

Design & Presentation

Interaction design & usability

"The human mind is exquisitely tailored to make sense of the world. Give it the slightest clue and off it goes, providing explanation, rationalization and understanding."

- Donald A. Norman, *The Design of Everyday Things*

Well designed objects:

- Are easy to understand & interpret
- Contain visible clues to their operation

Poorly designed objects:

- Are difficult & frustrating to use
- Provide no clues or false clues for operation



Wrong or confusing signals!



That's better!



Psychology of design: key ideas

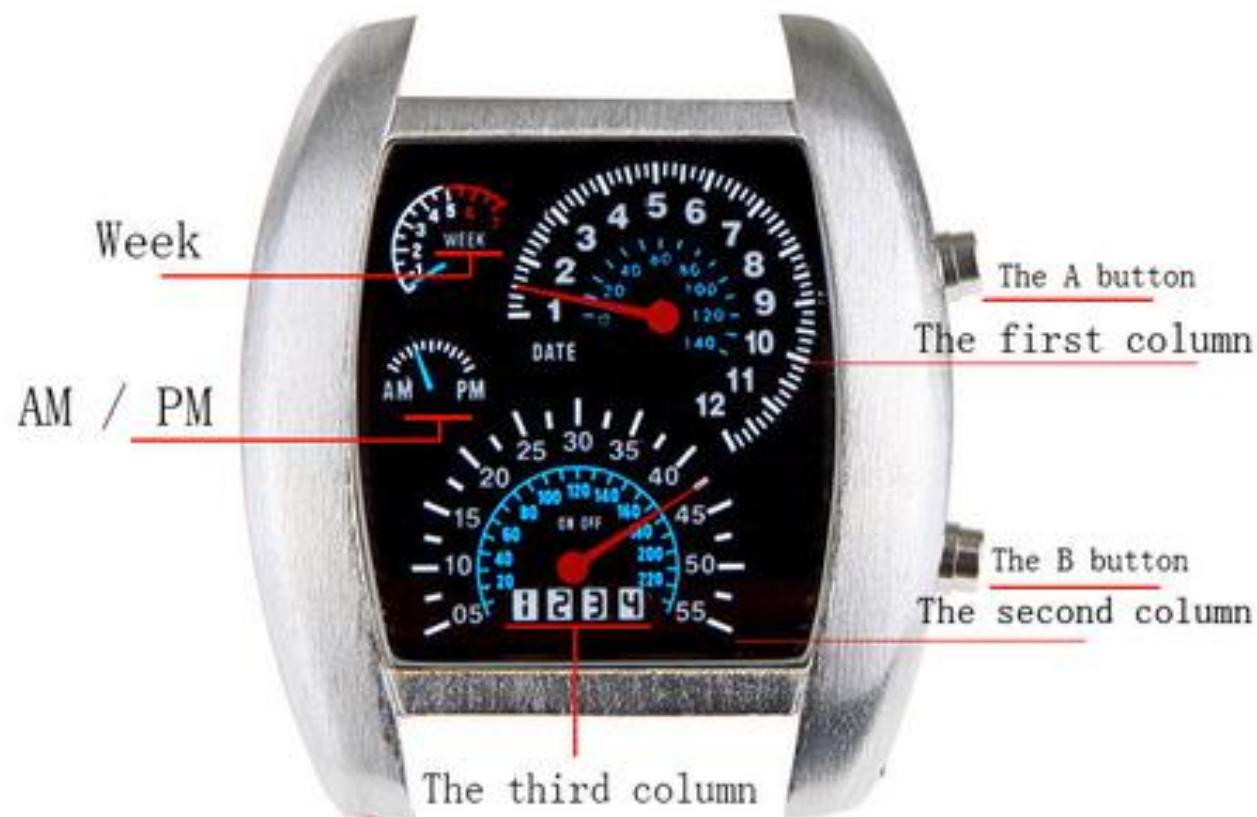
(Not as scary as it sounds!)

1. Conceptual model

**Good conceptual
model:** allows us to
predict the effects of
our actions



Bad conceptual model: confusion!



