

# **Perception & Memory**

# **we perceive what we expect**

- We perceive, largely what we expect to perceive. Our expectations and therefore our perceptions are biased by three factors:
- the past: our experience  
the present: the current context  
the future: our goals



Sketch by R C James



## Sell Your Item: Add Subtitle

Add Subtitle (\$0.50)

Add a subtitle (searchable by item description only) to give buyers more information. [See example.](#)

[Cancel](#) [Confirm](#)

## Sell Your Item: Add Subtitle

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[Confirm](#) [Cancel](#)

### **Primary & Secondary Actions**

**Primary Action**

**Secondary Action**

**Disadvantage:**  
Potential Errors

**Primary Action**

**Secondary Action**

**Advantage:**  
Clear Action

**Primary Action**

**Secondary Action**

*Billing Information:*

Address:

City:

Province/State:

Postal/Zip Code

Country:

*Shipping Information:*

Address:

City:

Province/State:

Postal/Zip Code

Country:

Same as billing address?

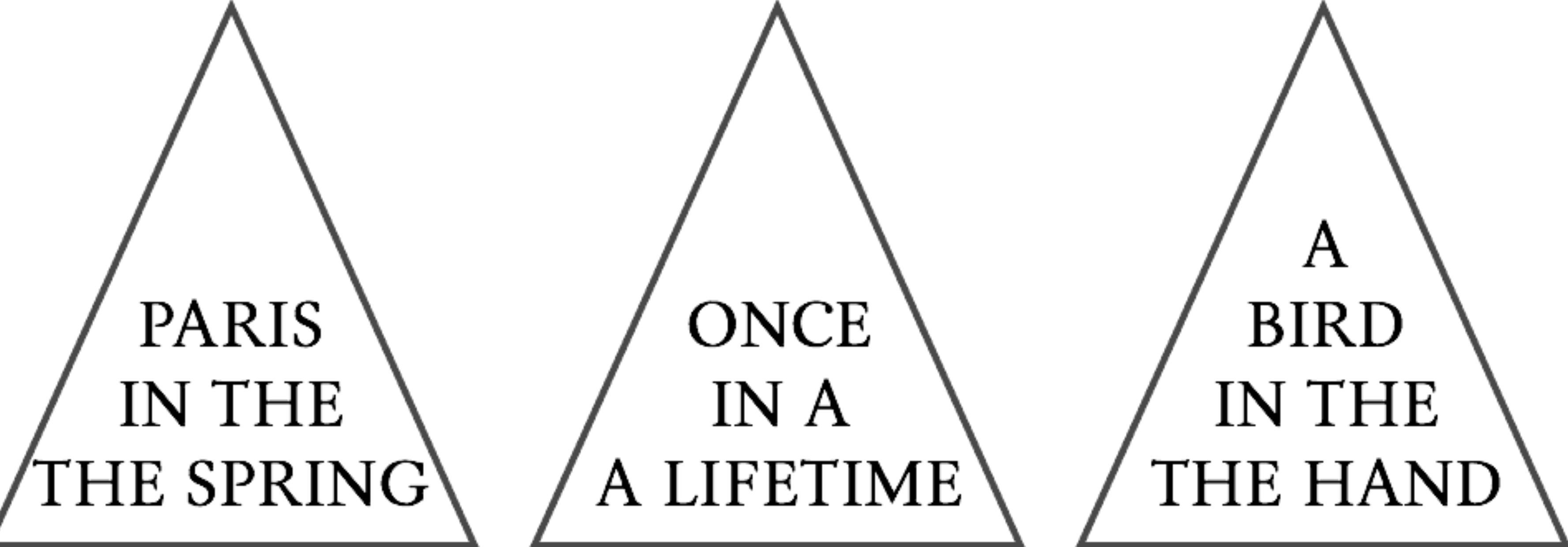
perception based on context

THE CHT  
+

**Fold napkins. Polish silverware. Wash dishes.**

**French napkins. Polish silverware. German dishes.**

The rain in Spain falls  
manly on the plain



PARIS  
IN THE  
THE SPRING

ONCE  
IN A  
A LIFETIME

A  
BIRD  
IN THE  
THE HAND

# perception based on goals

- Take a look at the next slide, can you see scissors?



