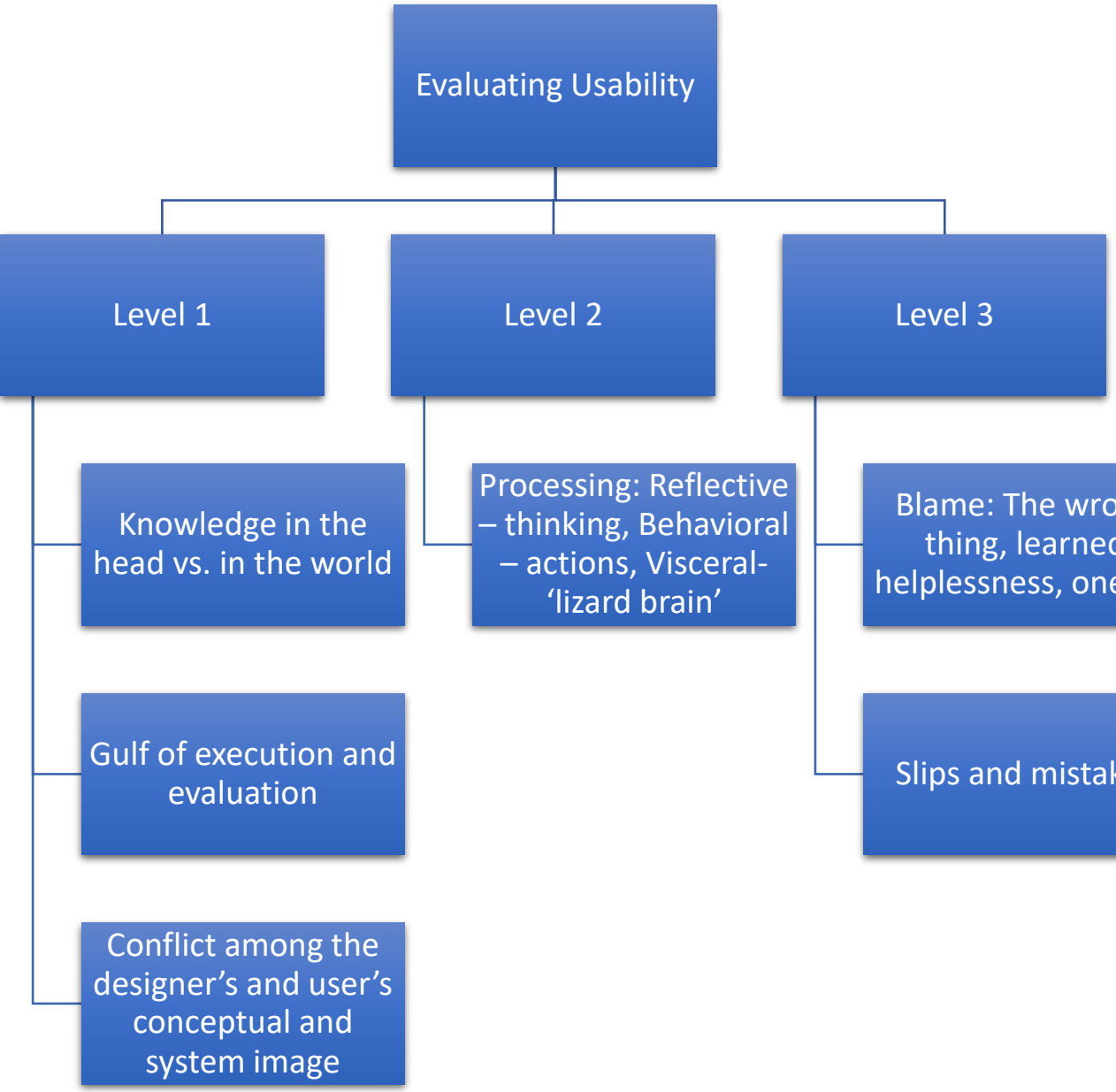
