基础－认知心理学

设计师和用户看到的世界并不相同

语言　　计划　　学习

记忆　　　　　推理

想象　　　　　理解

决策　　　　　感知

解决问题　　　　思考

目标为导向的设计

设计 商业 技术

Desirability

Capability

A successful product is desirable, viable, and buildable

Viability

What do people need?

What can we build?

What will sustain a business?

Designers

User model
- motivations
- behaviors
- attitudes and aptitudes

Management

Business model
- funding model
- income / expense projections, etc

Technologists

Technology model
- core technologies
- technology components
- build vs. buy