

Topics from the lectures used in our designs:

Two of the most important characteristics of good design are discoverability and understanding.
Discoverability: Is it possible to even figure out what actions are possible and where and how to perform them?

Understanding: What does it all mean? How is the product supposed to be used? What do all the different controls and settings mean?

We have considered these principles in design and all our efforts are to achieve a design with low threshold, high ceiling (The threshold is how difficult it is to learn how to use the tool, and the ceiling is how much can be done using the tool.).

According to False-consensus effect, we try to consider this principle: We are not user. Our goal is to focus on designing experiences by using empathy mapping diagram.

When people use something, they face two gulfs: The Gulf of Execution, where they try to figure out how it operates, and the Gulf of Evaluation, where they try to figure out what happened. We bridge the Gulf of Execution using constraints and a conceptual model. We are going to bridge the Gulf of Evaluation through the use of feedback.