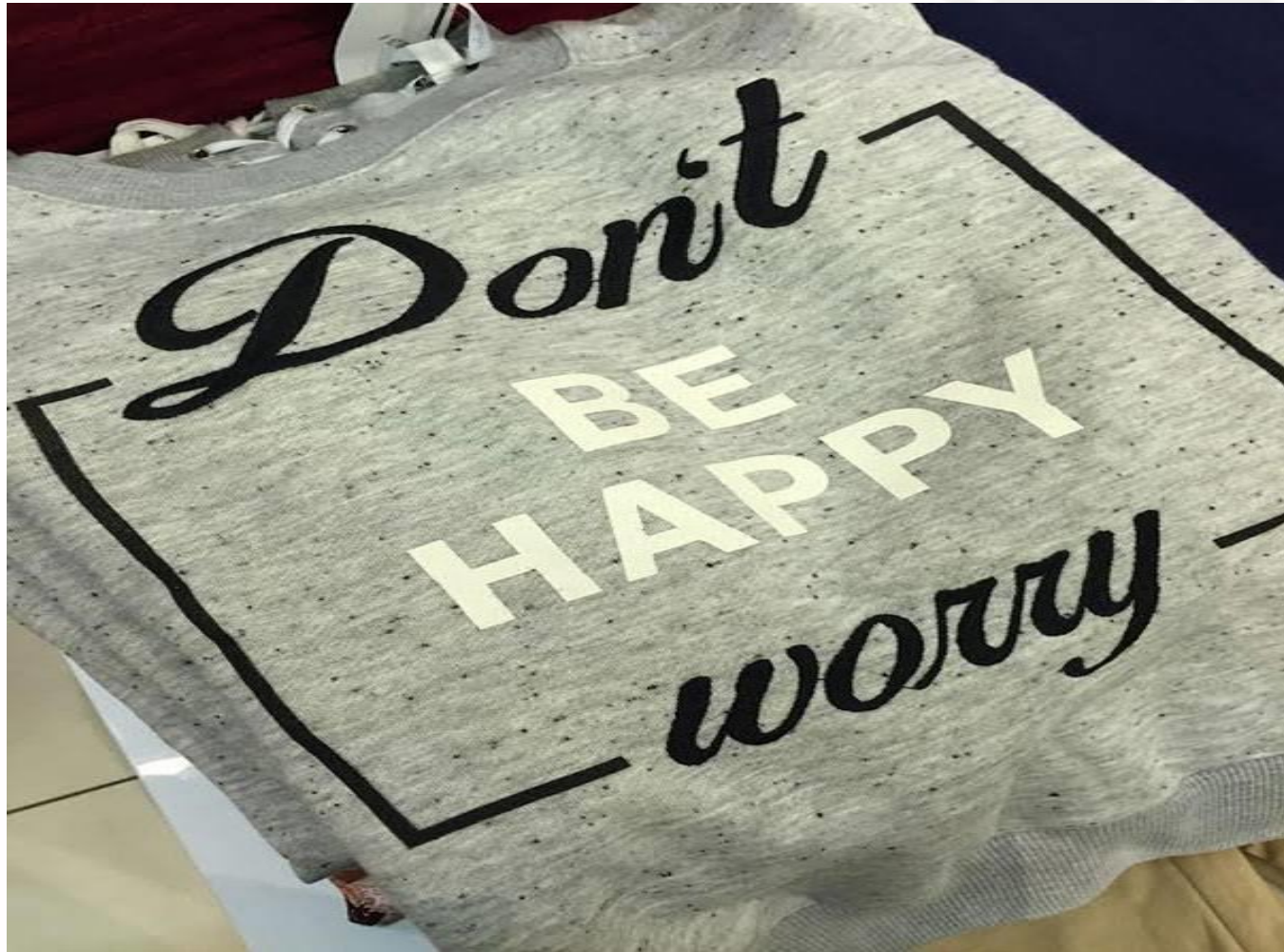


# 17. Take a step into the unknown





18. We know few parents who might adopt this slogan



# 19. Kevin from Home Alone





## 20. The Family that should have bought better life insurance?



# Donald A. Norman

- University professor, industry executive, company advisor, and board member;
- Electrical engineer, psychologist, computer scientist, cognitive scientist, designer;
- Speaker and author
- Founder and Director of the Design Lab at the University of California, San Diego



# Design for real people

*“We must design for people the way they are,  
not the way we wish them to be.*

*Also, don't be logical. Half the people in the  
world are below average”*

**-Donald A. Norman-**



# Donald A. Norman Principle



# Gulf of Execution

- Is the difference between the intentions of the users and what the system allows them to do or how well the system supports those actions.
- In order to design the best interfaces, the gulf must be kept as small as possible





