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UNIVERSITAS
MUHAMMADIYAH
YOGYAKARTA



Mental Model & Conceptual Model

Reza Giga Isnanda, S.T., M.Sc.
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Today

- Interaction
 - Mental Model
 - Conceptual Model

Today Learning Outcome

- Mahasiswa memahami hubungan conceptual model, mental model, dan system image dalam interaksi



What is Interaction?

Why
Interaction
occurs?



Why
Interaction
fails?

When does
Interaction
starts?

I'll show you some pictures
What do you think?



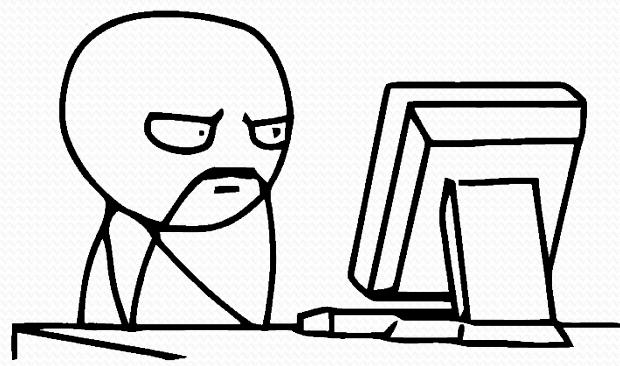


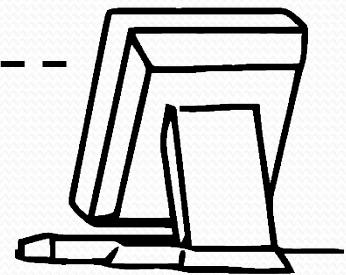
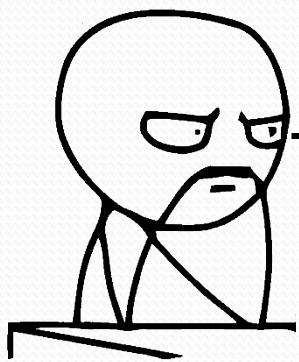




