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Assignment Name: Finding Key Points of The Design of Everyday Things.	
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20 Key Points from **The Design of Everyday Things**.

01. **Affordance:** A trait or property of an object that specifies its potential uses or clarifies how it can or should be utilized. Instead, an affordance is determined by the user-object relationship.
02. **System Image:** The System Image is the visible part of a device. The designer only talks to the user through the system image. If the system image doesn't make the design model clear, then the user will create a different model through their interaction.
03. **Mapping:** Mappings connect elements of computing artifacts to their real-world counterparts. They serve as a bridge between what you want to do and what is perceived to be possible. It is the relationship that exists between moving a control and the outcomes in the real world.
04. **Gulf of Evaluation:** The Gulf of Evaluation refers to how well the system provides a visible, directly perceptible state. The degree of ease with which a user can perceive and interpret whether or not the action they performed was successful is referred to as the Gulf of evaluation.
05. **Gulf of Execution:** The Gulf of Execution is a term used to describe the difference between the steps required to achieve a goal and the steps that are perceived.
06. **Industrial Design:** Industrial Design (ID) is the professional practice of designing products, devices, objects, and services used by millions of people around the world every day. Industrial designers typically focus on the physical appearance, functionality, and manufacturability of a product, though they are often involved in far more during a development cycle.
07. **Interaction Design:** Interaction Design is the creation of a dialogue between a person and a product, system, or service.
08. **Experience Design:** Experience Design “is the practice of designing products (including digital products), processes, services, events, Omni channel journeys, and environments with a focus placed on the quality of the user experience and culturally relevant solutions.
09. **Human Centered Design:** The Human Centered Design or HCD is an approach that puts human needs, capabilities, and behavior first then design to accommodate those needs, capabilities and ways of behaving.
10. **Conceptual Model:** A conceptual model is an explanation, usually highly simplified of how something works. It doesn't have to be complete or even accurate as long as it is useful.

11. **The Seven Stage of Action:** Goal, Plan, Specify, Preform, Perceive, Interpret and Compare are seven stage of Action.
12. **The Visceral Level:** The Most basic level of processing is called Visceral Level. This is sometimes referred to as 'The Lizard Brain'.
13. **The Behavioral Level:** The Behavioral level is the home of learned skills, triggered by situations that match the appropriate patterns.
14. **The Reflective Level:** The reflective level is the home of conscious cognition. As a consequence, this is where deep understanding develops where reasoning and conscious decision making take place.
15. **Positive Psychology:** Positive psychology is a culture of positive thinking of feeling good about oneself. When something doesn't work, it can be considered an interesting challenge or perhaps just a positive learning experience.
16. **Memory for Arbitrary Things:** The items to be retained seem arbitrary with no meaning and no particular relationship to one another or to things already known.
17. **Memory for Meaningful Things:** The items to be retained form meaningful relationships with themselves or with other things already known.
18. **Slips Error:** A slip occurs when a person intends to do one action and ends up doing something else. With a slip, the action performed is not the same as the action was intended.
19. **Mistake Error:** A mistake occurs when the wrong goal is established or the wrong plan is formed. Mistakes have three major classes, rule-based, knowledge-based and memory-loss.
20. **Idea Generation:** Once the design requirements are determined, the next step for a design team is to generate potential solutions. This Process is called idea generation or ideation.