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