# perception based on goals

- Was there a drill there?
- What else was there?





**“Design is a plan for arranging elements in such a way as best to accomplish a particular purpose.”**

**–Charles Eames**

## **Page 1**

**Back**

**Next**

## **Page 2**

**Back**

**Next**

## **Page 3**

**Back**

**Next**

## **Page 4**

**Next**

**Back**

# Cancel Download

Do you want to cancel this download?

CANCEL

OK

## Please complete the following:

Do you or someone you care for have Diabetes?



Yes



No

## **Are you sure you want to delete this post?**

---

This is permanent! No backups, no restores, no magic undo button.

We warned you, ok?

YES

NO

**Jobs**

**Employment**

**Job-O-Rama**

**Jobs**

**Jobs**

**Jobs**

Submit

Submit

Submit

**The time it takes to make  
a decision increases with  
the number of choices.**

**Hicks Law**

## MOST BOOKSTORE SITES



QUICK  
SEARCH  Keyword



Let's see. "Quick Search."  
That must be the same as  
"Search," right?



QUICK  
SEARCH  Keyword



Do I have to click on that drop-down  
menu thing?

All I know about the book is that it's  
by Tom Clancy. Is Clancy a keyword?

(What is a keyword, anyway?)



QUICK  
SEARCH  Keyword

Title  
Author  
Keyword



I guess I have to use the menu.

**Clicks on the arrow**



QUICK  
SEARCH  Keyword

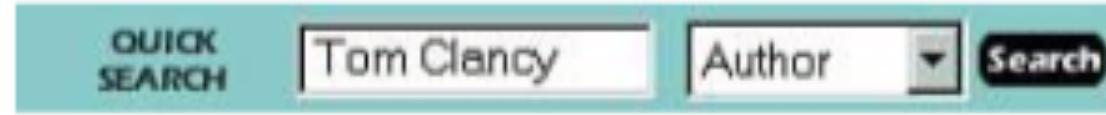
Title  
Author  
Keyword



"Title. Author. Keyword."

OK. I want "Author."

**Clicks "Author"**



QUICK  
SEARCH  Author



**Types "Tom Clancy"**

**Clicks "Search"**

**SEARCH**

Books

**GO!**



OK. "Search books  
for \_\_\_\_."

**SEARCH**

Books

Tom Clancy

**GO!**



**Types "Tom Clancy"**  
**Clicks "Go"**

**Summary:**

Writing for mobile readers requires even harsher editing than writing for the Web. Mobile use implies less patience for filler copy.

Our recent [research on how users read on mobile devices](#) has uncovered something of a paradox:

- [Killing time is the killer app of mobile](#). As we've seen since our first [mobile usability studies 11 years ago](#), killing time is the perfect match for mobile devices because they're readily available when users are waiting around for something to happen. Favorite time-wasters include gossip, games, and sports. But even a seemingly serious task like checking the stock market is often no more than a time-killing episode in which users look up the current index numbers with no intent to trade.
- Mobile users are in a hurry and get visibly **angry at verbose sites** that waste their time. Also, it's [twice as hard to understand content on small mobile devices](#) as it is on bigger

# craigslist<sup>ca</sup>

[post to classifieds](#)

[my account](#)

[search craigslist](#)

[search](#)

## event calendar

M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

[help, faq, abuse, legal](#)

[avoid scams & fraud](#)

[personal safety tips](#)

[terms of use](#)

[privacy policy](#)

[system status](#)

## about craigslist

[craigslist open source](#)

[craigslist blog](#)

[best-of-craigslist](#)

[craigslist TV](#)

["craigslist joe"](#)

# hamilton-burlington<sup>w</sup>

## community

activities      local news  
artists      lost+found  
childcare      musicians  
classes      pets  
events      politics  
general      rideshare  
groups      volunteers

## personals

strictly platonic  
women seek women  
women seeking men  
men seeking women  
men seeking men  
misc romance  
casual encounters  
missed connections  
rants and raves

## discussion forums

apple      help      photo  
arts      history      p.o.c.  
atheist      housing      politics  
autos      jobs      psych  
beauty      jokes      queer  
bikes      kink      recover  
celebs      legal      religion  
comp      linux      romance  
crafts      m4m      science  
diet      manners      spirit  
divorce      marriage      sports  
dying      media      tax