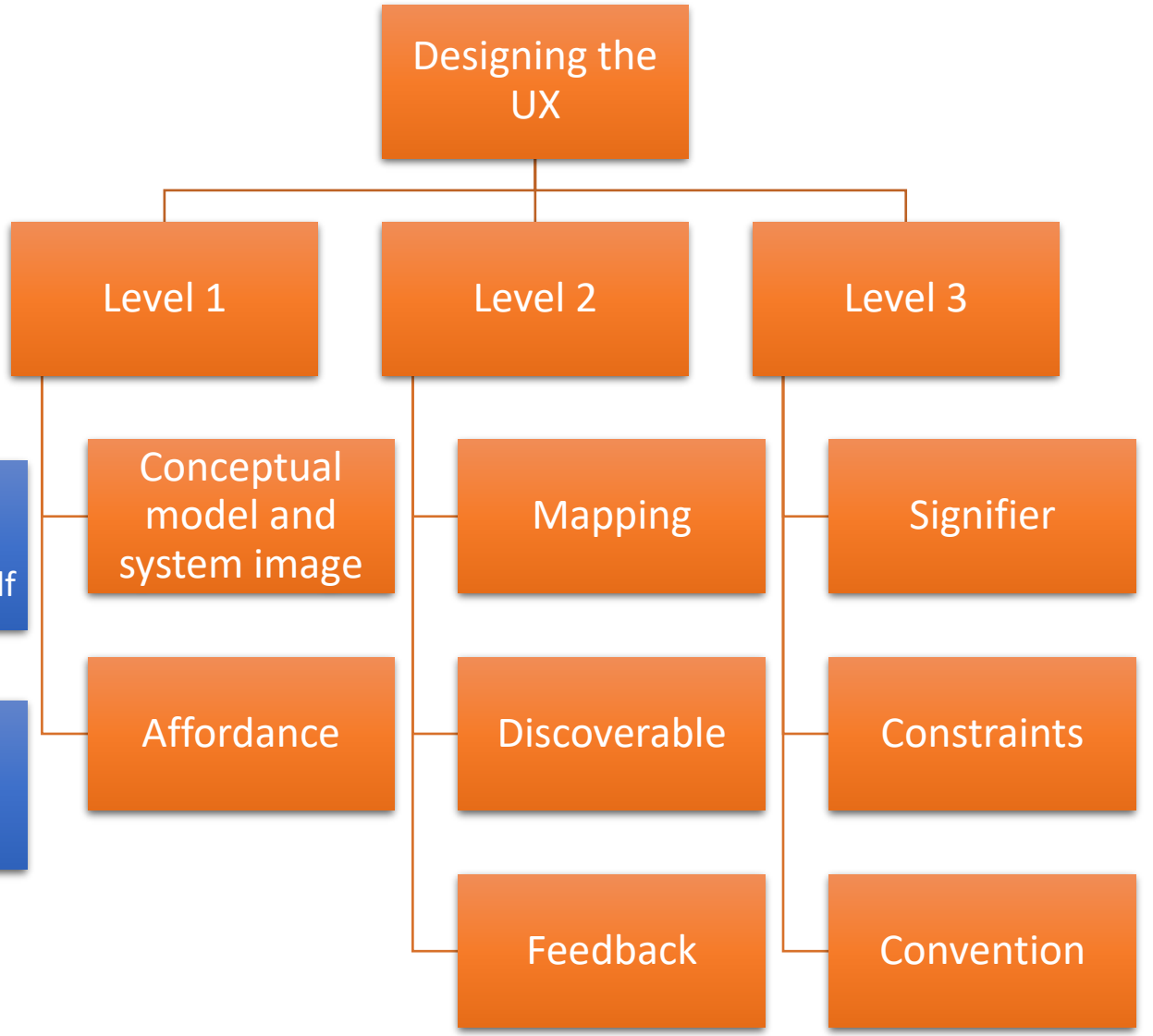
MIS3506: Design & Blame