2. Affordances & Constraints

Affordances

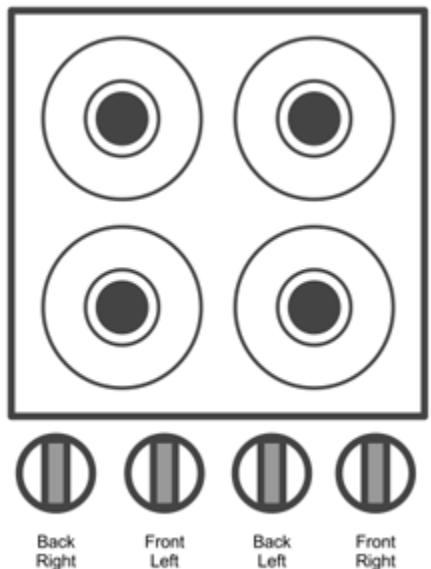


Constraints

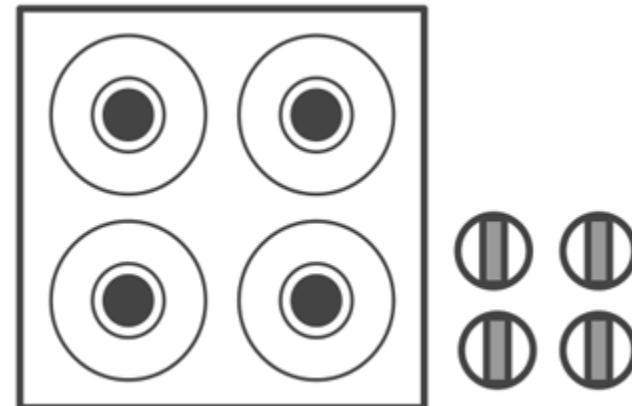


3. Mappings

Unnatural

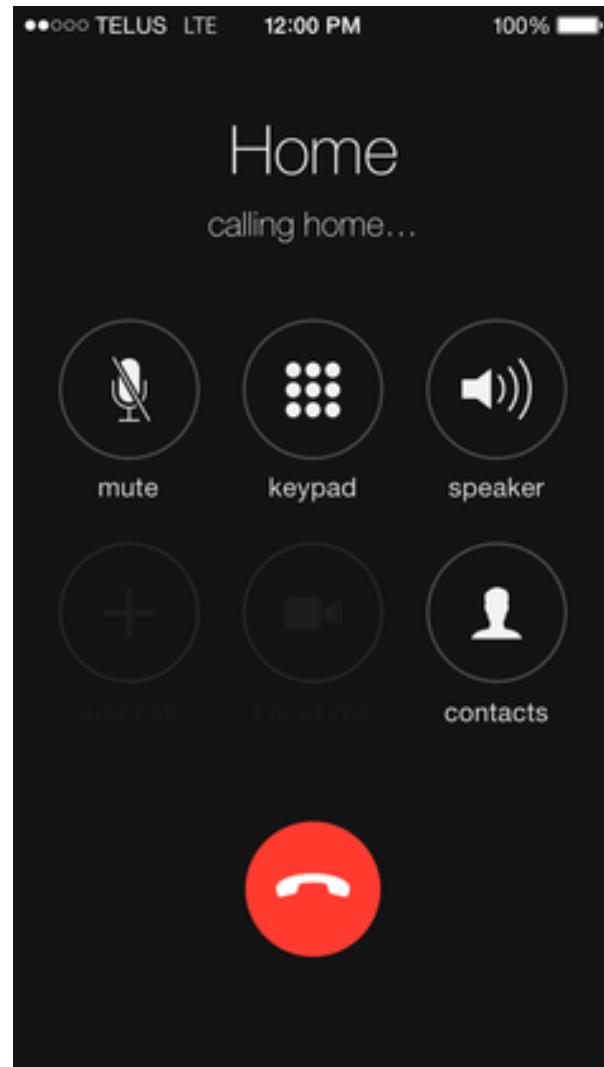


Natural



Via The Design of Everyday Things

Feedback



**But what about
web design?**



Possible actions

(i.e. physical affordances)

- Looking
- Clicking
- Pointing
- Typing (long)

Possible actions

(i.e. physical affordances)



- Looking
- Touching/tapping
- Pinching/zooming
- Typing (short)

But design on screen isn't physical. So we rely on **conventions**

(i.e. perceived affordances)

Click me!

