The Human

Question 1

Fitt's law describes the the time a user takes to select a target on the screen. This law has implications in UI deign, such as designing the targets as large as they can be, so that there is no difficulty for the user to select the desired target. The targets should also be as close as possible.

Question 2

Recall has to do with reproducing information from our memory, whilst Recognition has to do with knowing what something is when displayed.

Question 3

The notion of reward in interface design can hook has the power to hook the users to the applications, by making them feel something positive, or at least curious. One example of reward in UI design is the pull to refresh mechanism that we present in todays applications like Twitter or Instagram or even the "likes" in both applications.

Question 4

Mental models are simply the information that the user perceives as being the regular structure of an website/application. Is it the job of UI/UX designers to uncover the mental models in order to make the interface more appealing to the users.

Question 5

The slip error usually comes from the execution of the idea, rather than the idea itself. This means that you try to do the right thing, but you do it incorrectly, whilst conceptual errors come from the wrong development of the mental models. Ways to prevent the latter type of error are to use common design patterns, prompt double check messages and others.