

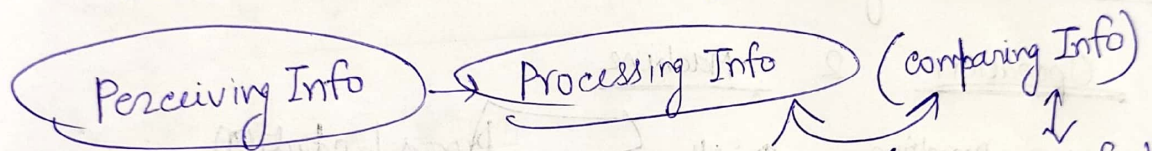
HCI → Interaction/UX Design/Usability

## ⑦ Human Interaction with Computers:

IT professionalist & Hobbyist use to interact with computer earlier. But now a days, irrespective of geographical condition & environmental condition people use computer. It includes Siri, VR technology etc

Human Interaction with outside world.

Visual → Intellectual → Memory → Motor



Mental Model: Person's understanding of how something work & how their actions affect it. It serves as bridges for experience.

User Experience: How user interacts with and experience a product system or service, It comes through UI. UI is the space where interaction between humans and machine occurs.

It is defined in terms of usability. Usability is a quality attribute that assesses how easy user interfaces are to use.

It is defined by 5 qualities. Learnability, Efficiency, Memorability, errors and Satisfaction.

## Comparing UI & User Experience

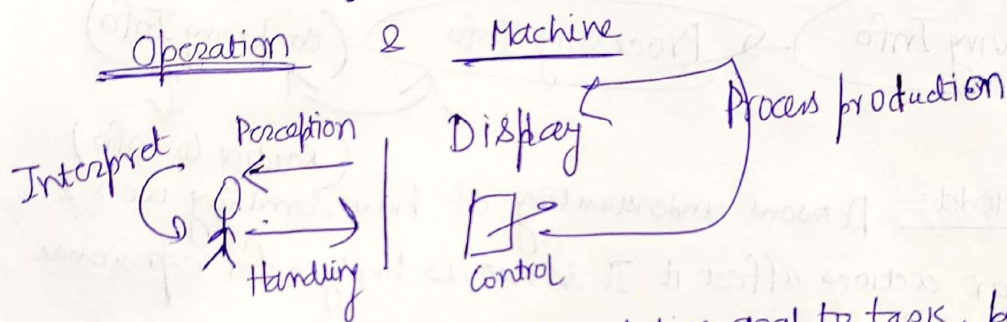
UI → depends on visual design, colors, Aesthetics.

User Experience → depends on User Research & Empathy,  
# Usability, Accessibility, User testing etc.

Persona → It is the representative of user. A character that is adopted by an author. Depends on what they do, their Geography personality, literacy etc. So, developer needs to bring persona of user.

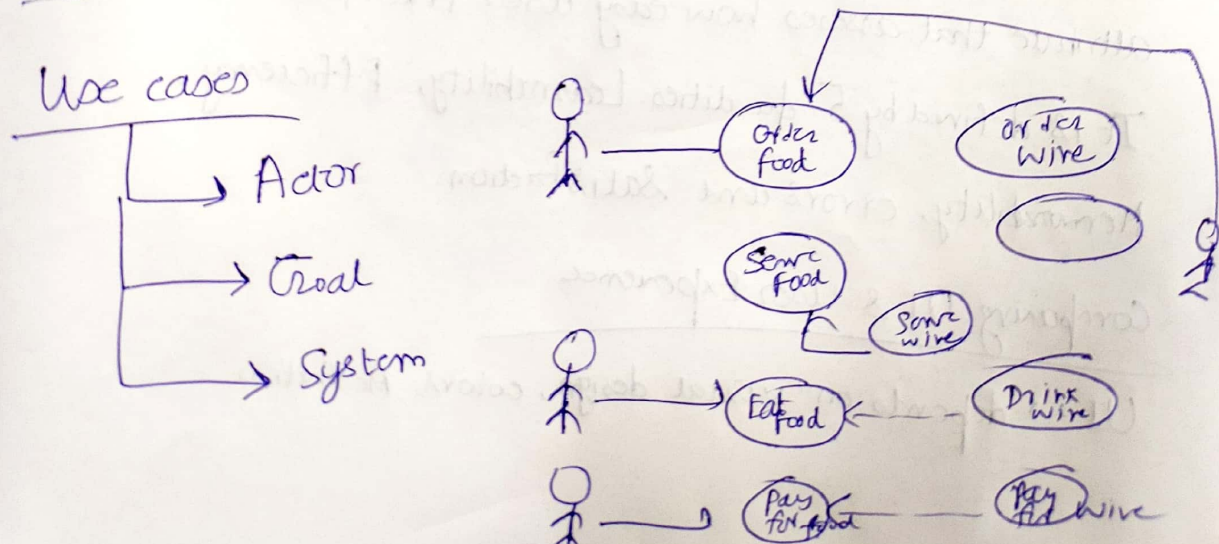
Conflict b/w User

### Human Action Cycle (HAC)



It includes Goal formation, translating goal to task, planning the action, executing the action, perceiving what happened. Interpreting the outcomes. & then compare what happened & with what was expected.

Task Modelling: - Task is distributed b/w user & technology





## User Story

↳ A user story is a short, informal description of how a potential user might interact

## Task Analysis

↳ Reach Restaurant

Goals of User Exp :- Ease of use, Low Human Error, High Efficiency and Delightful user experience.

User centered Approach :- To solve the user problem

Technology Acceptance Model (TAM) :-

Complex Software System

Wireframe - storyboard →

2D illustration of a page's interface that specifically focuses on space allocation and prioritization of content.

Prototyping & Testing

Learning →

Great, Great, Great