



Buying Books

System Design

BLACK - WHITE - GRAY

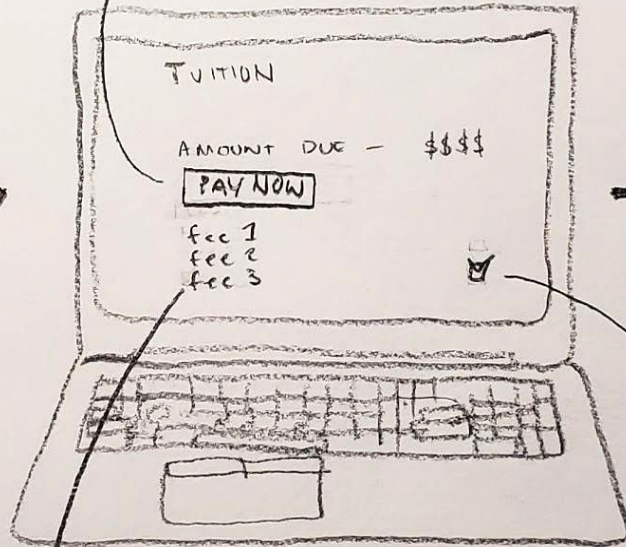
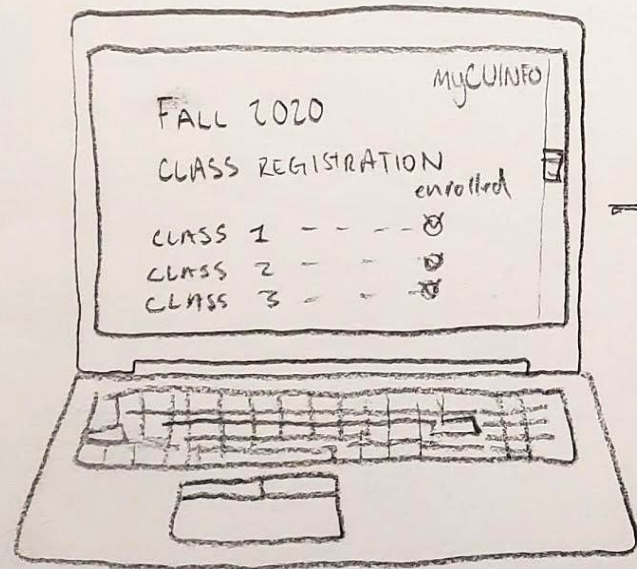
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User-Centered Design

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For my interventions I had designed three systems that influence the behavior of the user, a college student, to receive textbooks. The black hat system enforces secretive purchases. The white hat promotes a donation program that benefits the students. And the gray hat system is a relatively neutral process of getting the books he or she needs for class.

