

Questions?

- Project?
- Bulletin board
- The book

Today

- The Psychology of Everyday Things (POET)
- Fundamental design principles
- Brainstorming

Psychopathology of everyday things

- Everyday frustrations
 - Blame it on the users?
 - *Need to read the manual?*
 - *They should learn?*



Psychopathology of everyday things

- Everyday frustrations
 - Blame it on the users?
 - *Need to read the manual?*
 - *They should learn?*
 - Blame it on poor design?
 - *Does not take into account basic human capabilities*
 - How humans perceive the world
 - How humans learn
 - How humans deal with error

Psychopathology of everyday things

- How many of you can program or use all aspects of your
 - *digital watch?*
 - *VCR?*
 - *sewing machine?*
 - *washer and dryer?*
 - *stereo system (especially car ones)*
 - *unfamiliar water faucets*



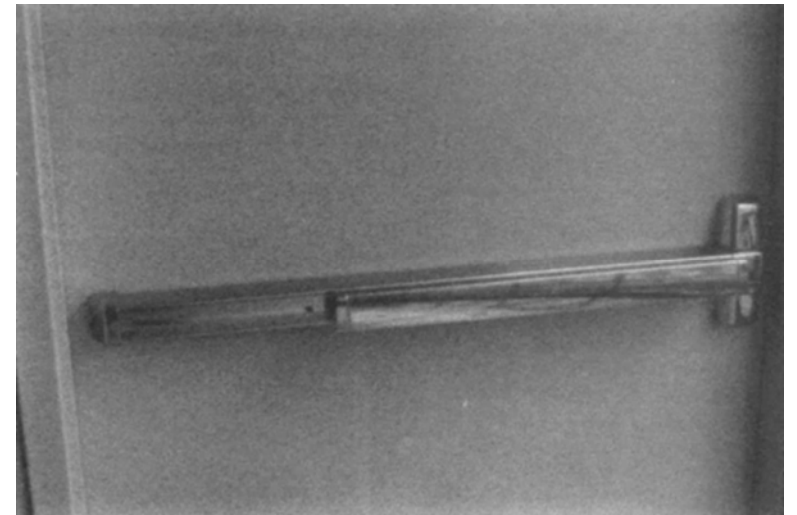
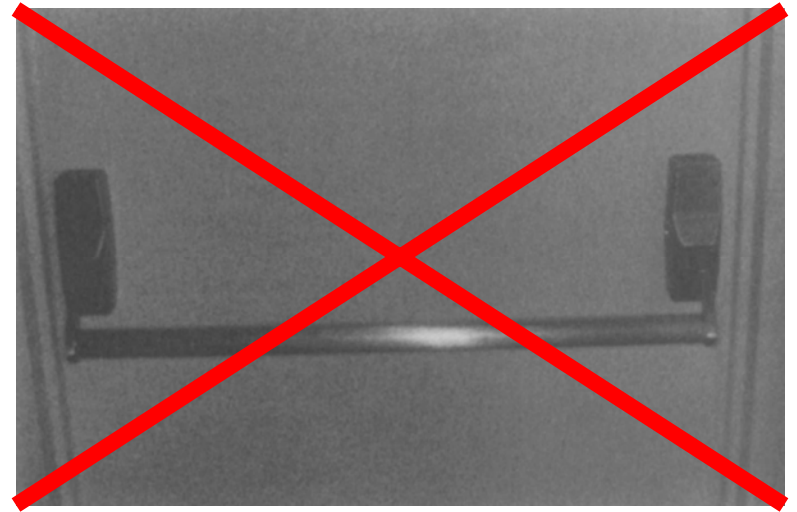
Is the iPod a good design?

- No hardware buttons
 - How to reset?



Fundamental Design Goals

- Provide the right affordances



Different population, different affordances

- Kids
 - How to deal with small buttons?



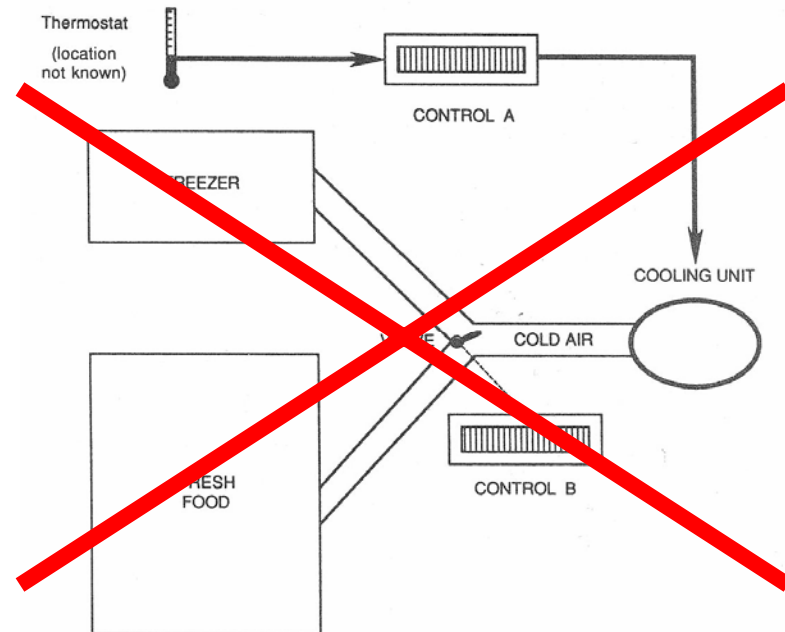
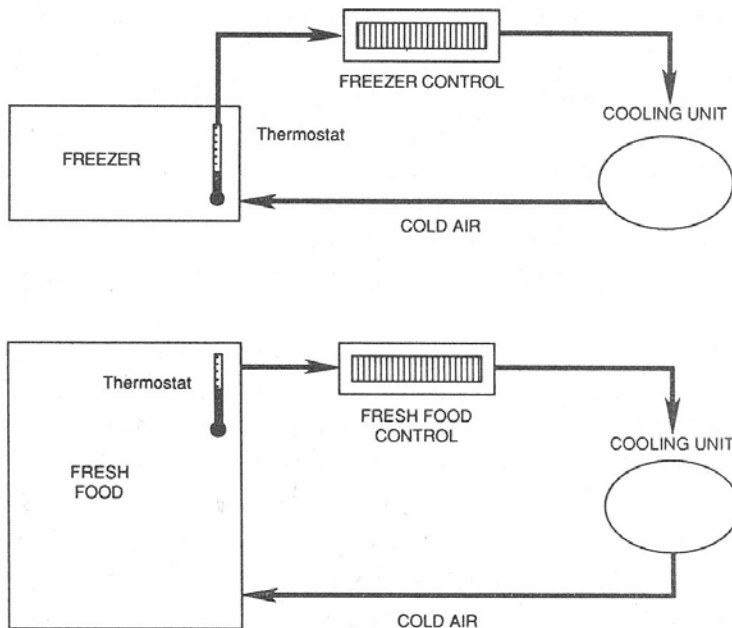
- Elderly
 - Age Explorer suit (Meyer-Hentschel)
- Disable users...
 - Limited vision, movements,...



