




Daniel Murray

@Dmurr68

Your only sales person that works 24/7
is your website.

This is why great copy and content
matters.

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Constraints, Discoverability & Feedback

MIS3506*Fall 2021

What is a Constraint?

- A limitation or restriction
- A control that limits or restricts
- Something that keeps you within a particular limit
- Limits the number of choices that a user can act upon

What is a Constraint in User Experience?

Client Specific

- Brand, Logo, Guidelines, Attitude

Project Specific

- Timeline, Budget, Goals
- UX – Smooth

Accessibility and Clarity

- Compliance
- Privacy

Is a Constraint always Bad?

What do you do when you have to operate something you've never used before?



Knowledge

- In the Head – Logical, cultural and semantic constraints



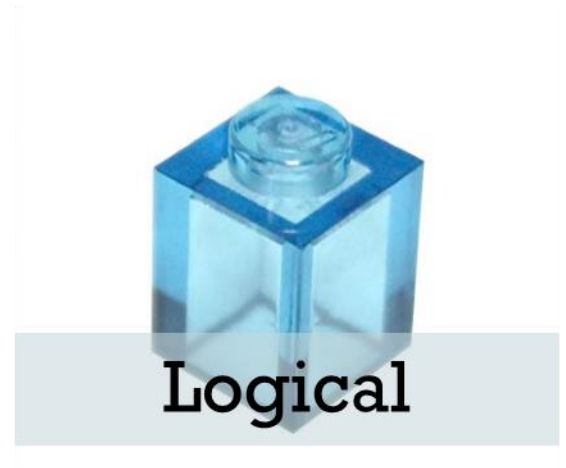
- In the World – Physical Constraints





How do you turn that into this?

Constraints



Constraints let people readily determine proper course of action, even in a novel situation (Norman, p. 125)

Constraints – some thoughts to consider

Logical – Tell a user to select 5 things & only 4 are readily visible – what does that tell the user?

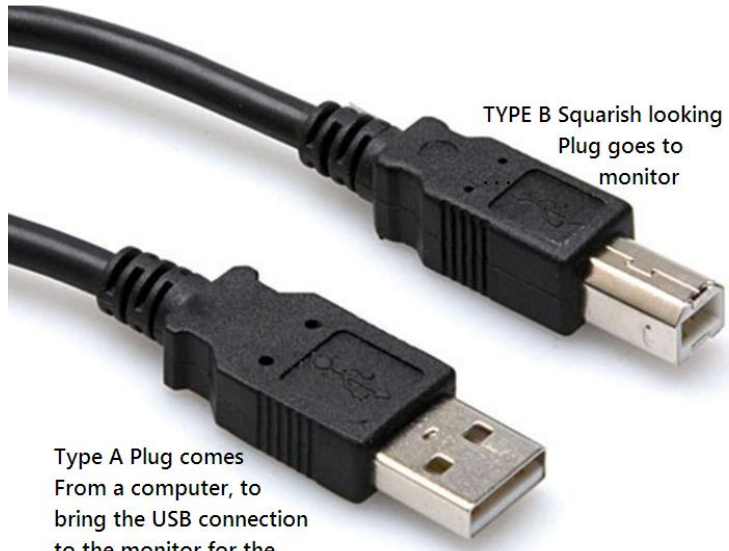
Logical constraints = good conceptual model

Cultural – scroll bar on the right – what does that tell the user?

Physical constraints make some actions impossible: there is no way to ignore them.

Logical and cultural constraints are weaker in the sense that they can be violated or ignored, but they act as valuable aids to navigating the unknowns and complexities of everyday life.

Cultural constraints evolve over time



TYPE B Squarish looking Plug goes to monitor

Type A Plug comes From a computer, to bring the USB connection to the monitor for the HUB in it

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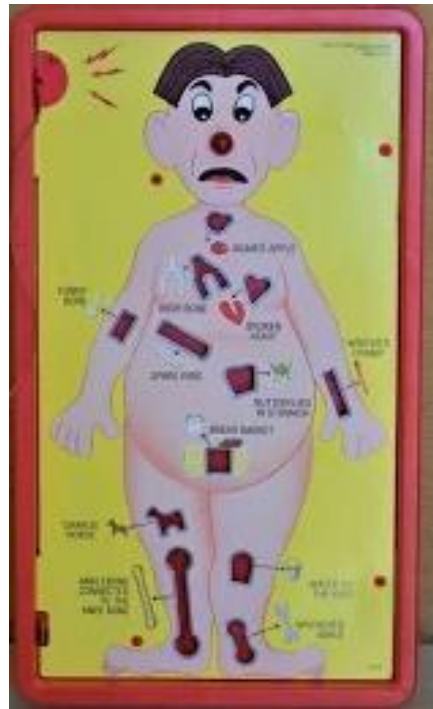
Physical Constraints



Cultural Constraints



Semantic Constraints



Style 1

DOB
Enter the date of birth

DD / MM / YYYY

Style 2

Date of Birth
Date format DD/MM/YYYY

_ / _ / _

Logical Constraints

Handling Constraints in a Design Project

- IBIT project experience: designing a website for a local bakery
- Needed to make sure the platform could be integrated with Clover (the client's current POS system) and Hazlnut (the ordering system associated with Clover)
- **Google is your friend—do your RESEARCH!**



Order Summary



Sweet Potato Bun (dozen)

Kind: Bun

\$6.60

Qty 1

Remove

To check out, your order subtotal must be \$10.00 or more.