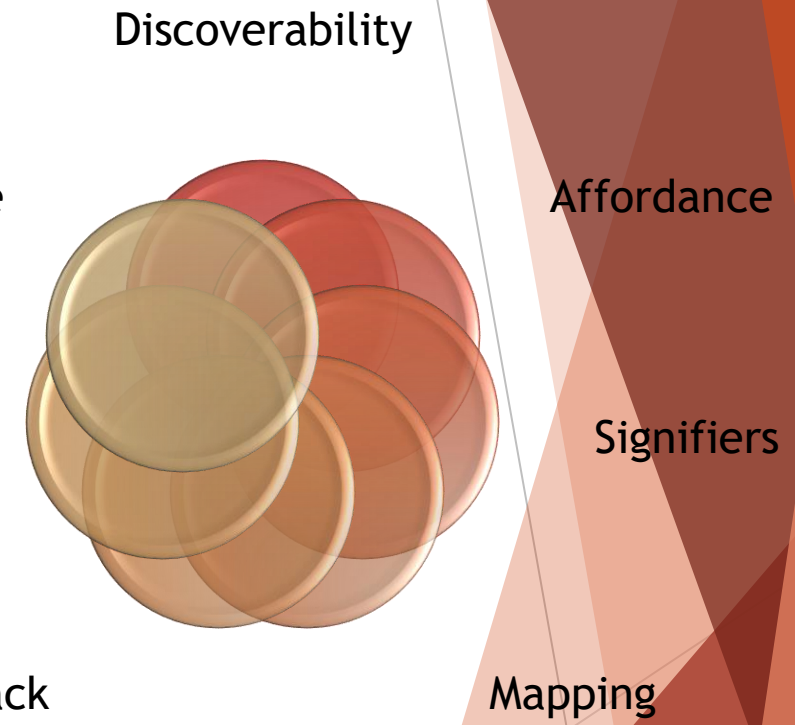
Lavin * Fall 2020


Evaluating Usability
Level 1
Level 2
Level 3
Knowledge in the head vs. in the world
Gulf of execution and evaluation
Conflict among the designer's and user's conceptual and system image
Processing: Reflective – thinking, Behavioral – actions, Visceral- 'lizard brain'
Blame: The wrong thing, learned helplessness, oneself
Slips and mistakes


Designing the UX
Level 1
Level 2
Level 3
Conceptual model and system image
Affordance
Mapping
Discoverable
Feedback
Signifier
Constraints
Convention

Conceptual Model

- Represent our understanding of how things work
- Framed by the affordances, signifiers, constraints and mappings
- Mental Model



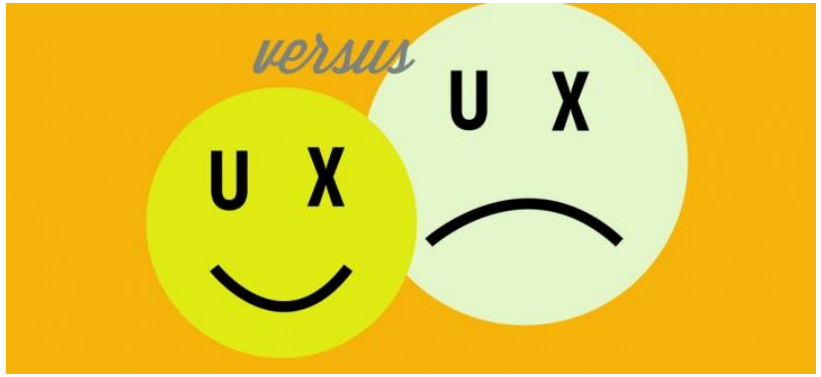
Conceptual Map Examples

Everyone forms stories (conceptual models) to explain what they have observed.

(Norman, p. 59)

If the user is confused by the error and it doesn't fit within their conceptual model – that cause stress – blaming themselves is the path of least resistance…

