

Knowledge & Mapping

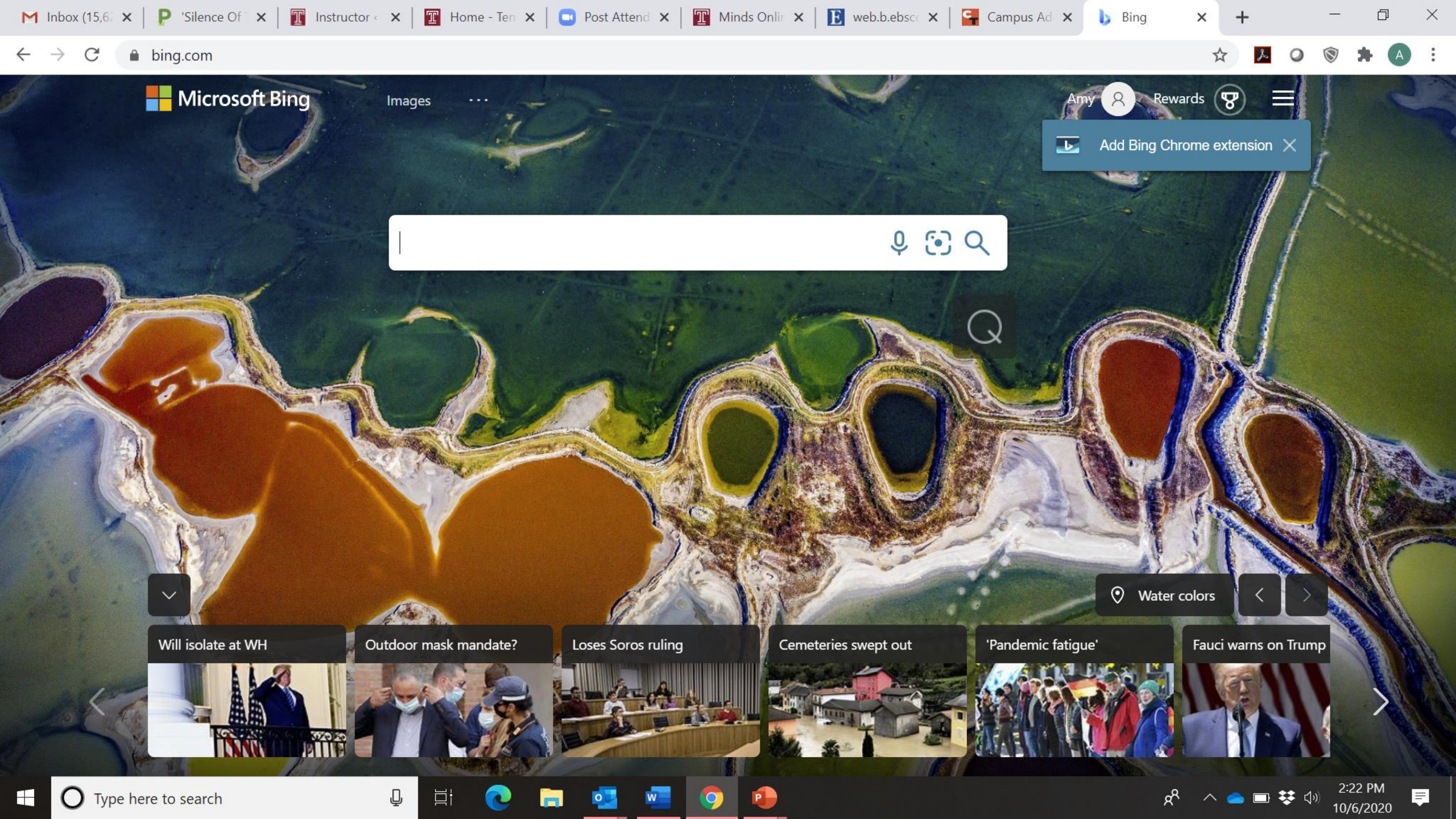
MIS3506 – Fall 2020

Lavin



Add Bing Chrome extension

Search bar with microphone, image, and search icons



Water colors navigation controls

News carousel with six items: Will isolate at WH, Outdoor mask mandate?, Loses Soros ruling, Cemeteries swept out, 'Pandemic fatigue', Fauci warns on Trump



www.ARNGREN.net

Teknologi & Gadgets

[el-biler til barn](#) [Index](#)

