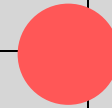


**USER
EXPERIENCE
DESIGN**



KNOWLEDGE & MAPPING

MIS3506 SPRING 2023

KNOWLEDGE IN THE HEAD KNOWLEDGE IN THE WORLD

head - memory,
efficient, requires
learning

ease of use can
be low at first
encounter

designer has
freedom = better
UX

KNOWLEDGE IN THE HEAD KNOWLEDGE IN THE WORLD

world - Info Is
perceivable

interpretation
substitutes for
learning

ease of use Is high
but requires skill
set - can be ugly!

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 time to
interpret needs

first impression
can be tricky

lack of freedom
for designer

TRADEOFFS

if the user doesn't
have it memorized,
could take time to
interpret needs

first impression
can be tricky

lack of freedom
for designer



IMPROVEMENTS WITH THIS KNOWLEDGE

- **designers can put cues
In the design**
- **effective mapping**
- **understand cultural
constraints**
- **sigs, conts, mapping**
- **good conceptual model**



CONSTRAINTS - SIMPLIFY MEMORY

**WORLD - natural, restrictive
behavior, physical features, right
tight left loose**

**HEAD - cultural, reading, behavioral
restriction, colors**



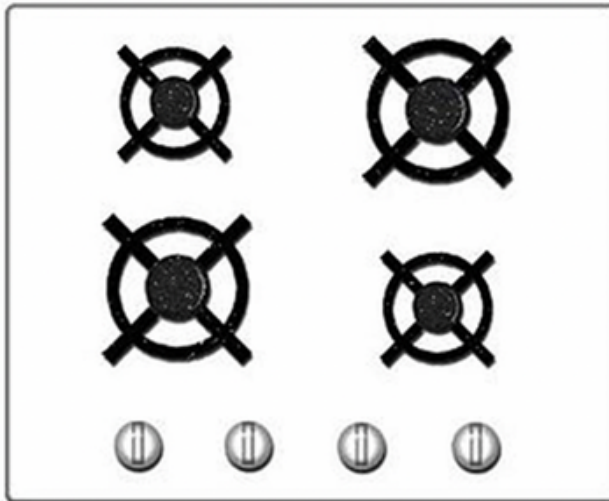
MAPPING

BEST - controls mounted directly on Item

2ND BEST - controls are as close as possible to Items being controlled

3RD BEST - controls are arranged in same spatial configuration as objects being controlled

Poor mapping



Good mapping

