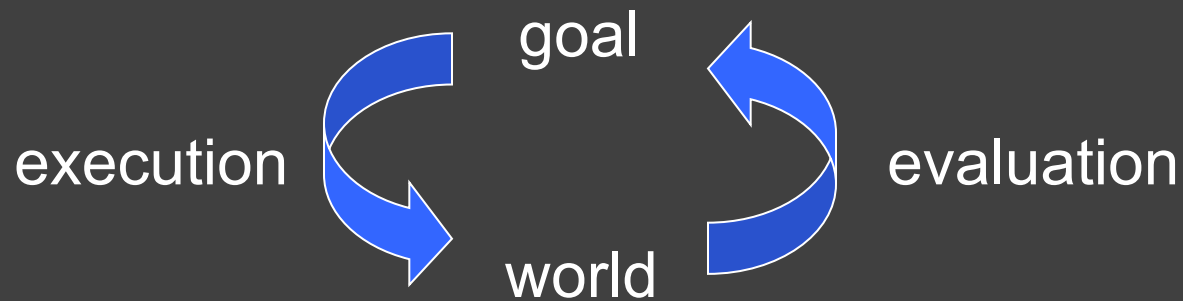
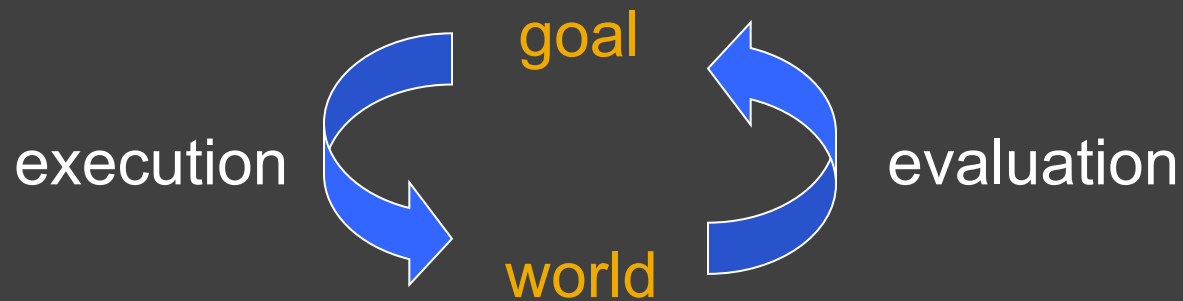


Norman's model



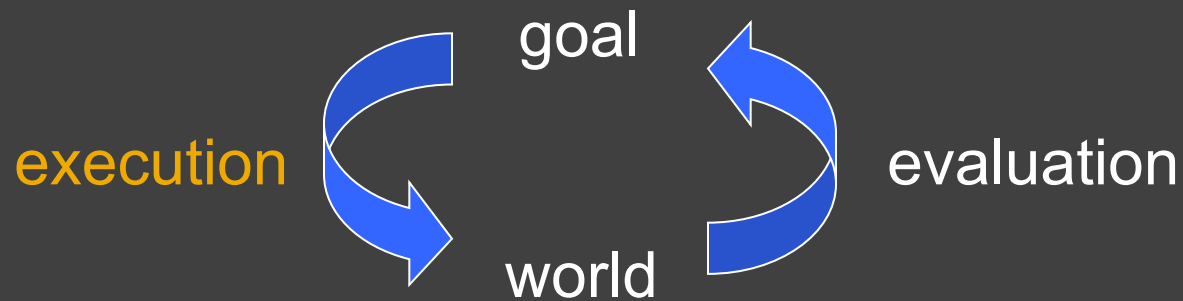
- 1.user establishes the goal
- 2.formulates intention
- 3.specifies actions at interface
- 4.executes action
- 5.perceives world state
- 6.interprets world state
- 7.evaluates world state with respect to goal

Norman's model



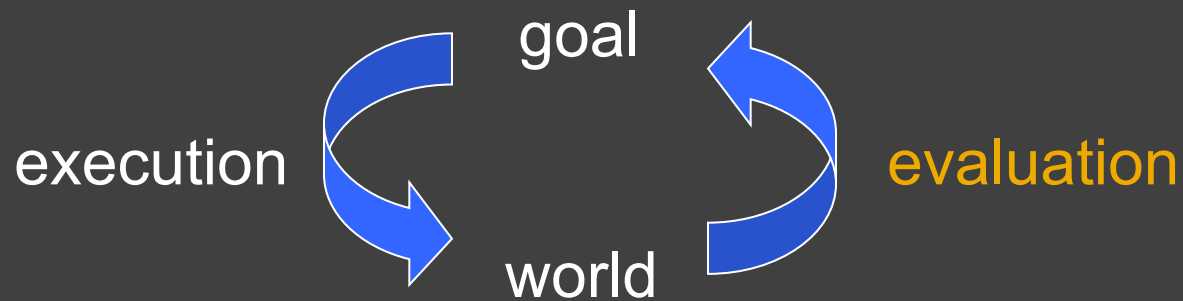
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Norman's model