(obviously clickable)

Click me »

(not so much)

Click on this
[link!](#)

(obviously clickable)

Click on this
[link?](#)

(not so much)

Tip for basic interactions:

**Don't make me
think!**

NOT THINKING

OK. This looks like the product categories...



The screenshot shows the homepage of the ACME website, which is described as an "Office & Personal Technology Store". The page features several promotional sections:

- Today's Get it Now Deal:** Intel PC Camera Face-to-Face. Description: "Say it face-to-face with high-quality video conferencing from Intel. Buy one price each, after \$30.00 rebate when you order two." Price: Buy Now Only \$94.99*
- Today's Best Buys:**
 - AMC Portables: "The ultimate portable entertainment system. Includes built-in speakers, a 10.4" LCD screen, and a built-in DVD player. Buy Now Only \$299.99"
 - AMC Portables: "Get the latest portable entertainment system. Includes a 10.4" LCD screen, and a built-in DVD player. Buy Now Only \$299.99"
 - Komputerbay Cases: "The perfect companion for your Komputerbay case. Buy Now Only \$299.99"
 - Komputerbay Cases: "A new, sleek design, and a sleek enclosure that's half the thickness of the Fat-3.0! Get it now! Buy Now Only \$299.99"
- Today's Software Special:** COMPUTER ASSOCIATES WinRouteIT Advanced Edition V1.2.1.1.M. Description: "Special Offer! Get a free 10-user WinRouteIT client pack (a \$95 value) with every purchase! WinRouteIT is the complete anti-virus protection for your multi-server network." Price: Buy Now Only \$219.99

On the left side, there is a sidebar titled "Product Categories" listing various computer components and accessories. On the right side, there are links for "Build Your Own PC", "Tech Support", "Enter to Win!", and "Spot Light". A sidebar on the far right lists "Product Categories" such as Consumer PCs, Small Business PCs, Large Business PCs, Workstations, and Server Solutions.

Memory,
Modems...
There it is:
Monitors.
Click

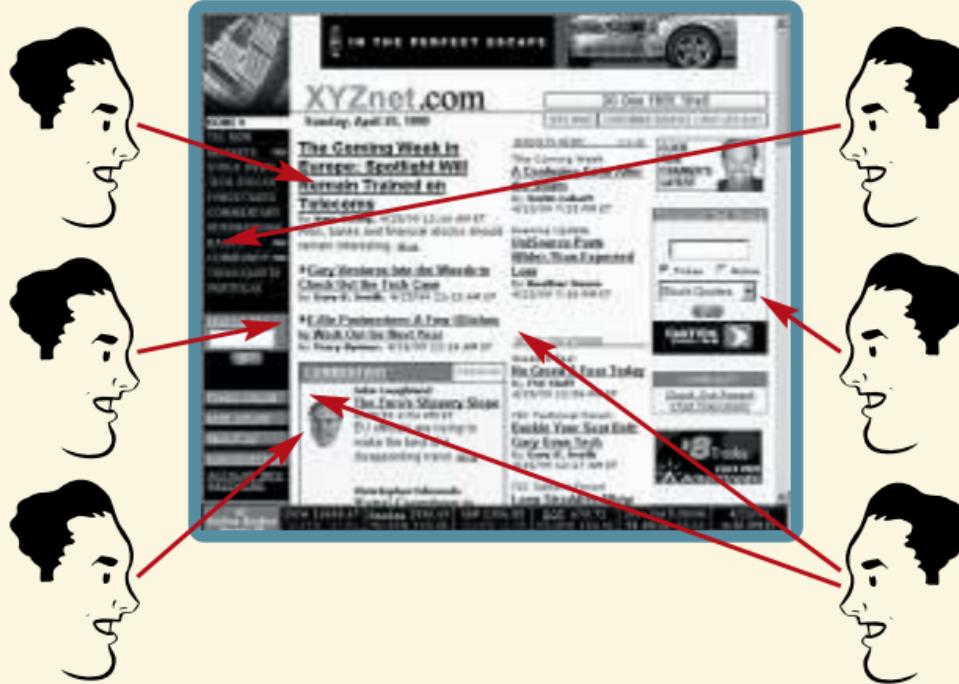


...and these
are today's
special deals.



THINKING

Hmm. Pretty
busy. Where
should I start?



Hmm. Why did
they call it
that?

