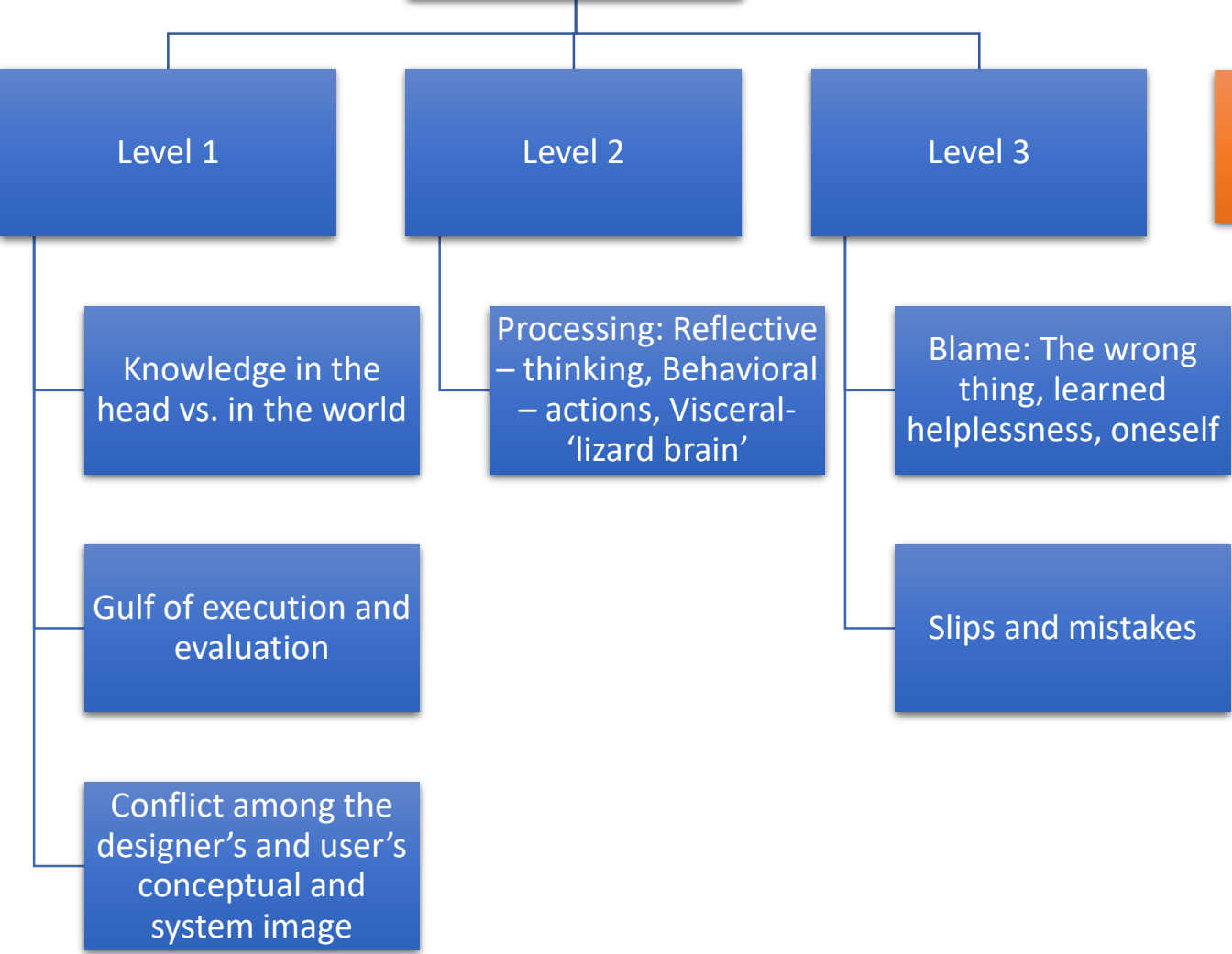


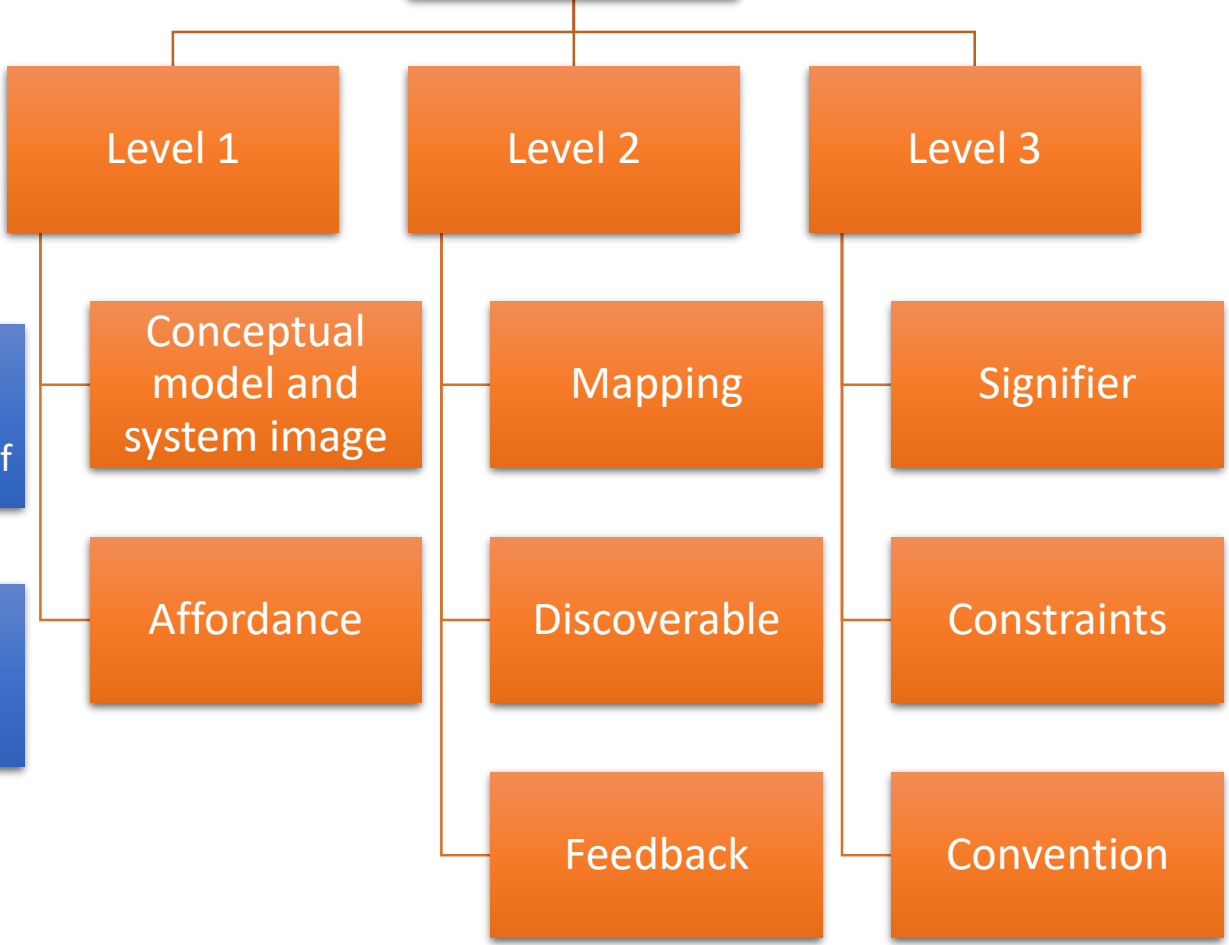
MIS3506: Design & Blame

Lavin * Spring 2020

Evaluating Usability

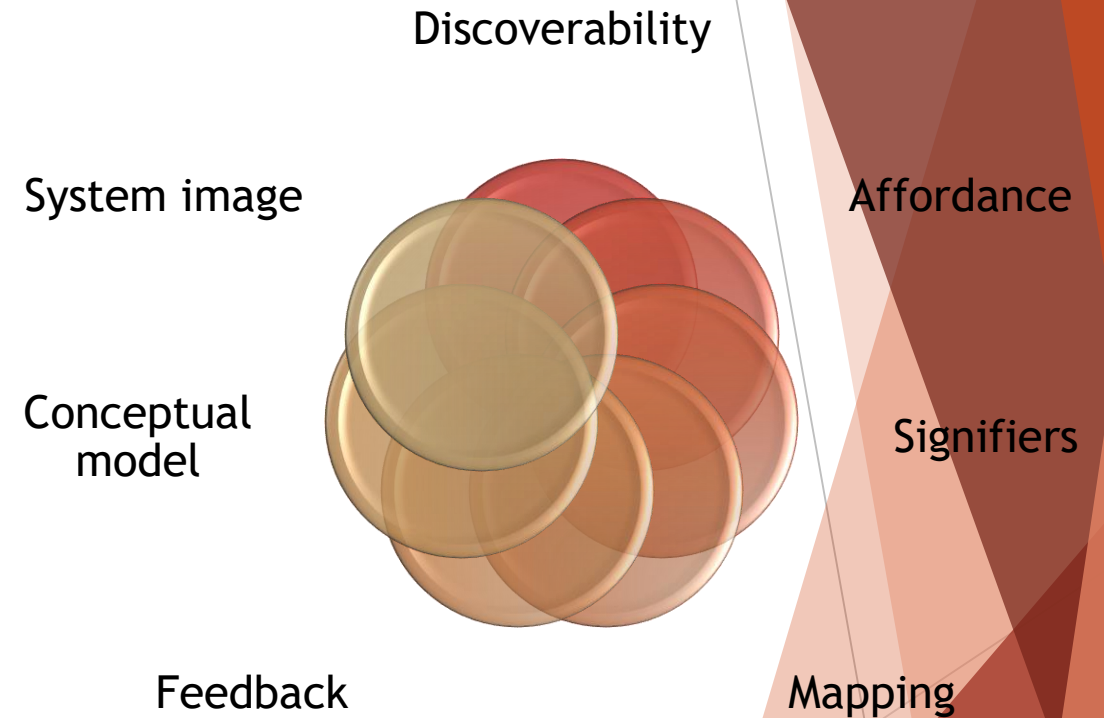


Designing the UX



Conceptual Model

- ▶ Represent our understanding of how things work
- ▶ Framed by the affordances, signifiers, constraints and mappings
- ▶ Mental Model





Everyone forms stories
(conceptual models) to explain
what they have observed.

(Norman, p. 59)

I am only human



Blame the wrong thing



Look for cause & effect



Learned helplessness



Positive psychology (not!)

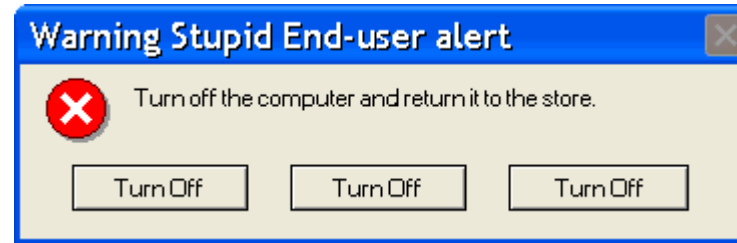


Blame yourself

<https://www.youtube.com/watch?v=L3wKzyIN1yk>



Blaming the wrong things







What does the addition of these two things change about the user experience?



