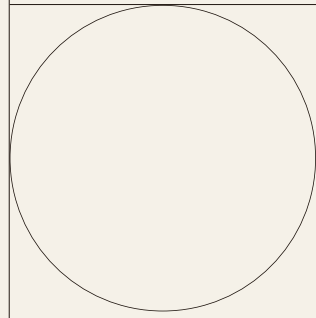
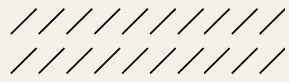


NORMAN'S DESIGN CONCEPTS EVALUATION



1: Norman's Concepts Overview

- **Affordances:** What actions are possible.
- **Signifiers:** Cues indicating where/what action to take.
- **Constraints:** Limit/guide possible actions.
- **Feedback:** System response after action.
- **Mapping:** Relationship between controls and their effects.
- **Discoverability:** Ease with which users can find available actions.

2: Activity Framework

- **Team size:** 2-3 students.
- **Objective:** Evaluate and redesign an interface using Norman's concepts.
- **Materials:** Everyday objects/digital interfaces, sketching tools.

3: Activity Steps

1. **Kickoff:** Brief recap of concepts.
2. **Select and Observe:**
 - Choose an interface/object.
 - Create a user story and document task flow.
3. **Heuristic Critique:**
 - Use a 2-column sheet to analyze the interface.
 - Left: Concept/Right: what's working/what's failing
 - Identify top issues to address.

4: Redesign Process

- Conduct a redesign sprint focusing on:
 - **Signifiers:** Enhance labels/icons.
 - **Constraints:** Introduce limits to prevent errors.
 - **Mapping:** Improve spatial correspondence.
 - **Feedback:** Enhance system response clarity.
 - **Discoverability:** Increase ease of finding actions.
- Annotate redesign sketches with targeted improvements.

5: Micro-Usability Check

- Conduct a think-aloud simulation with the redesign.
- Ensure all six concepts are addressed.

6: Presentation and Evaluation

- Lightning presentations: 1 minute per team.
- Focus on:
 - Interface and primary task.
 - Biggest pain point.
 - 2-3 redesign changes and corresponding concepts.
 - Evidence of improved feedback and discoverability.

Conclusion

- Emphasize the importance of applying Norman's concepts for better usability.
- Encourage creative and practical redesigns for enhanced user experiences.

Appendix: Evaluation Rubric

- **Criteria:** Coverage, Problem Insight, Redesign Rationale, Clarity of Communication, Feasibility.