

User Interaction Models

No screens



Prof. Lydia Chilton
COMS 4170
31 January 2018

Goal 1

Build websites that suit the needs and abilities of users

1. Display information



1-16 of over 6,000 results for "design of everyday things"

Sort by Relevance

FREE Shipping

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Show results for

Books

- Popular Applied Psychology
- Medical Applied Psychology
- Business & Money
- Industrial & Product Design
- Retailing Industry
- [See more](#)

Kindle Store

- Applied Psychology
- Retailing Industry
- Consumer Behavior
- Business & Investing
- Web Site Design
- [See more](#)
- [See All 15 Departments](#)

Refine by

AmazonFresh

fresh

Delivery Day

- Get It Today
- Get it by Tomorrow

Amazon Prime

prime

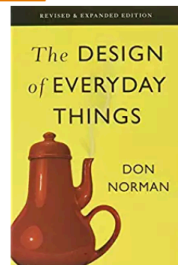
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Free Shipping by Amazon

Book Language

English

Best Seller



The Design of Everyday Things: Revised and Expanded Edition Nov 5, 2013

by Don Norman

Paperback
\$11.35 ~~\$18.99~~ prime

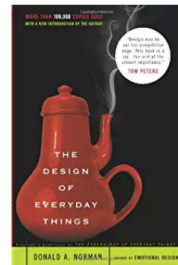
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by Donald A. Norman

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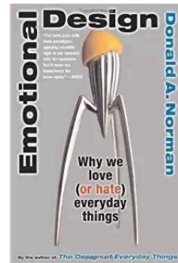
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Emotional Design: Why We Love (or Hate) Everyday Things May 11, 2005

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Ad feedback



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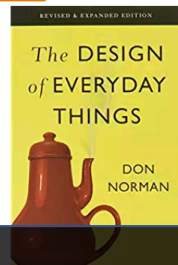
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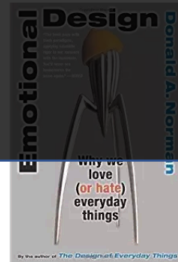
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Users interact with the system to accomplish a goal.

Goal 1

Build websites that suit the needs and abilities of users

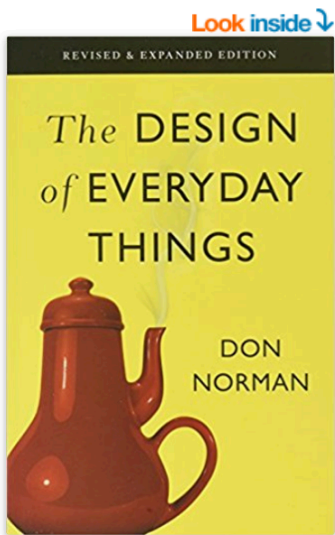
1. Display information

2. Design interactions that allow users to accomplish a goal

How do users interact with this webpage?

Back to search results for "design of everyday things"

The Design of Everyday Things: Revised and Expanded Edition and over one million other books are available for Amazon Kindle. Learn more



Look inside



See all 4 images

The Design of Everyday Things: Revised and Expanded Edition Paperback –

November 5, 2013

by Don Norman (Author)

★★★★☆ 277 customer reviews

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See all 2 formats and editions

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Gift-wrap available.

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Want it TODAY, Jan. 31? Order within 1 hr 15 mins and choose Same-Day Delivery at checkout. Details

Ship to: newyork, 10001

Add to List



Added to Cart

Cart subtotal (1 item): **\$11.33**

Add \$13.67 of eligible items for [FREE Shipping](#) or sign up for [Amazon Prime](#) and get faster, FREE Two-Day Shipping.