(Fra 07.11.2004)
< Frithjof i sin Fly-Bil

Search [el-retur](#)
[Slik Betaler du](#)



Drone-Bike
Løfteevne: 8kg
kr. **19.998,-**



Index

- Akvarium
- Alarm
- Alkotester
- ATV (el.)
- Bildeviser
- Bil (elektrisk) gas
- Bilbane
- Conrad-elektronik
- Digital-Kikkert
- Disko-Lys
- Dummy-Kamera
- DVD-Spiller
- Elektronikk & DAB
- EL-Scoter & Bil
- Figurer
- Golf-biler (m/skilt)
- Hobby & RC
- Hoverpod
- HP-Måler (Bil)
- Isbitmaskin
- Kamera (trådløst)
- Kino (bærbar)
- Kompass (Bil/Båt)
- Laser-Jamer (Bil)
- Luft-Jekk
- Lykt (oppladbar)
- Mobil-telefon-1, 2
- Motorsykkel-Mini
- Omformer (110V)
- Øversetter (44 sprk)
- PC-mini (9"), 2.
- Rakett-Fly
- RC Produkter
- Robot-Hund
- Robot-Støvsuger

Solcelle-pakker
Nyhet!
6.998,-

Se alle våre el-Kjøretøy til Barn og Ungdom. Norges største utvalg

el-biler til barn Nyhet!

12V
24V
48V

4WD fra kr. **1.798,-**

3-hjul Cargo-el-Bike



Ingen alders-grense

el-scooter

PEDALS

Alle **Produktene** på denne siden lagerføres hos **ARNGREN** i Oslo. Se Lagerkoden etter Prisene (lev. 2 - 5 dager):

- Er på Lager
- Kommer før 3 uker
- Lengre enn 3 uker

- **Elektriske-Kjøretøy**
- **Elektrisk-ATV** - **Roboter**
- **el-biler til barn/ungdom**
- **Solcelle-produkter**
- **Forbruker Elektronikk**
- **Batterier & Ladere, etc**
- **Fjernstyrte produkter**
- **Disko-Lys** - **Rakett**

3-Hjuls el-sykkel

Avatar-Gunship. Er det beste Helikopteret noensinne!

Nyhet!

kr. **299,-**

- EI-ATV til Barn & Voksne. fra kr. **3.998,-**
- Mercedes SUV m/ Gummi-Hjul fra kr. **2.998,-**
- G-Tog**
- el-Bil ; Cross-Rider** fra kr. **89.998,-**
- Fatbike-500w**
- el-sykkel** m/Oljestyrt

el-ATV **el-scooter**

4.998,- 3.998,-

BMW-i8

EI-Biler til Barn, Ungdom & Voksne

elsykkel

Fatbike-1500w

Roboter Elektronikk

Video Video **el-ATV**

el-jeep 9998,-

Fotball-Trener

fra kr. **2.598,-**

Elektrisk-Scoter

Fra kr. **9.998,-** (300)

G-Tog

Nyhet 4WD

el-Bil ; Cross-Rider fra kr. **89.998,-**

79.998

el-moped med skilt (16 år) **19.998,-**

el-ATV med skilt (16 år)

el-bil (16 år & moped-Lappen) fra kr. **34.998,-**

el-bil kr. **89.998,-**

el-ATV

100km/t

Elektrisk-ATV 6000 watt kr. **59.998,-**

EL-Scoter 5000 watt kr. **29.998,-**

Ta alltid ut **230Vac Adapteren** når du ikke er tilstede, eller sover

Styreenhet & Fordelere til Bil

RC Fly-Båt 70 cm lang

el-sykkel m/Oljestyrt

Kraftig Hjuls Nyhet!

