

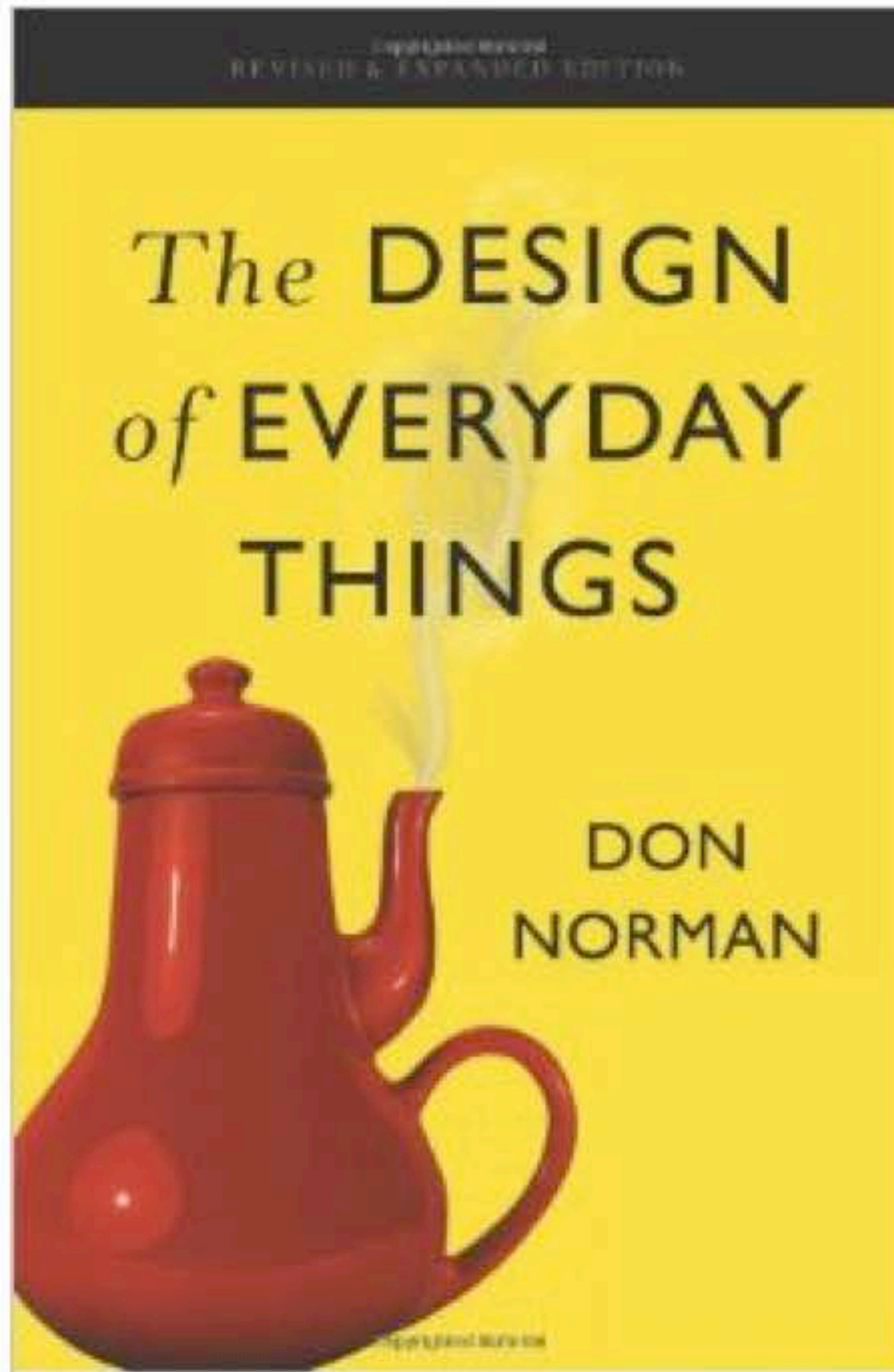
- **Two laws of HCI**
 - **Fitts' Law**
 - **Hick-Hyman**
- **7 stages of action**
- **Gulfs of execution and evaluation**
- **System models vs user mental models**
- **Norman's principles of design**
- **A cognitive walkthrough**
- **GOMS**

How we act in the world

- **Norman's 7 stages**
 - **Forming the goal**
 - **Forming the intention**
 - **Specifying the action**
 - **Perceiving the state of the world**
 - **Interpreting the state of the world**
 - **Evaluating the outcome**

