

ASSIGNMENT 1: Affordances in Handheld Devices

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TASK: Students were tasked with creating a replica of the following object out of paper. After, they were asked to come up with as many ways this object could be used. The challenges arose when the easy answers ran out and students were asked to think outside the box. However, the imaginations of the object were asked not to run into the extremes, such as philosophical or social constructs.



Visceral: The reaction to visual and other sensory aspects of a product. We perceive the visceral level before significant interaction occurs.

Behavioral: This level allows us to manage simple, everyday behaviors. Don Norman constitutes this as the majority of almost all human activity.

Reflective: This level comes third and is the final level of processing. This is the level where conscious consideration happens as well as reflection on the past.

LIST: Pencil Sharpener, Bookmark, Can Opener, Bottle Opener, Sewing Tool/Cut Stitches, Envelope Opener, Cut Paper at the Edges, Help Peel Stickers, Open Boxes, Cut Tape Accurately, Folding, Straight Edge, Door Stopper, Fish Hook, Veggie Peeler, Straight Edge, Keychain, Nail

Cleaner, Golf Divot Tool, Help Electricians to Bend/Cut Wires, Paper Clip, Assist in Making Jewelry, Door/Cabinet Wedge, Working with Acrylic to Help Bend Edges, Wall Paper Installer/Remover, Squeegee, Indicate Dealer in Poker