When things go wrong

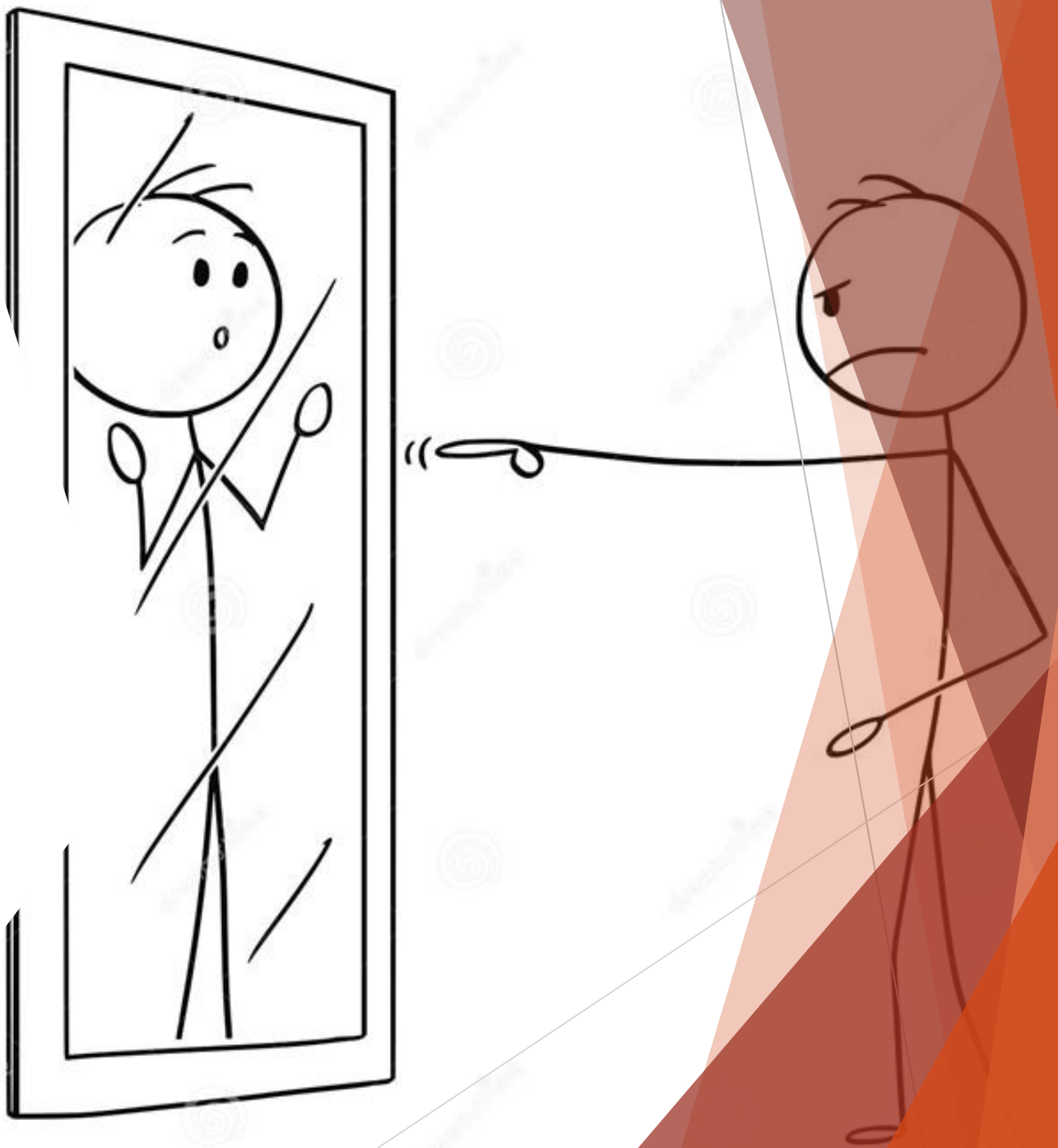


- I hate uncertainty – don't you? Think about the period of time in which we are living – complete uncertainty.
- We/Users will do anything to escape uncertainty
- Our brains want the world to be easy to navigate

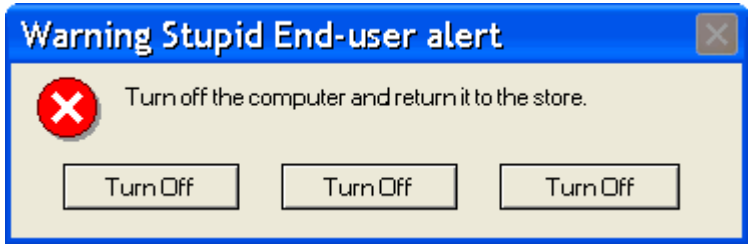
I am only human

- Blame the wrong thing
- Look for cause & effect
- Learned helplessness
- Positive psychology (not!)
- Blame yourself

