"Designing-the-Star-User-Interface" explores the groundbreaking user interface of the Xerox STAR emphasizing the critical importance of user-centered design in creating effective and user-friendly interfaces. Four key insights from the paper include:

* **Familiar-Conceptual-Models**: Involves equating everyday objects like mails, to virtual representations, making digital interfaces more relatable.
* **Universal-Commands**: Ensures that users can rely on a common set of commands like move/copy, regardless of the application.
* **Consistency**: Enabling users to transfer their knowledge from one part of the interface to another fostering predictability and reducing user confusion.
* **User-Tailor-ability**: Associated with usability, customization, personalization, and system adaptability, highlighting the significance of flexibility.

I believe that familiar-conceptual-model holds utmost significance, as it greatly influenced the user experience of Xerox-Star and had a profound impact on the user experience industry. From my perspective, developers at XEROX laid the groundwork for a universal **design-system** for personal computers, which has served as the cornerstone for all contemporary interfaces. Although design-system is a relatively new term, the development of universally recognizable icon components, such as folders, documents, and emails, has paved the way for consistent incorporation into subsequent interfaces. By employing familiar-conceptual-models, relying on users' prior knowledge and repeatability, they have demonstrated the importance of enabling users to perform tasks quicker and intuitively. Companies like Apple have adopted and adapted this concept in crafting their own interfaces(Macintosh). Additionally, this design-system also resonates with psychological principles. It capitalizes on the potency of visual stimuli, the most influential among human senses, thus drawing upon users' existing knowledge, particularly their experiences within office settings. This interplay between cognition and visual cues underscores the success of the design-system that originated with the Xerox Star.

Another reason why users are able to easily navigate and complete tasks is that from a psychological standpoint, the design system leverages visual stimuli, which is the most potent among all human senses. The interface draws from user’s existing knowledge, particularly from their experiences in office settings.

Clark, H., & Brody, D. (2009). The Current State of Design History. *Journal of Design History*, *22*(4), 303–308. http://www.jstor.org/stable/25653133

"Designing the Star User Interface" explores the groundbreaking user interface of the Xerox STAR, a pioneering personal computer from the early 1980s. The paper emphasizes the critical importance of user-centered design in creating effective and user-friendly interfaces. Four key insights from the paper include:

* **Familiar-Conceptual-Models**: By aligning interface elements with users' mental models, designers can reduce cognitive load and enhance user comprehension. Introduced electronic analogies of the familiar physical objects from the office of the users
* **Universal-Commands**: This approach ensures that users can rely on a common set of commands and interactions, regardless of the application or platform.
* **Consistency**: Consistency is vital for enabling users to transfer their knowledge and skills from one part of the interface to another seamlessly. Additionally, it fosters predictability and reduces user confusion.
* **Simplicity**: Avoiding unnecessary complexity and clutter streamlines the user experience, making it more efficient and enjoyable.

1. I believe that insight related to the familiar-conceptual model holds utmost significance, as it greatly influenced the user experience of Xerox Star and had a profound impact on the user experience industry. From my perspective, the developers at XEROX laid the groundwork for a universal design system for personal computers, which has served as the cornerstone for all contemporary interfaces. Esteemed companies like Apple and Microsoft have adopted and adapted this concept in crafting their own interfaces, which have not only endured to this day but will undoubtedly continue to shape design systems in the future. By employing familiar-conceptual models that rely on users' prior knowledge and repeatability, they have demonstrated the effectiveness of enabling users to perform tasks quicker, intuitively and self-explore the interface. From a psychological and neurological standpoint, this design system leverages visual stimuli, which, as suggested by Opoku-Baah et al., is the most potent among all human senses. This is the main readon users find it easier to navigate and complete tasks, as the icons on the interface are intuitive and draw from their existing knowledge, particularly from their experiences in office settings.
2. Familiar-conceptual-model insight is the most important from my perspective as I believe it had the most impact on the user experience of Xerox Star and the industry as a whole. From my perspective, XEROX developers have set a beginning for the general design system for PCs which became the foundation for all the interfaces in our current world. Likes of Apple and Microsoft have used this idea in developing their own interfaces which prevailed until today and will continue to be basis for design systems without a doubt. Through using familiar-conceptual-models which rely on users’ foreknowledge and repeatability they have shown how effective users can become in performing tasks and self-exploring the interface. From psychological and neurological perspective, this design system makes use of the visual stimuli which is the most effective out of all human senses as suggested by Opoku-Baah et al. and so, users tend to easier navigate and perform tasks as the icons on the interface are intuitive and are from their general prior knowledge from the office.

Familiar-conceptual-model insight is the most important from my perspective as I believe it had the most impact on the user experience of Xerox Star and the industry as a whole. Through visualizing the analogies of day-to-day office workers they enabled their users to perform tasks quicker and more efficiently while also being able to intuitively self-explore the interface. Additionally, as suggested by Opoku-Baah et al, visual stimuli are the most effective out of all human senses from neurological perspective, so, by introducing repetitions from their visual senses, developers were able to support familiarity and repeatability in their design which reduced the learning curve for newbies and guaranteed a swift and smooth experience.

Furthermore, this insight had a groundbreaking impact on the industry as Macintosh(Apple) and Windows interface ideas were directly affected by the user interface of xerox star. And we can see how important this idea was by just looking into our nowadays interfaces of every application and operating system.

* The plan so far is
  + Talk about visual stimuli being most effective thus repeatability and foreknowledge is the best thing
  + Users tend to self-explore the interface and so this gives the opportunity
  + Perform tasks quicker
  + Maybe also something about mental model basically how a user has an expectation how something should function
  + I think write about how it initiated a general **design system** which everyone follows now trying to make the all the interfaces familiar and repeatable in terms of the conceptual models. Find references for the apple and macintosh thing.

I believe familiar-conceptual-models are the most important aspect of Xerox Star as developers have taken into account the day-to-day life and foreknowledge of an average office employee who interacts with mail envelopes, documents, folders and etc. Developers have realized that whenever a new user interacts with an interface for a certain task, they have an expectation about how something should work which is formed on their prior experiences and assumptions. Additionally, from neurological perspective, visual stimuli are the most effective one in our brain(1). So, by introducing repetitions from their visual senses, developers were able to support familiarity and repeatability in their design. This is a groundbreaking achievement as it drastically reduced the learning curve for newbies and helped users to perform tasks more efficiently. Taking into account that on average most of the users tend to self-explore and do not look at user manuals, we can understand how much time was saved.

They have introduced the familiar analogies which in turn enabled the users to quickly understand how to perform tasks and reduce the learning curve. This makes the self-exploring for the users easier as on average most of the users do not read the instruction manual. Users were able to intuitively understand which buttons are for sending an email or which icons are files, folders and documents. From neurological perspective, the visual stimuli is the most effective one meaning that repetition via rehearsal or foreknowledge is very useful for a user for interacting with new and undiscovered objects.

I believe the Familiar conceptual models aspect is the most important out of the insights. It introduced electronic analogies of the familiar physical objects from the office of the users. This led to reduced learning curve and enabled users to quickly understand how to perform tasks. As the visual stimuli has been proven to be the most effective from neurological perspective, the developers of Xerox STAR took advantage of it and used the general forknowledge of office workers, e.g. printing, mailing, document