How people act

Don Norman's DOET

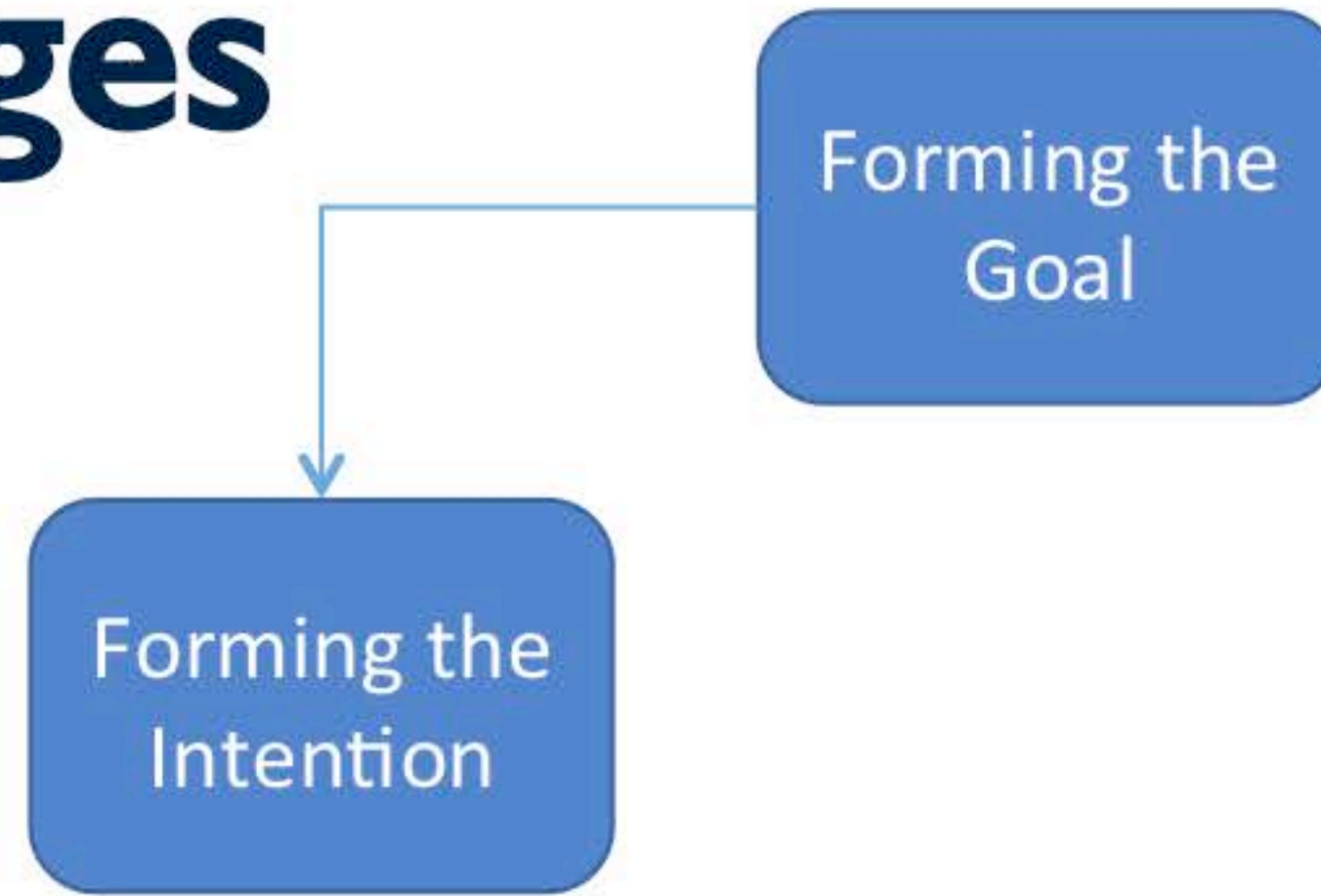


Seven stages of action

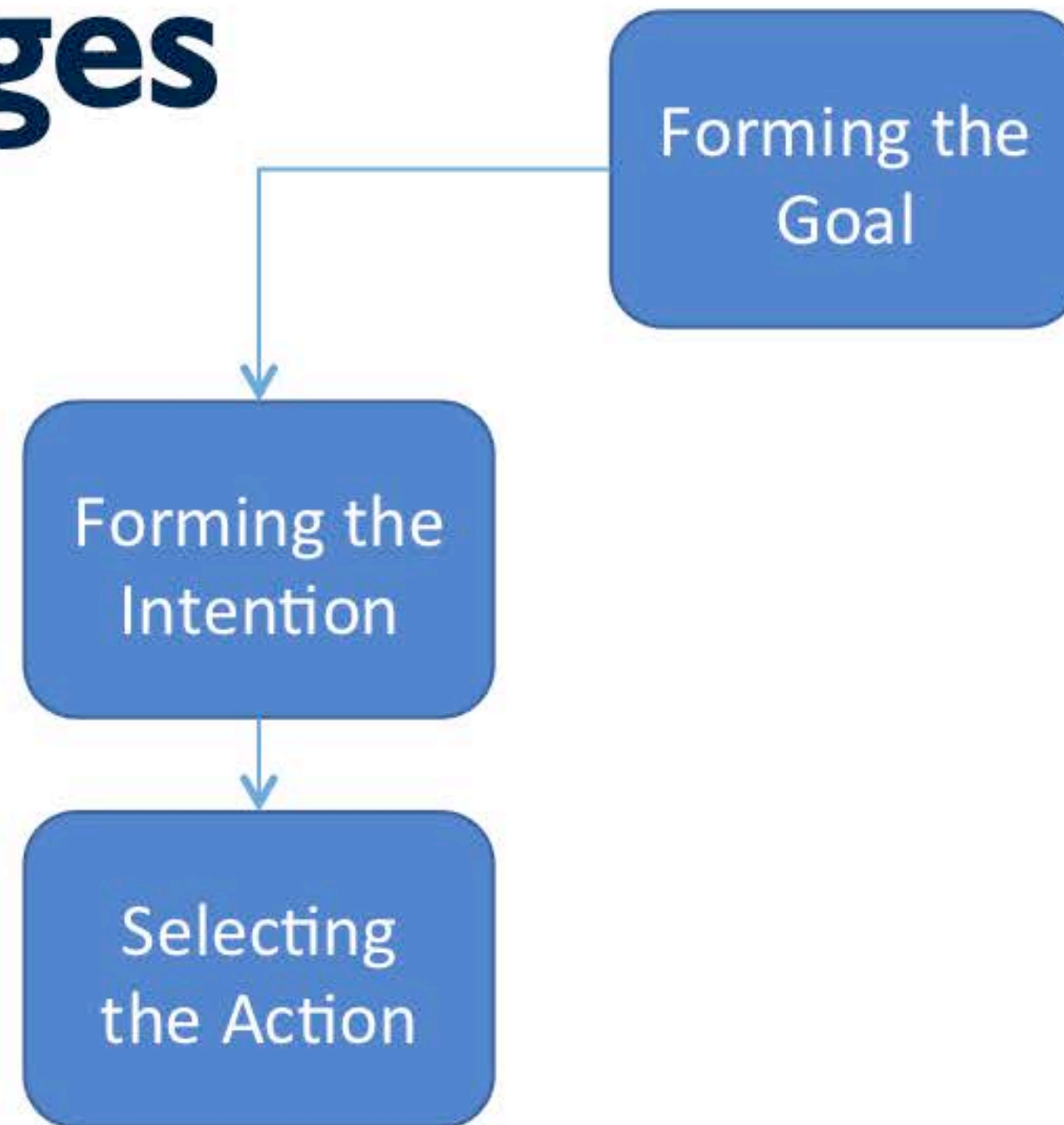
Seven stages of action

Forming the
Goal

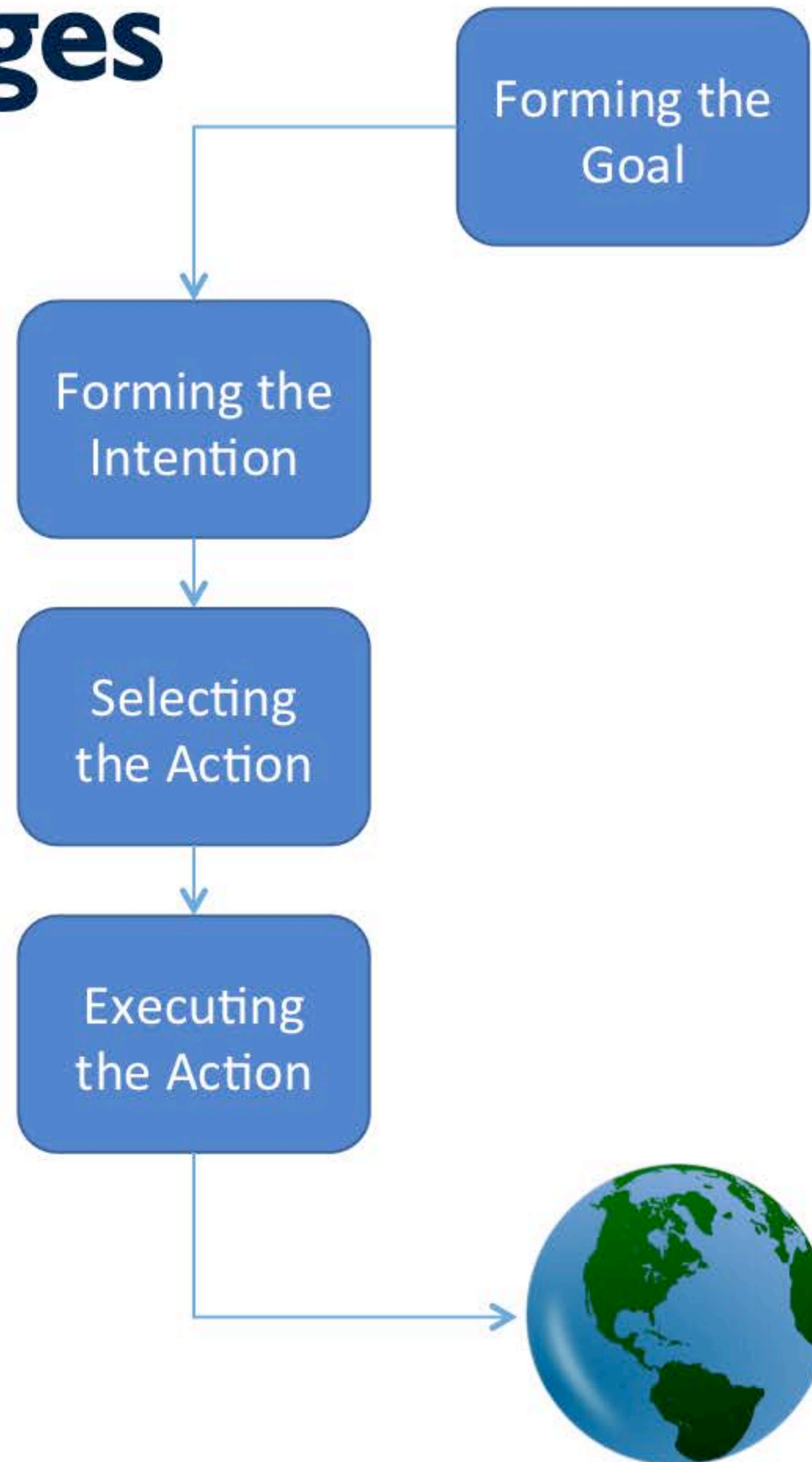
Seven stages of action



