

ASSIGNMENT 3: Signifiers and Mapping

Cole R. Caress

3 February 2021

Professor Russell Pensyl

Northeastern University: ARTF2223

TASK: Students were tasked to redesign the safety seals with the center pull tab. These are often found in bottles. See the following photo for the current design of these tabs. Using paper or card stock, students were asked to rethink the seals that are necessary to protect the product for consumers. It is understood that these seals have poor signaling and mapping of the affordances the seal provides. Many people do not read the instructions which are provided, and, therefore, the seal needs to be able to be used without the use of instructions.

THE PSYCHOLOGY OF EVERYDAY ACTION

1. Goal
2. Plan
3. Specify
4. Perform
5. Perceive
6. Interpret
7. Compare

The Gulf of Evaluation and Execution:

This reflects the amount of effort that the person must make to interpret the physical state of the device or experience. This will strictly determine how well the expectations have been met.

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?