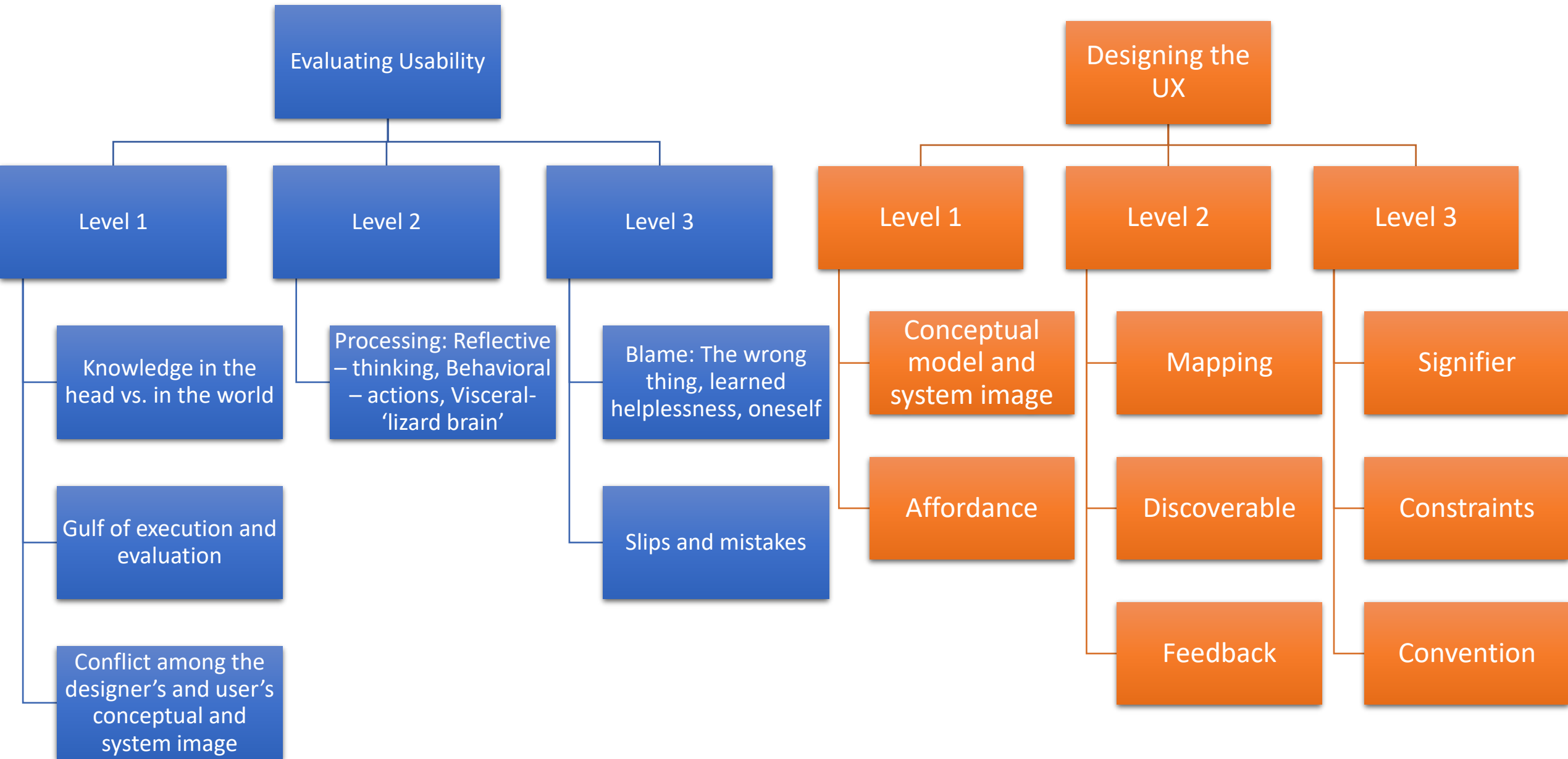


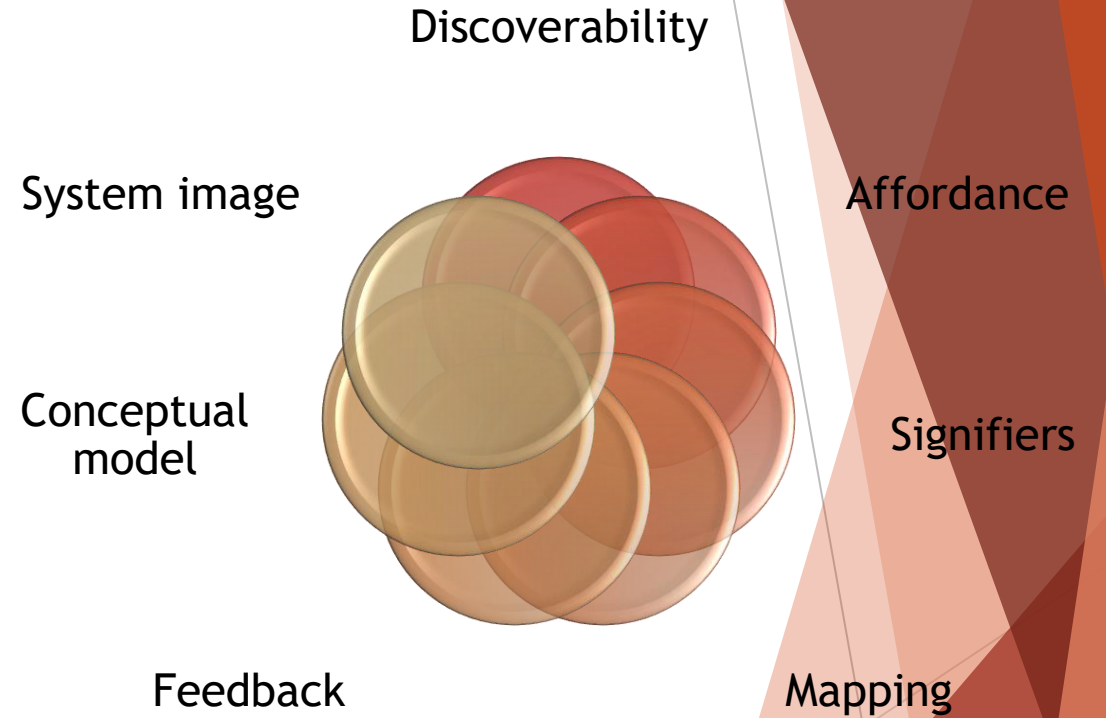
# MIS3506: Design & Blame

Lavin \* Spring 2021

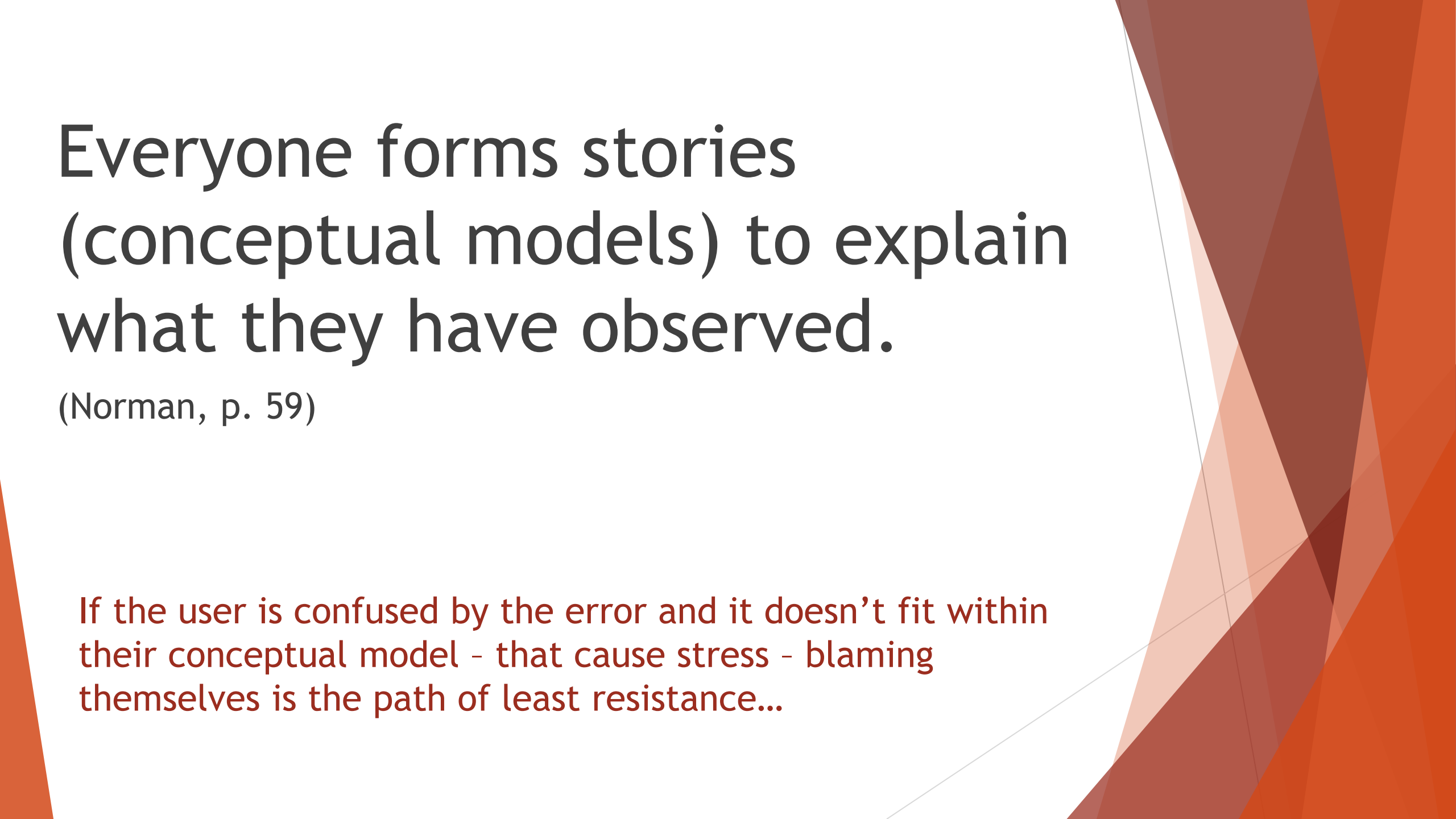


# Conceptual Model

- ▶ 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)

If the user is confused by the error and it doesn't fit within their conceptual model - that cause stress - blaming themselves is the path of least resistance...



# When things go wrong

- ▶ I hate uncertainty - don't you? Think about the period of time in which we are living - complete uncertainty.
- ▶ We/Users will do anything to escape uncertainty
- ▶ Our brains want the world to be easy to navigate