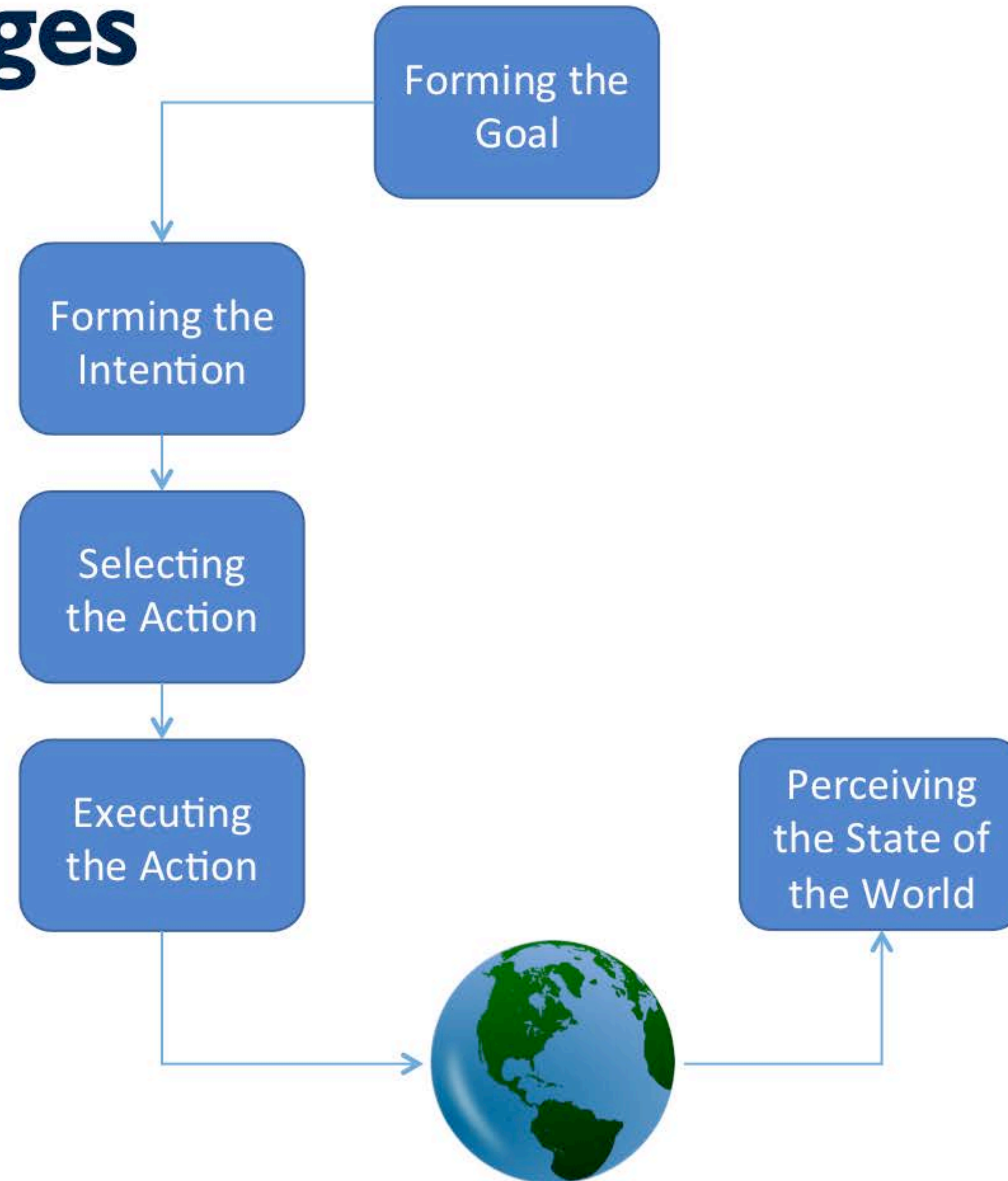
Seven stages of action



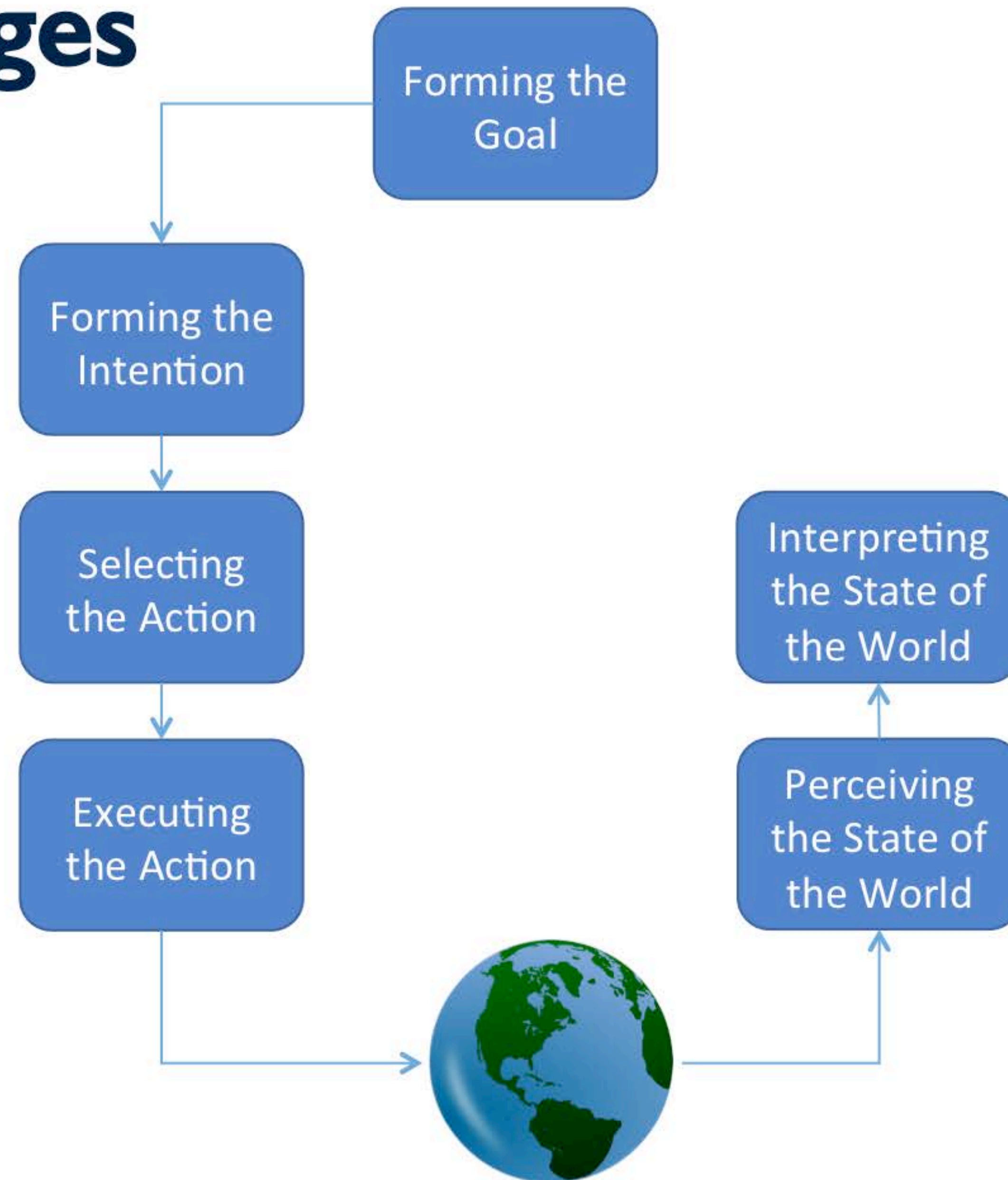
Seven stages of action



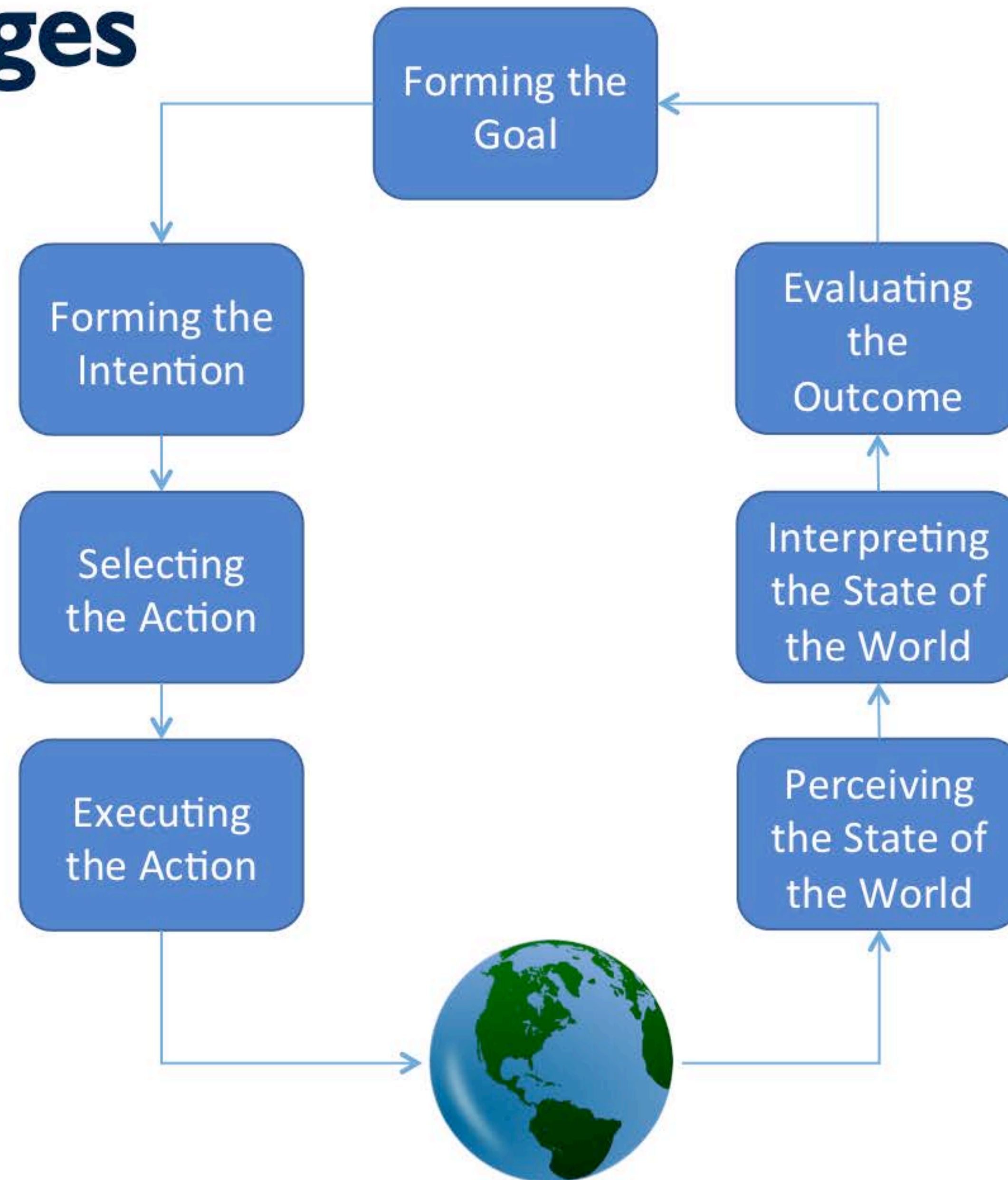
Seven stages of action



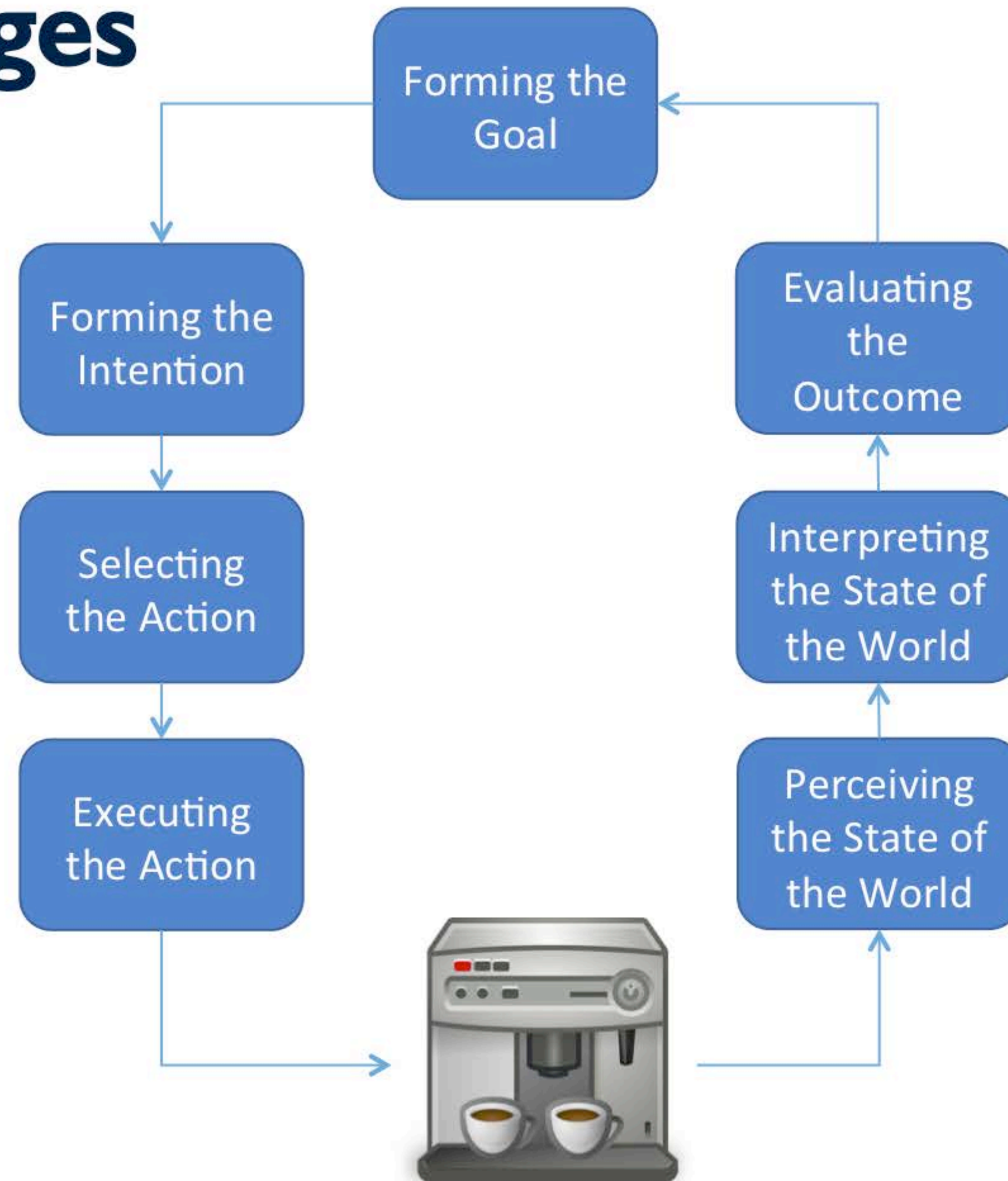
