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,…
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
Brainstorming sessions