

Task 1.2: Brief Summary Report

Introduction

The purpose of this report is to analyse and briefly summarise an online article that Donald Norman has recently written and posted. The article is entitled, "Technology Forces Us To Do Things We're Bad At. Time To Change How Design Is Done" and was written on 25th of January 2017. Within the article, Mr. Norman surmises that it is not the user of a technological device who is at fault when a problem arises upon using said devices. Rather, it is the way the device was designed to be used that is the culprit.

Current Issues

He elaborates on this statement by outlining the main differences between humans and machines and how one complements the other. Mr. Norman implies that humans, in general are, "... approximate and heuristic" (Norman, 2017). This means that humans tend to think almost at random and seemingly without focus. At least this is the case when compared to machines. Where people get bored with performing mundane tasks, machines do not have this tendency. A machine will continuously do said tasks repetitively.

Proof and Counter Proof

Mr. Norman next outlines how productive it is when humans and machines work together to complete the same task. He masterfully uses humans and calculators as an example to reiterate his point on solving a mathematical problem. However, he also provides a counter proof when he outlines the problems with humans using automobiles for long distances. Automobiles has allowed humans to travel farther and at a much shorter time than ever before, but a problem arises when humans have to use these machines for extended periods of time.

Conclusion

Mr. Norman concludes his article by stating that, designing the tools based off human requirements will allow technologies to be constructed in order to complement us (Norman, 2017). He further elaborates by urging the designers to keep this in mind to make us utilise our creative side and allow technology to enhance our lives.

Reference

Norman, D., & Norman, D. (2017, January 25). Technology Forces Us To Do Things We're Bad At. Time To Change How Design Is Done. Retrieved from <https://www.fastcodesign.com/3067411/technology-forces-us-to-do-things-were-bad-at-time-to-change-how-design-is-done>