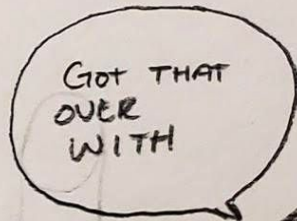
Registering 4 class



Big pay button
w/ total
comes first

hidden
BOOK fee

Black Hat



Oblivious
user

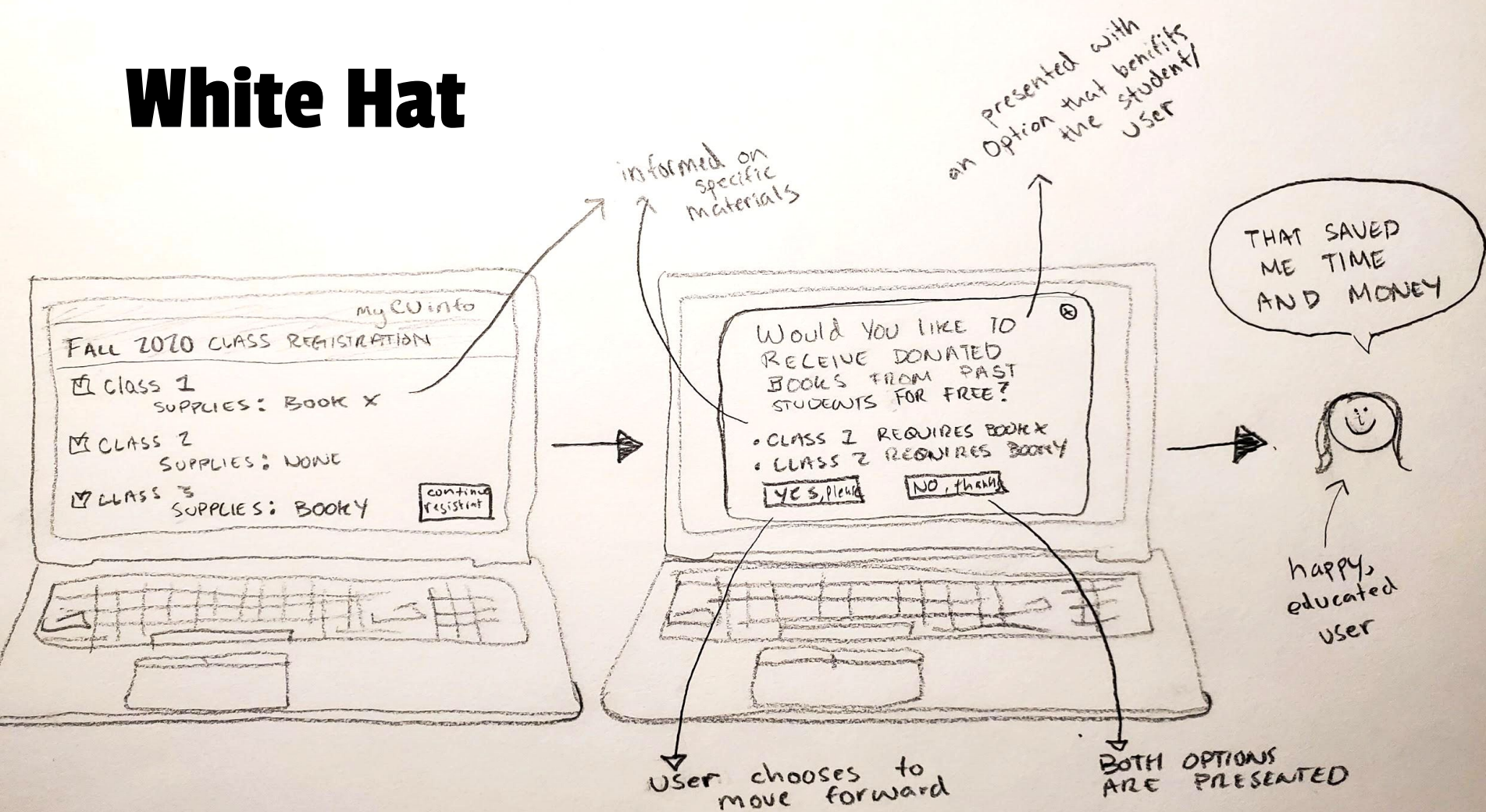
automatic
checked
box



Black Hat

This black hat design is not concerned about the user, a college student. This design scheme is a process on how college students purchase books for their upcoming classes. First, a student would go to the portal and choose their classes. Next, when the student pays for their tuition they are also paying for a hidden like fee for the books required for those classes. The fee is hidden at the bottom of the tuition page. The book feed is automatically checked- and is the option that this design wants the user to choose. Additionally, the Pay Now button is at the top in large letters and in a specific color and location that the user is more likely to press because he or she skips through the system. This impacts the user because the information is presented in a way that encourages the users behavior to pay for the books obviously. The student is able to pay for his or her tuition quickly but this domain enforces the user to miss an element that is concerning the users money.

