Don Norman – *The Design of Everyday Things* (Ch. 1)

Main Ideas

- **Psychopathology of Everyday Things** → everyday objects often frustrate us because of poor design, not "human error."
- **The Door Example ("Norman Door")** → simplest devices (push/pull doors) can cause confusion if **affordances** (what it allows you to do) and **signifiers** (visual cues) are unclear.
- **Principles of Good Design**:
  1. **Visibility** → user can see what to do.
  2. **Feedback** → system shows effect of action.
  3. **Mapping** → relationship between control & outcome should be natural.
  4. **Conceptual Model** → design should match how users *think* it works.

Focus Sections

- **Complexity of Modern Devices**: modern tech adds functions → often harder to use. Example: telephones with dozens of hidden codes vs cars with visible, natural controls.
- **Affordances & Constraints**: scissors = clear model; digital watch = unclear.
- **Paradox of Technology**: new tech aims to simplify life, but added features increase complexity.
- **Design Challenge**: design is everyone's problem — engineers, marketers, users all have competing needs.

✅ *Connection to TikTok*: TikTok nailed **visibility and feedback** (scroll/like/share) but created hidden complexity in attention capture and privacy — matching Norman's paradox of technology.