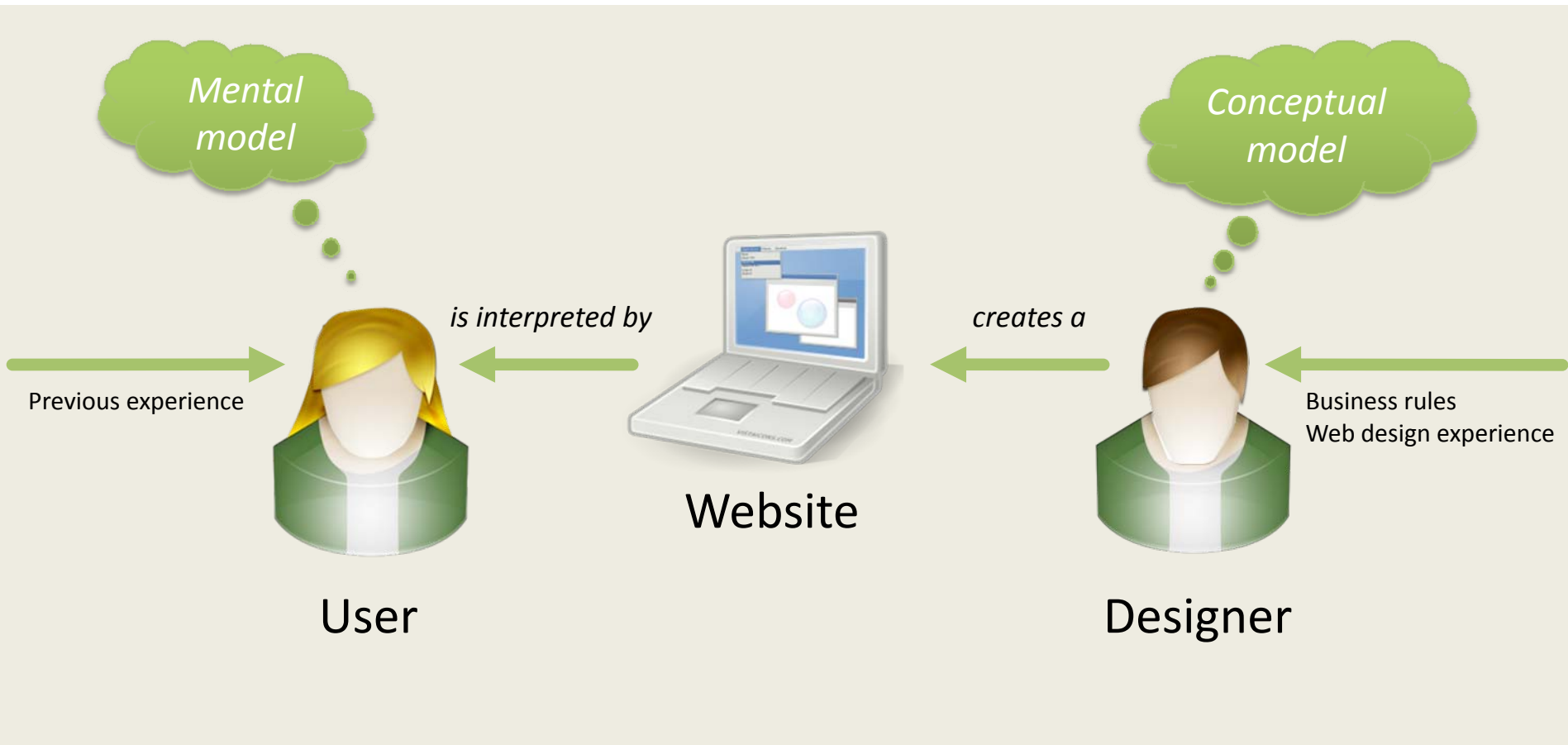# *3.1.2 Norman's model*

A recap on terms…

Terms

- **User Experience** is the overall experience and satisfaction a user has when using a product or system

- **User Centred Design** is the process of how to build websites that have great user experience

- But from the users' perspective, their user experience is built on the **interactions** they have with the website.

- **Individual user interactions are the building blocks of the overall User Experience**

A model of interactions

Mental model ... **Conceptual model**

Previous experience → User — is interpreted by ← Website ← creates a — Designer ← Business rules / Web design experience

Source: Donald Norman's The Design of Everyday Things

Mental model

- Is a user's **own view of how a website works**

- Is usually **incomplete, inaccurate** and **naive**

- Built on **previous experience of websites** and technology that may or may not be applicable

- But the user's mental model is **good enough** to explain to them how the website works

- An example: Just how much do you know about how your car works?

- What do you need to know to drive it?

What are your mental models like?

Write down how an ATM works

What are your mental models like?

Write down how an ATM works

- How much money are you allowed to take out?

- What denominations?

- If you take out the maximum and go to another machine and tried the same what would happen?

- What information is on the strip on your card? How is this used?

- What happens if you enter the wrong number?

- Why are there pauses between the steps of a transaction? What happens if you try to type during them?

- Why does the card stay inside the machine?

How did you go?

- How detailed was your mental model? How shallow?
- How much did you use analogies to explain it?

Good design encourages useful mental models

A good website design treats its users like rather lazy detectives... leaving obvious clues around, guiding them to a useful understanding

There are some key design principles to support this task:

• Functions and system states that are **visible** to users

• **Feedback** that clarifies what the user has done

• Clear and simple **affordances** let users know what is possible on the website

• A natural **mapping** between controls and their effect

Task: *Review a website*

- **For the search results page of the following website**
  - http://www.kayak.co.uk/ - use the search results page

- **Identify affordances, feedback, mapping and system visibility**
  - What is unique to this website?
  - What is common to other websites?

- **How does the site help users develop a mental model?**

20 min. Coffee Break