Seven stages of action



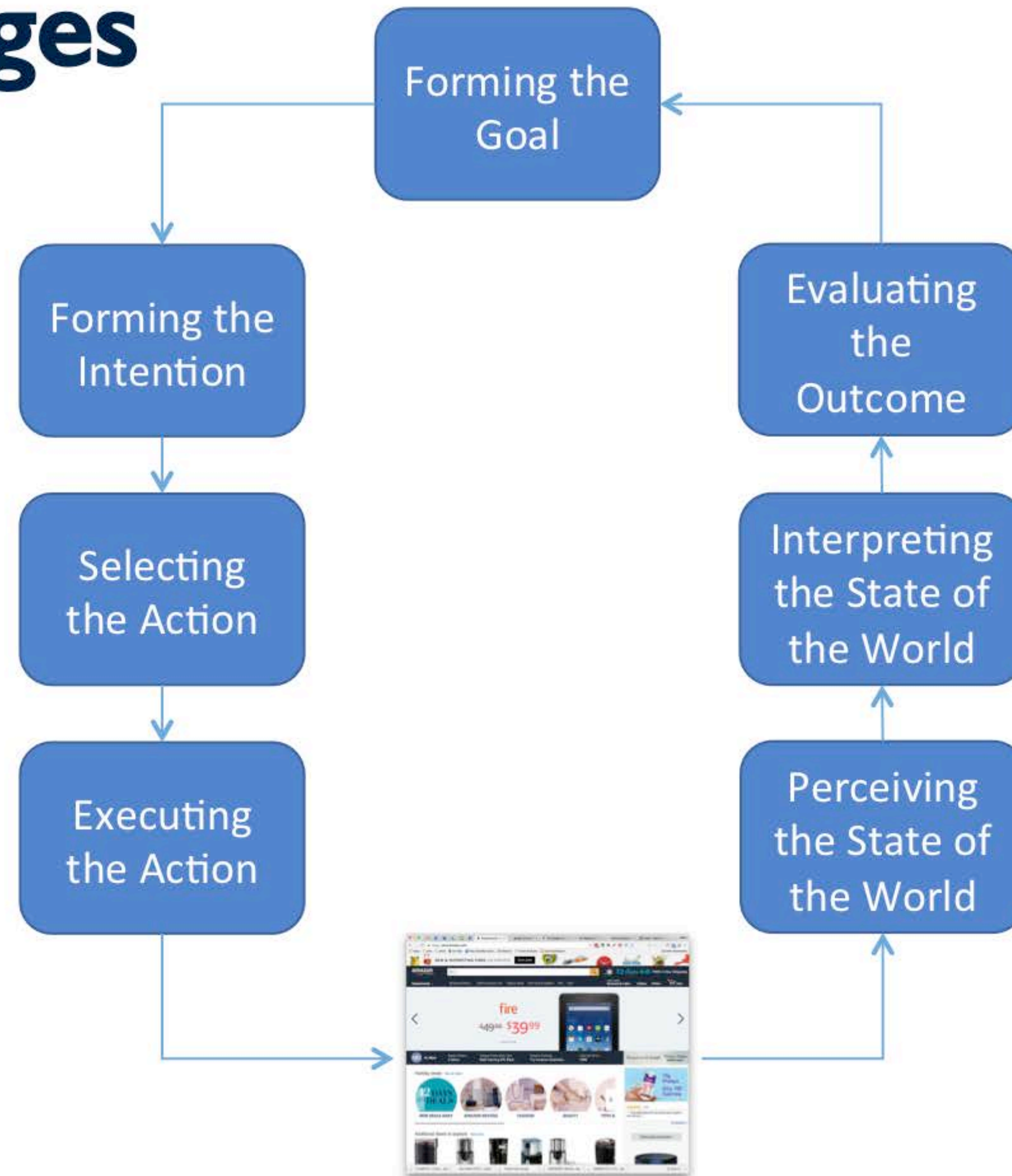
Seven stages of action



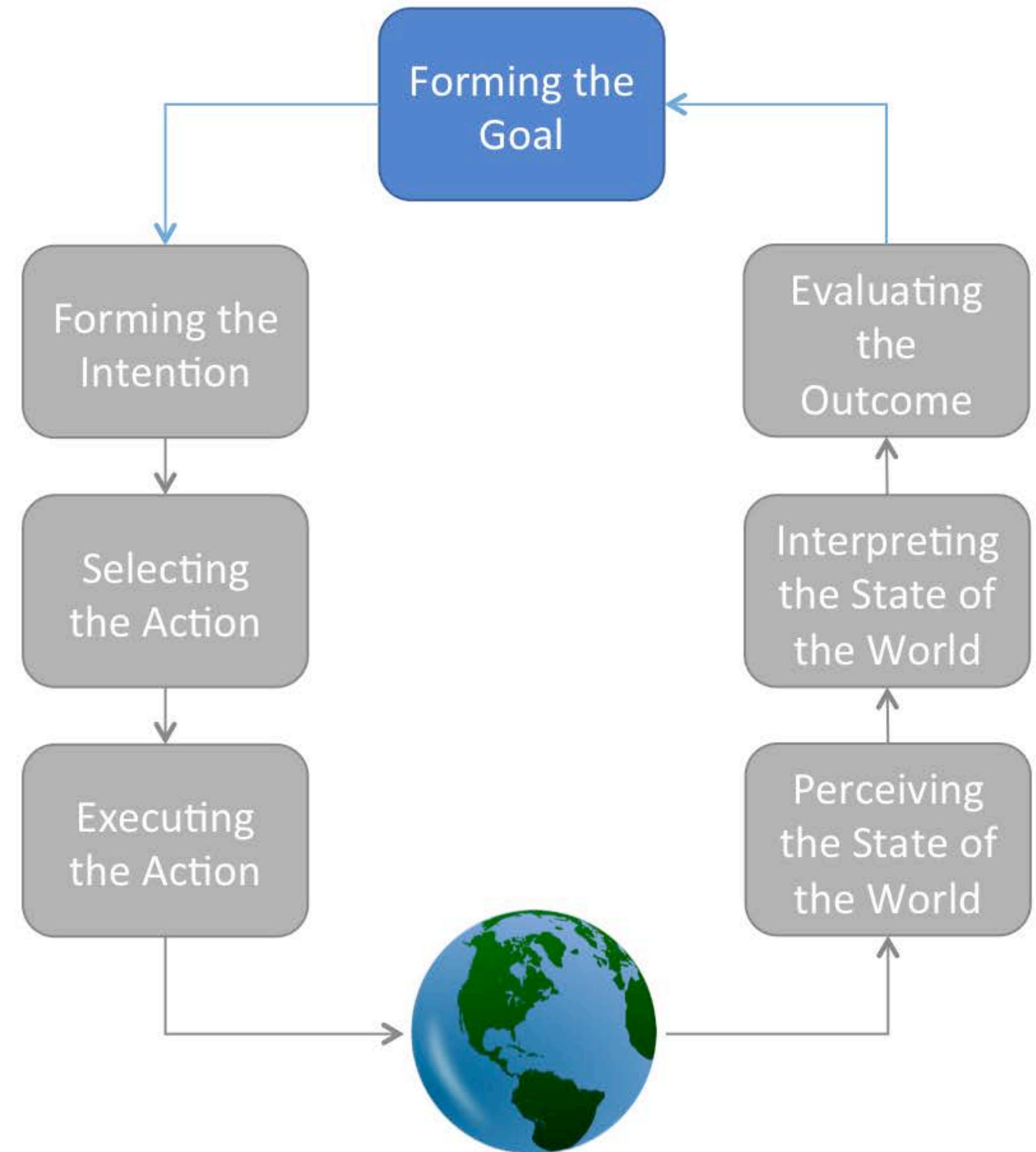
Seven stages of action



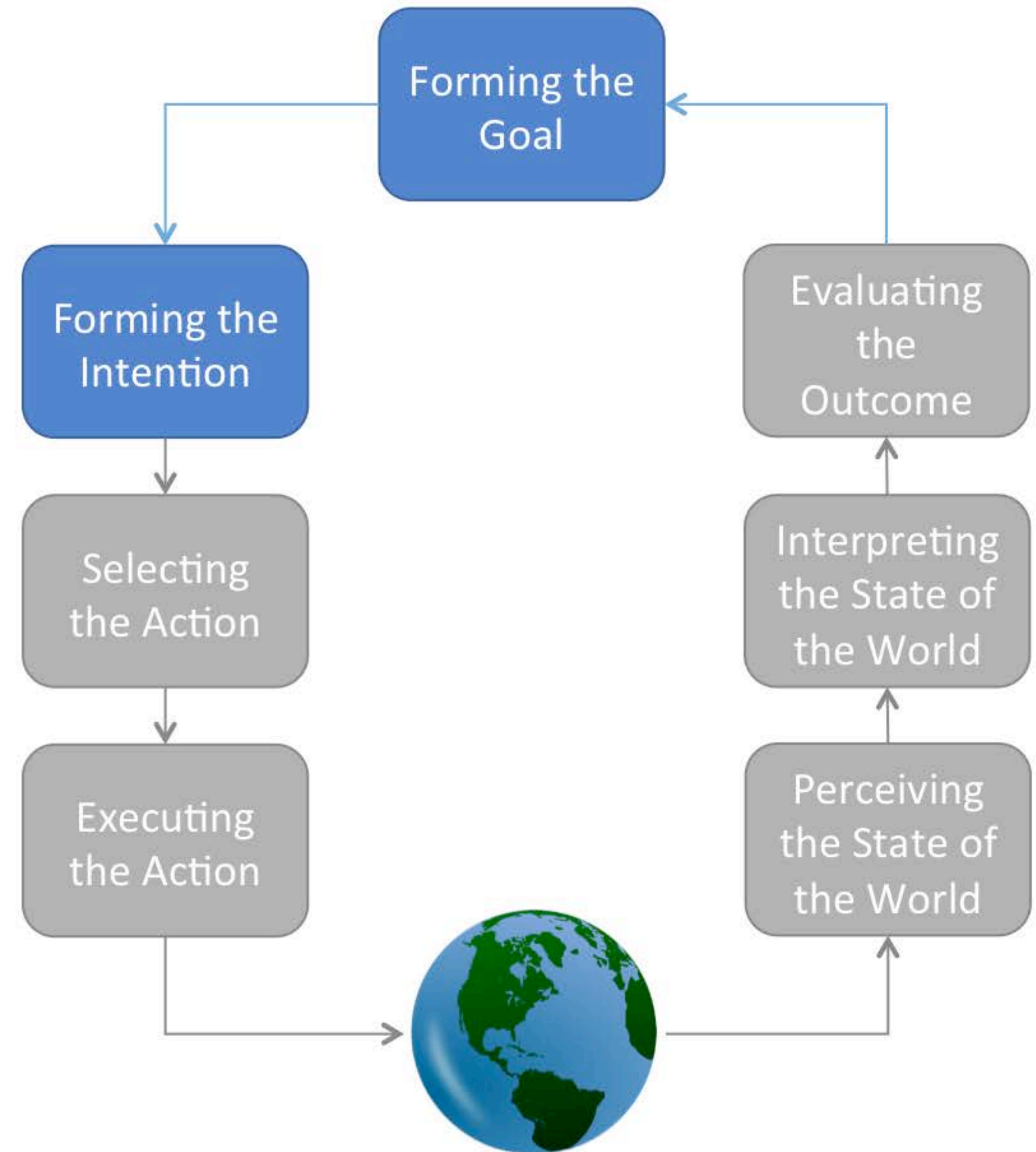
Seven stages of action