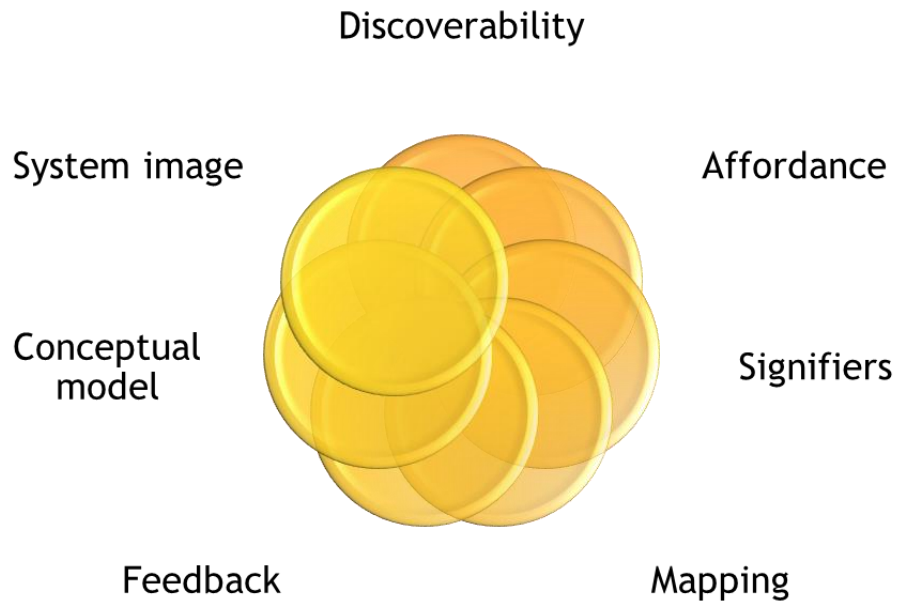


2

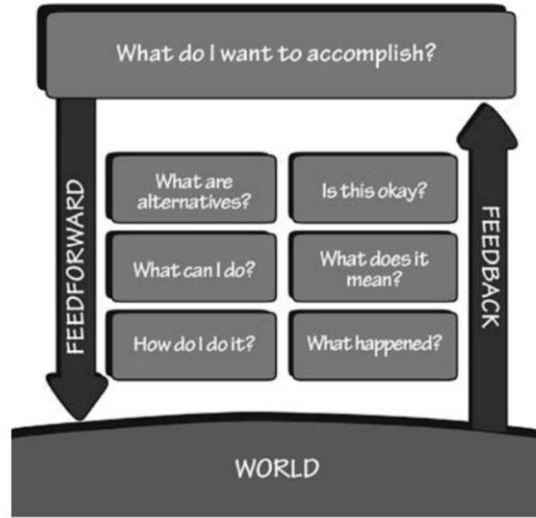


2

Anticipate that things will not always go smoothly...



- ▶ Designers have an obligation to ensure that the behavior of the machine is understandable to the people who interact with them.
- ▶ Strive to minimize the chance of inappropriate actions through the design framework
- ▶ Use affordances, signifiers, mapping and constraints to guide actions



7 Stages of Action Checklist

- ▶ **Discoverability** - is it possible to discover what actions are possible
- ▶ **Feedback** - Full and continuous info about the actions and current state
- ▶ **Conceptual Model** - Design projects all of the info needed and enhances discoverability and execution
- ▶ **Affordances** - desired actions are possible
- ▶ **Signifiers** - Ensure discoverability and feedback is well communicated
- ▶ **Mappings** - relationships between controls and actions follow good principles
- ▶ **Constraints** - Physical, logical semantic and cultural constraints guide actions & are easy to interpret



Advice to designers:



Do not blame people



Take difficulties as signifiers for improvement



Eliminate error messages - provide help and guidance



Make corrections possible



Think positively

Don't criticize unless you can do better!



“Don’t Criticize unless you can do better”

▷ How well does this master the seven steps?



Source:

<https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwiLlOyg4ffkAhWjTd8KHTiRBPEQjRx6BBAgBEAQ&url=https%3A%2F%2Fca.linkedin.com%2Fin%2Fsteve-caelers-58228080&psig=AOvVaw2zU76bdXFzBsoRy1ZzHpg-&tust=1569905857378288>