

ASSIGNMENT 4: Signifiers, Mapping, Affordances, and Nonsense

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24 February 2021

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Task: Through the work of both Don Norman and Maewa Denki, students were asked to create an experience that incorporated signifiers, mapping, affordances, and nonsense. Through this work, the project should include the ideas of Gulf of Execution and Gulf of Evaluation. The prototype, created in XD, should include and use: signifiers, affordances (perceived, hidden, and false), mapping, and nonsense.

"Man lives his life in sleep, and in sleep he dies." As a result of this each person perceives things from a completely subjective perspective. He asserted that people in their typical state function as unconscious automatons, but that a person can "wake up" and become a different sort of human being altogether. Gurdjieff

Pattern Recognition: People or users try to assign a casual relation whenever two things occur in succession. False blame can often occur as an aspect of pattern recognition.

This brings us to the seven stages of Action: Seven Fundamental Design Principles

1. What do I want to accomplish?
 2. What are the alternative action sequences?
 3. What action can I do now?
 4. How do I do it?
 5. What happened?
 6. What does it mean?
 7. Is this okay? Have I accomplished my goal?
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1. Discoverability: It is possible to determine what actions are possible and the current state of the device
 2. Feedback: There is full and continuous information about the results of actions and the current state of the product or service. After an action has been executed, it is easy to determine the new state.
 3. Conceptual Model: The design projects all the information needed to create a good conceptual model of the system, leading to understanding and a feeling of control.
 4. Affordances: The proper affordances exist to make the desired actions possible.
 5. Signifiers: Effective use of signifiers ensures discoverability and that the feedback is well communicated and intelligible.
 6. Mappings: The relationship between controls and their actions follows the principles of good mapping, enhanced as much as possible through spatial layout and temporal contiguity.
 7. Constraints: Providing physical, logical, semantic, and cultural constraints guides actions and eases interpretation.

The mind is more difficult to comprehend than actions. Most of us start by believing we already understand both human behavior and the human mind. After all, we are all human: we have all lived with ourselves all of our lives, and we like to think we understand ourselves. But the truth is, we don't. Most of human behavior is a result of subconscious processes. We are unaware of them. As a result, many of our beliefs about how people behave—including beliefs about ourselves—are wrong.

Norman

Project three was very challenging for myself because of my inexperience with Adobe XD along with the new material. I was able to overcome this by working through my designs on paper and sorting through my ideas, along with studying many tutorials regarding Adobe XD.

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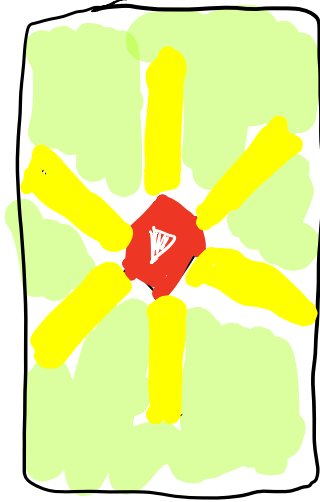
Assignment 4 challenged me to dive deeper into the understanding of signifiers, mapping, affordances, and nonsense. In doing so and in demonstrating my knowledge, I dove deeper into both the works of Norman and Maewa Denki. Being completely unfamiliar with the work of Denki, it opened up my mind to creating meaningful and powerful work while also incorporating an aspect of nonsense and playfulness.

Norman allowed me to gain a deeper understanding into the concepts and elements of interface, interaction, and experience. In taking this new knowledge and understanding of concepts, I incorporated them into a prototype that allowed me to demonstrate that knowledge through play and humorous expression.

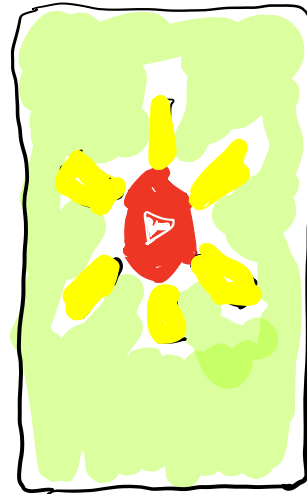
In giving me a new understanding of playful works of art and interface, Maewa Denki originally inspired me to use the concept of a flower for my first design. After the first round of evaluations and feedback, I decided to transition my work into something I was more passionate about and enjoyed. This image changed from a flower to a candle, incorporating my three favorite scents into the three options in my prototype.

I was also able to incorporate my understanding and learning of icons, symbols, and indexes into my prototype as well. Like professor kept saying, being able to play with these ideas and signs, it helped me to better understand the difference between the three. When I started, I still struggled with differentiating between icons and symbols, but as I began to play with them I was able to gain a deeper understanding. This understanding led past just being able to identify and use the two differently, but it led me to better understand when it is appropriate to use one versus the other.

I found that when I first handed over my prototype to a user that a lot of the interface did not work. I struggled early on as this was my first time operating with Adobe XD. It was hard for me to get something to function, let alone operate in a playful manner. In my last iteration, I was able to incorporate a sense of play, while allowing most functions to operate as you would expect them too. I found it was much easier for me to keep my project simpler because of my inexperience with Adobe XD. I was fortunate enough to continue to work and improve my prototype and drawings through the week of 2/24, which allowed me to alter and improve my original submission.