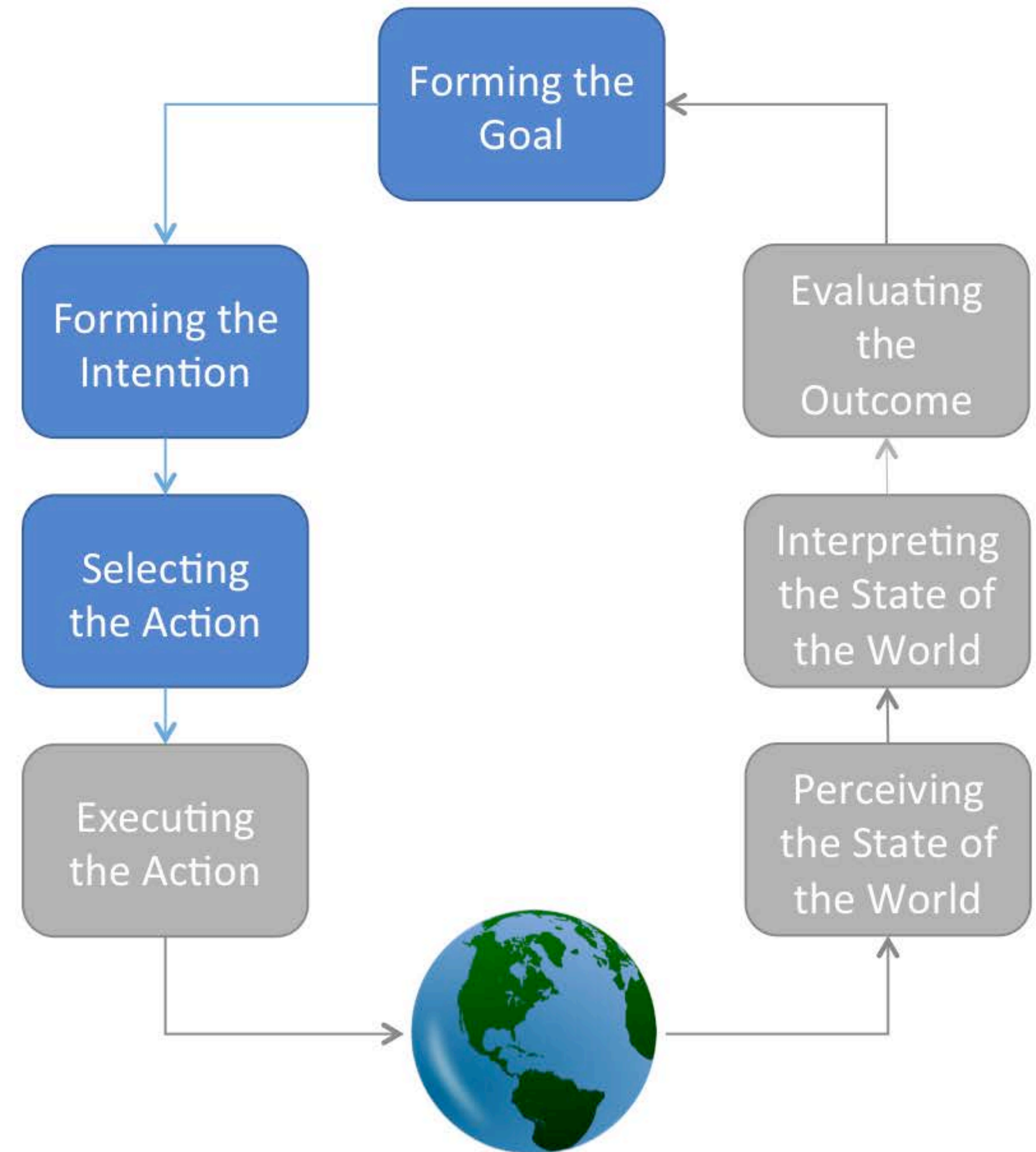
Opening a door



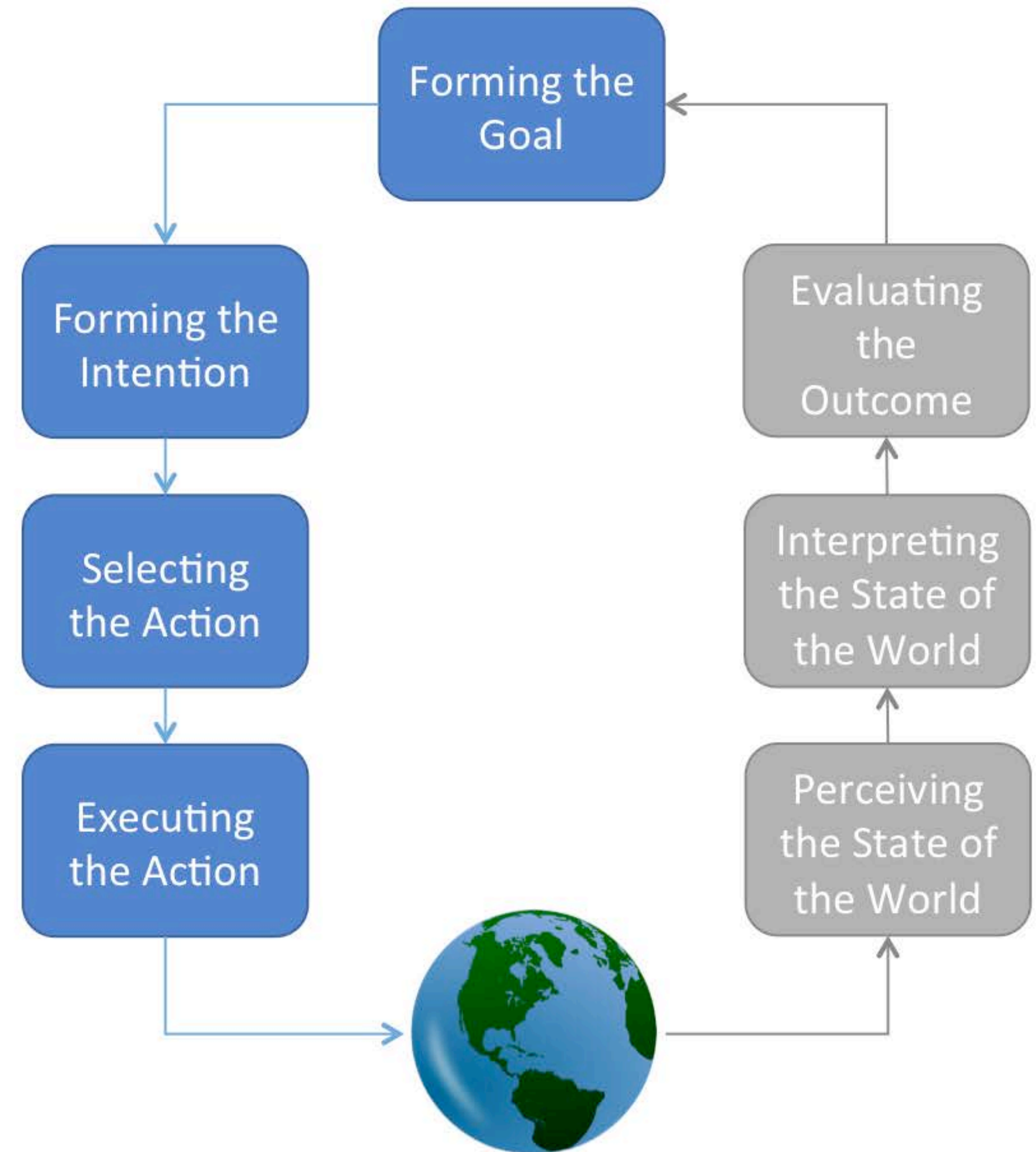
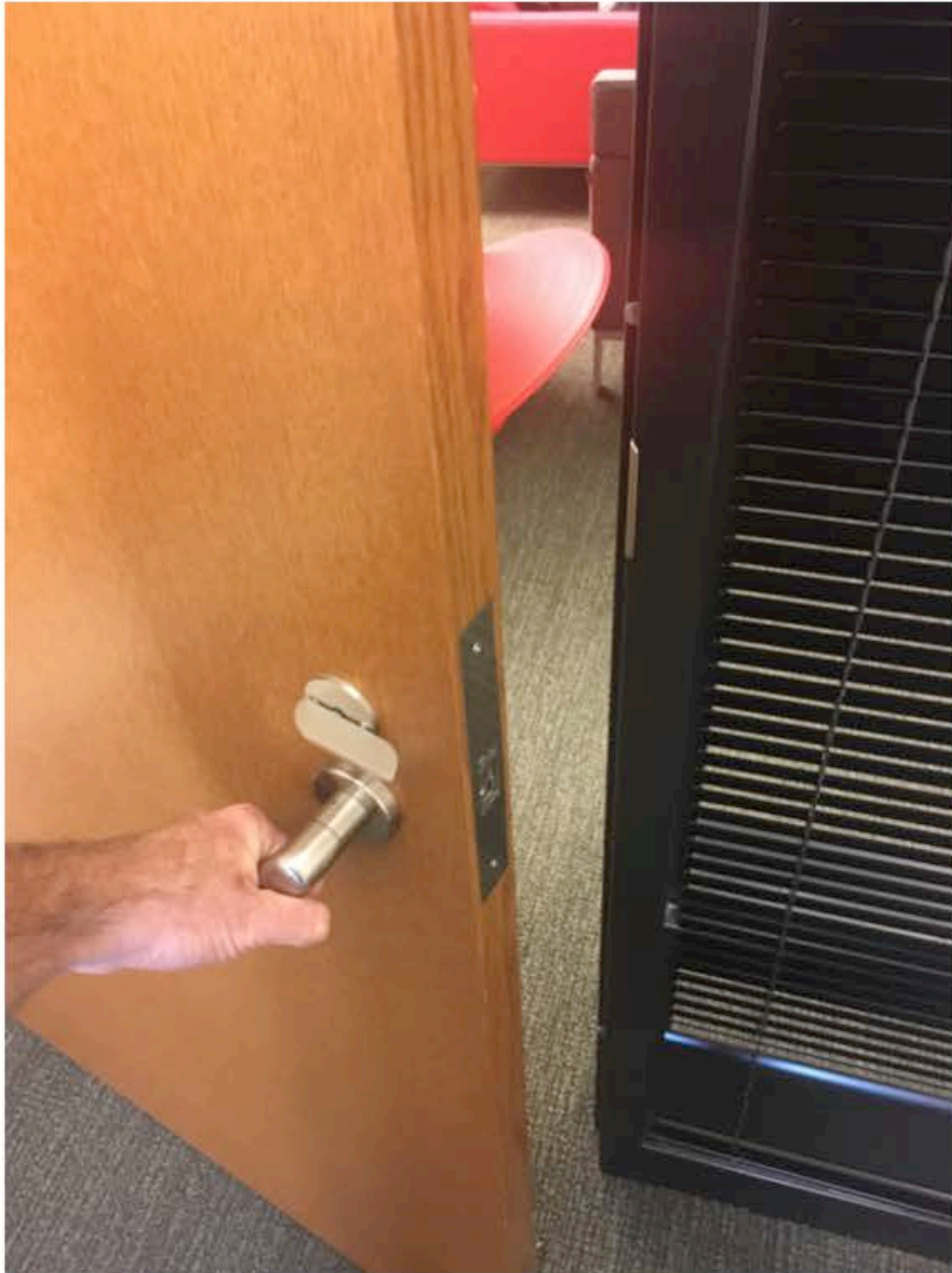
Opening a door



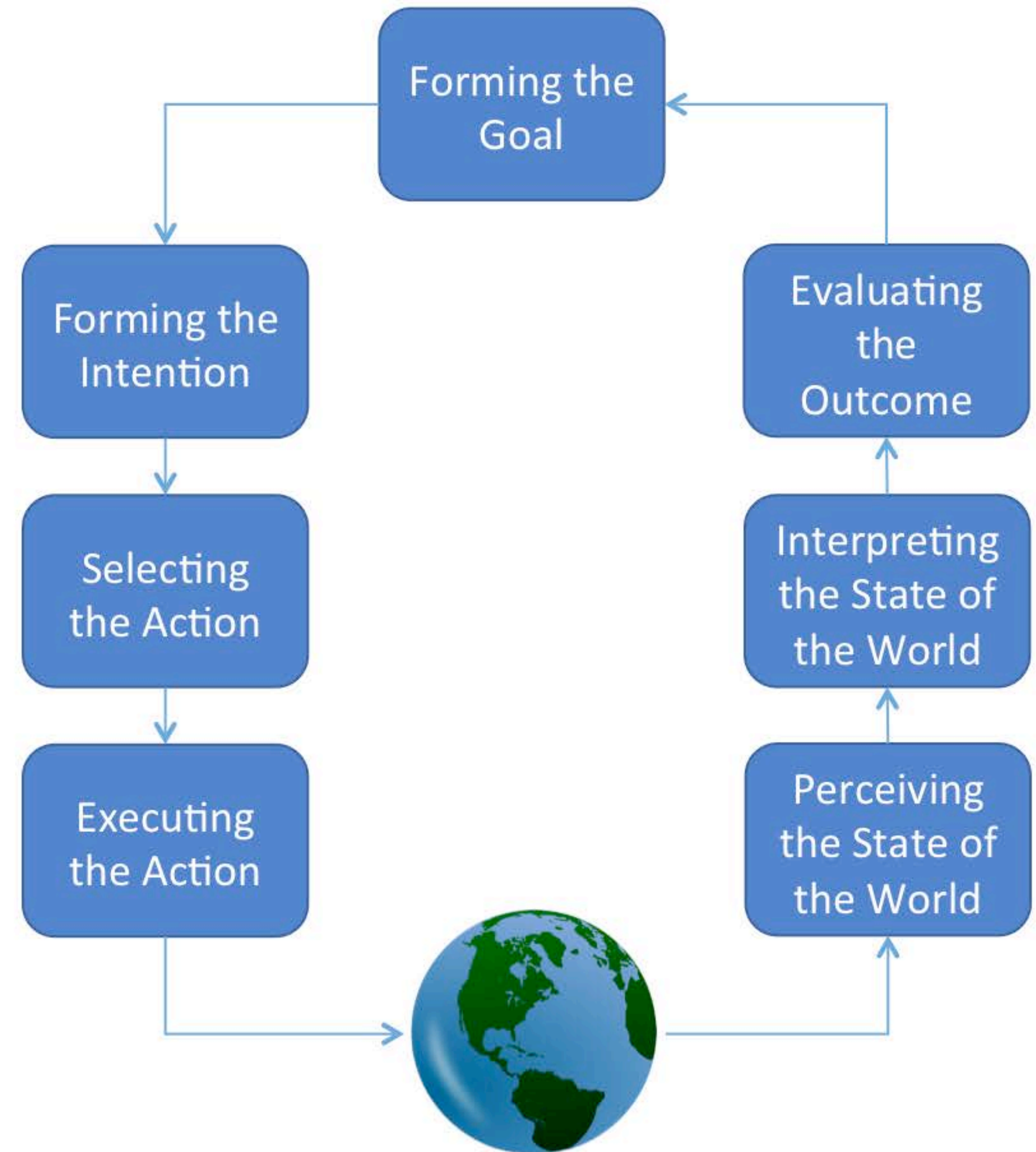
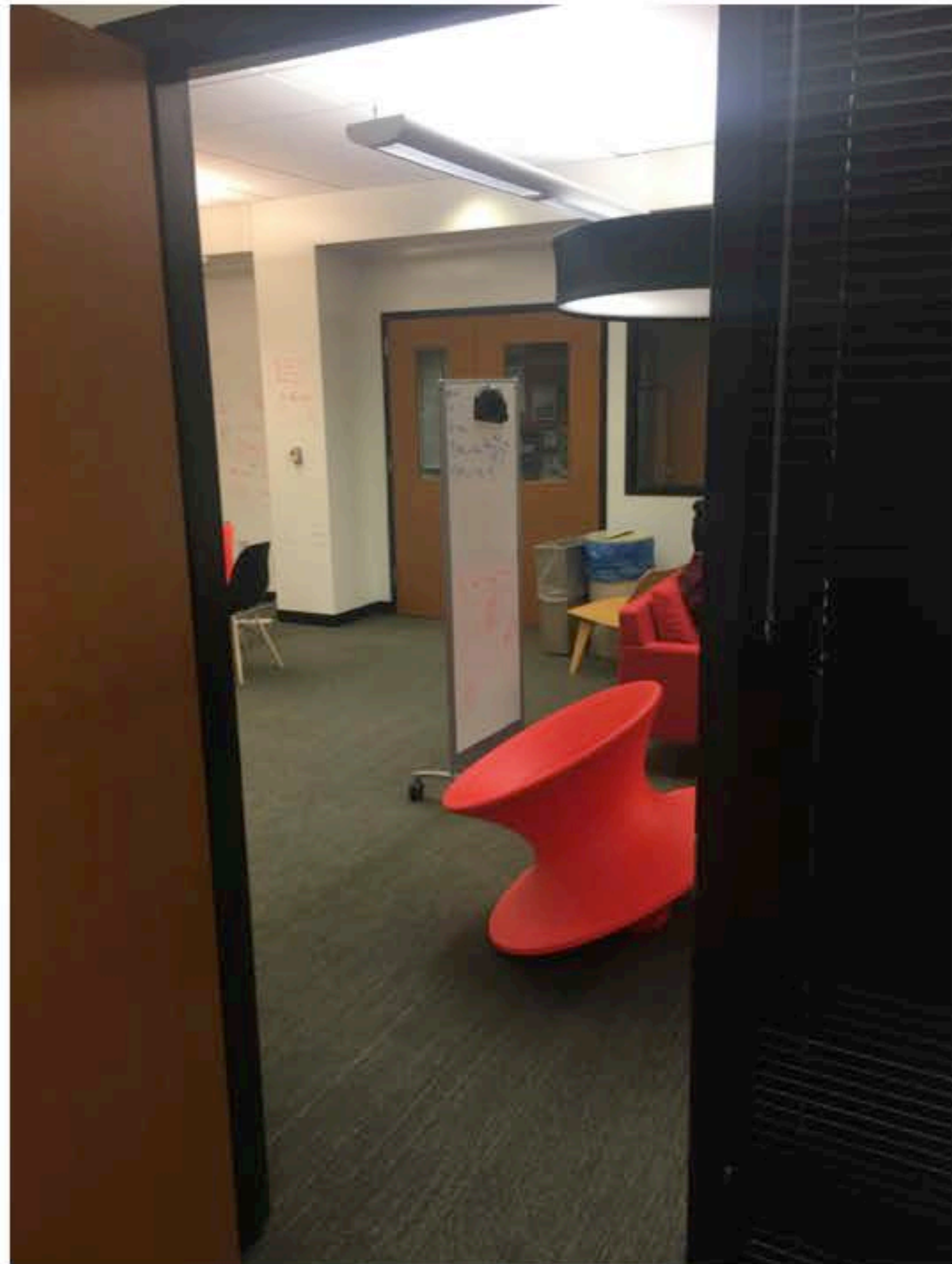
Opening a door