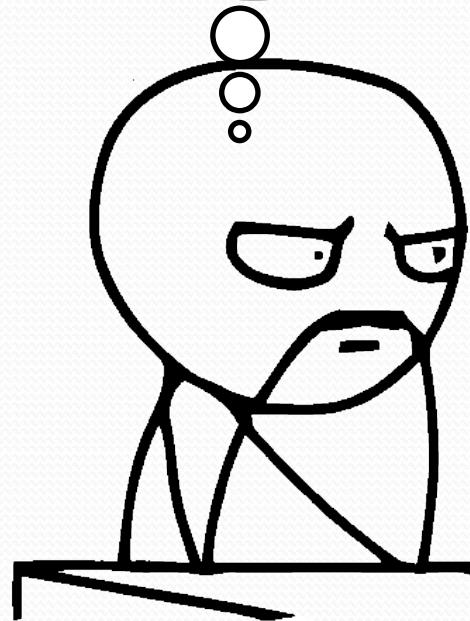


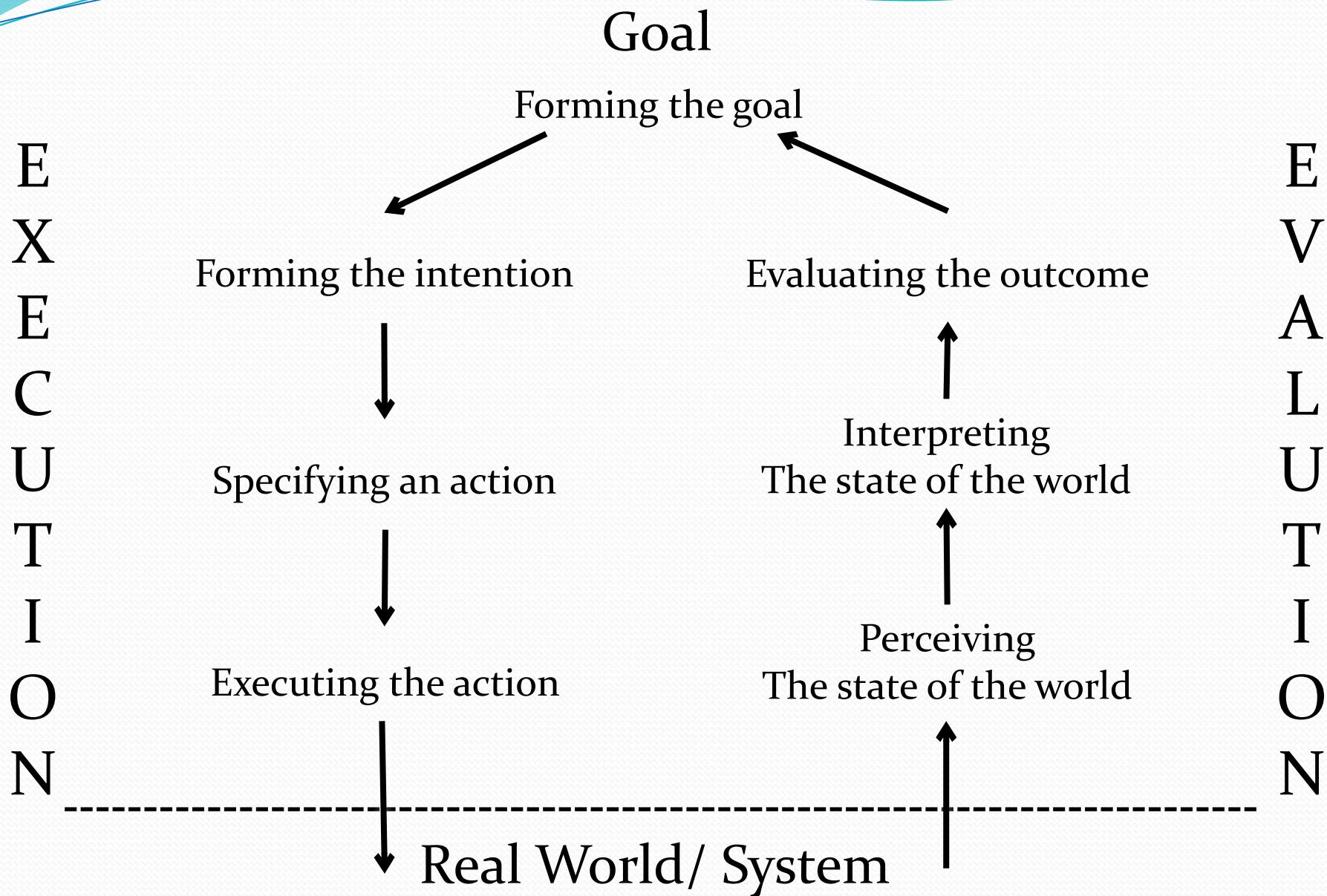
You touch nothing,
But you are sure it's
uncomfortable





! How do I do this? !





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Goal

Forming the goal

Forming the intention



Specifying an action

It is happening in
your mind
Before you touch
anything

Real World/ System

Interaction already occurs
When you see/think about
the system



Mental Model

Mental Model

- Definisi mental model

“Model dalam pikiran seseorang yang merepresentasikan pemahaman mereka tentang bagaimana sebuah benda bekerja/berfungsi”

- Mental model = asumsi user tentang cara kerja sistem

Mental Model

- Mental model dibentuk dari:
 - Direct interaction with the system
 - Prior experience with similar system

- The Assassin's Teapot Is Weird - YouTube





STEVE MOULD



Mental Model

- Mental model are often **incorrect, incomplete, and even exaggerated**
- Trial and errors are necessary to fix the mental model

Mental Model

- But **mental model** is **advantageous**
 - It accelerates the user in understanding and predicting how the system works.



Conceptual Model & Mental Model

- Donald Norman berkata:

*“it’s okay if you make mistake in the first try
it’s okay if you have to read a manual or ask someone to
teach you
but it’s not okay if you have to do the same thing twice”*

