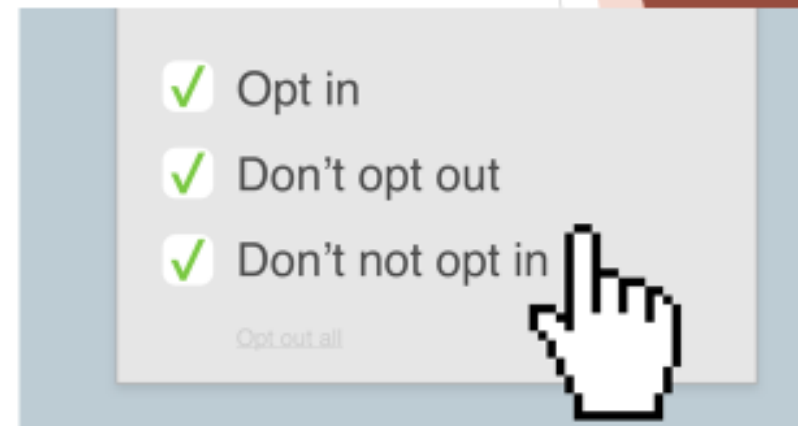


Dark Patterns

- ▶ Tricks used in websites and apps that make you do things that you didn't mean to, like buying or signing up for something.
 - ▶ GPS/Location detail
 - ▶ Sign up
 - ▶ No visible anti-action of confirmation
 - ▶ Unclear or impossible touch actions



We care about your privacy

We and [our partners](#):

Store and/or access information on a device

Consent

We and [our partners](#) process personal data such as IP address, unique ID, browsing data for:

Purposes

Select basic ads

Legitimate interests Consent

Create a personalised ads profile

Legitimate interests Consent

Select personalised ads

Legitimate interests Consent

Create a personalised content profile

Legitimate interests Consent

Select personalised content

Legitimate interests Consent

Measure ad performance

Legitimate interests Consent

Measure content performance

Legitimate interests Consent

Apply market research to generate audience insights

Legitimate interests Consent

Develop and improve products

Legitimate interests Consent

Features

Match and combine offline data sources

Link different devices

Receive and use automatically-sent device characteristics for identification

Some partners do not ask for your consent to process your data, instead, they rely on their legitimate business interest.

[View our list of partners](#) to see the purposes they believe they have legitimate interest for and how you can object to it. Your choices on this site are set as service consent. This means that your settings will not be available on other sites of the publisher and you will be asked to set consent preferences for other sites and vendors. Preferences set on this site will not apply to other sites with either global or service consent. You can change your settings at any time, including by withdrawing your consent, by clicking on the button in the bottom right hand corner.