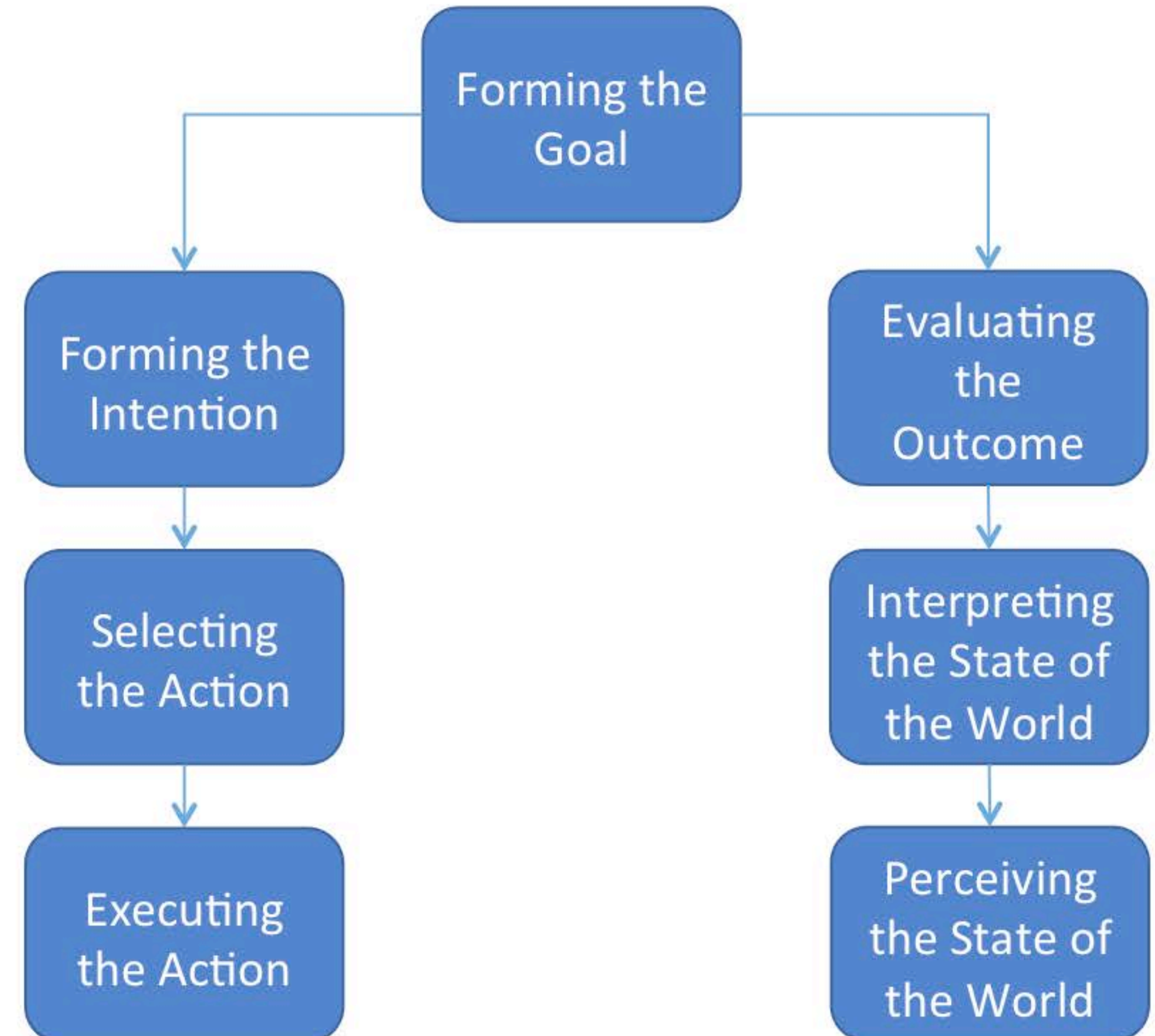
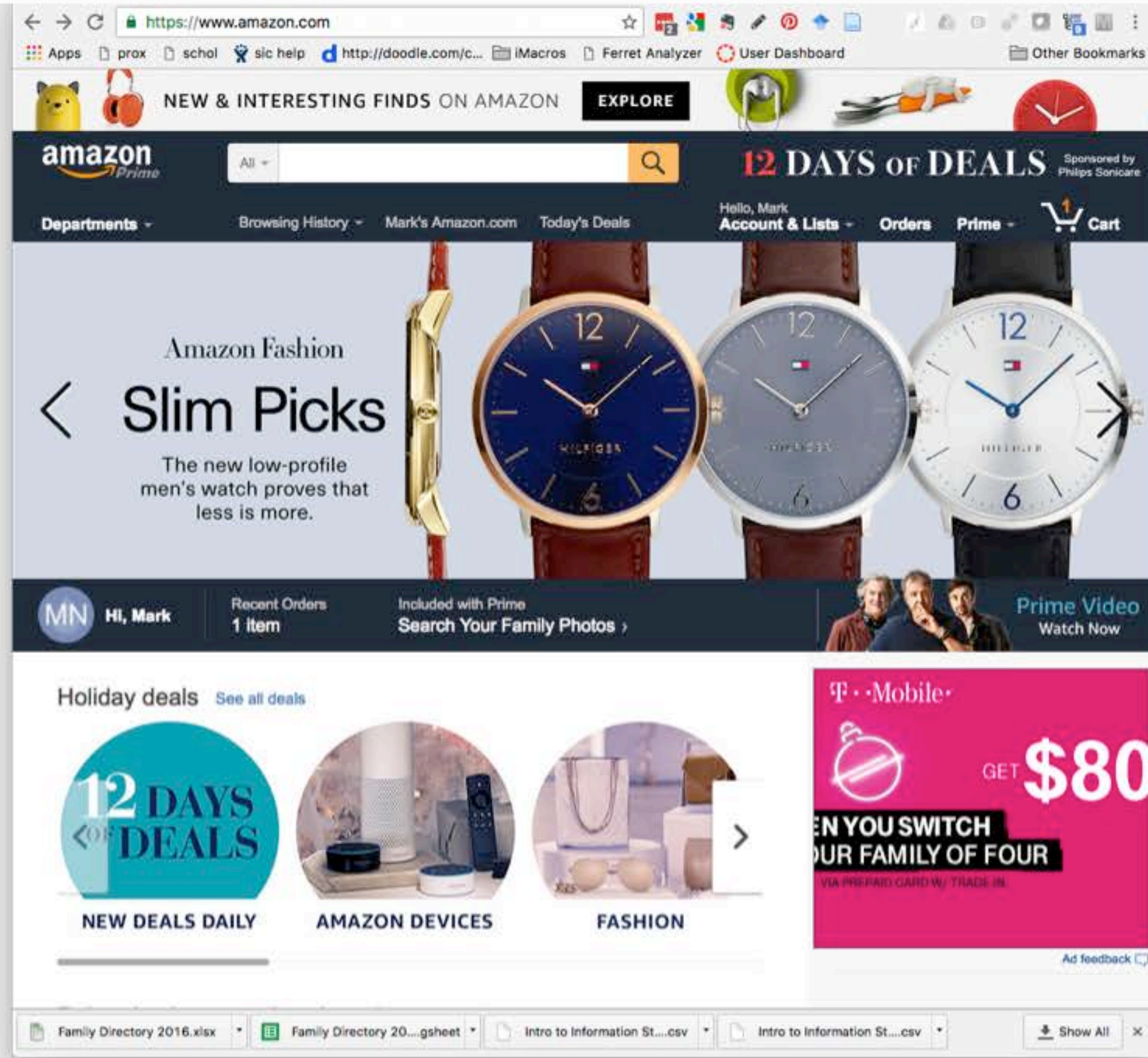
Opening a door



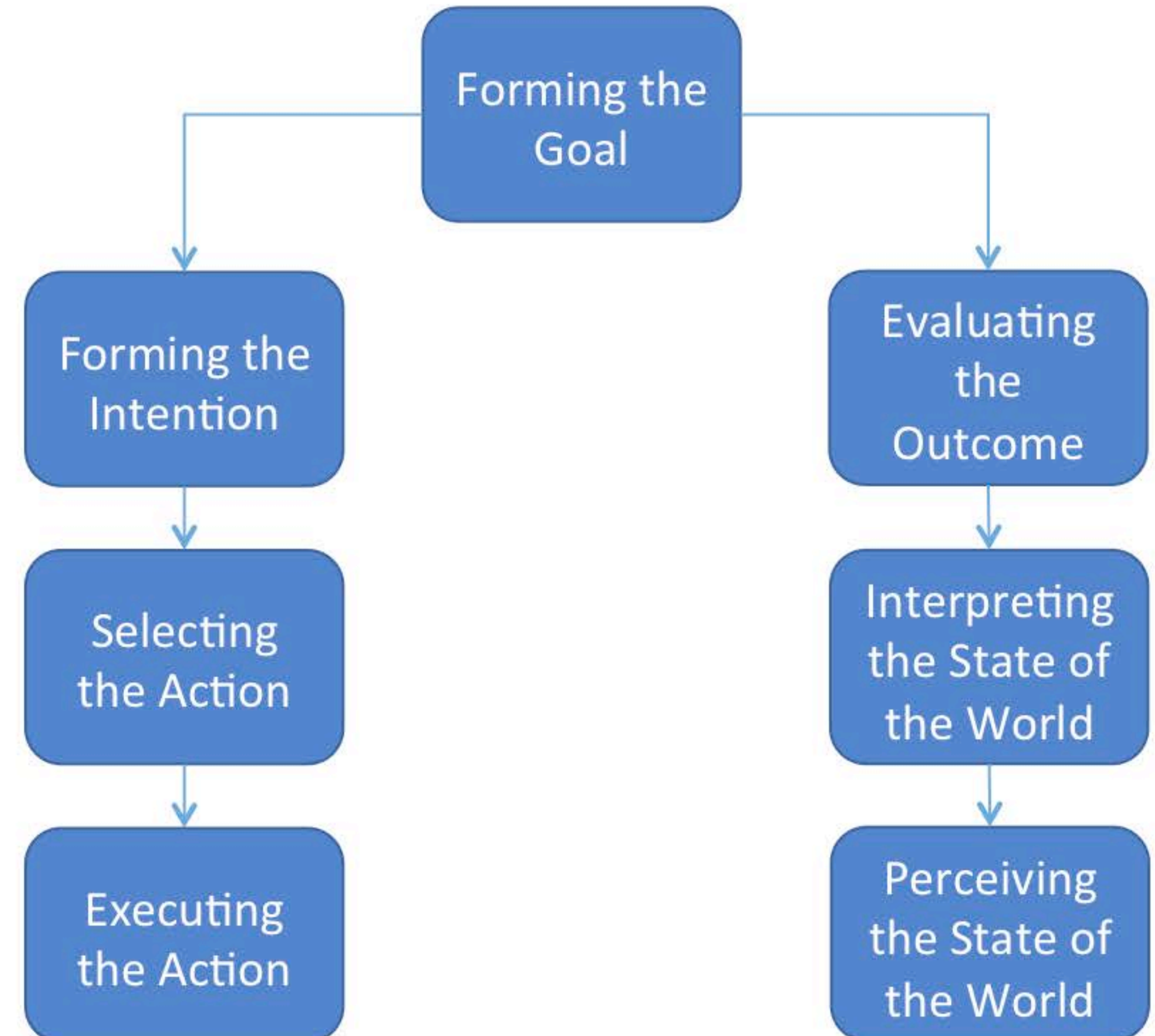
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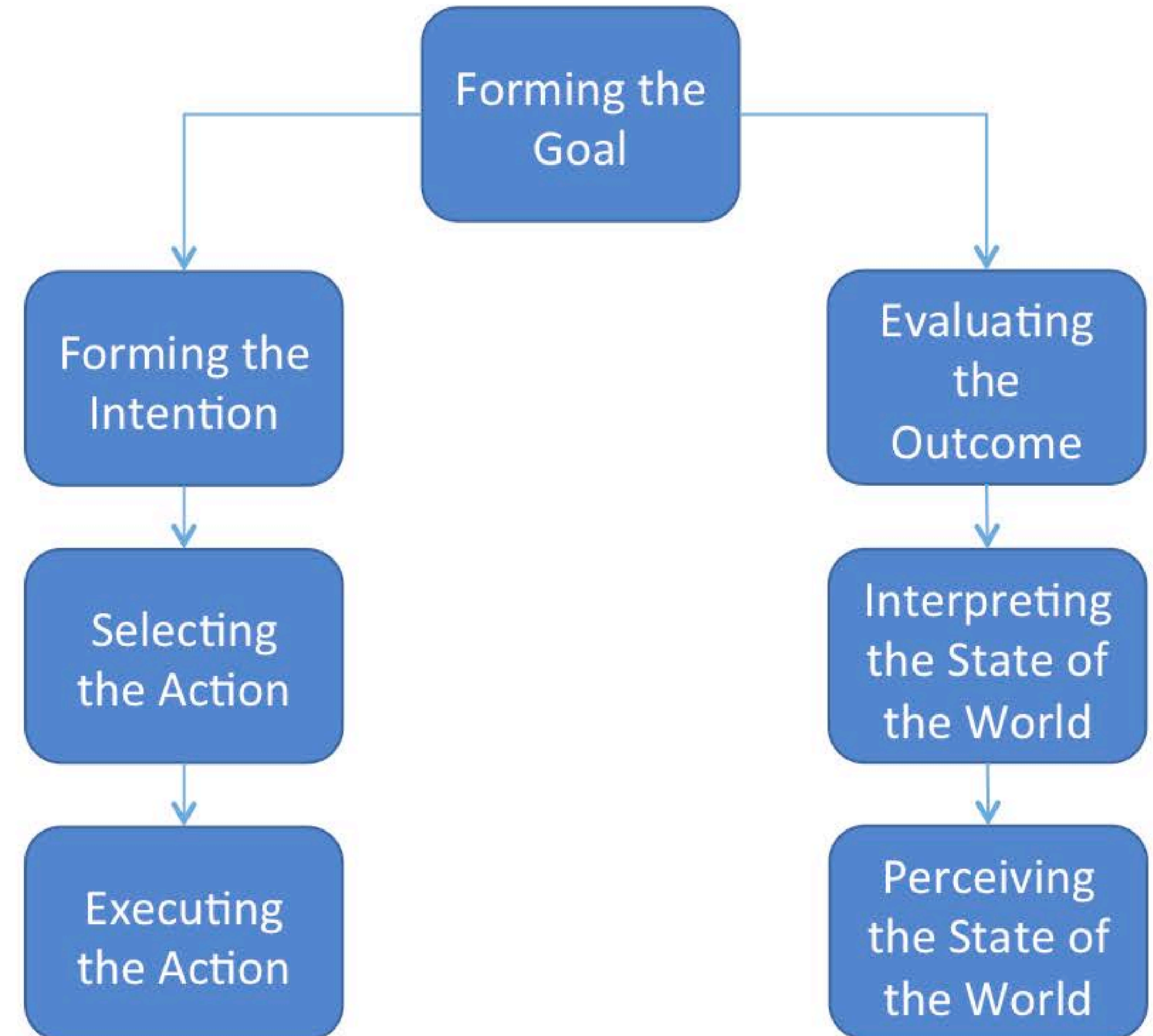
Example: acting on the web