## housing

apts / housing  
housing swap  
housing wanted  
office / commercial  
parking / storage  
real estate for sale  
rooms / shared  
rooms wanted  
sublets / temporary  
vacation rentals

## for sale

antiques      farm+garden  
appliances      free  
arts+crafts      furniture  
atv/utv/sno      garage sale  
auto parts      general  
baby+kid      heavy equip  
barter      household  
beauty+hlth      jewelry  
bikes      materials  
boats      motorcycles  
books      music instr  
business      photo+video  
cars+trucks      rvs+camp  
cds/dvd/vhs      sporting  
cell phones      tickets  
clothes+acc      tools  
collectibles      toys+games  
computers      trailers  
electronics      video

## jobs

accounting+finance  
admin / office  
arch / engineering  
art / media / design  
biotech / science  
business / mgmt  
customer service  
education  
food / bev / hosp  
general labor  
government  
human resources  
internet engineers  
legal / paralegal  
manufacturing  
marketing / pr / ad  
medical / health  
nonprofit sector  
real estate  
retail / wholesale  
sales / biz dev  
salon / spa / fitness  
security  
skilled trade / craft  
software / qa / dba  
systems / network  
technical support  
transport  
tv / film / video  
web / info design  
writing / editing

english

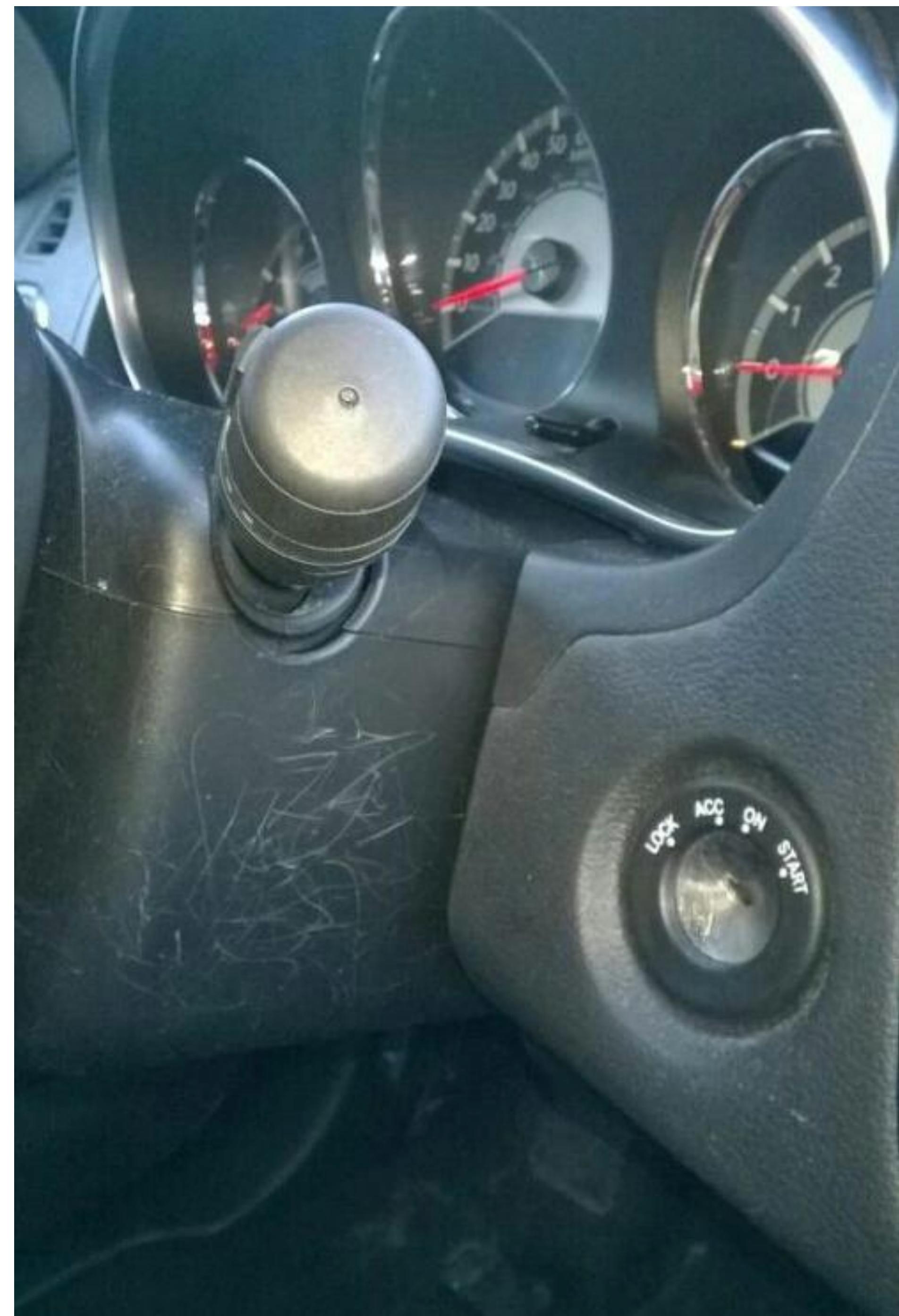
## nearby cl

akron-canton  
ashtabula  
barrie  
belleville  
brantford  
buffalo  
chatham-kent  
chautauqua  
cleveland  
detroit metro  
elmira  
erie  
finger lakes  
guelph  
ithaca  
kingston  
kitchener  
london  
meadville  
niagara region  
owen sound  