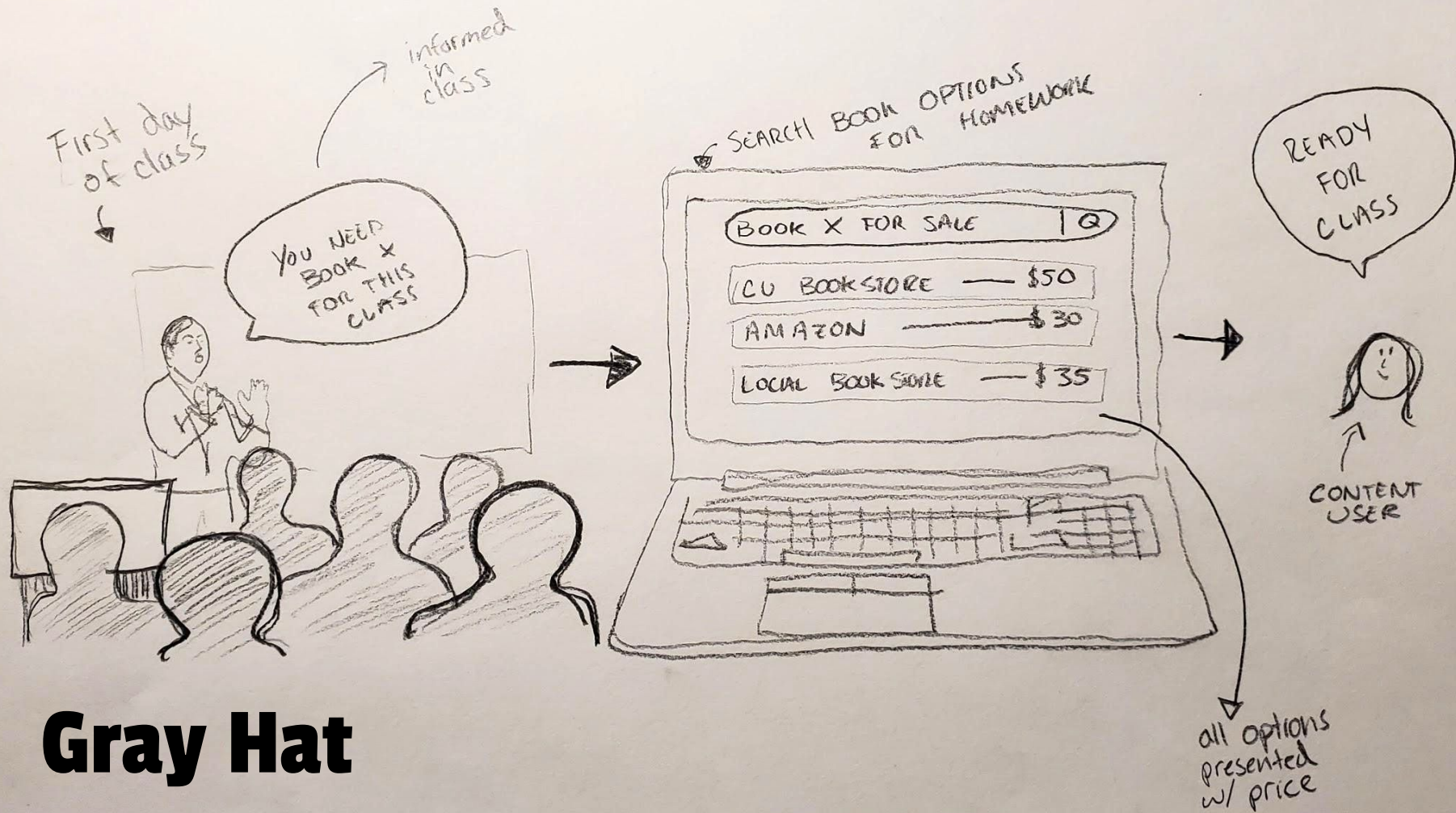
White Hat





White Hat

This next design is a white hat system design that encourages the users behavior to donate and receive donated books. Donated books are no cost to the user, and therefore the end users needs are considered. Also, before classes begin the user is informed about what supplies he or she will need. The user is presented with an option that will help them be prepared and ready at no cost, but they still have the option to opt out. How it works is that the user would select their classes that he or she will be taking. Under the classes the display says the supplies. The next step is for the user to confirm the classes. A pop up screen appears and asks the user if he or she would like to participate in a book donation where the students who finished this class had passed down their books. The user gains autonomy by making a choice on their own. Unlike the black hat design, both options for the user are presented- there is not a predetermined response in mind. This system design keeps the student in mind because it informs the user on his or her options and what is needed before class. Also, the user needs are considered because it's saving the student money and time.



Gray Hat



Gray Hat

Finally, the Gray Hat system design isn't weighted one side or the other. Businesses still profit, but the users behavior is not as forced or isn't as upfront about making a specific decision or action. In class the teacher on the first day of class would inform the class by saying what books are needed for the class. The students didn't need to commit to their decisions until they knew from sure what they needed from the teacher. This somewhat considers the user by not making the user waste their time beforehand when they may not even need the books in the first place. Next, the user would search for the book that he or she needs on an online platform that presents all the options that books would be available. It also presents the comparable prices so the user can make a informed decision. The user can consider the cost and benefits of the different options and make a decision. This connects to motivation because there is more autonomy on his or her decision where the other options gave them one chose.