Norman's model
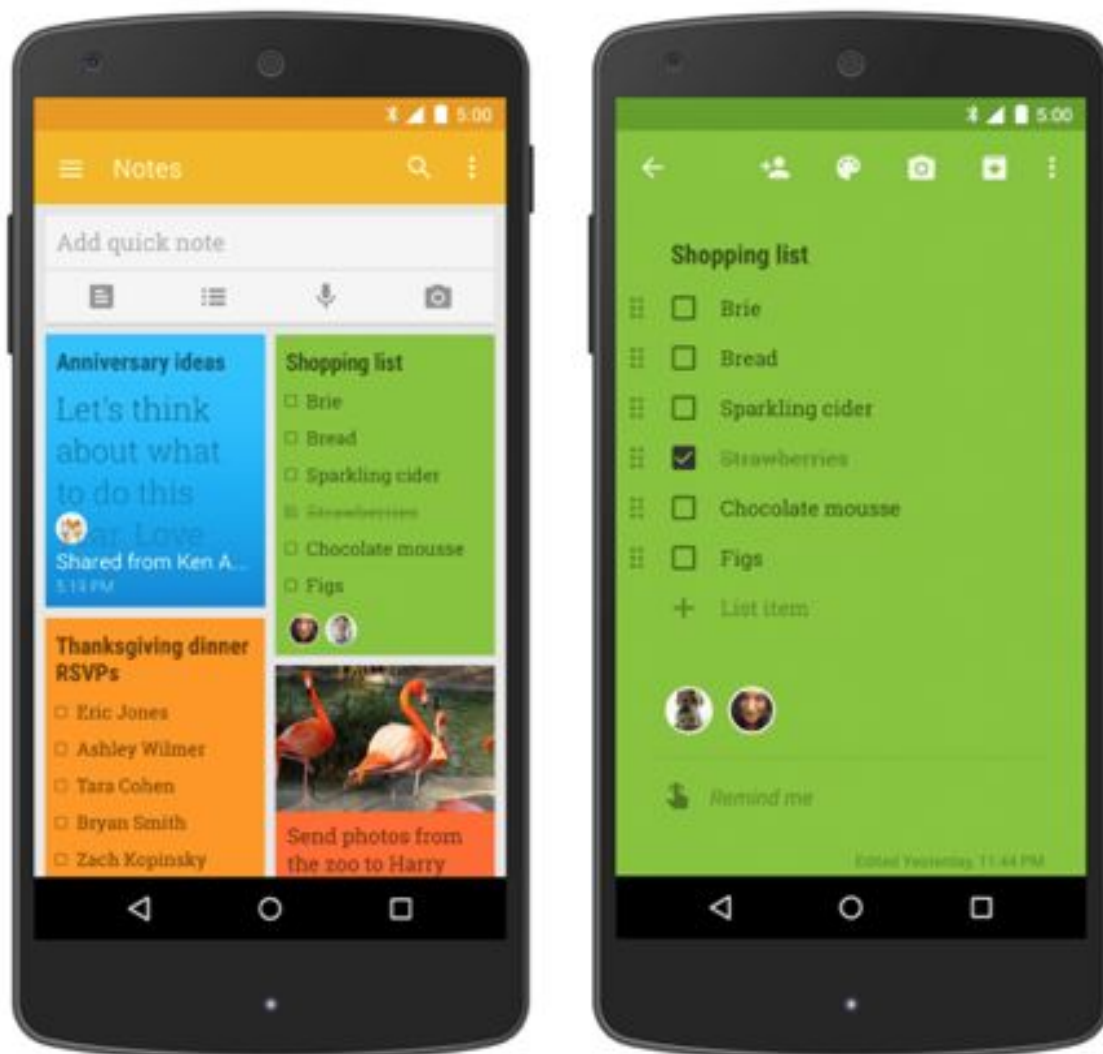
Consider the displayed mobile application designed to take and share notes and answer to the (a) and (b) questions. (3.5 points)

(a) Explain, in your own words, what the 7 stages of Norman's model of interaction are, as well as the execution and evaluation gulfs. (1 point)

(b) Identify the 7 stages of Norman's model of interaction, one potential execution gulf and one potential evaluation gulf for achieving the goal "sharing a note with someone". Consider that a person who is not very familiar with mobile apps performs the task. (2.5 points)

Solution

(a) Norman's model defines seven steps as follows:
1. user establishes the goal
2. formulates intention
3. specifies actions at interface
4. executes action
5. perceives world state
6. interprets world state
7. evaluates world state with respect to the goal

The <u>execution gulf</u> is the difference between the user's formulation of the actions to reach the goal and the actions allowed by the system.
The <u>evaluation gulf</u> is the distance between the physical presentation of the system state and the expectation of the user. If the user can rapidly evaluate the presentation in terms of his goal, the gulf of evaluation is small.

(b) In the exercise, there are the following execution gulf and evaluation gulf:

Execution gulf - on the first screen, it is not clear how to share a note with another person and on the second screen, the icon used to represent the sharing option is not clear enough.

Evaluation gulf - the username of the person added to share the note is not specified in the interface, neither the date. It is not possible to know if a person has been notified about the sharing or not or if she has read the note or not.