

UX Design

# Introduction to UX Design (March 27, 2017)

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# Overview

- Pre-history of usability
- Usability of everyday things
- Enter emotions: User experience
- Cognitive science and usability
- Broadening the scope
- Tools for usability studies
- Final thoughts...

# Usability of everyday things

- *The design of everyday things* by Don Norman
- *The evolution of useful things* by Henry Petroski

# Five principles of usability

- Visibility: make the state of the system and possible actions visible
- Feedback: provide feedback on the result of actions taken
- Constraints: nudge towards the right behavior; avoid errors
- Conceptual model and mapping
- Affordances

# Visibility

- Example of door hinges



# Feedback

- Mail interface for elderly people

# Mapping

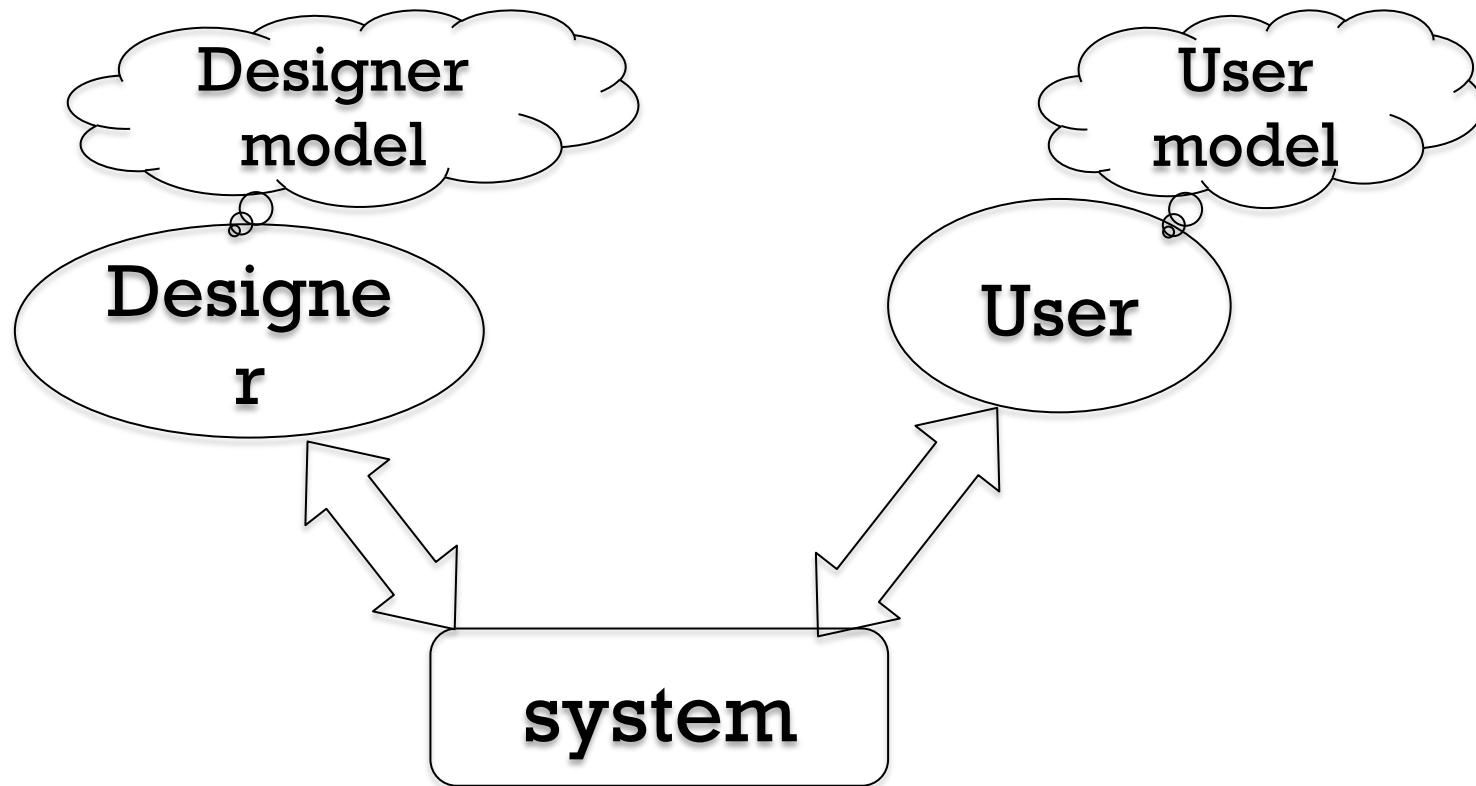


# Mapping



# Conceptual model

Humans are explanatory creatures...



# Conceptual model mismatch example

- Use of trash icon on Mac GUI

# Constraints



# Affordances



# Affordances

- Experience of British Rail:
  - when the shelters had glass, vandals smashed it;
  - when they had plywood, vandals wrote on and carved it