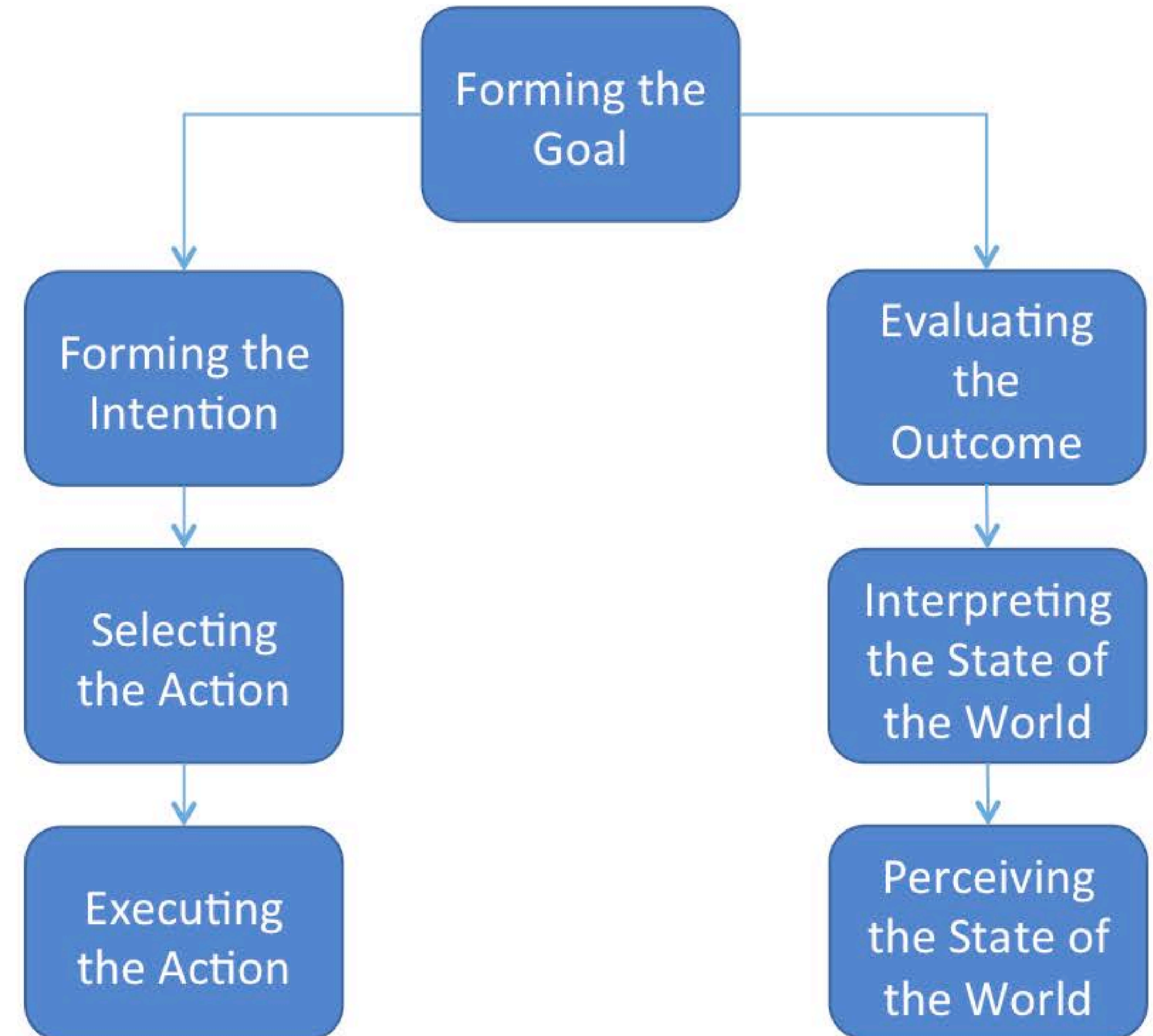
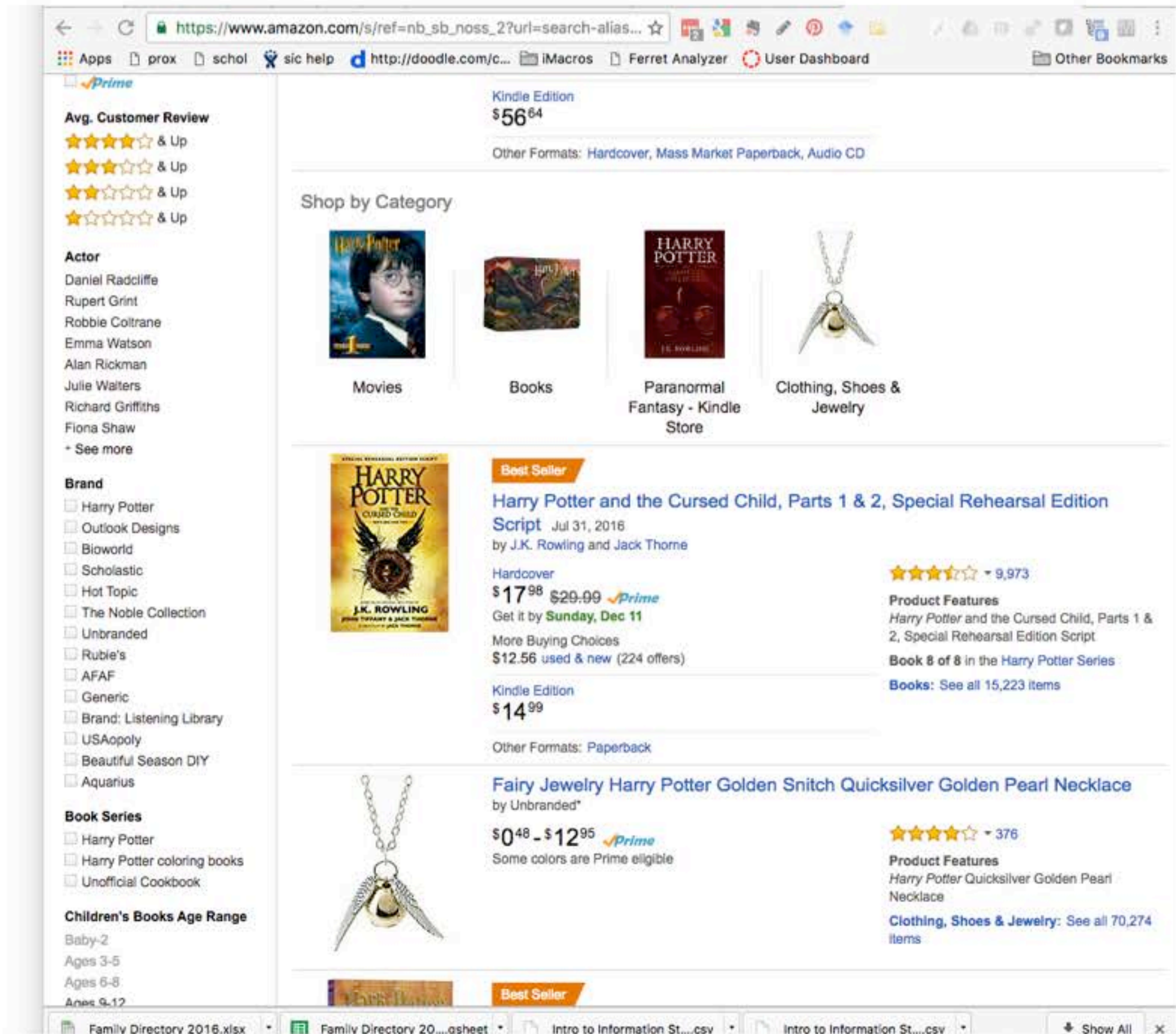
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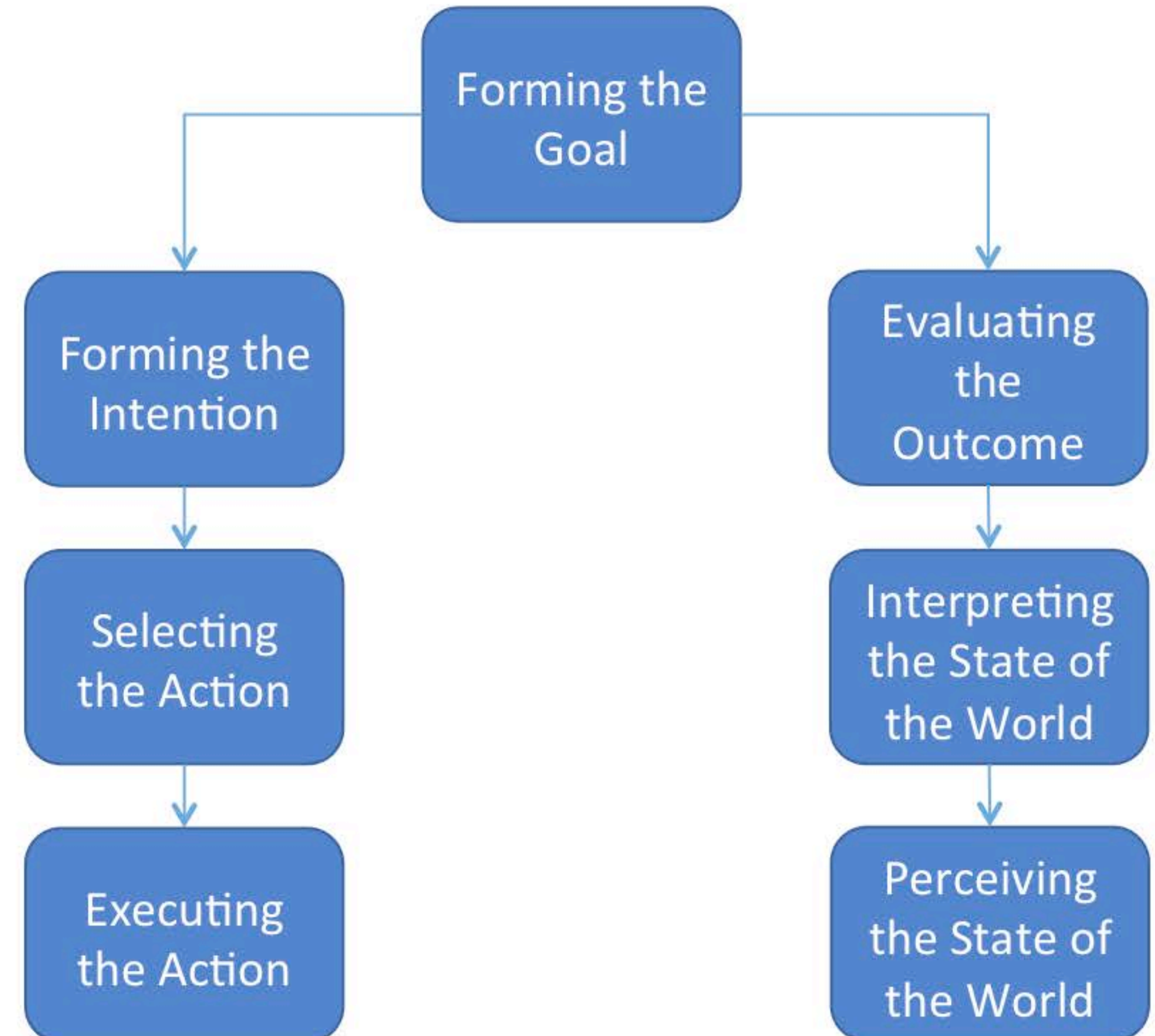
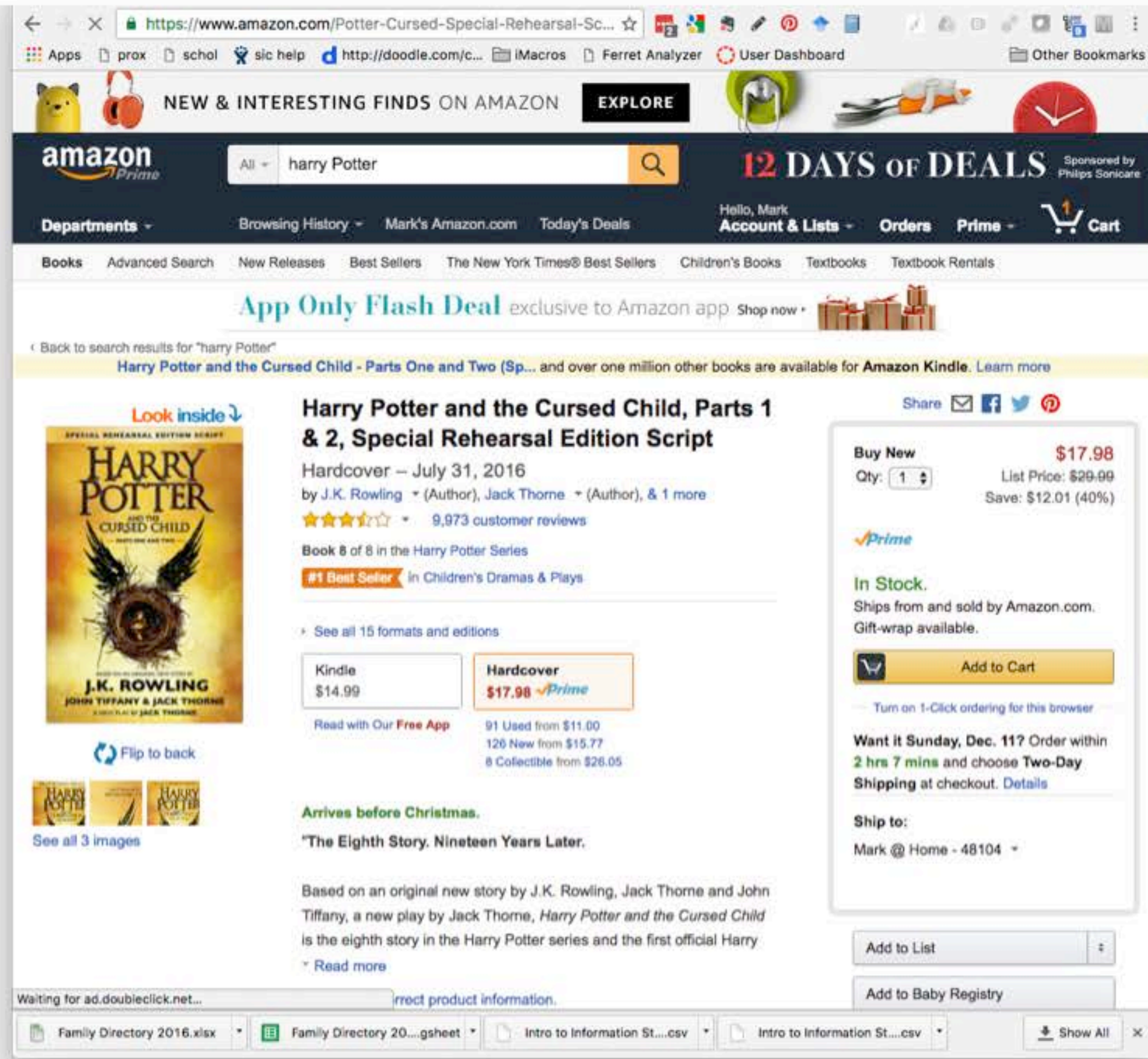
