The selected reading from outside is chosen from ‘Metaphors and The User Interface’ paper by Katalin Szabó (1995). The paper provides a brief introduction to concepts of metaphor, its role in user interface, methodology for using them and some examples. To begin with, he quoted Shakespeare’s ‘All the world’s a stage’. Figure shows how the metaphor conveys some other idea using something known. According to him, metaphor is an error committed on purpose as these two things are in fact not same but they altogether evoke association in users mind to enrich impression. Using metaphor in scientific fields are not uncommon, e.g. Rutherford’s solar model. The author explains when people learn a new thing, they try to fit it into their knowledgebase using their past experience. For example, if someone tries to learn a word processor for the very first time, he might want to relate this to a typewriter which he already knows. This way metaphors play a vital role in interface design: it facilitates learning and the mental model. However, it is pretty common that there might be a mismatch between the two domains. Such discrepancies should not be surprising because this two domains can offer different functionality to the user. Few well established metaphors include *desktop*, *mouse pointer* etc. Desktops in computers resemble real world desktops where file/folders can be arranged, inserted or removed. Mouse and pointer act as metaphors in the same way.

The authors later explained the methodologies for using metaphors in user interface design. The process is initiated by looking for appropriate metaphors which meets the user’s needs as well as scale well. Fitness of metaphors to form a consistent system, emotional value, appropriate interaction methods are prime concerns when selecting them. Then we need to work out the details of use of each metaphor. After that, we need to find the mismatches so that they are manageable and once explained to users it is acceptable. Last but not the least, handling the mismatches by means of help functions, training tools, documentation should be guaranteed. Although there might be a possibility of overusing metaphors in every design aspect, the fact that they are not necessarily verbalized guarantees the use of interfaces faster. The author exemplified the both sides of one primitive metaphor of Macintosh desktop: the trash can. The use of it is trivial: when we no longer need a file, dragging it with mouse and then dropping on the trash can removes it. However, it poses a design issue. To remove a diskette from its tray, one has to drag the diskette icon and drag and drop on the trash can. This sometime can create ambiguity in user’s mind by making him feel that all the data in diskette might get lost. World Wide Web is another widely used metaphor which illustrates the web as 3D network of interconnected computers worldwide. The final example that the author provided is the ‘Information Superhighway’ metaphor that was invented by AI Gore to the analogy of interstate highway system of U.S.

It turns out that this reading is closely related to the previous two readings already discussed. The author agrees with Auth1 in defining metaphoric interfaces are heavily reliant on intuitive connection between the visual side of the interface and the functionality it provides. Both of them also reached the consensus that metaphors play a pivotal role in design process as it is easier to learn from experience from user’s perspective. In this regard both the authors used same examples to illustrate its utility (Macintosh desktop, folder organization scheme etc.). The methods described in this paper was considered as challenges by Auth1 in metaphoric design. However, the auth2 and auth3 agree at this point. According to conceptual blend theory presented in Auth2, to translate the meaning of a metaphor we need to consider multiple input spaces rather than just one and reference frames are embedded in our experience. Likewise Auth3 also thinks metaphors should be consistent and constructed in a way such that it considers all emotional values and incorporate all input domains.