The Design of Everyday Things

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  - The Psychopathology of Everyday Things
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  - Knowledge in the Head and in the World
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  - Knowing What to Do: Constraints, Discoverability, and Feedback.
- Chapter 5
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  - Design in the World of Business
  - examine the two forms of product innovation adaptive design: incremental (less dramatic, more evolutionary) and radical (more glorious, but rarely successful).
  - Competitive Forces
    - three of the most important: losing price, features, and quality
      - "Speed is important, but some companies have gone ahead in the rush for market position."
      - 不测试，产品是烂土味
      - **Zeitgeist** is a German word meaning "spirit of the time."
        - the time: spa, tips, the vacuum cleaner, "in the air"
        - is a five distributions who are the real customers, not the people who eventually buy the product or actually will use it in their homes.
        - 别烦人，别重要，别改不了老顾客要求
    - FEATURITIS: A CREATIVE PERSPECTIVE
      - In every successful product there lurks the carrier of an insidious disease called **featuritis**, with its main symptom being "creeping feature.
        - Competing: Subjection is the tendency to add to the number of has. Icons of a product, often extending the number beyond all reason.
      - after the product has been available for a while, a number of competitors appear, pushing the company toward the addition of new features.
        - Existing: customers like the product, but want improvements in form, fits, icons, more functions, some capability.
        - A competing company adds new features to its products, forcing your company and customers to match that offering, but do do a lot more in order to get ahead of the competition.
        - Customers are satisfied, but the market is saturated, everyone who wants the product already has it, but there are improvements that will cause people to want the new model, re-upgrade.
      - don't follow blindly. Focus on strengths, not weaknesses. If the product has real strengths, it can afford to "be not enough" in the other areas.
      - The best products come from ignoring these competing voices and instead focusing on the true needs of the people who use the product.
  - New Technologies Force Change
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      Fig. 1. Two-handed keyboard with 10 keys, 5 for each hand. Each key can be struck individually or in combination with other keys. Thus, 31 characters can be produced by the 10 keys. Shift keys are not needed. Keys are arranged in a circle so that the hand does not have to move from one key to another. Keys are large and concave to accept the fingertips. Keys are labeled with the most frequent letters of the English alphabet. Letters are arranged so that most frequent letters are struck by the index finger, second most frequent letters by the middle finger, third most frequent letters by the ring finger, and fourth most frequent letters by the little finger. Letters are arranged so that most frequent letters are struck by the strongest fingers, second most frequent letters by the second strongest fingers, third most frequent letters by the third strongest fingers, and fourth most frequent letters by the fourth strongest fingers