MANAGE SETTINGS

SAVE & EXIT

ACCEPT ALL

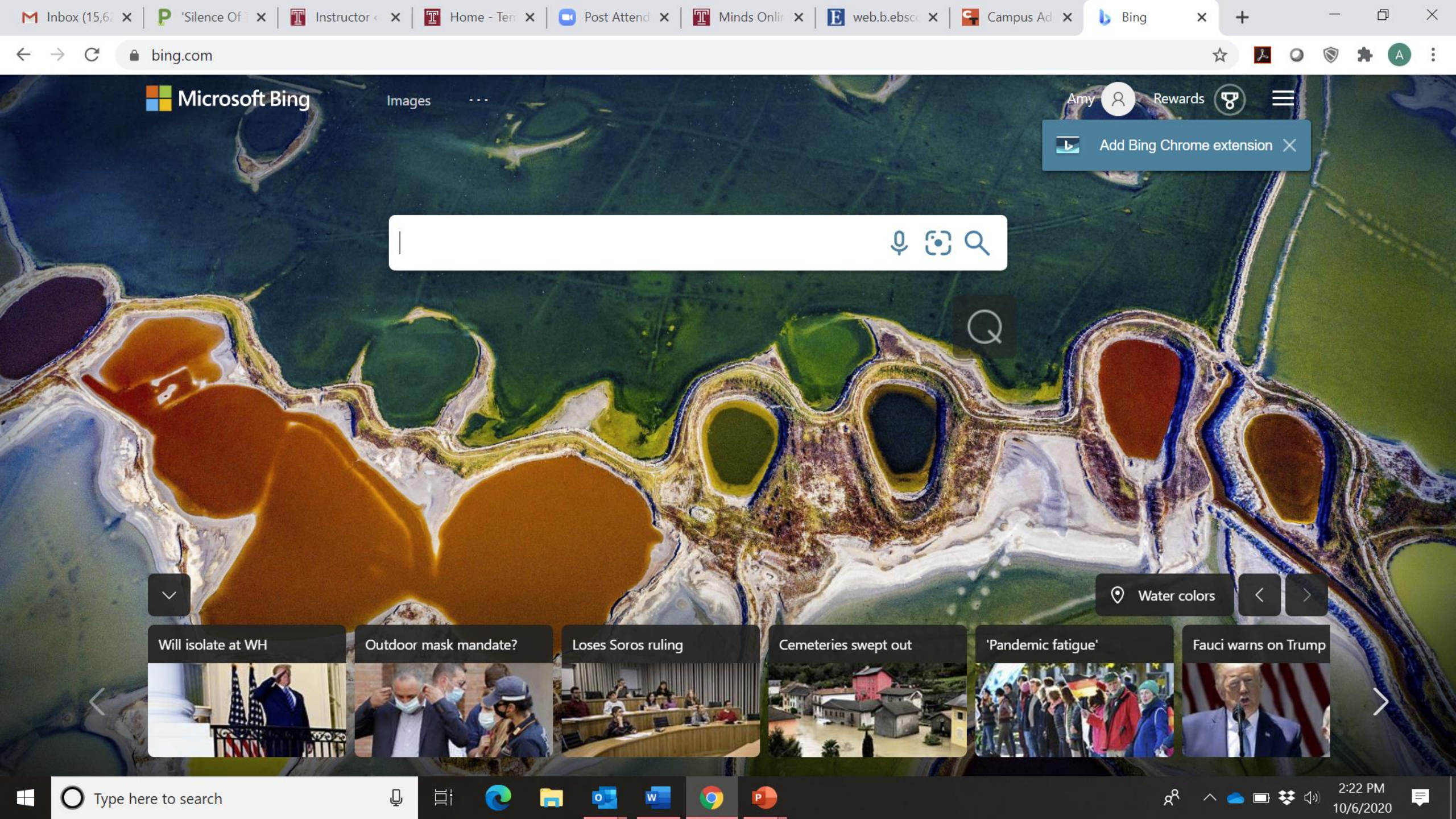
Knowledge & Mapping

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Search bar with microphone, image, and search icons



Water colors < >

Will isolate at WH

Outdoor mask mandate?

Loses Soros ruling

Cemeteries swept out

'Pandemic fatigue'

Fauci warns on Trump





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)
- Oversetter (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



el-bil fra 34.998

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,-**

Elektronikk
Elektrisk-Scoter
Fra kr. **9.998,-** (300)

Elektriske Biler

EI-ATV til Barn & Voksne.
fra kr. **3.998,-**

4.998,- 3.998,- el-ATV el-scooter
Mercedes SUV m/ Gummi-Hjul fra kr. **2.998,-**
el-ATV Bensin-ATV
EI-Biler til Barn, Ungdom & Voksne
BMW-i8

elsykkel

Fatbike-1500w

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

Video Video el-ATV
Roboter Elektronikk
el-jeep **9998,-**

Fotball-Trener
fra kr. **2.598,-**

EI-Bil; Comarth
2WD/4WD. 2 eller 4 personer
fra kr. **89.998,-**

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,-**

Fatbike-500w
el-sykkel
m/Oljestyrt

Lyd, Røk, Lys

Kraftig Hjuls Nyhet!

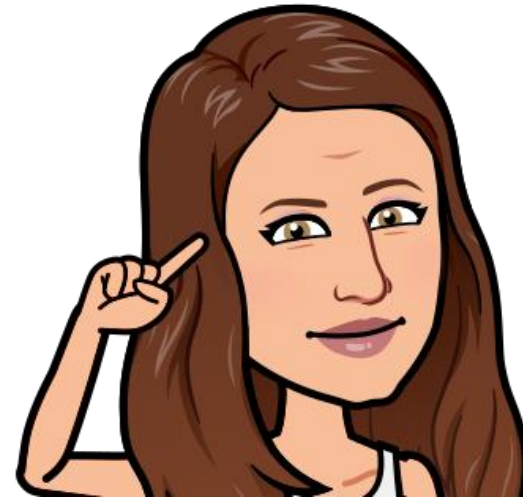
RC Tank i Metall (55 cm)

100km/t
m/Skilt
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
Video
RC Fly-Båt 70 cm lang

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

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

- Put cues in the design
- Effective mapping
- Understand cultural constraints
- Find the middle ground
- Signifiers, constraints and mappings
- Good conceptual model

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

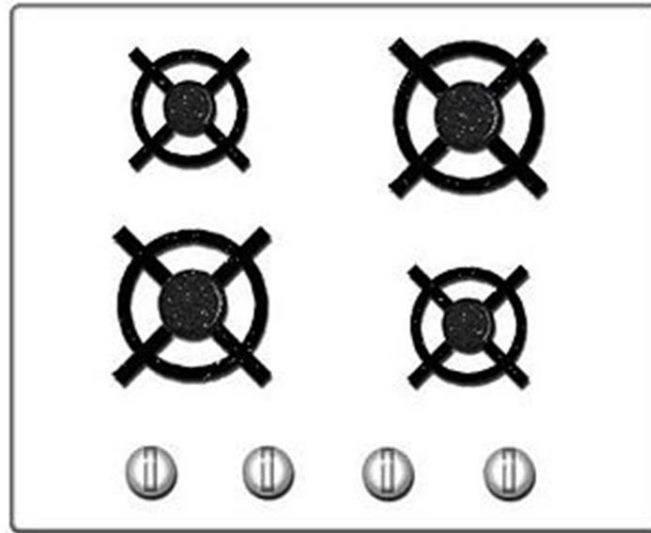
Constraints Simplify Memory



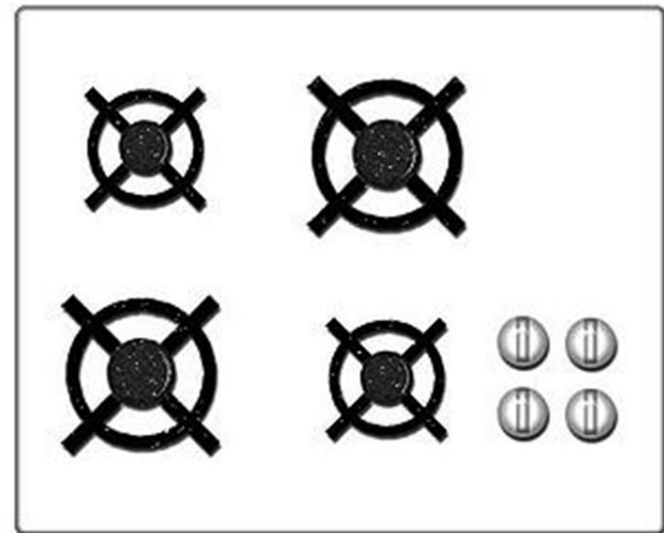
Knowledge in the world: Constraints



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

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