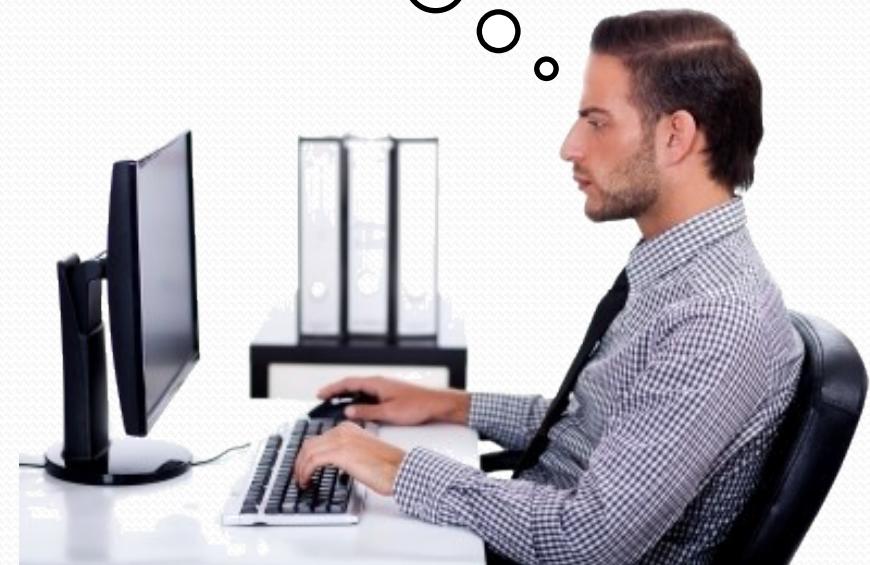
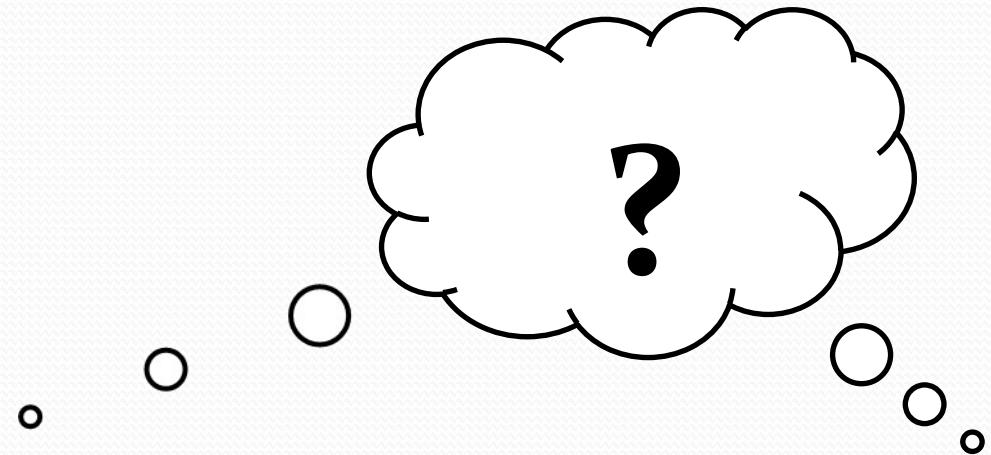


