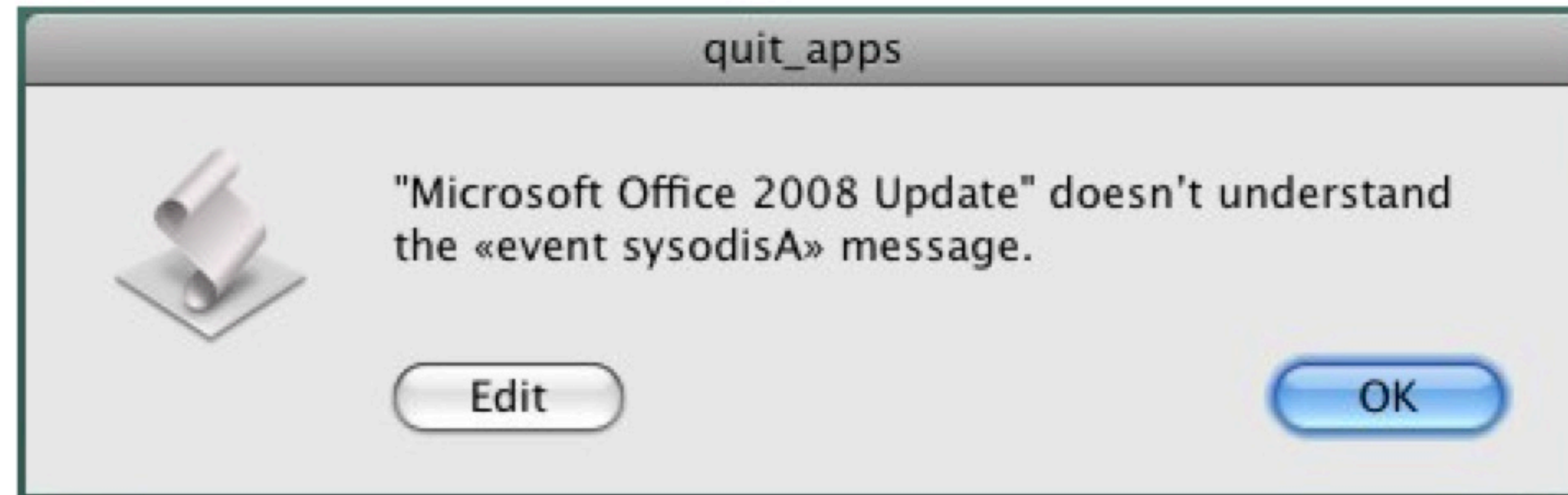# #2: Match between system and real world

- **The system should speak the users' language, with words, phrases, and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.**

#2: Match between system and real world

- Why?