https://www.youtube.com/watch?v=L3wKzyIN1yk



Blaming the wrong things

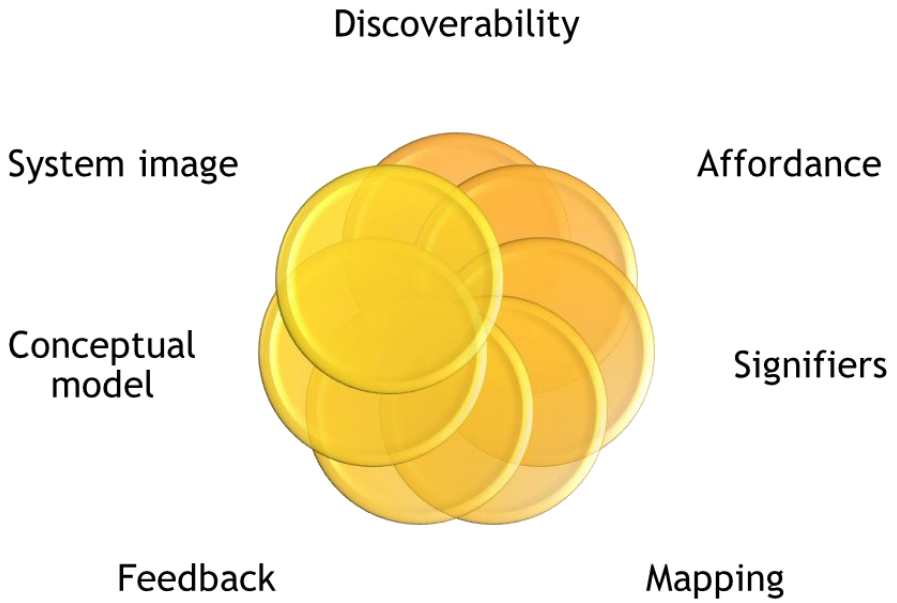


Oops, something went wrong!

ELEVATOR

What does the addition of these two things change about the user experience?

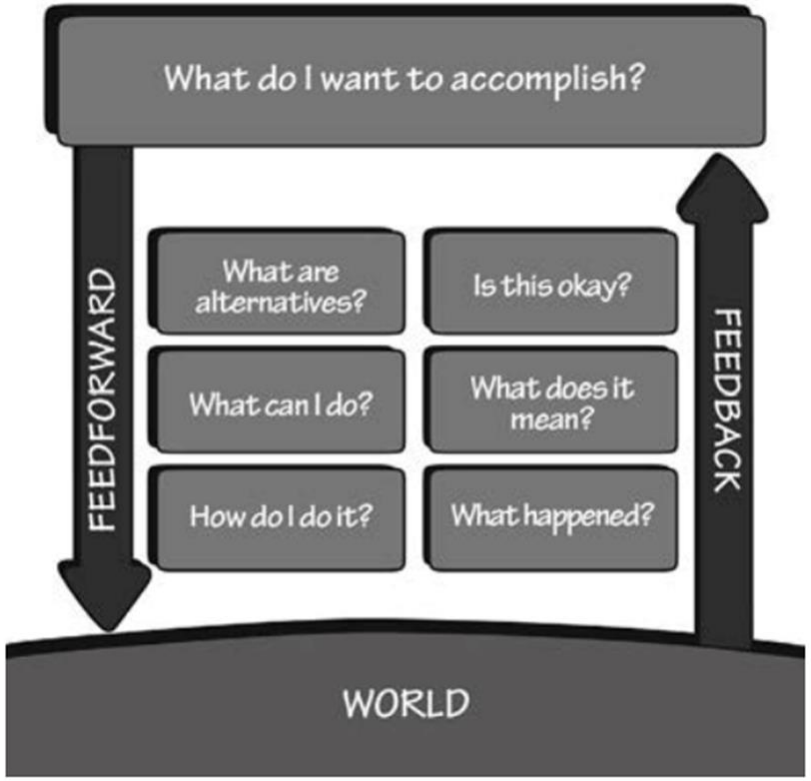
2
2



Anticipate that things will not always go smoothly…

- Designers have an obligation to ensure that the behavior of the machine is understandable to the people who interact with them.
- Strive to minimize the chance of inappropriate actions through the design framework
- Use affordances, signifiers, mapping and constraints to guide actions

7 Stages of Action Checklist



- **Discoverability** – is it possible to discover what actions are possible
- **Feedback** - Full and continuous info about the actions and current state
- **Conceptual Model** – Design projects all of the info needed and enhances discoverability and execution
- **Affordances** – desired actions are possible
- **Signifiers** – Ensure discoverability and feedback is well communicated
- **Mappings** – relationships between controls and actions follow good principles
- **Constraints** – Physical, logical semantic and cultural constraints guide actions & are easy to interpret

Advice to designers:

Do not blame people

Take difficulties as signifiers for improvement

Eliminate error messages – provide help and guidance

Make corrections possible

Think positively

Don’t criticize unless you can do better!