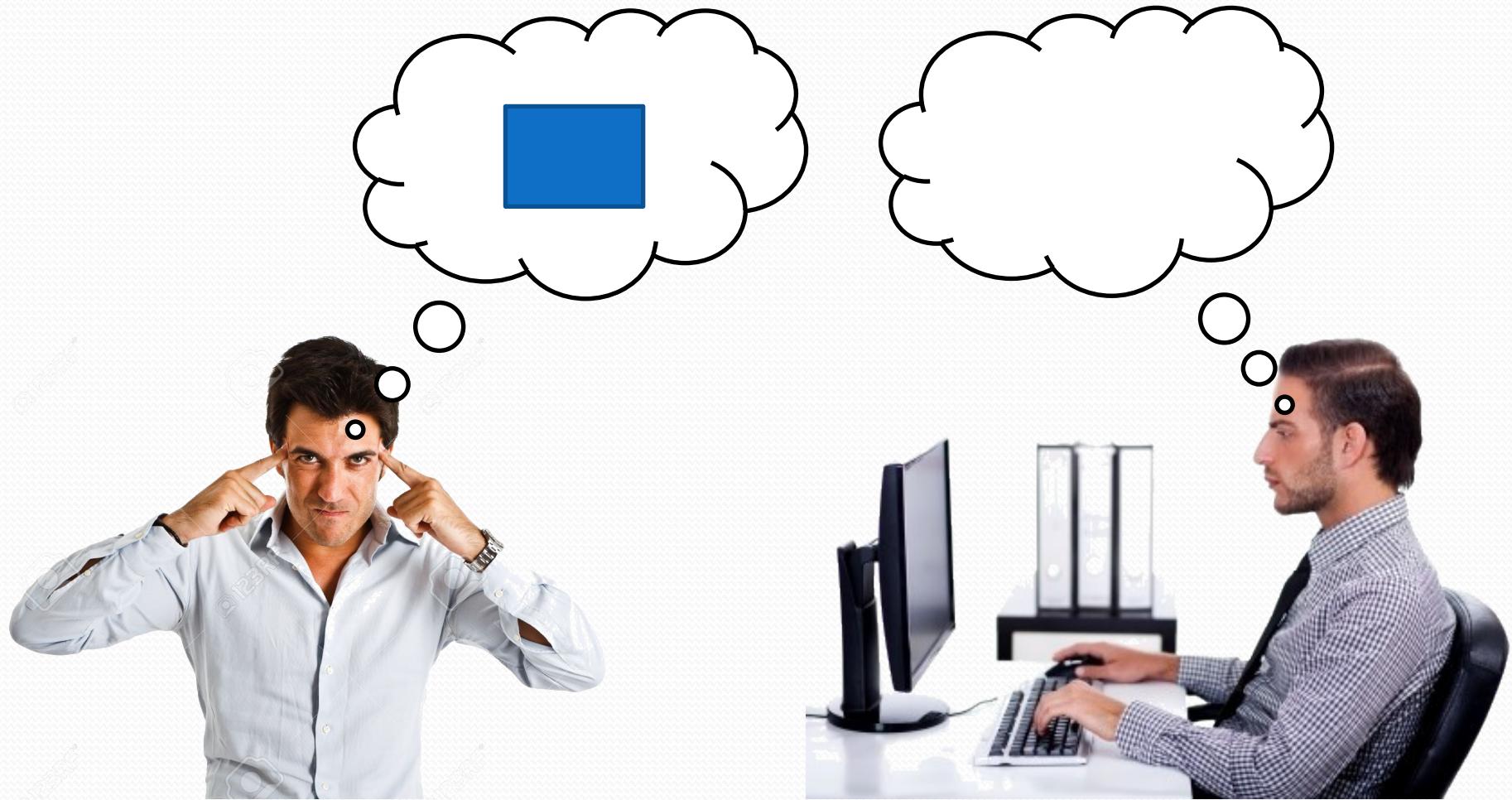
How to help User?
Make the interaction
Easy and Intuitive



How to design such interaction?