Can I click on that?

Is that the navigation? Or is *that* it over there?

Why did they put that there?

Those two links seem like they're the same thing. Are they really?

Goals:

- Communicate purpose
- Orient the user
- Provide feedback for actions

**Communicate
purpose**

News!

≡ SECTIONS SEARCH

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jsvine ▾ ⚙

The New York Times

Monday, September 26, 2016 | Today's Paper | Video | 70°F | Dow -0.73% ↓

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 ELECTION 2016



Clinton and Trump Face Critical Tests in First Debate

By JONATHAN MARTIN 8:02 AM ET

- The face-off Monday night between Hillary Clinton and Donald J. Trump is, for good reason, among the most highly anticipated presidential debates in American history.
- Can Mr. Trump demonstrate he's fit for the Oval Office? Can Mrs. Clinton overcome her trust issues with voters? Here's what viewers should

Quiz: What Question Were They Answering?

By JON HUANG, KAREN YOURISH, GRANT GOLD and YULIYA PARSHINA-KOTTAS

Plenty of politicians dodge questions. See if you can decode these answers from Donald J. Trump and Hillary Clinton.

The Opinion Pages

Why Donald Trump Should Not Be President
By THE EDITORIAL BOARD
Donald Trump is a man who dwells in bigotry, bluster and false promises.

- Editorial: Hillary Clinton for President
- Leave Your Questions About the Endorsement »

OP-ED CONTRIBUTORS

Why Obama Is Right on Clean Energy
Two top Republican environmentalists support the president's plan to cut power plant emissions.

Blow: America's Problem With Policing

Krugman: Progressive Family Values

THE CONVERSATION

The Pundit Industrial Complex Strikes Back
By ARTHUR C. BROOKS and GAIL COLLINS
How should Clinton and Trump act during the debate?

- On Campus: Pronoun Privilege
- The Stone: I'm Black. Does America Have a Plan for My Life?

Portfolio!

LAM THUY VO
makes web things to tell stories

WORK

TEACH

PLAY

RÉSUMÉ

Ohai there!



My name is Lam Thuy Vo and I am a storyteller.

A multi-hyphenate by choice, I work as a designer-coder-video-grapher-photographer-writer and tell stories, mostly about social justice issues, economics and poverty. In my spare time, you can find me making [data visualizations](#) with emotional data or producing [fancy audiovisuals](#).

I am also a journalism educator and want to make multimedia and interactive storytelling accessible to journalists of all backgrounds. I believe that the perpetuation of these practices makes not just their jobs but also my job easier. Please find some tip sheets, courses and workshop materials I've developed for newsrooms and universities on this web site under the '[teach](#)' section.

Shopping!

MENS WOMENS LIFE SALE BLOG

NEW ARRIVALS CLOTHING BAGS SHOES JEWELRY BEAUTY ACCESSORIES SALE BRANDS

Home / Womens / Clothing / Dresses

CLOTHING

DRESSES

- Day
- Night
- Printed

TOPS

OUTERWEAR

BOTTOMS

DENIM

INTIMATES

Free Shipping & Returns
Orders Over \$75
[See Details](#)

Need Supply Co.