# I am only human



Blame the wrong thing



Look for cause & effect



Learned helplessness

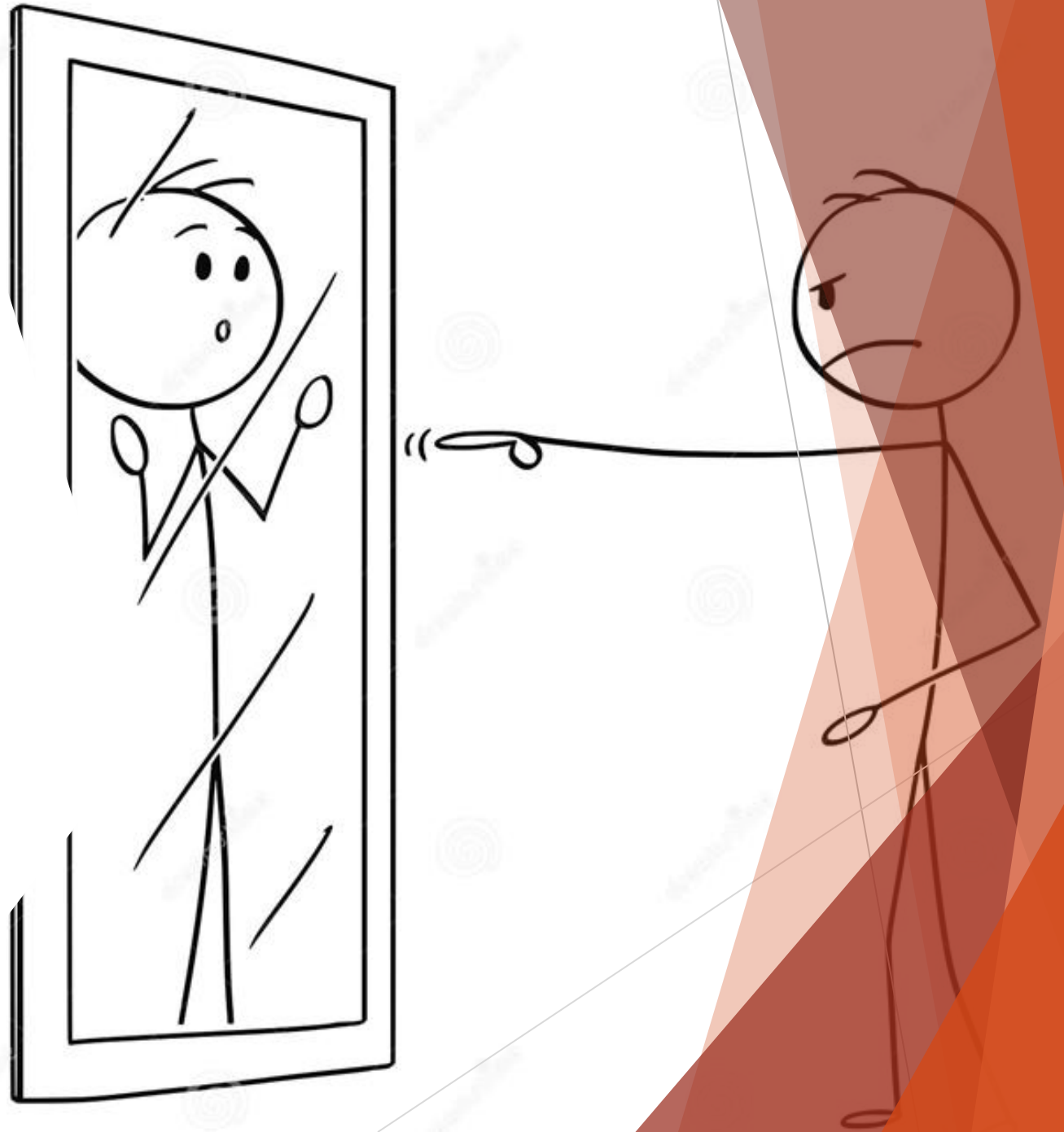


Positive psychology (not!)

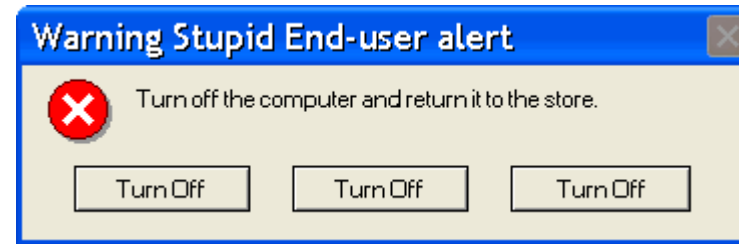


Blame yourself