Understand user's mental model



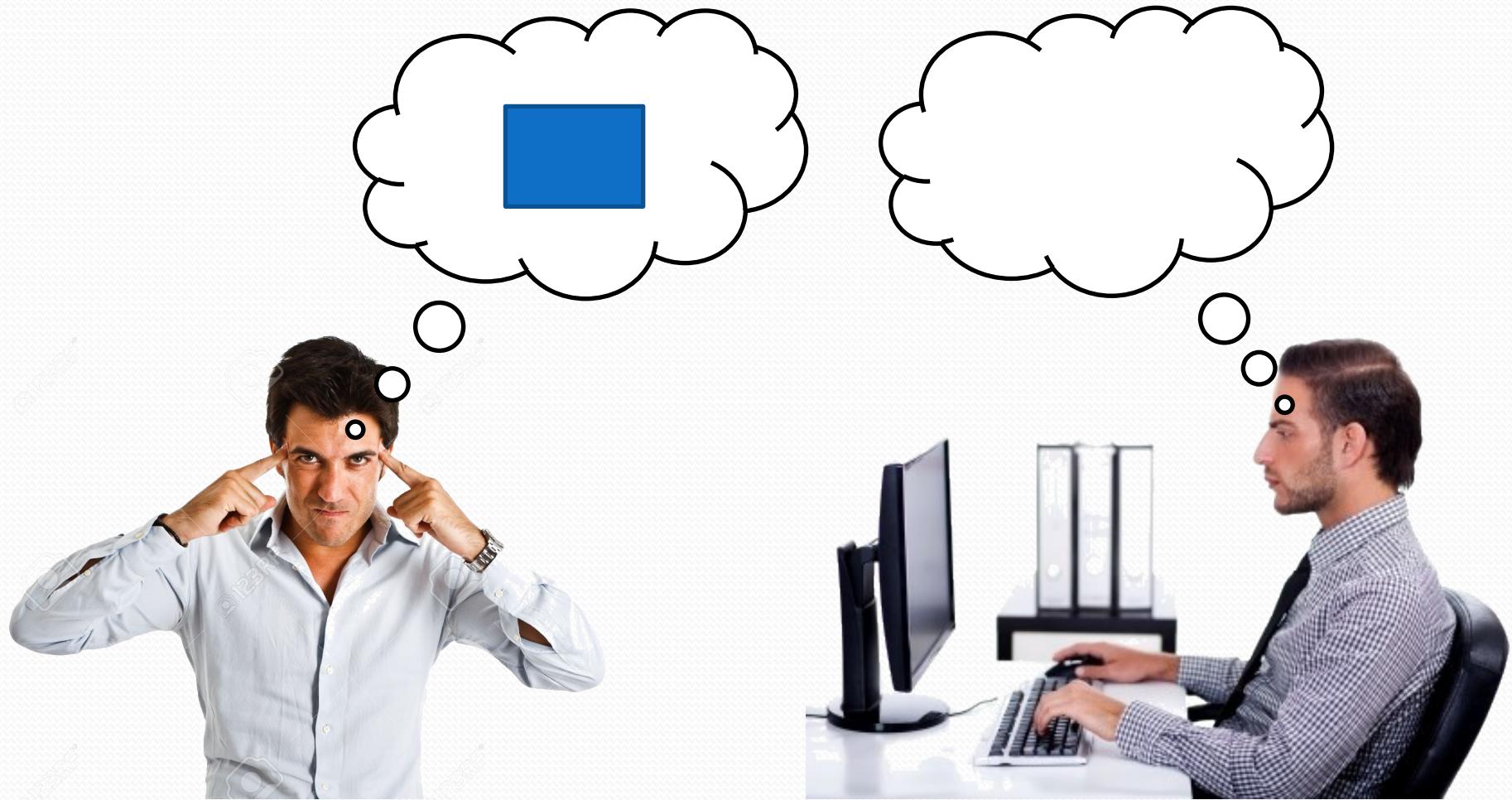




Conceptual Model

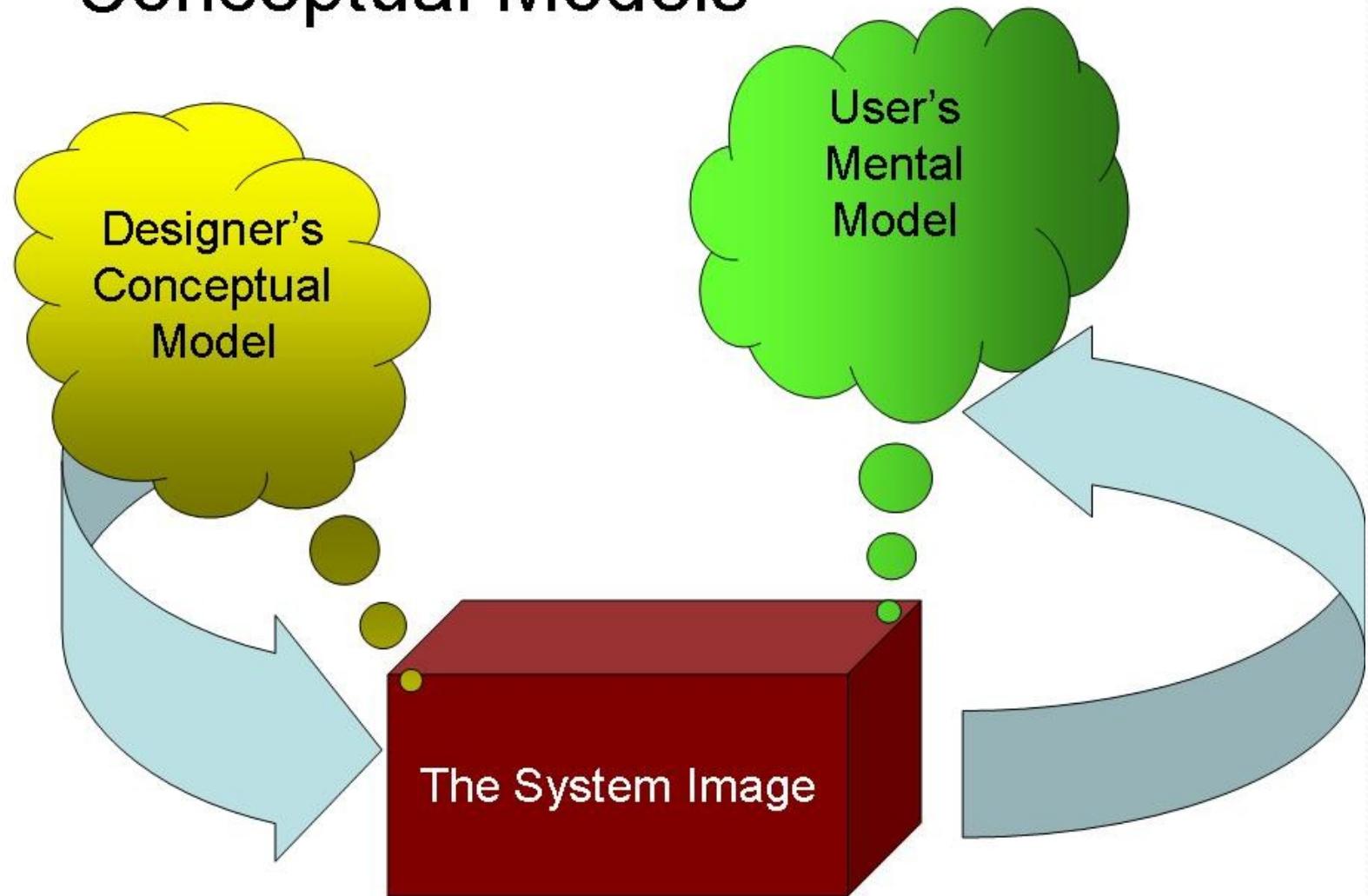
Conceptual Model & Mental Model

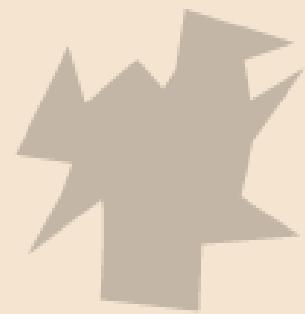
- Conceptual model
 - The mental representation of the design/system
