

Knowledge & Mapping

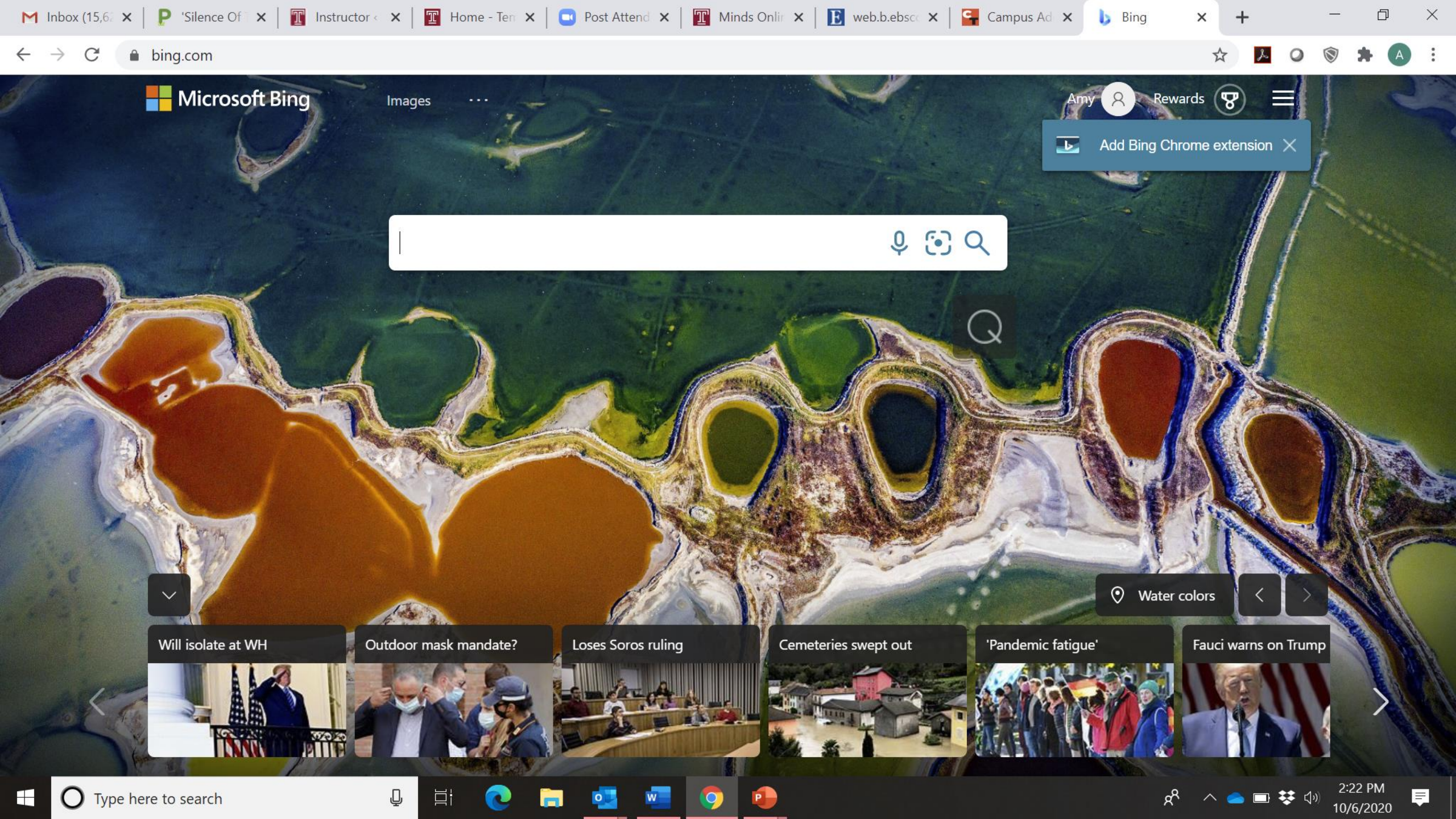
MIS3506 – Spring 2024

Lavin



Add Bing Chrome extension

Search bar with microphone, image, and search icons



Water colors navigation controls

Will isolate at WH



Outdoor mask mandate?