Cart

Proceed to checkout (1 item)

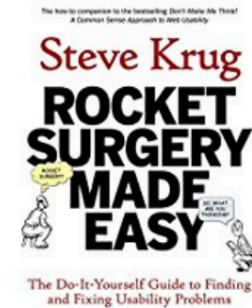
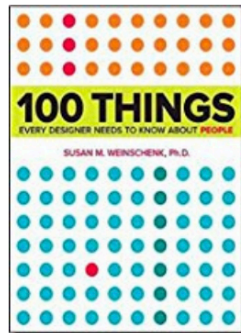
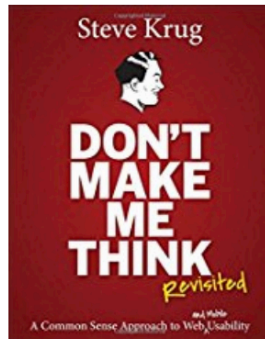


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Cost After	\$ 0.00
Savings:	
Savings	\$ 38.67
Remaining:	

Apply now

Customers also bought these highly rated items





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Name (as it appears on your card)

Card number (no dashes or spaces)

Expiration date
01 - January 2013

Security code (3 on back, Amex: 4 on front)
 123 1234

[Continue](#)
You can review this order before it's final.


Review Your Order

By placing your order, you agree to Amazon.com's [privacy notice](#) and [conditions of use](#)

Shipping Address:

Chris Customer
742 EVERGREEN TERRACE
SPRINGFIELD, WV 20025
United States
Phone: 1234567890 [Change](#)

Billing Information:

Rewards Points
 ending in 1234 [Change](#)

Billing Address:

Same as shipping address [Change](#)

Gift Cards & Promotional Codes:

[Apply](#)

[Place your order](#)

Order Summary

Items:	\$29.95
Shipping & Handling:	\$0.00
Total Before Tax:	\$29.95
Estimated Tax To Be Collected:	\$0.00
Rewards Points	-\$4.58

Order Total: \$25.37

Estimated delivery: **Sept. 26, 2011**



Apple iPad Camera Connection Kit (MC531ZM/A)

\$29.95

 **Prime**

Quantity: 1 [Change](#)

Sold by: -Media-Mart

[Add gift options](#)

Choose your  shipping speed:

- FREE Standard Shipping (3-5 business days)
- FREE Two-Day Shipping **--get it Monday, September 26**
- \$3.99/item One-Day Shipping **--get it Saturday, September 24**

How are shipping costs calculated?

Amazon Prime Shipping has been applied to the eligible items in your order.

1-16 of over 6,000 results for "design of everyday things" Sort by Relevance

- FREE Shipping
- All customers get FREE Shipping on orders over \$25 shipped by Amazon
- Show results for
- Books
 - Popular Applied Psychology
 - Medical Applied Psychology
 - Business & Money
 - Industrial & Product Design
 - Retailing Industry
 - See more
- Kindle Store
 - Applied Psychology
 - Retailing Industry
 - Consumer Behavior
 - Business & Investing
 - Web Site Design
 - See more
- Refine by
- AmazonFresh
 - fresh
- Delivery Day
 - Get It Today
 - Get It by Tomorrow
- Amazon Prime
 - prime
- Eligible for Free Shipping
 - Free Shipping by Amazon
- Book Language
 - English



Best Seller

The Design of Everyday Things: Revised and Expanded Edition

Nov 5, 2013
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2005
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The designer must know the users goals and help them accomplishing it.

In the goal of buying a book, what were some of the intermediate goals?



The screenshot shows the Amazon website interface. At the top, there's a search bar with 'design of everyday things' entered. Below the search bar, there are navigation links like 'Departments', 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Registry', 'Sell', and 'Help'. A 'Shop Valentine's Day Deals' banner is visible. The main content area displays search results for 'design of everyday things', showing a list of books. The top result is 'The Design of Everyday Things: Revised and Expanded Edition' by Don Norman, priced at \$11.95. Below it, there's a 'Customers also bought these highly rated items' section featuring books like 'Emotional Design' and '100 Things'.

Secure Payment Info



Name (as it appears on your card)

Card number (no dashes or spaces)

Expiration date

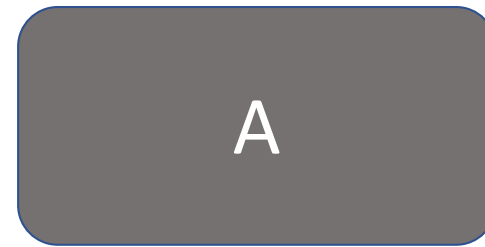
Security code

The screenshot shows the 'Review Your Order' page on Amazon.com. It includes a navigation bar with 'SIGN IN', 'SHIPPING & PAYMENT', 'GIFT-WRAP', and 'PLACE ORDER'. The main content is divided into several sections: 'Shipping Address' (Chris Customer, 742 EVERGREEN TERRACE, SPRINGFIELD, WV 20025), 'Billing Information' (Rewards Points ending in 1234), 'Gift Cards & Promotional Codes' (Apply), and 'Estimated delivery: Sept. 26, 2011'. The 'Order Summary' section shows a total of \$25.37. There are also options to choose shipping speed (Prime, Standard, Two-Day) and a 'Place your order' button.



