

Knowledge & Mapping

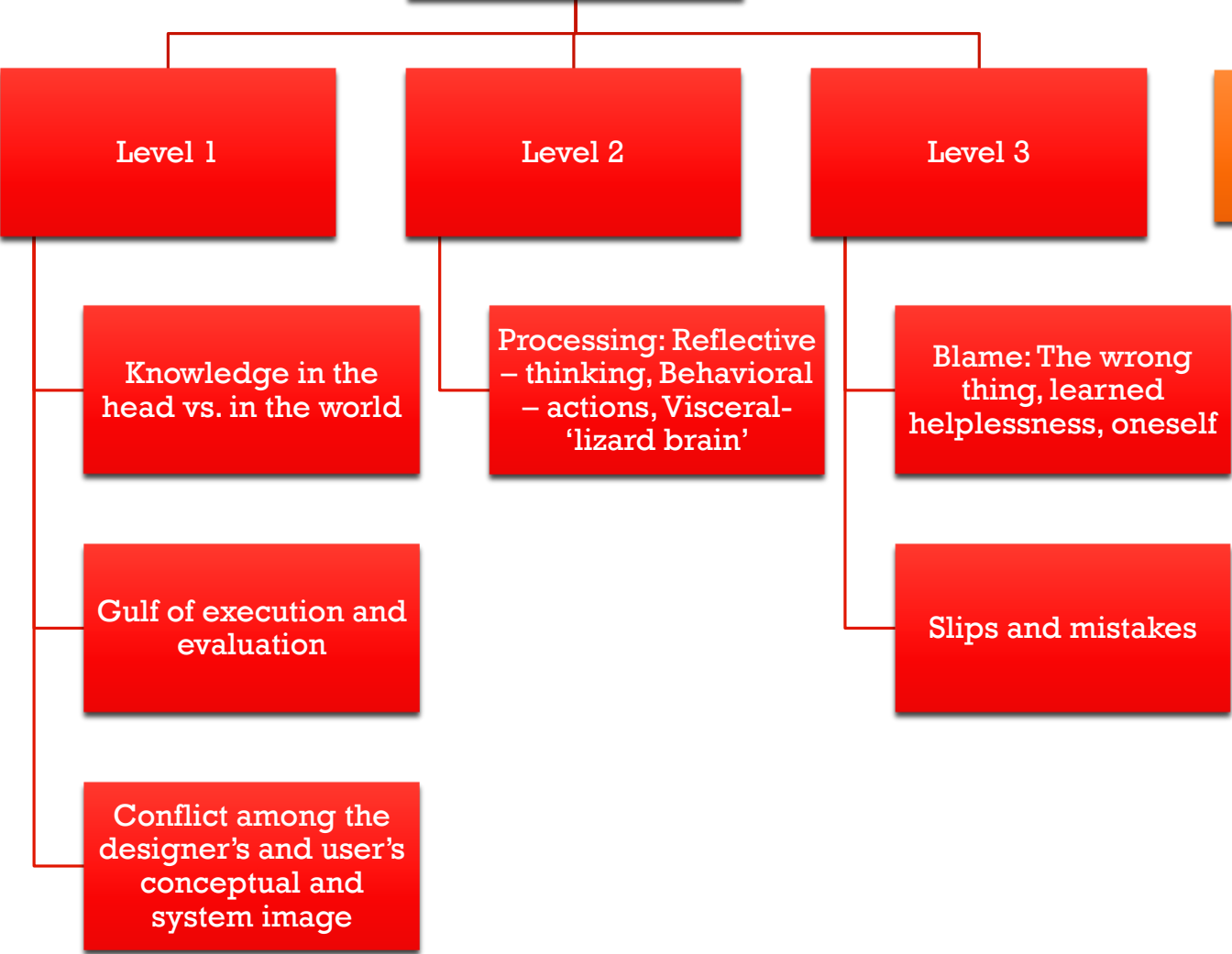
MIS3506 – Spring 2020

Lavin

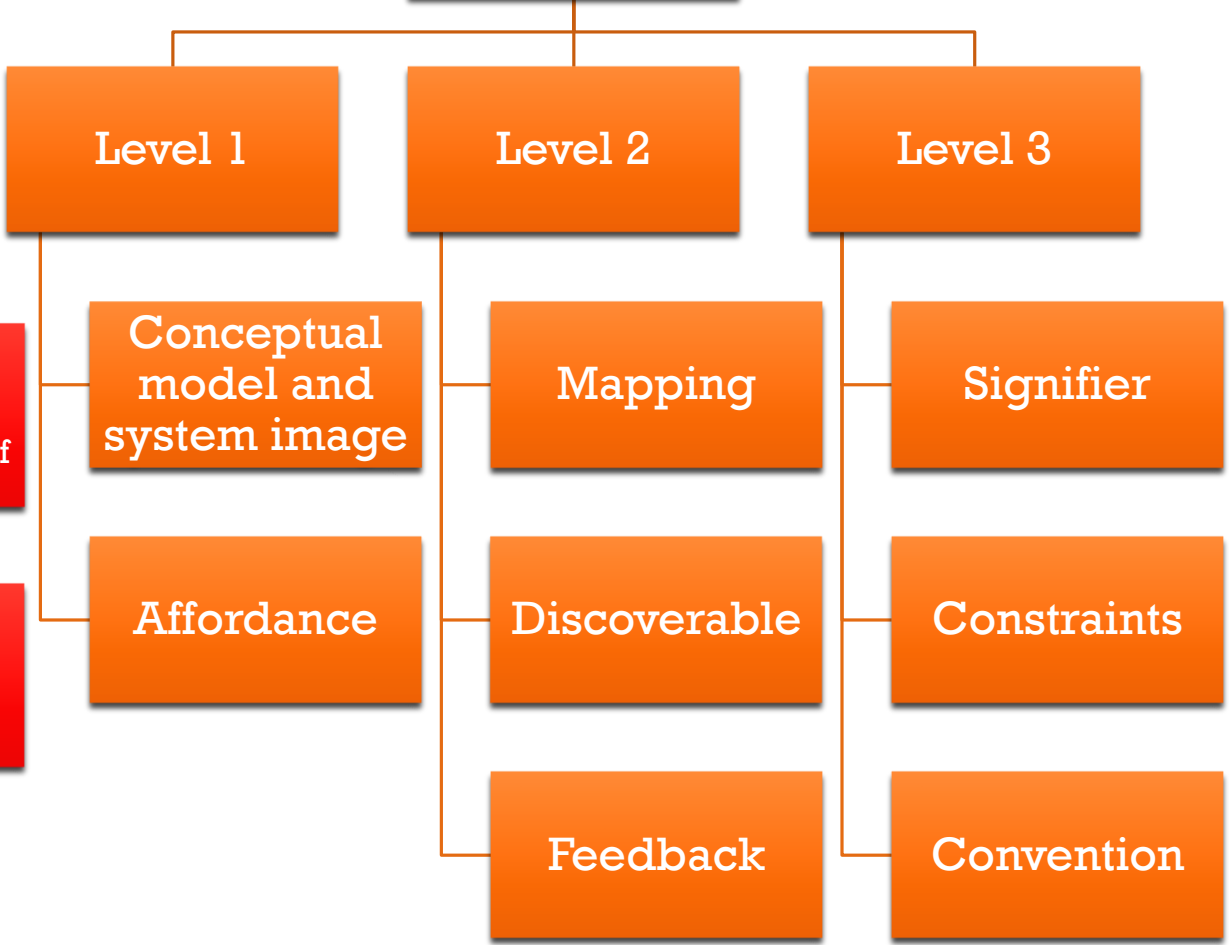
Project 2 Timeline

- **Proposal:**
 - Name of proposed Organization, Approx revenue & # of employees
 - Type of business/goal or focus of the organization
 - Initial Needs & Goals of the Organization
 - Due via email 2/28 @ 11:59PM
- Alpha Due 3/16
- Beta Due 4/8
- Final Due 4/23 – All teams will present on 4/20 or 4/22

Evaluating Usability



Designing the UX



Digital Solutions Studio - Depart... x Bing x +

bing.com

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Images

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Bing

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Wins restraining order Cathedral bomb plot Admits to leaking info Bemoans 'Parasite' win Changes counting again Tesla can clear forest Take the news quiz On This Day: 1965

Type here to search

10:50 AM 2/21/2020



Search...

- Culture
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TV
Beloved TV Shows That Were Cancelled Too Soon



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Movies You Won't Want to Miss in 2020

Helps dry skin seal-in moisture for all day hydration.