# Example



# Gulf of evaluation

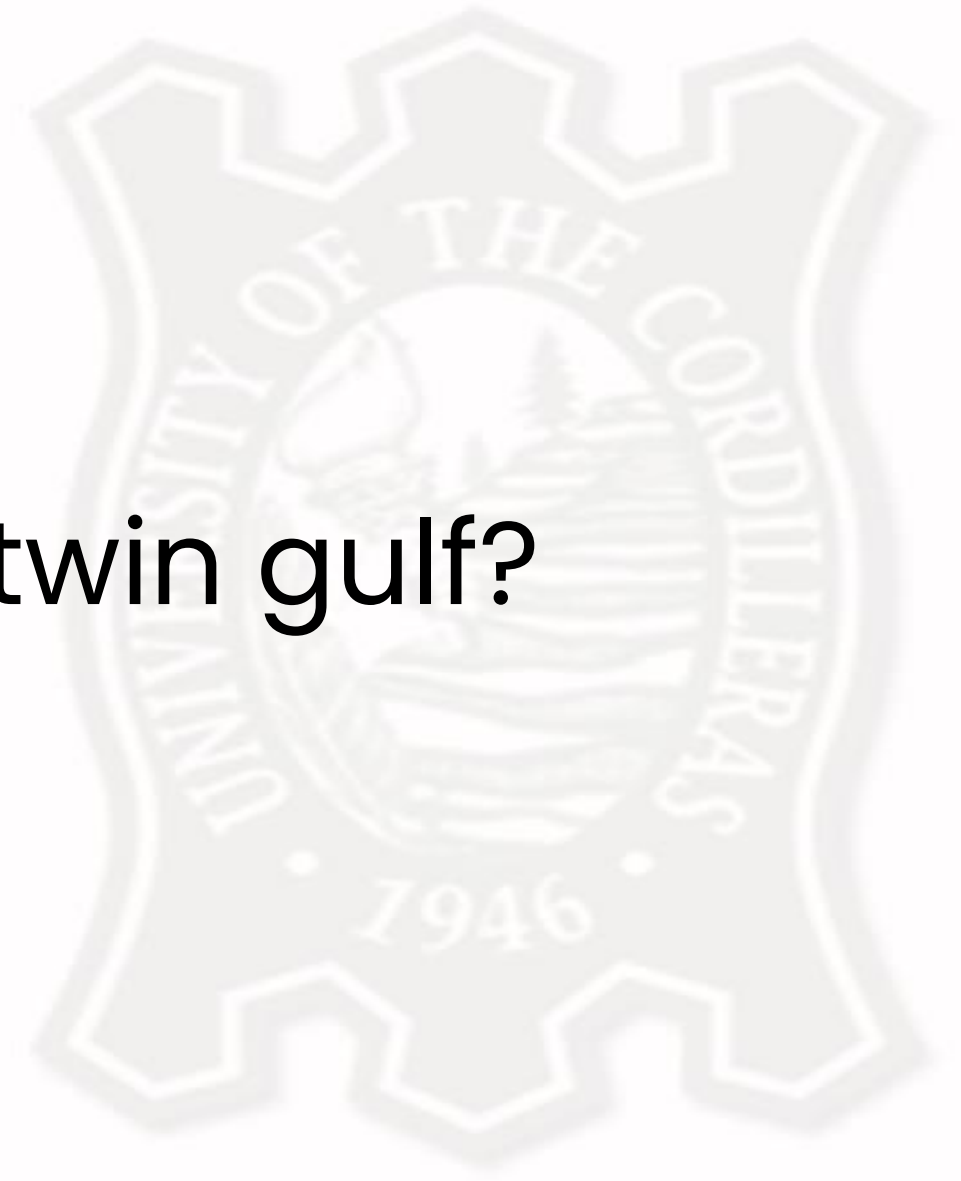
- is the degree of ease with which a user can perceive and interpret whether or not the action they performed was successful.
- the gap in finding out what is the current state of the system.



# Example



# How do we avoid the twin gulf?





# Six Principles of Design

- Visibility
- Feedback
- Affordance
- Mapping
- Constraints
- Consistency



# 1. Visibility

- Users should know, just by looking at an interface, what their options are and how to access them

# 2. Feedback

- Users should know, just by looking at an interface, what their options are and how to access them



# 3. Affordance

- is the link between how things look and how they're used. For example, a coffee mug has high affordance because you instantly know how to hold it just by looking at it

# 4. Mapping

- Mapping is the relationship between control and effect. The idea is that with good design, the controls to something will closely resemble what they affect.



# 5. Constraints

- restrict a particular form of user interaction with an interface

# 6. Consistency

- The same action has to cause the same reaction, every time.





# Sources

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