* Determine a user’s skill level
  + Know your user
  + Age, gender, physical, and cognitive abilities, education, cultural or ethnic background, training, motivation, goals and personality.
  + Design goals based upon skill levels
* Choose an interaction style
  + Direct manipulation
  + Menu selection
  + Form fill in
  + Command language
  + Natural language
* 8 golden rules of interface design
  + strive for consistency
  + cater to universal usability
  + offer informative feedback
  + design dialogs to yield closure
  + prevent errors
  + permit easy reversal of actions
  + support internal locus of control
  + reduce short term memory loss
* Norman’s seven stages of action
  + Form a goal
  + Form and the intention
  + Specify the action
  + Executing the action
  + Perceiving the system state
  + Interpreting the system state
  + Evaluating the outcome
  + Norman’s Contributions
    - Context cycles of action and evaluation.
    - Gulf of execution.
      * Mismatch between user intention and allowable actions
    - Gulf of \_\_\_\_\_\_\_
* 5 human factors central to community evaluation
  + time to learn
  + speed of performance
  + rate of errors by users
  + retention over time
  + subjective satisfaction
    - user feedback