Loses Soros ruling



Cemeteries swept out



'Pandemic fatigue'



Fauci warns on Trump





Search [el-retur](#)
[Slik Betaler du](#)



Drone-Bike
Løfteevne: 8kg
kr. **19.998,-**

Index

- Akvarium
- Alarm
- Alkotester
- ATV (el.)
- Bildeviser
- Bil (elektrisk) gas
- Bilbane
- Conrad-elektronik
- Digital-Kikkert
- Disko-Lys
- Dummy-Kamera
- DVD-Spiller
- Elektronikk & DAB
- EL-Scoter & 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
- Motorsykkel-Mini
- Omformer (110V)
- Oversetter (44 sprk)
- PC-mini (9"), 2.
- Rakett-Fly
- RC Produkter
- Robot-Hund
- Robot-Støvsuger

Solcelle-pakker
Nyhet!
6.998,-

Se alle våre el-Kjøretøy til Barn og Ungdom.

Norges største utvalg

el-biler til barn Nyhet!

12V
24V
48V
4WD fra kr. **1.798,-**

Ingen alders-grense
el-scooter

PEDALS



3-hjul Cargo-el-Bike

el-bil fra 34.998

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

- Elektriske-Kjøretøy
- Elektrisk-ATV - Roboter
- el-biler til barn/ungdom
- Solcelle-produkter
- Forbruker Elektronikk
- Batterier & Ladere, etc
- Fjernstyrte produkter
- Disko-Lys - Rakett

3-Hjuls el-sykkel

Kjøpsloven Angreskjema

Avatar-Gunship. Er det beste Helikopteret noensinne!

Nyhet!
kr. **299,-**

EI-ATV til Barn & Voksne. fra kr. **3.998,-**

4.998,- 3.998,- el-ATV el-scooter

Mercedes SUV m/ Gummi-Hjul fra kr. **2.998,-** el-ATV Bensin-ATV

EI-Biler til Barn, Ungdom & Voksne

BMW-i8

elsykkel

Fatbike-1500w

Roboter Elektronikk

Video Video el-ATV

Fotball-Trener

fra kr. **2.598,-**

Elektrisk-Scoter

Fra kr. **9.998,-** (300)

G-Tog

el-Bil ; Cross-Rider Nyhet 4WD fra kr. **89.998,-**

Fatbike-500w

el-sykkel m/Oljestyrt

Nyhet 4WD

79.998

el-ATV med skilt (16 år)

el-moped med skilt (16 år) 19.998,-

el-bil (16 år & moped-Lappen) fra kr. **34.998,-**

el-bil kr. **89.998,-**

el-ATV

el-jeep **9998,-**

Ta alltid ut 230Vac Adapteren når du ikke er tilstede, eller sover

100km/t

m/Skilt

Elektrisk-ATV 6000 watt kr. **59.998,-**

EL-Scoter 5000 watt kr. **29.998,-**

Styreenhet & Fordelere til Bil

Video

EI-Bil; Comarth 2WD/4WD. 2 eller 4 personer fra kr. **89.998,-**

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 (Externalized)*
 - 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

How can you as the designer improve the User's Experience armed with this knowledge?

- Put cues in the design
- Effective mapping
- Understand cultural constraints
- Find the middle ground
- Signifiers, constraints and mappings
- Good conceptual model