#1 DERMATOLOGIST RECOMMENDED SKINCARE BRAND

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The Best Places to Go for First-Time Solo Travelers



CULTURE
From Pokémon to ASMR: The Rise of Live-Video Streaming Giant Twitch



TV
Batwoman Is Moving the Dial When It Comes to the Superhero Genre's LGBTQ+ Representation



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(Fra 07.11.2004)

< Frithjof i sin Fly-Bil

23 Butikker

Teknologi & Gadgets

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el-retur

< Gratis el-retur

Video

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Akvarium

Alarm

Alkotester

ATV (el.)

Betale

Bil (elektrisk) gas

Billane

DAB-Radio

Digital-Kikkert

Disko-Lys

Dummy-Kamera

DVD-Spiller

Elektronikk

EL-Scooter & 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

Motorsyssel-Mini

Omformer (110V)

Oversetter (44 språk)



Trådløs Kamera m/ Alarm & GSM 1999.-



Trådløst Kamera 499.-



60cm lang Tau & Brann-Båt. kr. 598.-



El-bil til Posten 79.998.-

Elektronikk

Elbil; Arngren-Comarth 2WD/4WD. 2 eller 3 seter

kr. 79.998.-



1398.-



9998.- kr. 4.998.-



Elektrisk-ATV fra kr. 3999.-

Elektriske-Biler til Barn, Ungdom & Voksne



El-ATV 6.998.-



Oppladbar-Lykt (15mill.) Verdens Sterkeste kr. 499.-

Elektronikk

Flysimulator! Gratis!

Forbruker Elektronikk

44 Språk-Talende Oversetter

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Spion-Kamera fra kr. 499.-



RC Flybil VTOL(3ch) kr. 249.-



7998.-



1200.-

Elektronikk

Web-kamera



LAND&AIR



RC Flybil

VTOL(3ch)

kr. 249.-

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

RC Produkter

120cm langt. Computer-styrt



Video-1

Video-2

RC 4ch Helikopter

fra kr. 798.-

Rakett-Fly



Nyhet



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RC-Produkter

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

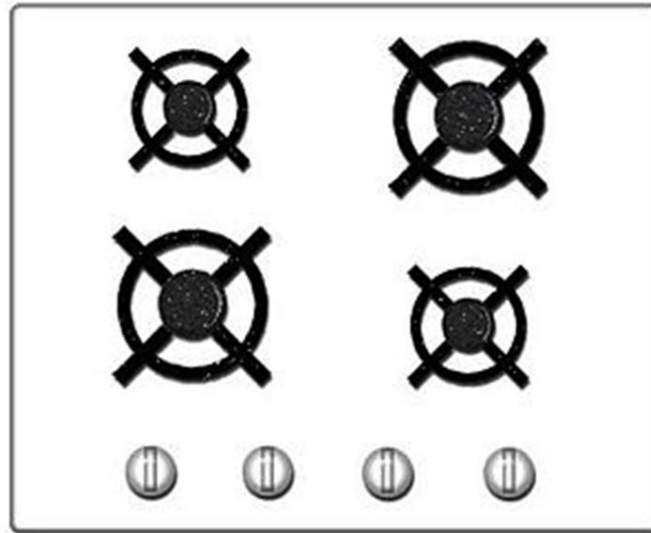
Constraints Simplify Memory



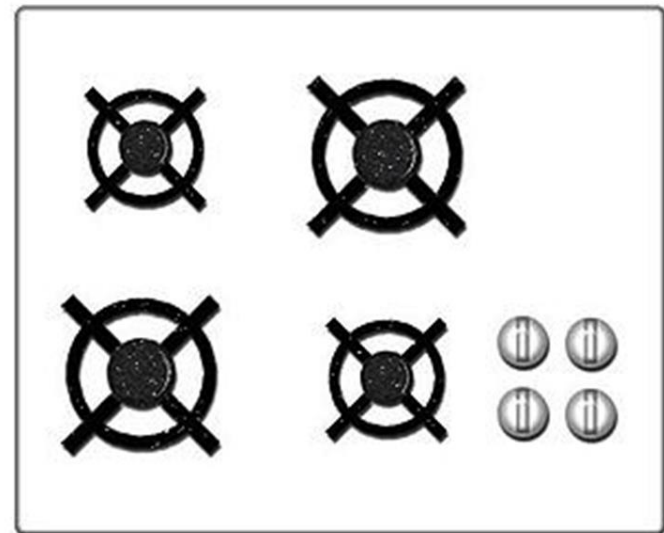
Knowledge in the world: Constraints



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

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