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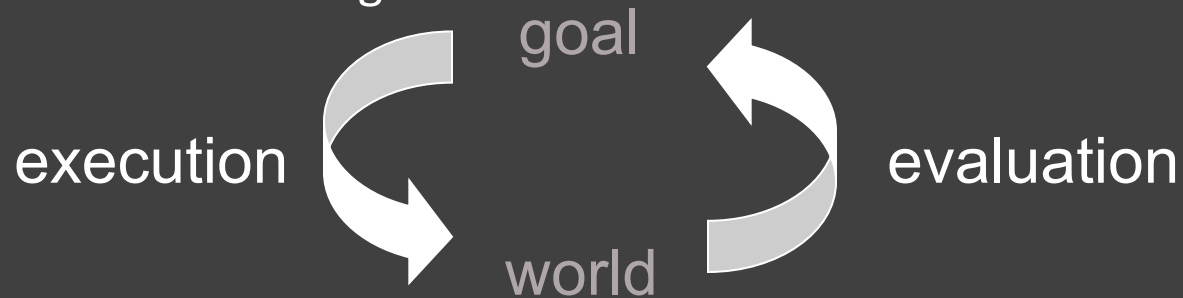
Norman's model



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Norman's model - Example

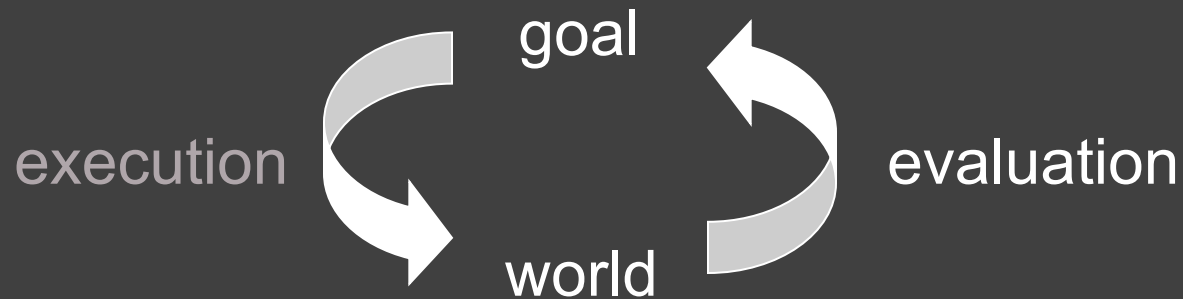
The user establishes the goal



- Imagine you are sitting reading as evening falls.
- You decide you need more light
- Goal: getting more light

Norman's model - Example

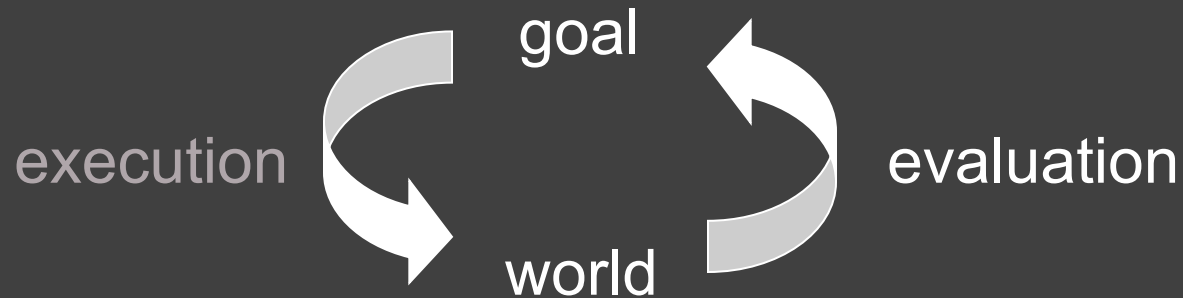
The user formulates intention



- From the established goal, you form an intention
- Intention: switching on the desk lamp

Norman's model - Example

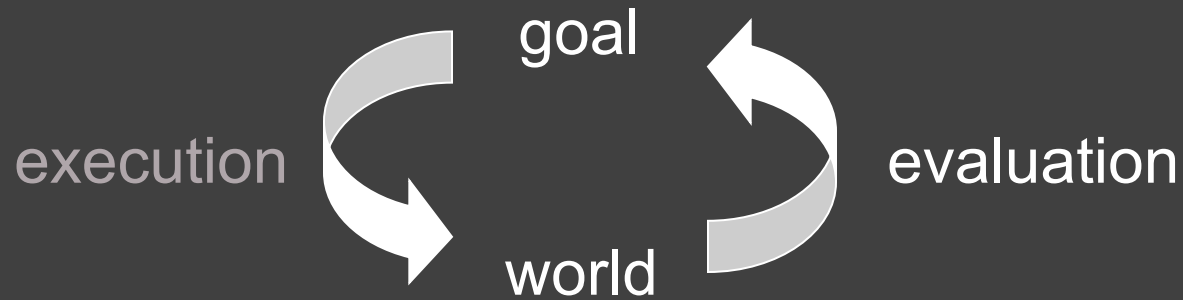
The user specifies actions at interface



- From the intention, you specify the actions to execute: to reach over and press the lamp switch.
- If someone else is closer the intention may be different – you may ask them to switch on the light for you. Your goal is the same but the intention and actions are different.