Low-Level Interaction: **Clicking Buttons**

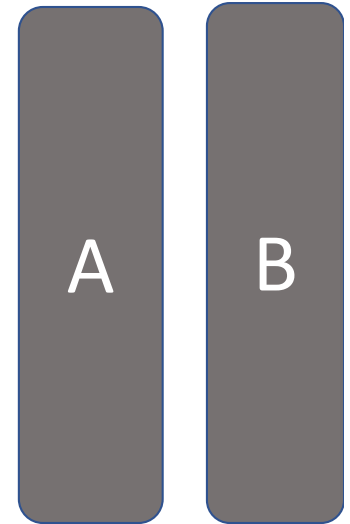
Which button is faster to click?



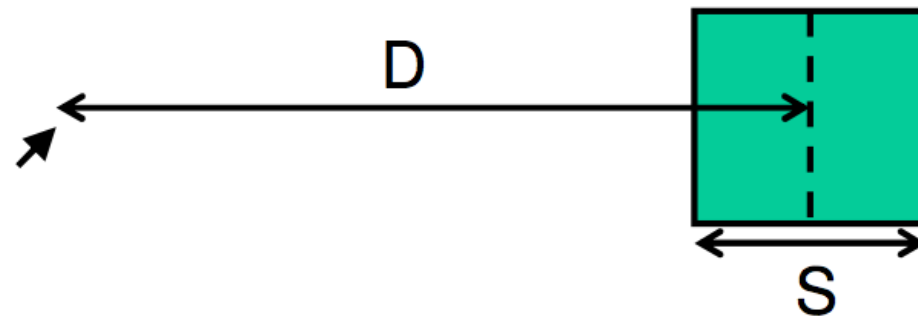
Which button is faster to click?



Which button is faster to click?



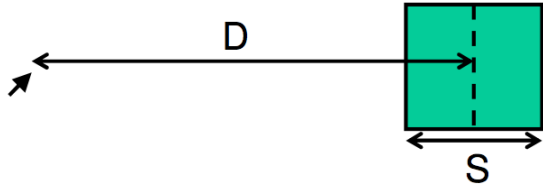
Fitts's Law



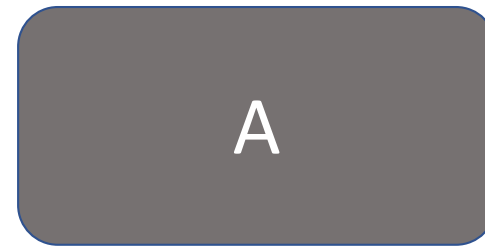
Time to move your
pointer to a target

$$= a + b * \log \left(\frac{2D}{S} \right)$$

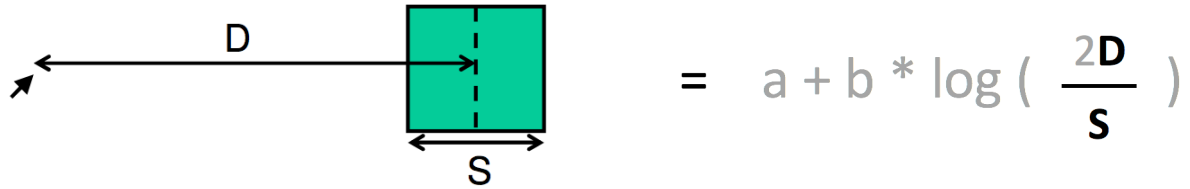
Which button is faster to click according to Fitts?