 - Model made by designer about the top level of the system's interface and operation



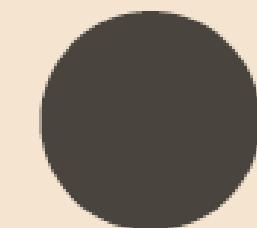
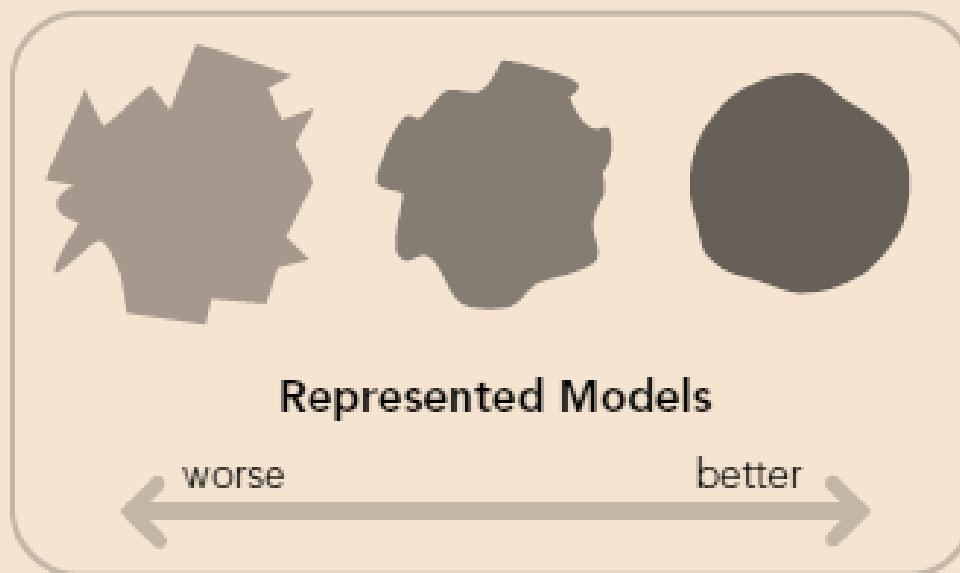


Conceptual Models





Implementation Model
reflects technology



Mental Model
reflects user's vision