peterborough  
port huron  
rochester  
saugatuck  
the thumb  
toronto  
twin tiers  
windsor  
youngstown  
  
ontario  
ca provs  
ca cities











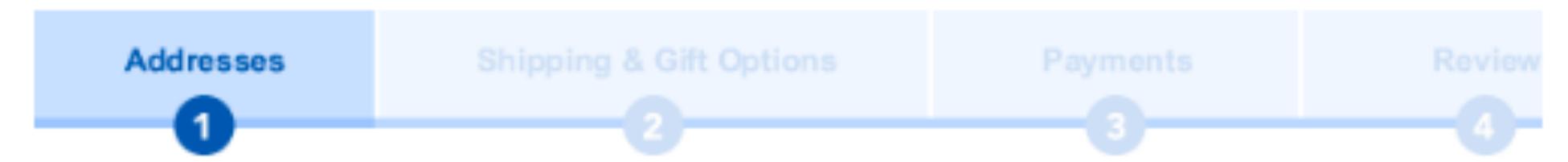


A photograph of a night sky filled with stars and a prominent, colorful nebula or galaxy in the center. In the lower-left foreground, the silhouette of a large tree stands against a bright, orange-yellow horizon.

997,  
998,  
999,  
....

HEY,  
RYAN!

YEAH?  
—D'OH!



SIGN IN      ADDRESS      SHIPPING      PAYMENT      REVIEW      RECEIPT

① Shipping Address    ② Ship Method & Payment Info    ③ Review Order    ④

① Shopping Cart    ② Address Book    ③ Shipping Options    ④ Payment Info    ⑤ Order Confirmation    ⑥ Order Completed

① Billing    ② Shipping    ③ Delivery    ④ Gift Options    ⑤ Payment and Review

Home : Search Products for "super mario"

**Products (59)**

Articles & Blogs (62)

Forums (55)

Help Topics (0)

**Categories**

Video Games (47)

Home Living (4)

Toys, Games & Collectibles  
(4)

Office Supplies & Ink (3)

Marketplace Miscellaneous  
(1)

**Current Offers**

On Clearance (8)

## Results for super mario

Related Searches: [super mario maker](#) | [super mario 3d world](#) | [super mario bros](#) | [super mario galaxy 2](#)

Per Page: [32](#) [64](#) [96](#)



1 - 32 of 59

◀ Prev [1](#) [2](#) Next ▶

Sort: [Best Match](#) ▾



**\$199.99**

[new Nintendo 3DS Console with Super Mario 3D Land](#)



**\$15.99**

[amiibo Super Mario Boo](#)



**\$49.99**

[Super Mario Maker \(3DS\)](#)



**\$15.99**

[amiibo Super Mario Rosalina](#)

Type a Title...

Type a Description...

