**Mimetic machines** – mimic other machines – example, phone = calculator, clock, camera, etc

Same programming language is used for multiple things, camera filters, dating app, calculator, etc.

Digital objects don’t have any innate layout

Things to consider:

* Usability
* Discoverability
* Affordances
* Feedback
* Mental models
* Information architecture
* Signifiers

Norman, D.A. (2013) Design of Everyday Things, revised and expanded edition, Cambridge, Mass: MIT Press, pp217-224

**Information architecture** – structure, possible flows and journeys user can take through the interface

* Bread crumb navigation

**Shallow architecture** – very simple design without many layers – usually only one layer to it

**Deep architecture** – a complex design with a multitude of layers to it

**Discoverability and Understanding** - The way the interface is designed (physical and digitally) visually gives an indication of its usage

**Affordance** – relationship between an object and a person, how an object and user interoperate/interact

**Signifier** – communicates where the action should take place – communicates an affordance

**Feedback** – communicates an interaction, action you expect to happen as a consequence of your interaction

**Mapping** – relationship between two set of things, proximity of interactions can help make things clearer, should be an action correlated with the interaction, e.g., if the steering wheel turns left you expect the car to turn left