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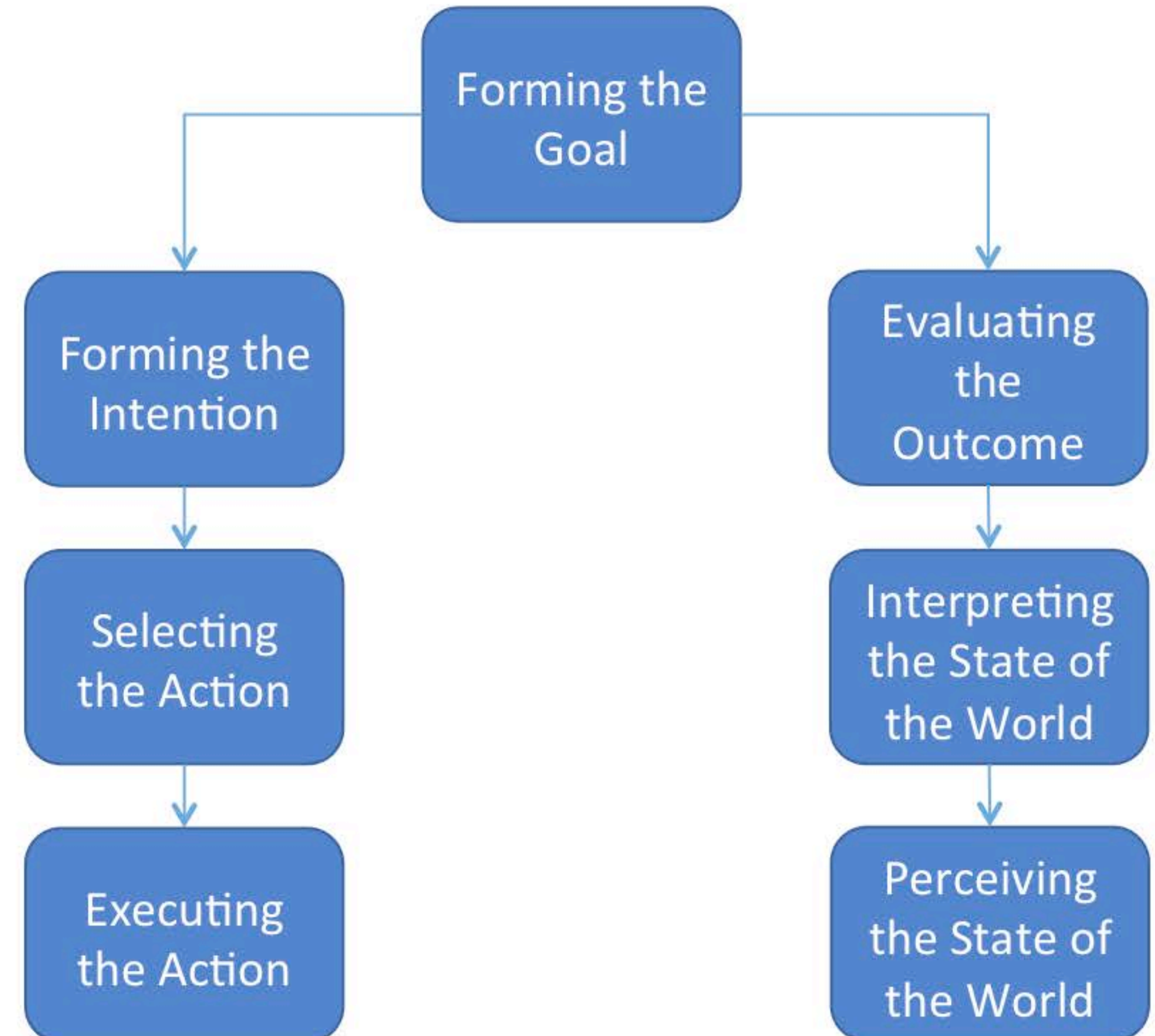
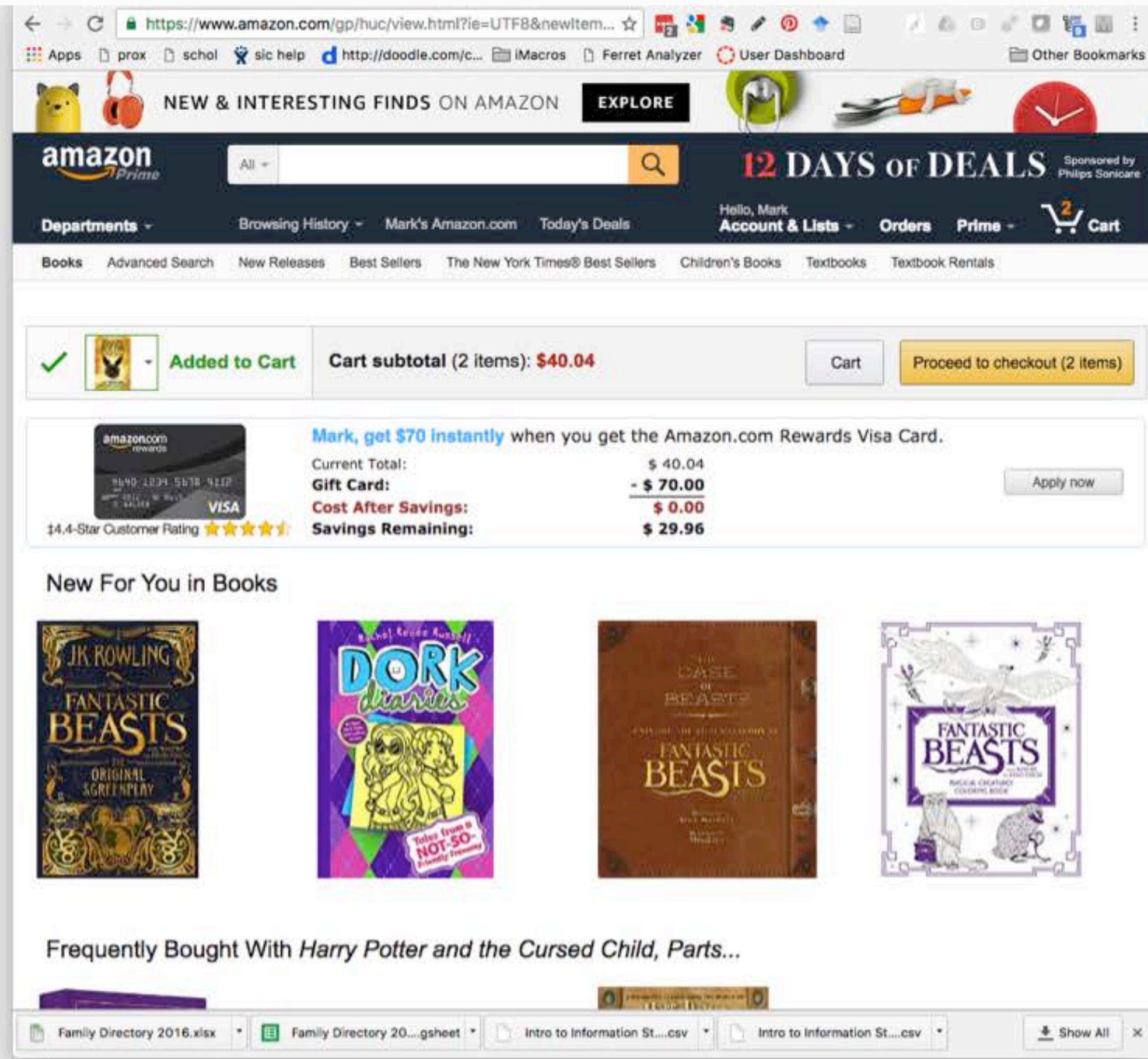
Example: acting on the web



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Example: acting on the web