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

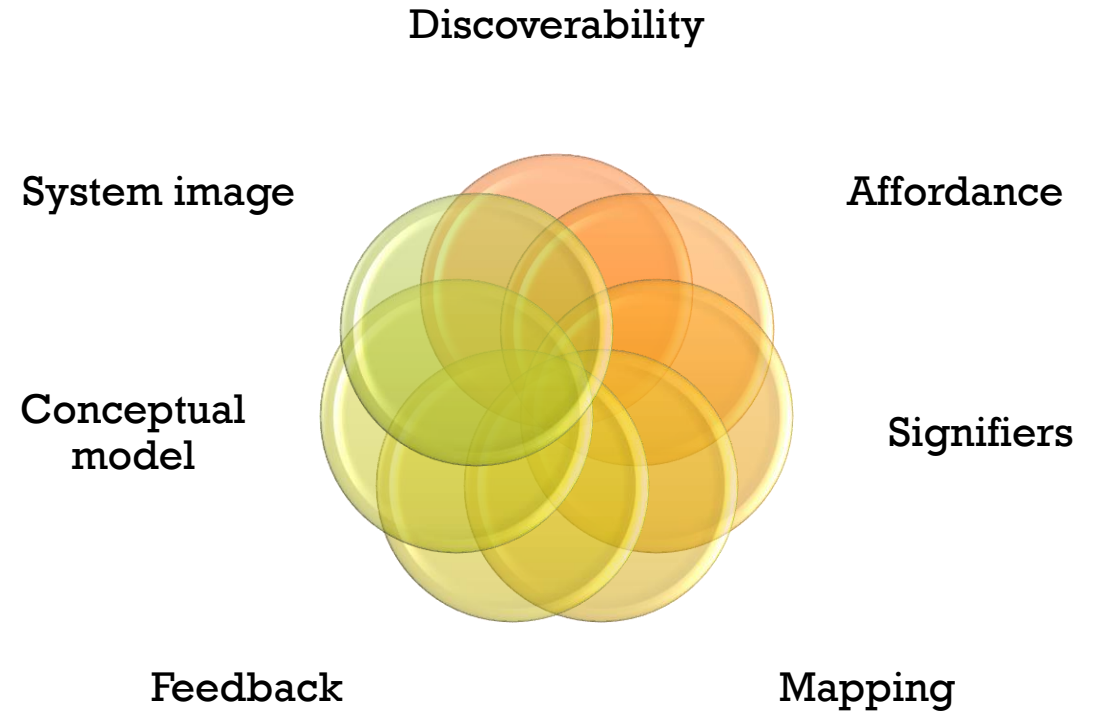
Knowledge in the world: Constraints



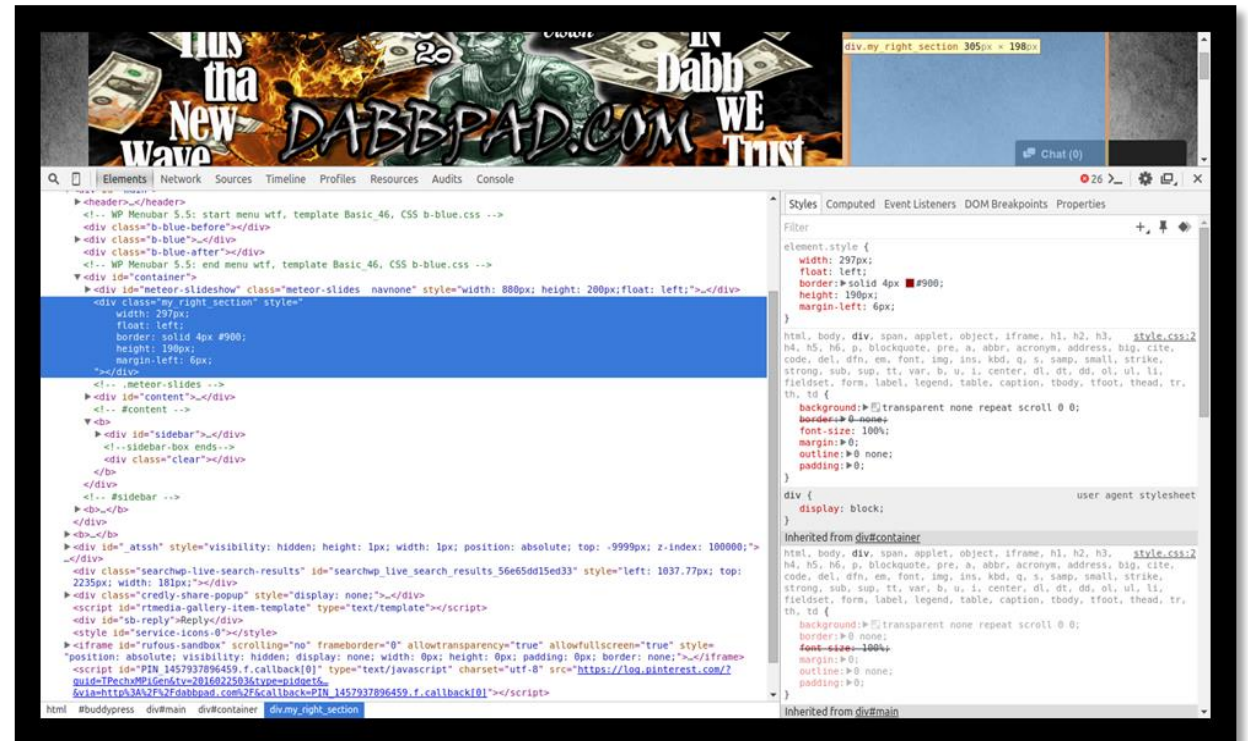
Mapping

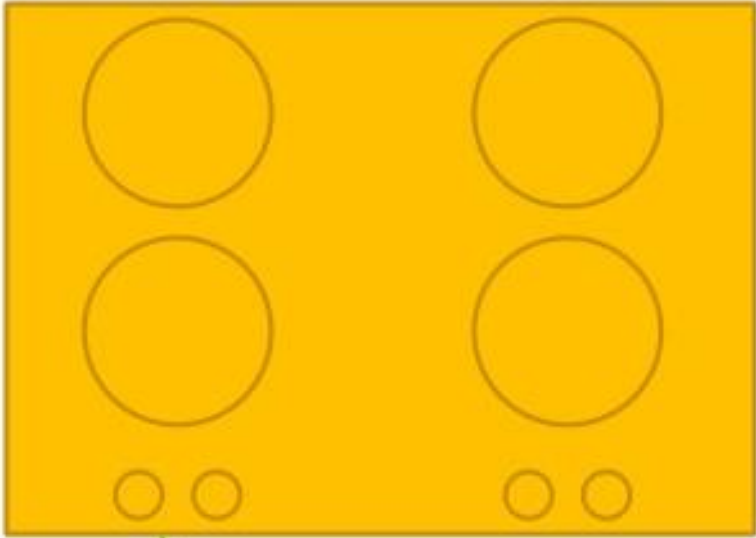
Relationship between the elements of two sets of things

A device is easy to use when the set of possible actions is visible

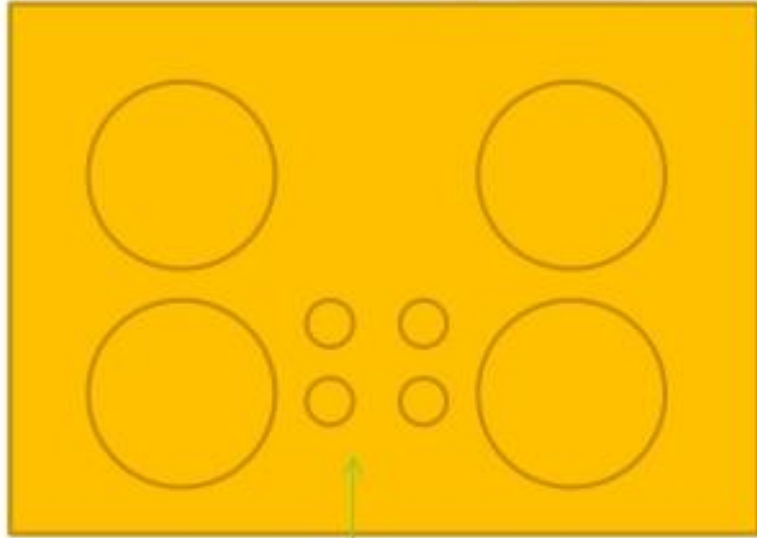


Mapping Examples



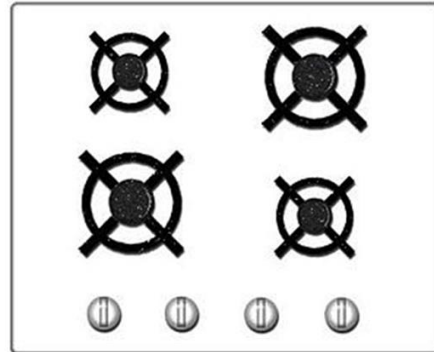


Requires memory or cognitive processing

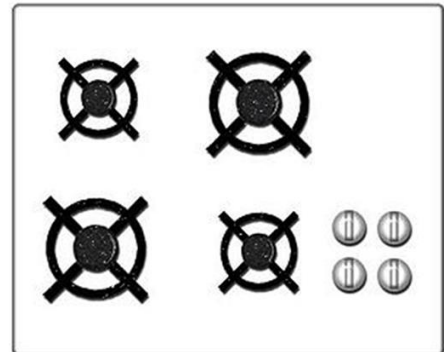


Knowledge is embedded in the interface

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

ICA

Exploring Knowledge Domains:

In the Head vs. In the World

Objective: The objective of this activity is to explore the concepts of "knowledge in the head" (individual knowledge) and "knowledge in the world" (externalized knowledge) through various examples and discussions. This activity aims to deepen the understanding of how knowledge is acquired, stored, and utilized both internally and externally.

1. Brainstorming Session (10 minutes):

1. Divide into small groups of 3-4 students.
2. Using index cards, brainstorm examples of knowledge in the head and knowledge in the world. Think broadly across various domains such as science, history, culture, technology, etc.

2. Sharing and Discussion (15 minutes):

1. Each group should share one example of knowledge in the head and one example of knowledge in the world.
2. Discussion around the examples provided. Discuss the advantages and limitations of each type of knowledge.
3. Consider:
 1. How does knowledge in the head differ from knowledge in the world in terms of accessibility and reliability?
 2. What are some examples where knowledge in the world enhances or complements knowledge in the head?
 3. In what situations is knowledge in the head more beneficial than knowledge in the world, and vice versa?