RC Tank i Metall (55 cm)

Elektriske Biler

EI-Bil; Comarth 2WD/4WD. 2 eller 4 personer

fra kr. **89.998,-**

Knowledge

- In the Head



- In the World



Knowledge



- *In the Head*
 - Memory
 - Efficient – Readily available
 - Requires Learning
 - Ease of use at first encounter is low
 - Designer has freedom – better UX

Knowledge



- *In the World*
 - Information is Perceivable
 - Interpretation substitutes for learning
 - Less efficient if you have to stop to learn
 - Ease of use at first encounter is high
 - Can be ugly – requires a deep skillset

Knowledge



- *In the World*
 - *Knowledge Of (Easy!)*
 - Declarative Knowledge
 - Facts and Rules
 - *Knowledge How (Not so Easy!)*
 - Procedural Knowledge
 - Tacit Knowledge

Tradeoffs



If the user doesn't have it
memorized... could take a
while to interpret needs



First impression could be
tricky



Lack of freedom for the
designer

Thoughts

- How can you as the designer improve the User's Experience armed with this knowledge?

Constraints

- **In the World – Natural Constraints**
 - Restrict behavior
 - Physical features
 - Right tighty/lefty loosey

- **In the Head – Cultural Constraints**
 - Reading in different cultures
 - Behavioral constraints/Restrictions on behavior
 - Colors

“Knowledge” in the Head & the World

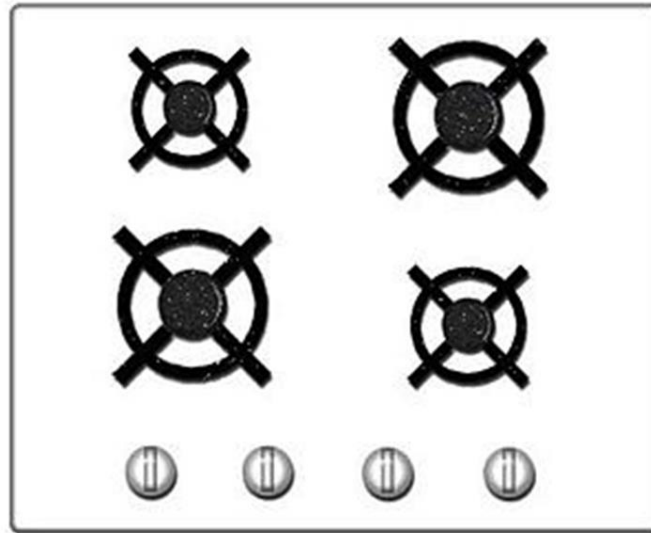
Constraints Simplify Memory



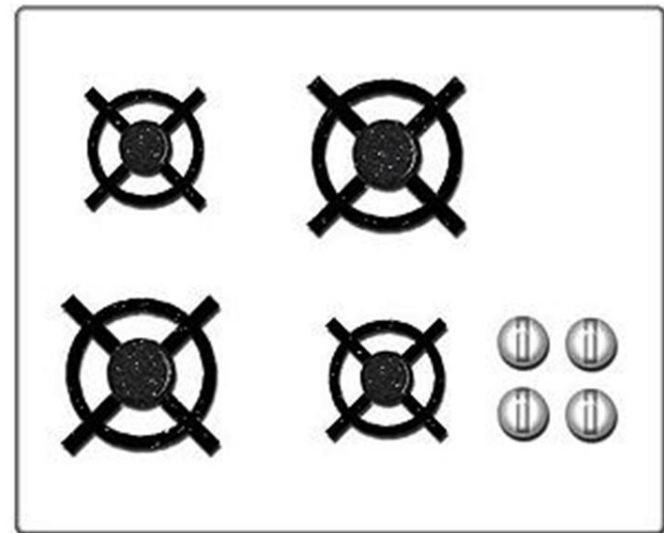
Knowledge in the world: Constraints



Poor mapping



Good mapping



Best: Controls are mounted directly on the item

Second Best: Controls are as close as possible to the object being controlled

Third Best: Controls are arranged in the same spatial configuration as the object being controlled

Mapping

Knowledge & Mapping

MIS3506 – Spring 2020

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