

Introduction to UX Design

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Bipin Indurkhyा

Jagiellonian University, Cracow

bipin.indurkhyा@uj.edu.pl

Bipin Indurkhyा

bipin.indurkhyा@uj.edu.pl



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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

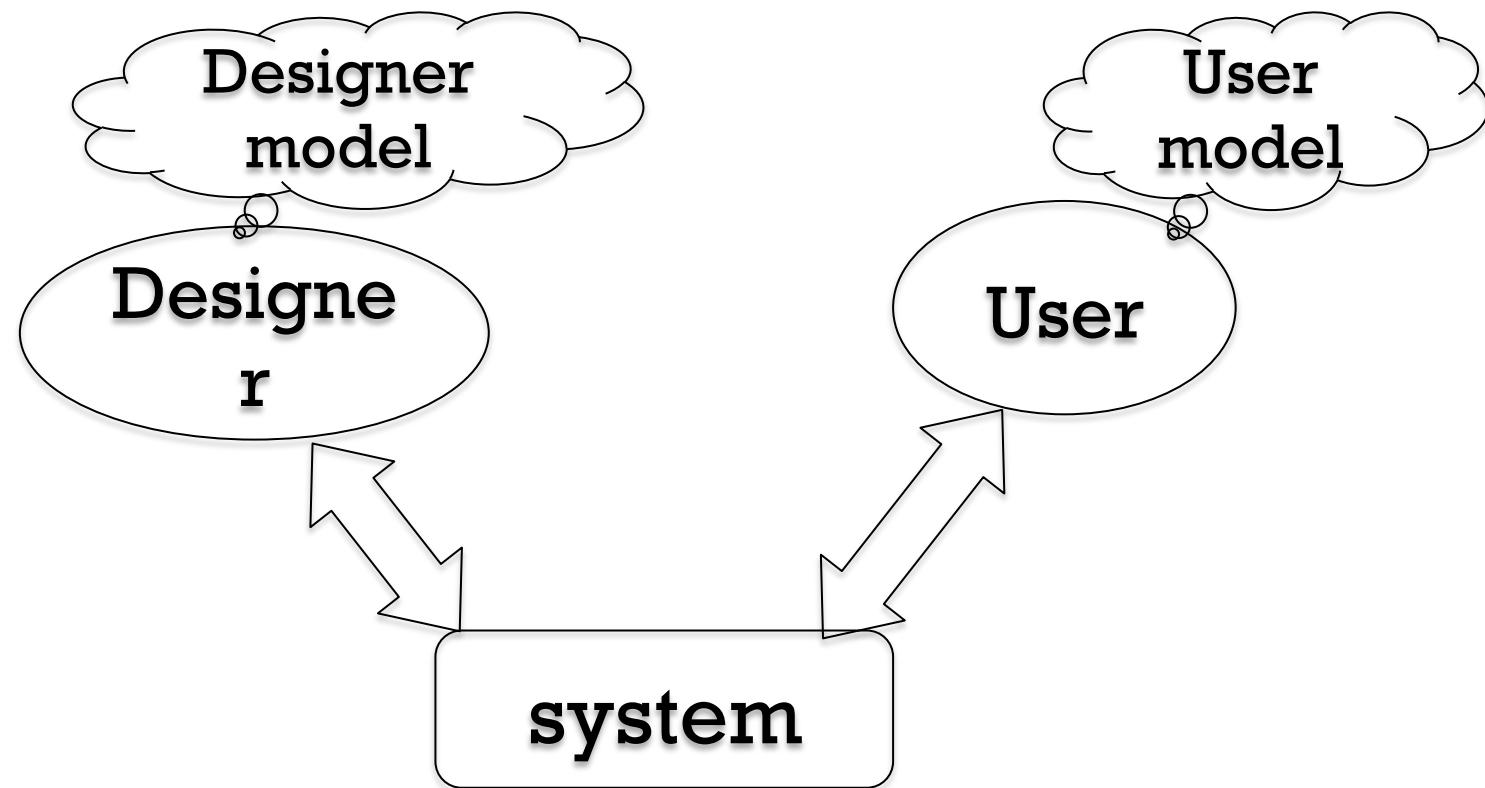


Mapping



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