Mark as Private

**Add to List**

[Cancel](#)

**Card sorting** is a method used to help design or evaluate the information architecture of a site.

# Breakout

## Card Sorting

- Sort the cards in the card sorting XD doc for a website of a current US presidential candidate
- Select one group member to share their XD screen

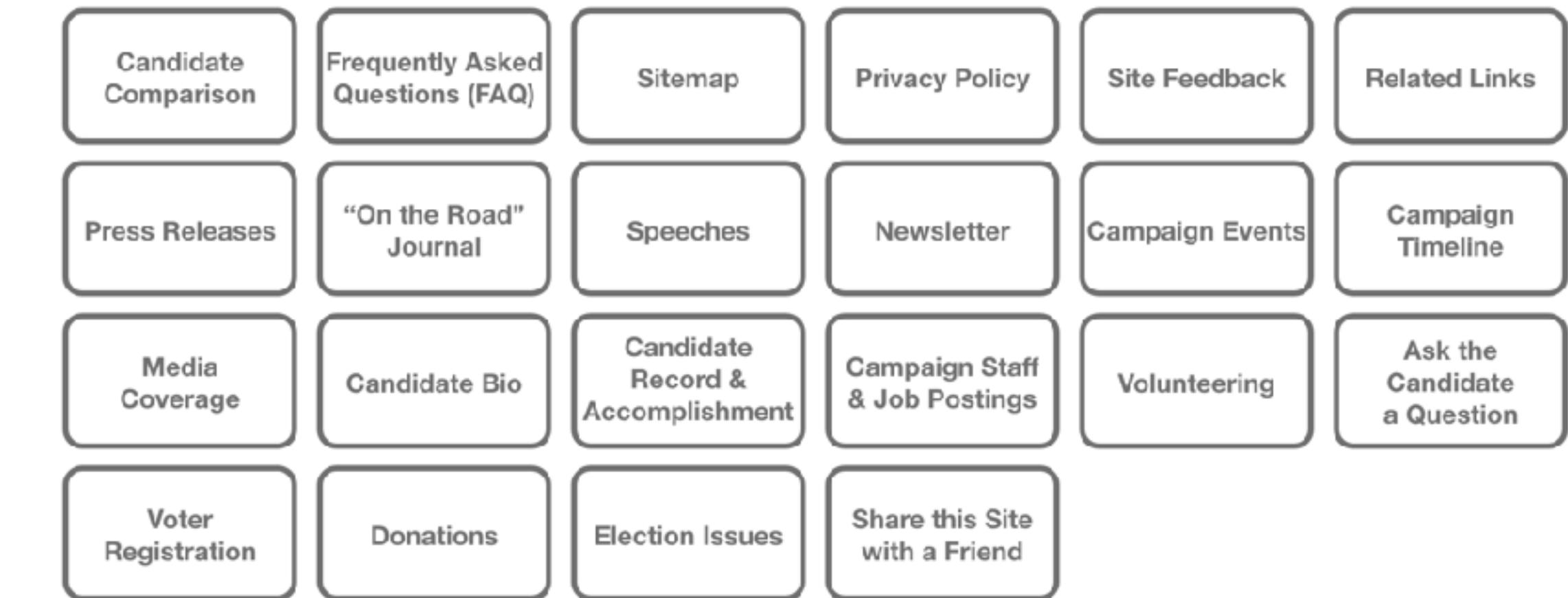
### Interaction Design Methods

Week 7

Activity [Card Sorting](#)

#### Instructions

Using the cards below, sort them into related groups on the next page. Use the darker cards (next page) as section headings. Think of these cards as pages of a website for a candidate running for, say, the President of the United States of America.



## ABOUT

Candidate Bio

Candidate Record & Accomplishment

Campaign Staff & Job Postings

Ask the Candidate a Question

## VOLUNTEERING

Volunteering

Share this Site with a Friend

Voter Registration

Donations

## ON THE ISSUES

Election Issues

Candidate Comparison

Frequently Asked Questions (FAQ)

## NEWS

Press Releases

Media Coverage

Speeches

Newsletter

Campaign Events

Campaign Timeline

"On the Road" Journal

Sitemap

Privacy Policy

Site Feedback

Related Links