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



# Blaming the wrong things









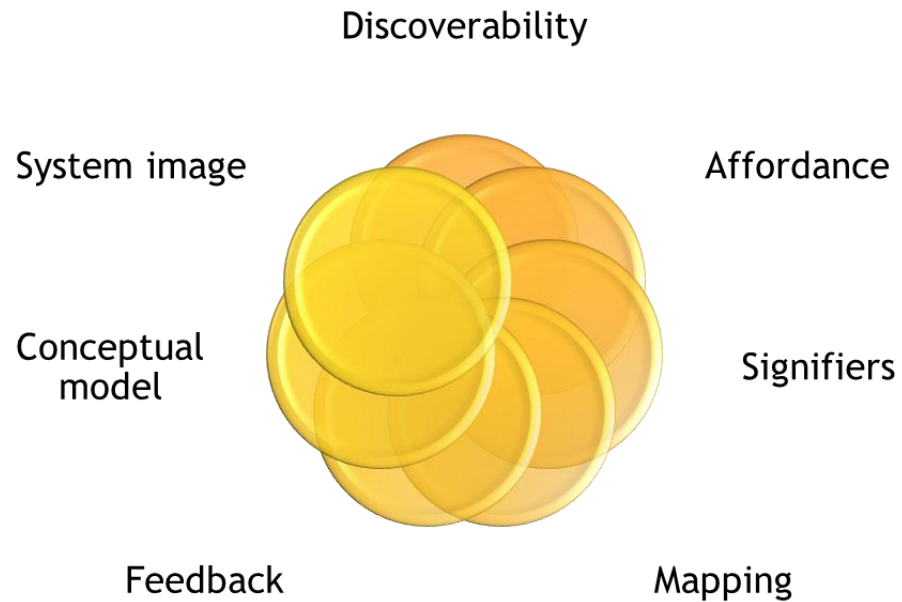
What does the addition of these two things change about the user experience?







# 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!