"THE ART
OF
NONSENSE"
MAYWA DENH



FOLDING FLOWER

AS YOU PUSH
MIDDLE → FLOWER FOLDS /
COLLAPSES

INTERFACE, INTERACTION AND EXPERIENCE

→ MUST USE:

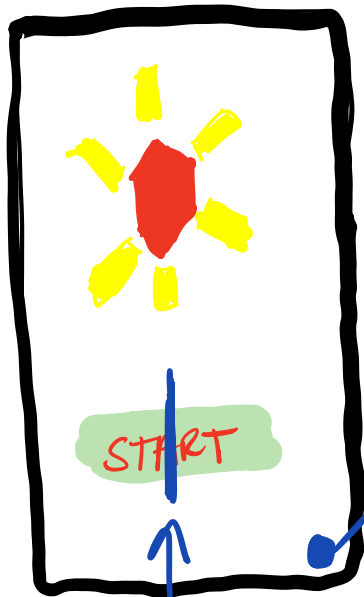
SIGNIFIERS, SYMBOLS, INDICES

GULF OF EXECUTION:

GOAL OF ACTION AND MEANS TO
EXECUTE THAT GOAL

GULF OF EVALUATION:

INTERPRETED IN TERMS OF
EXPECTATIONS FOR THE USER



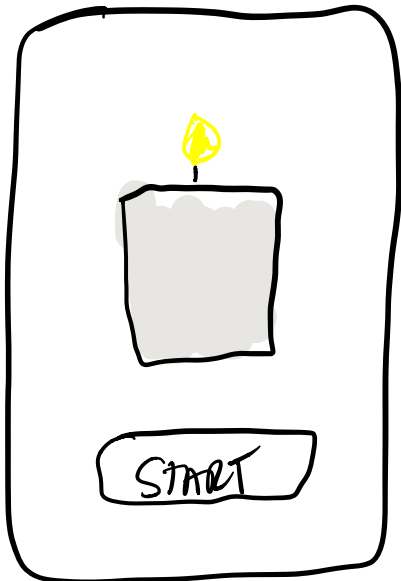
NOTES:

MAKE FAKE
BUTTONS

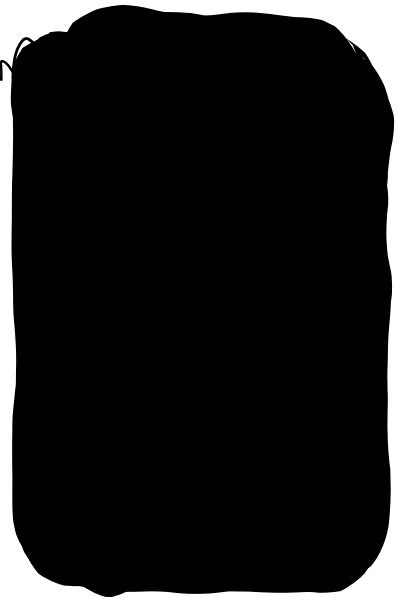
→ MAKE PLAYFUL
WITH LESS MEANING

ONLY
HAVE
HALF
BUTTON
WORK

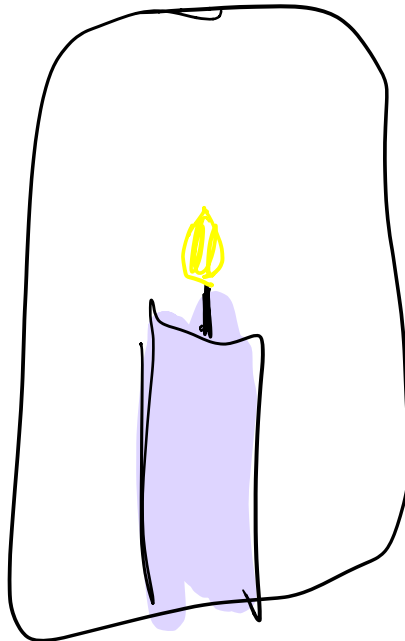
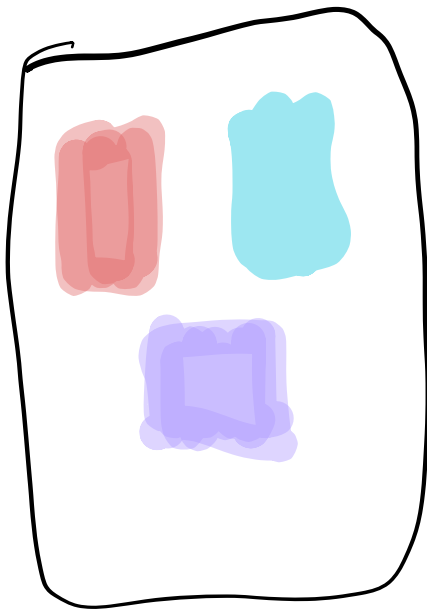
VERSION 2:



→ CANDLE APP



HIT LIGHT ⇒
SCREEN
GOES
BLACK



02/10/21

NOTES:

→ CREATE A WAY TO GET
OUT OF BLACK SCREEN
WITHOUT IT BEING KNOWN

→ EXPAND COLORS

NOTES FROM TESTING:

THERE WERE NO WAYS TO
GET JOSTICK

2/15/21

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