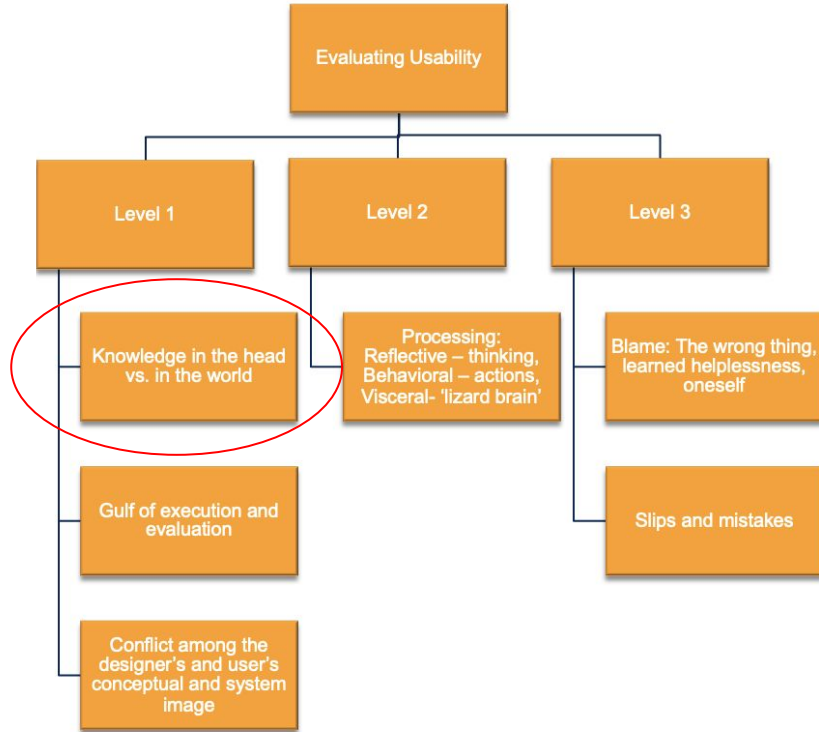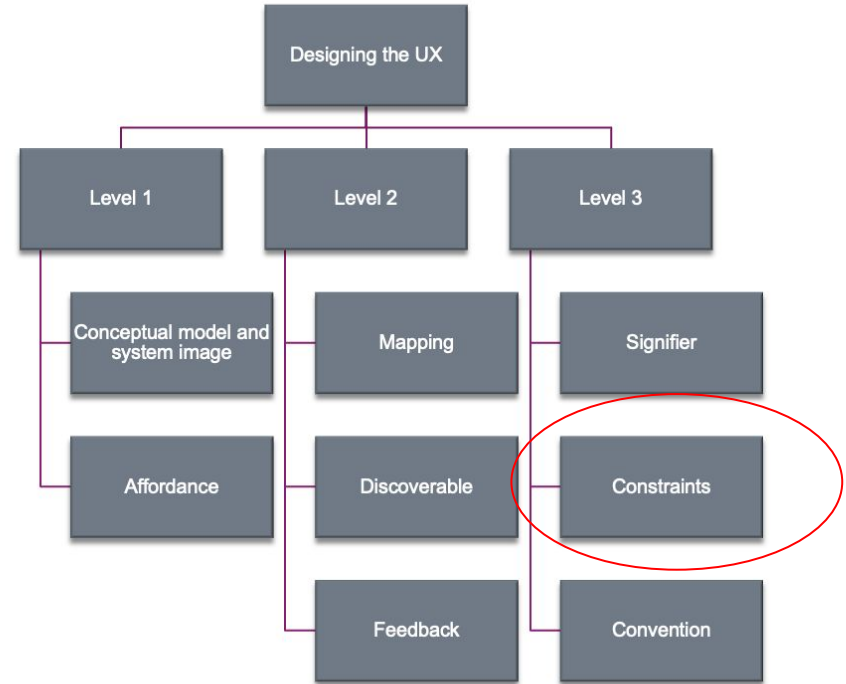MIS 3506 / SECTION 2

User Experience Design:
Knowledge
and Constraints

Review the Foundation Principles

EVALUATION

DESIGN

Part 1

Knowledge & Constraints

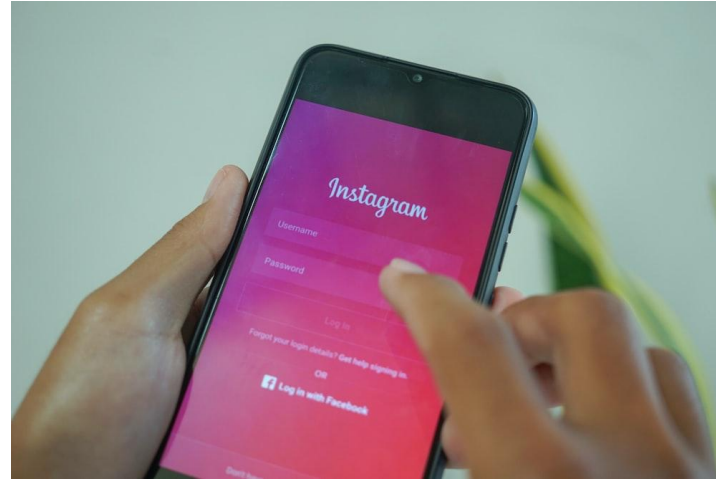# Understanding Knowledge

In the Head

Memory

VS

In the World

Everything Else

In the Head

- **Memory**

- **Efficient – readily available**

- **Requires learning**

- **Low level of "ease of use" at first encounter**

EXAMPLE

Remember a User and Password.

The user has all the knowledge they need in their head in order to complete the task.

In the World

- **Information is Perceivable**

- **Interpretation substitutes for learning**

- **Less efficient if you have to stop to learn**

- **Easy to use on first try (if designed well).**

- **Users conceptual model matches the designers system image**

Typing your User and Password Using the Provided Keyboard

The user is provided different queues from the designer to complete the task

Knowledge in the World Constraints

1. **Physical:** Physical limitations constrain possible operations

2. **Cultural:** Each culture has a set of allowable actions.

3. **Semantic:** The meaning or the situation controls the set of possible actions

4. **Logical:** A logical relationship between the spatial or functional layout of components

Exam Review

Make sure you are familiar with the following…

➔ Design and Blame

➔ Dark Patterns

➔ Knowledge

➔ Constraints

➔ Accessibility

➔ Guidelines, Standards and Conventions

➔ All concepts that came up in Exam 1 are also on the table for Exam 2. This exam is cumulative

Due Next Week...

➔ **Study for Exam 2**

➔ **Have your prototype ready for in class testing**

➔ **Have your prototype café test template tasks ready for testing**