- Take advantage of users' existing *schema*
- Leverage *perceived affordances* and *signifiers* that suggest actions
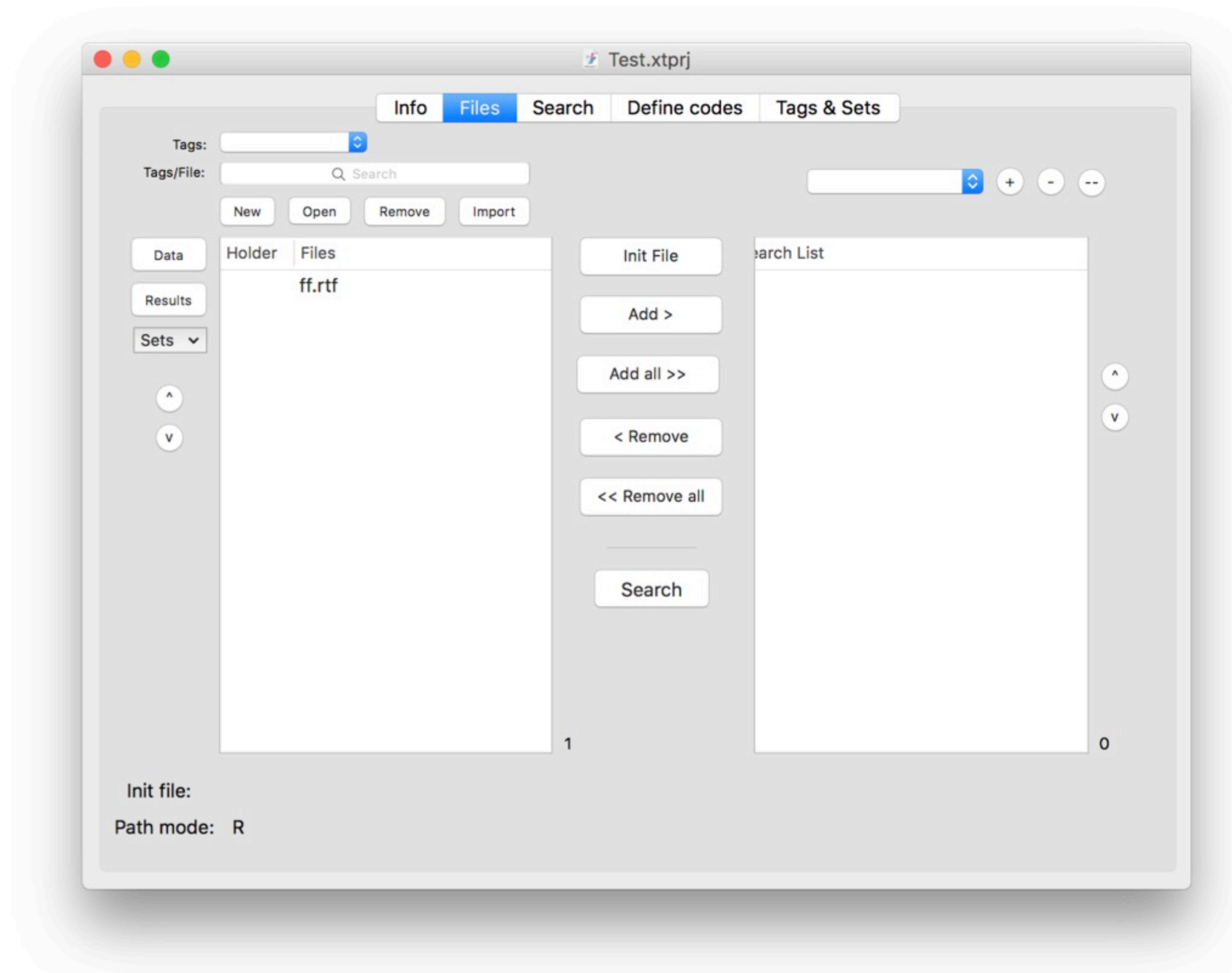- Reduce difficulty of forming effective *conceptual models*
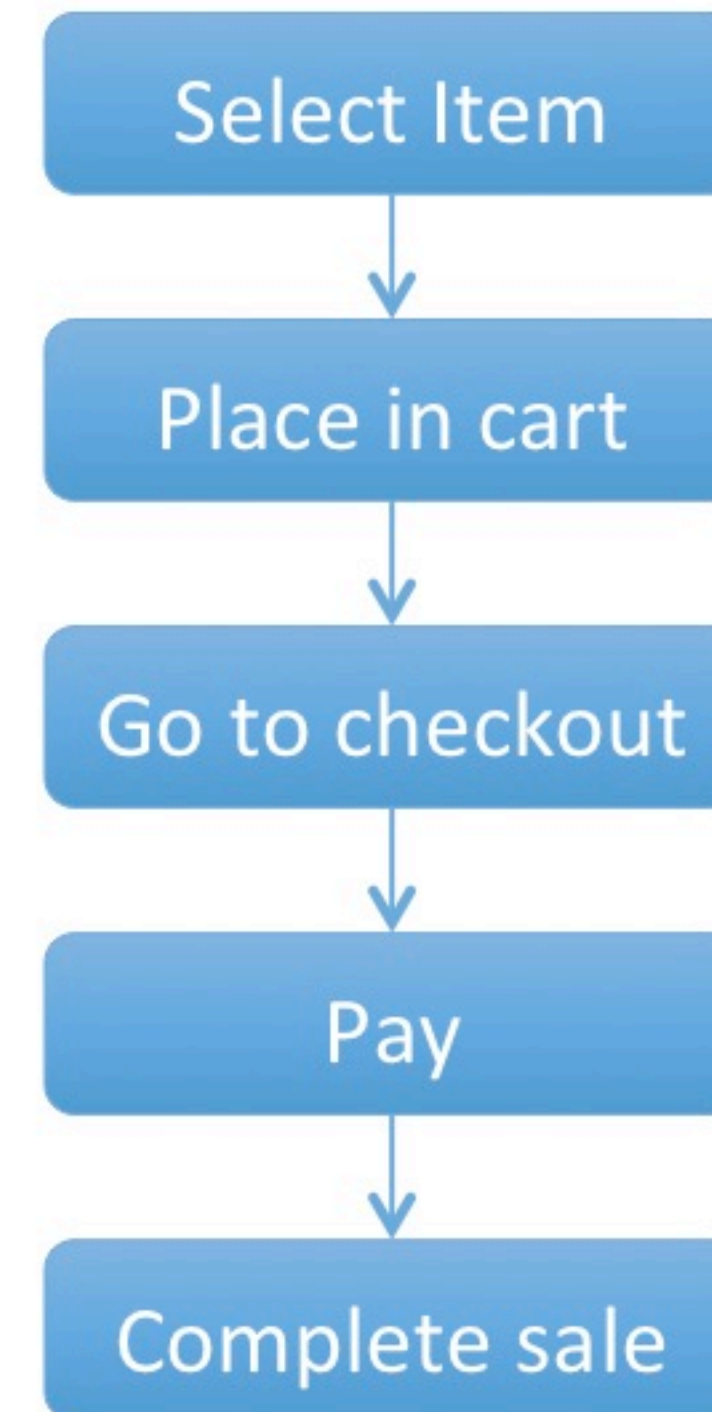
#2: Match between system and real world

- **Language**

#2: Match between system and real world

- **Language**

#2: Match between system and real world

- **Order of operations**

Select Item
↓
Place in cart
↓
Go to checkout
↓
Pay
↓
Complete sale

#2: Match between system and real world

- **Order of operations**

```
Create document
      ↓
Write some stuff
      ↓
Save document
      ↓
Give it a name
      ↓
Choose folder
```

#2: Match between system and real world

- Metaphor

#2: Match between system and real world

- **Metaphor**

#2: Match between system and real world

• **Metaphor**

• Delete file
• Copy file
• Send/share file