Norman's model - Example

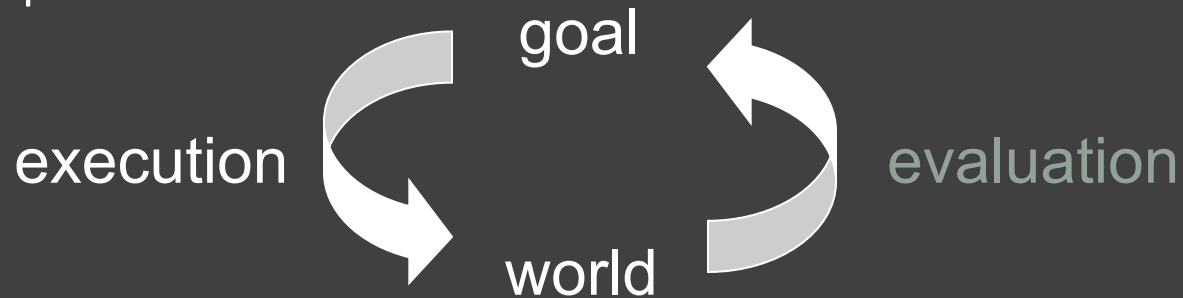
The user executes the action



- Execution: press the lamp switch

Norman's model - Example

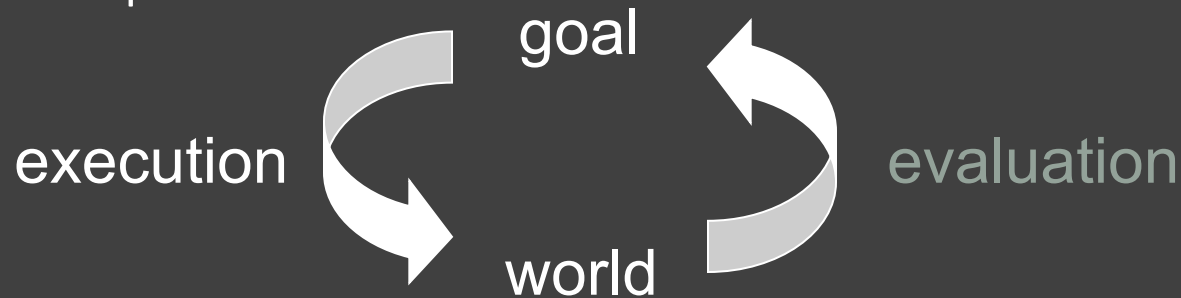
The user perceives the world state



- When you have executed the action you perceive the result
- World state: the light is on or it isn't

Norman's model - Example

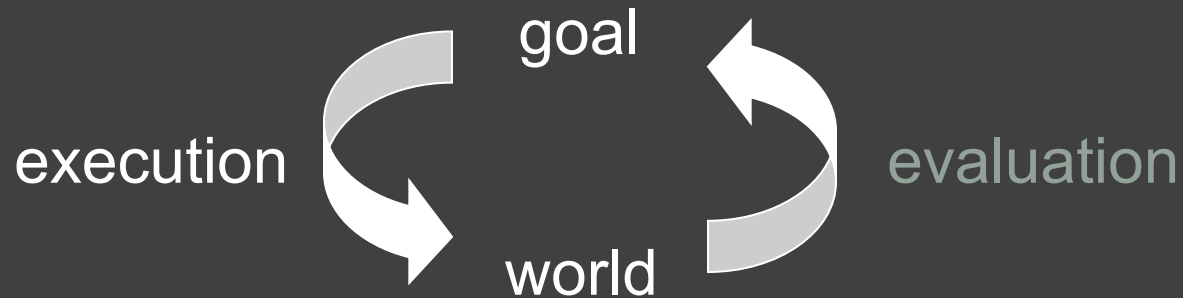
The user interprets the world state



- If the light does not come on, interpretation: the bulb has blown or the lamp is not plugged into the mains. Consequently, you will formulate new goals (cycle).

Norman's model - Example

The user evaluates the world state



- If the light comes on, evaluation: is there now enough light?
- If so, the cycle is complete. If not, you may formulate a new intention to switch on the main ceiling light as well.