SEARCH USD ACCOUNT CART

Color Size 60 200 1 2



Kate Slip Dress in Black
Stelen / \$78

Nora Dropped Waist Dress
Farrow / \$98

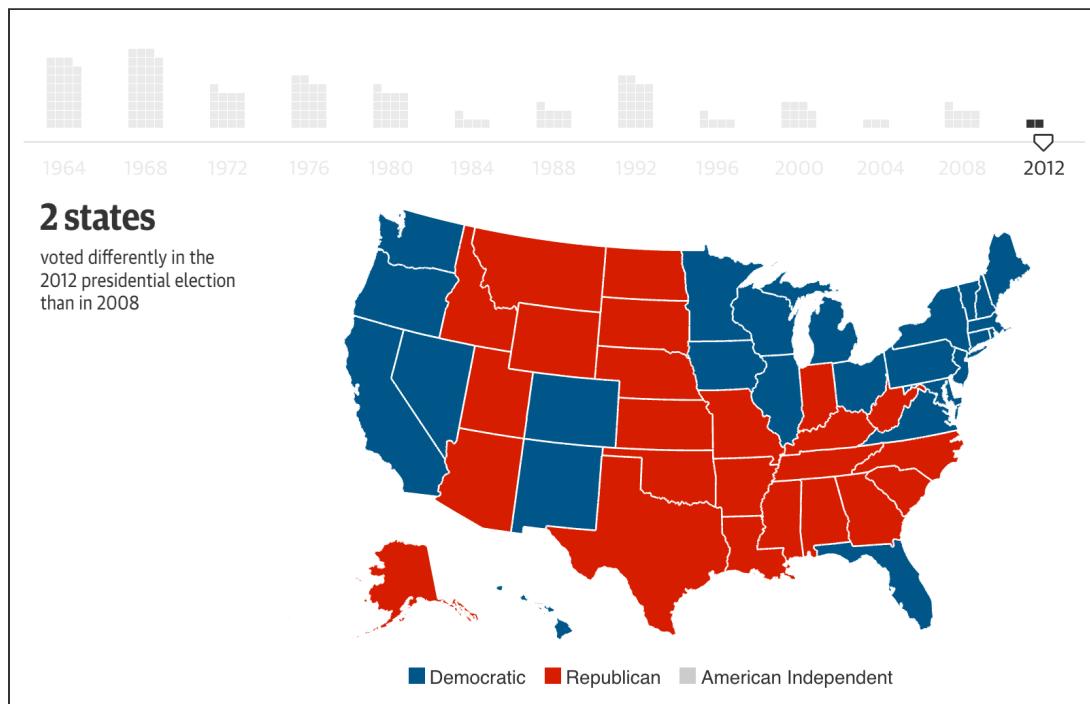
Andersen Dress
Stelen / \$88

Donaldson Silk Maxi Dress
Ganni / \$495

The right indicator for the right action

Hobbies:	Marital Status:
<input checked="" type="checkbox"/> Astrology	<input type="radio"/> Single
<input type="checkbox"/> Astronomy	<input checked="" type="radio"/> Married
<input checked="" type="checkbox"/> Cooking	<input type="radio"/> Widowed
<input checked="" type="checkbox"/> Dancing	<input type="radio"/> Divorced
<input type="checkbox"/> Numerology	
<input type="checkbox"/> Painting	
<input checked="" type="checkbox"/> Palmistry	
<input type="checkbox"/> Photography	
<input type="checkbox"/> Music	

The right indicator for the right action



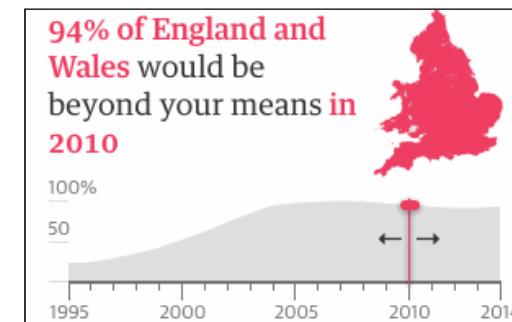
SUMMARY

On January 28 2009, the government is ordered to respond to a series of questions related to the unauthorized querying of telephone records through the use of an "alert list", which included numbers not reviewed for querying. In this order, Judge Walton states the responses to the court's questions will determine whether the modification or rescission of the order authorizing the collection of querying and/or other remedial measures are required.

KEY QUOTE

“The court is exceptionally concerned about what appears to be a flagrant violation of its order in this matter and, while the court will not direct that specific officials of the executive branch provide sworn declarations in response to this order, the court expects that the declarants will be officials of sufficient stature that they have the authority to speak on behalf of the executive branch.
—Reggie Walton**”**

Source: Electronic Privacy Information Center



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music



Bon Iver / 'There are people who are into being famous. And I don't like that'

[120](#)

Bruce Springsteen / Five things we learned from his autobiography, Born to Run

Bruce Springsteen calls Donald Trump a 'moron'

[75](#)

Dance crisis / EDM's 'summer of death' reporting is more than just tabloid raving