Age Explorer suit (I.D. magazine)

Fundamental Design Goals

- Provide the right affordances
- Provide the right conceptual model
 - Fridge control



Fundamental Design Goals

- Provide the right affordances
- Provide the right conceptual model
- Provide a good mapping
 - Mercedes seat adjustments



Fundamental Design Goals

- Provide the right affordances
- Provide the right conceptual model
- Provide a good mapping
- Make things visible
 - A step backward: BMW iDrive?



Fundamental Design Goals

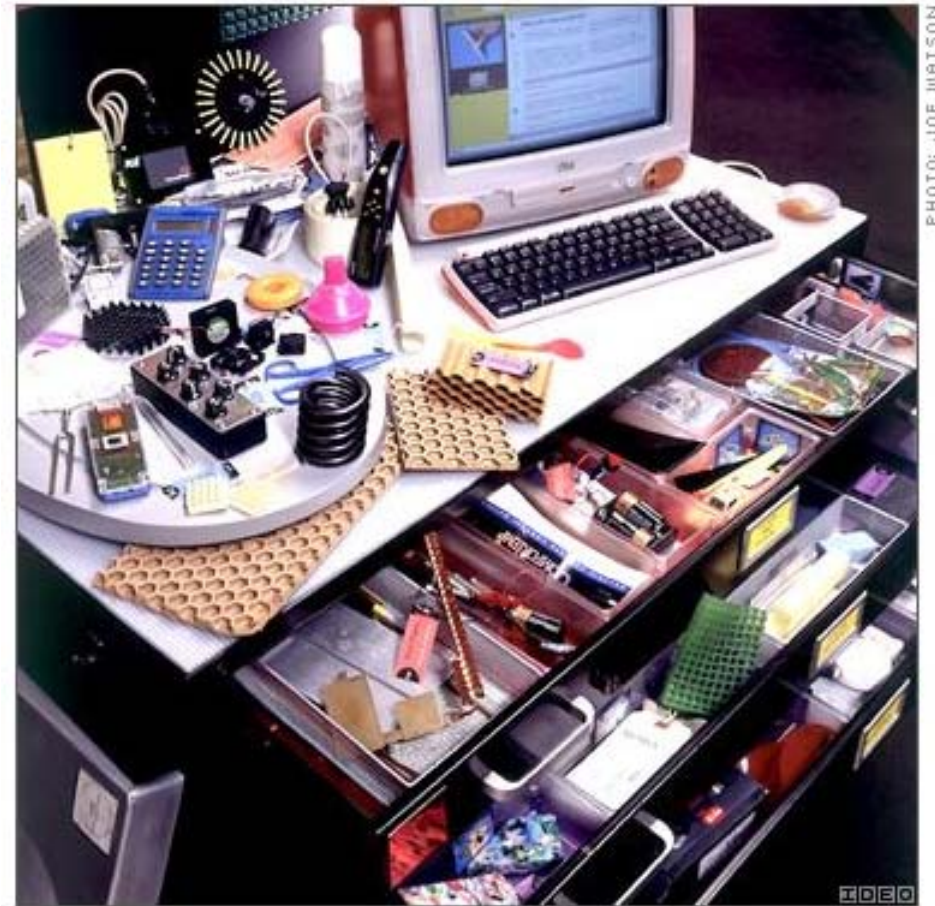
- Provide the right affordances
- Provide the right conceptual model
- Provide a good mapping
- Make things visible
- Provide feedback
 - Visual, tactile, auditory...



Brainstorming

“The best way to get a good idea is to get a lot of ideas”

- Seed the brainstorm
- Get physical
- Follow the rules (IDEO)
 - One conversation at a time
 - Stay focused
 - Encourage wild ideas
 - Defer judgment
 - Build upon idea from others
- Number your ideas



Advice from Wonderland

There is no use trying, said Alice; one can't believe impossible things. I dare say you haven't had much practice, said the Queen. When I was your age, I always did it for half an hour a day. Why, sometimes I've believed **as many as six impossible things before breakfast.**

Lewis Carrol

Brainstorming sessions