Fdi

Wednesday, February 13, 2019 2:46 PM

The most important qualities of design are discoversbility and understanding

D: where are the tools
U: how can I use them

Everything artifical is designed

Industrial d: form and material
Interactive d: usability
Experience d: feelings

Good design needs psychology
Psychology

Affordances
What can be done
It's a relation between object and user

Signifier
Point out where it can be done or communicate proper behaviour

Mapping
Switch and light example

The relationship between a control and
its results is easiest to learn wherever there is an understandable
mapping between the controls, the actions, and the intended result

Feedback
Getting a response from an aciton.
No delays at all
Feedback should be exact. Not too much, not too little
Too much feedback makes people ignore it.

Conceptual model

How people see stuff
People look at "folders" and files to give themselves an idea of how the thing works
The "cloud" is another example
A good conceptual model helps us to predict our actions
Having a conceptual model that’s wrong makes people do mistakes

System Image

How the client sees the end product
It should be effective in transmitting its purpose
Troubleshooting guides are very important
Good comm is the key

Tech, in its endeavor to make life easier, makes it harder

UDI is multidisciplinary. Industrial, marketing, aftersales etc.

Sometime, simplicity in a world of complexity is the best course of action.
Complexity is hard to mantain
Wizards should be small
Experts are trained to slow down on critical situations
When under pressure, simplicity is the best

There are two kinds of simplicity. Beginning, blind simplicity and hard attained simplicity. The latter is much harder to observe as it takes complete understanding of a process to get.

Simplicity can be optimez for three kinds of people. Users engineers and manager.

Simplicity isn't the same as minimalism.

Think about only one objective and stick to it

When in doubt when designing, take a step back and think about the objective. Then take another and think about the meta objective

When friction occurs between stakeholders that want their design over others, put the focus on the end user needs

Usability cases are highly related to the user in their natural environment. Look at the whole picture. Gessel chamber

Design for constant interruptions

Three types of users
The expert android ricer
The willing adopter that likes new easy to use tech
The fucking retard that uses iPhones.

We are designing for the retard.
The other two are extremely rare

Sadly, it's best to ignore the expert customer, as it is the retard that has the most market presence

Design for the retards

> If you want simplicity, if you want to be seen as an innovator, then it's the mainstream customers you should be aiming at. The Ford Model Twasn't the first car ever built, but it was the first one

made with the mass market in mind. Henry Ford revolutionized the motor industry because he aimed squarely at the typical person. Simplicity was at the heart of his vision:We will build a motor car for the great multitude. It will be…small enough for the individual to run and care for. It will be constructed…after the simplest designs modern engineering can devise. But it will be so low in price that no man making a good salary will be unable to own one.—Henry Ford, on the Model TAll of Ford's innovations (his use of production lines, the price of his car, the easy-to-maintain engine design) came as a result of his desire to focus on creating a simple product that was suitable for the mainstream. If you want to make something simple, design for the multitude.If designing for experts is like building a car for mechanics, then designing for the middle ground is like building one for people who like tinkering with engines. The typical user is a mainstreamer.

What mainstreamers want
When you're setting your vision, make sure the mainstreamer is at the heart of it so you can't sneak in the convenient skills of the expert to get you out of a tricky design problem.

Mainstreamers are interested in getting the job done now; experts are interested in customizing their settings first.

Mainstreamers value ease of control; experts value precision of control.

Mainstreamers want reliable results; experts want perfect results.

Mainstreamers are afraid of breaking something; experts want to take things apart to see how they work.

Mainstreamers want a good match; experts want an exact match.

Mainstreamers want examples and stories; experts want principles

Design for emotional satisfaction. Think about the meta objective.

Branding simplicity is just aligning the brand image, character and design

Branding depends on these conceptd
: Practical—what does this brand do to help me? Emotional—how does this brand make me feel? Ethical—what does this brand stand for? (Ethical qualities don't have to be high-minded: Some beliefs are quite frivolous.)

One of the keys of simple design is giving people control over tech
And control over their lives. Every retard decision must come from control

Pack visions and objectives into simple stories
Have them have core obejectives
Refine refine refine

Always design something by looking at its parent element.
Chair in room in house in neighborhood in county in city in country

A vision must have a when, where, who, why, what and how
Build from the parent element to the latest child

Designing for SIMPLE is extreme

Usability aims for… Simplicity aims for…
a specific group of people can use it anyone can use it

easy to use effortless to use
responds quickly responds instantly
understood quickly understood at a glance
works reliably works always
straightforward error messages error-free
complete information just enough information
works in a user test works in a chaotic environmen

Interactive design is reducing the nagitve aspects of a thing and increasing the positive
Good design is easy to learn use and simple
To get examples of good design compare with bad

Designing requires knowing who how and where is use them

A key question for interaction design is: how do you optimize the users' interactions with a system, environment, or product, so that they support and extend the users' activities in effective, useful, and usable ways?

A civil engineer deals with structure and form an architect deals with design

Design can make or break a company

The user experience is how people feel about every part of a product

Aspects of ux
usability, the functionality, the aesthetics, the content, the look and feel, and the sensual and emotional appeal.

Human experience is made up by
Sensual: highly engrossed in a pleasurable activity
Emotional
Compositional: the internal thinking that's done
Spatio temporal: do they take place

The main components of interactive design srr
- Requirements
- Alternatives
- Prototyping
- Evaluating(!)

They are not a process but a cycle.
You move from one to the other and then redo

It's important to understand what people do

Being aware of common difficulties such as age and imparity is crucial
Accessubility is removing the barriers so everyone can use a thing

EXPERIENCE

The primary objective needs to be clear for all

Objectives need to be classified into usability and user experiences

USABILITY GOALS

They must be easy to learn, effective to use and enjoyable

Effectiveness

Is the product capable of carrying out the task efficiently

Efficiency

Safe

Utility

Learnability

Memorability

Look at darkpatterns.com to look at what not to do

Constraints are used to restrict user interwction
This reduces the chance to make a mistake

Consistency is familiarizing the user with an action and not changing it.

https://asktog.com/atc/principles-of-interaction-design/