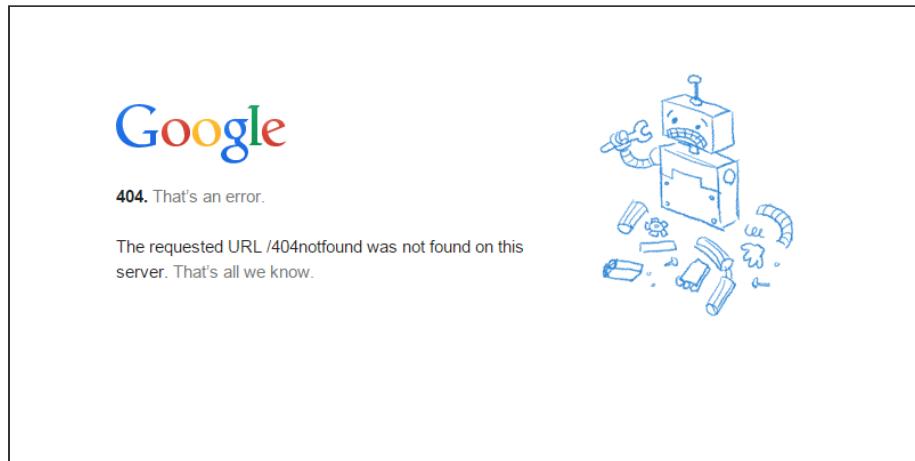
There have been 25 deaths at EDM events in Los Angeles over the past three years. Unless the problem is taken seriously, the scene's future is at risk

[12](#)

Let them easily find what they're looking for

The image shows a screenshot of the ASOS website's header. On the left, there is a dark vertical bar with the word "ASOS" in white. To its right is a white rectangular search bar containing the placeholder text "Search ASOS" and a magnifying glass icon. Further to the right is a dark horizontal bar with the word "MARKETPLACE" in white. On the far right of the header, there is a small American flag icon followed by "\$ USD ▾", and below that, the text "Welcome to ASOS. Join | Sign In".

Let the user know when things go wrong



Let them know where to go next

RELATED COVERAGE

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SEPT. 26, 2016



[First Clinton-Trump Debate Is Framed by Rifts Over Race and Gender](#) SEPT. 25, 2016



[Can You Tell What Questions Trump and Clinton Were Answering?](#) SEPT. 25, 2016



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| 4 | Video claiming drilling into iPhone 7 will reveal hidden headphone port goes viral |
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| 7 | Lester Holt: presidential debate moderator, proven fact-checker |
| 8 | Mike Ditka to Colin Kaepernick: 'Get the hell out' if you don't like America |
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**Provide feedback
for actions**

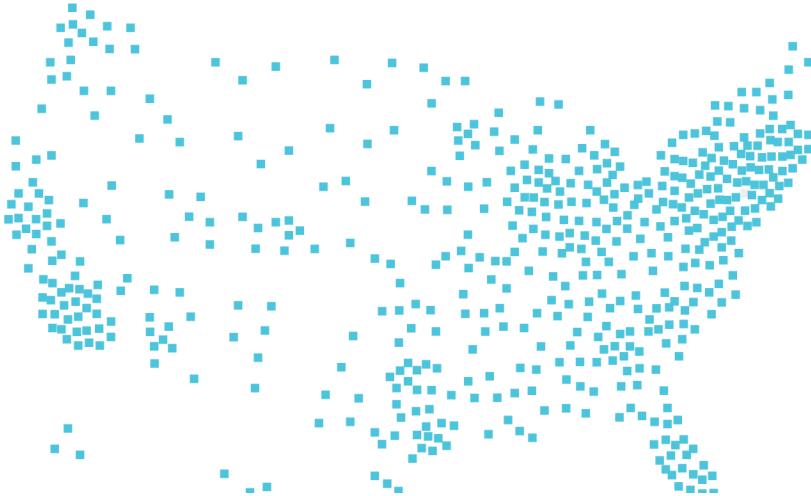
LOADING.....



If you are Female Male and Hispanic Black Asian White* Native American and LGB Heterosexual and under 45 45-64 over 64
and have not attended college some college associate's degree bachelor's degree higher degree

There are **534** people in congress like you [Twitter](#) [Facebook](#)

(Does not include one open seat, up for special election)



If you are Female Male and Hispanic Black Asian White* Native American and LGB Heterosexual and under 45 45-64 over 64
and have not attended college some college associate's degree bachelor's degree higher degree

There are **104** people in congress like you [Twitter](#) [Facebook](#)

(Does not include one open seat, up for special election)