Subtotal	\$6.60
Tax	-
Shipping	-
Total	\$6.60

Schedule a Lesson - Gibson School of Music and Arts

Please fill out this form to request a virtual lesson. We will call you back within one business day to schedule your lessons.

NOTE: In response to COVID-19, we are hosting sessions virtually for the health and safety of our students. Also, we continue to offer private music lessons and classes at GMA School following the CDC guidelines.

* Required

Email address *

Your email

! This is a required question

Feedback

- The information that you give your users about the effect of the action they've taken or the state of the request they have submitted
- The visible response that one gets from performing an action

Characteristics of Good Feedback

- Specific – concrete and relatable
- Timely (immediate!)
- Appropriate
- Focus on the Behavior
- Descriptive
- Not judgmental
- Accurate
- Enhances – does not leave the user wondering what happened



Force the
Physical
Constraint

Annoyance
can be your
friend

Interlock the
proper
sequence

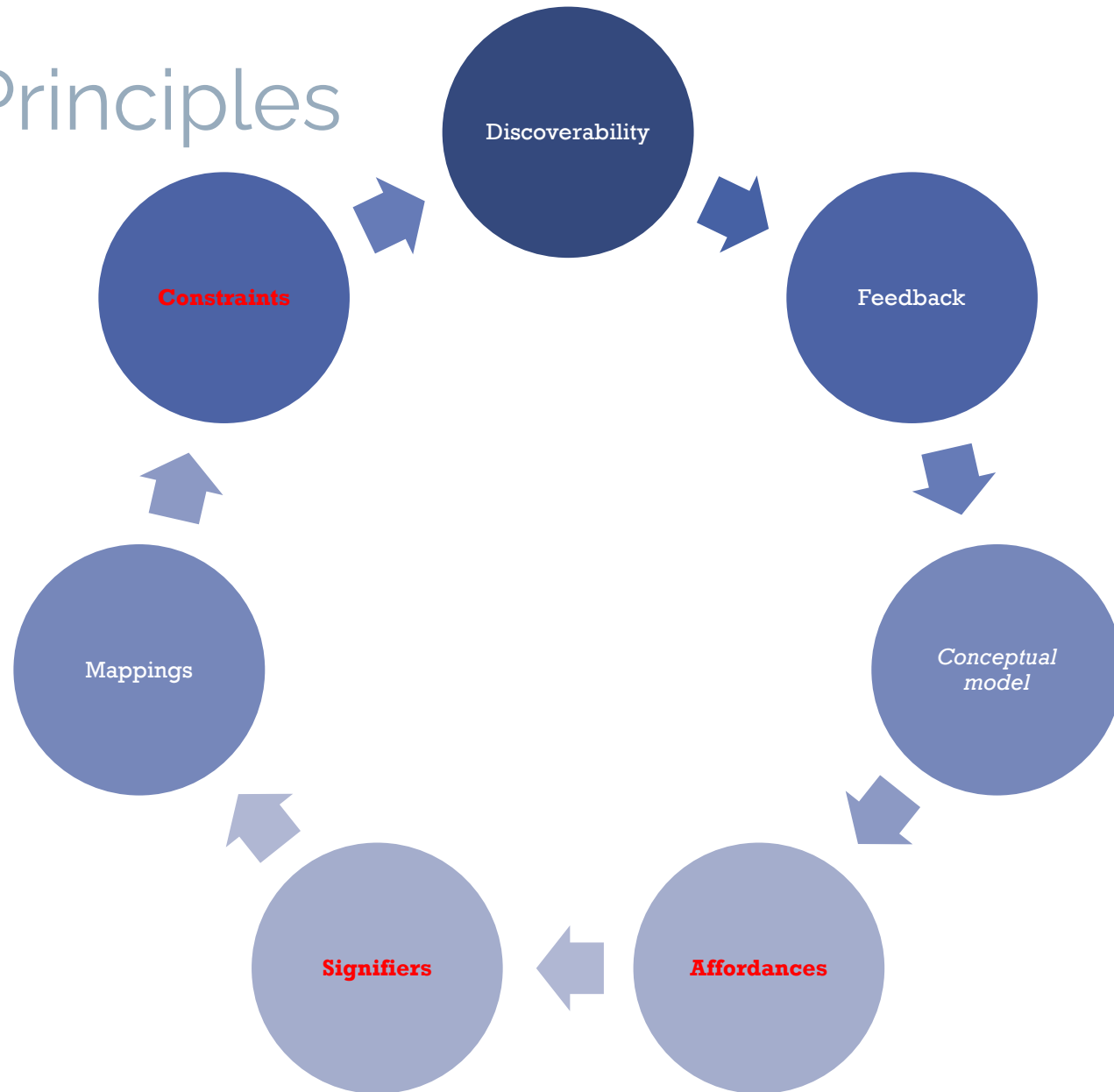
Tools or Bitter
Pills?

Lock-in to
ensure the
work is
completed

Conventions
are a natural
cultural
constraint

Lockout to
keep things
away

Design Principles



ICA Breakout Rooms

Let's pick an industry...

- ▶ Design three interactions with constraints for your new UX