$$= a + b * \log \left(\frac{2D}{s} \right)$$



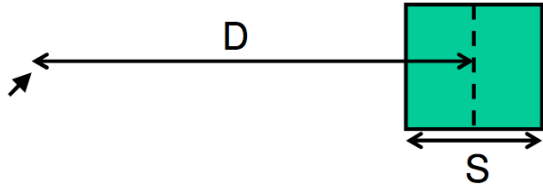
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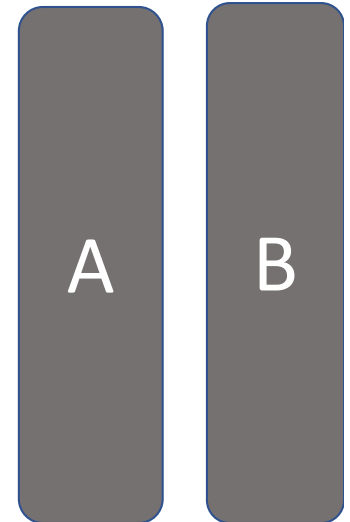
$$= a + b * \log \left(\frac{2D}{s} \right)$$



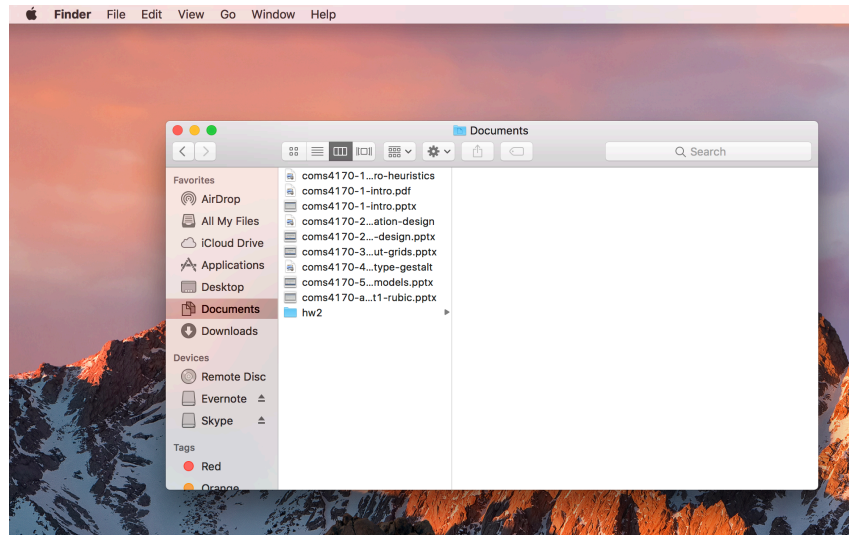
Which button is faster to click according to Fitts?



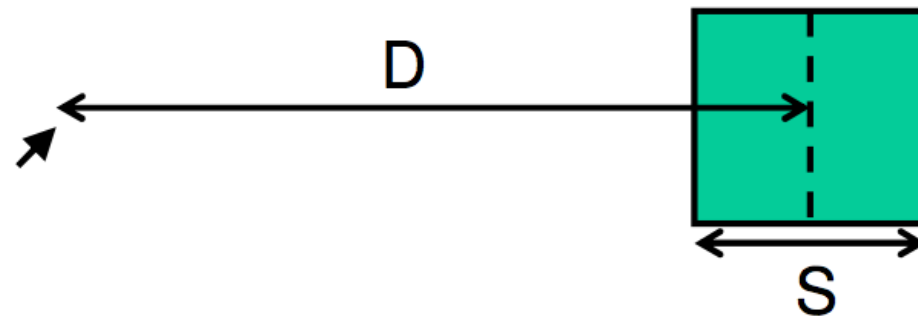
$$= a + b * \log \left(\frac{2D}{s} \right)$$



Placing buttons on the edge of the screen gives them effectively infinite size



Fitts's Law: What are **a** and **b**?



Time to move your
pointer to a target

$$= \mathbf{a} + \mathbf{b} * \log \left(\frac{2D}{s} \right)$$

Time to move your
pointer to a target

$$= a + b * \log \left(\frac{2D}{s} \right)$$



Low-Level Interaction: **Keystrokes**

What types of low-level actions are needed?



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Expiration date

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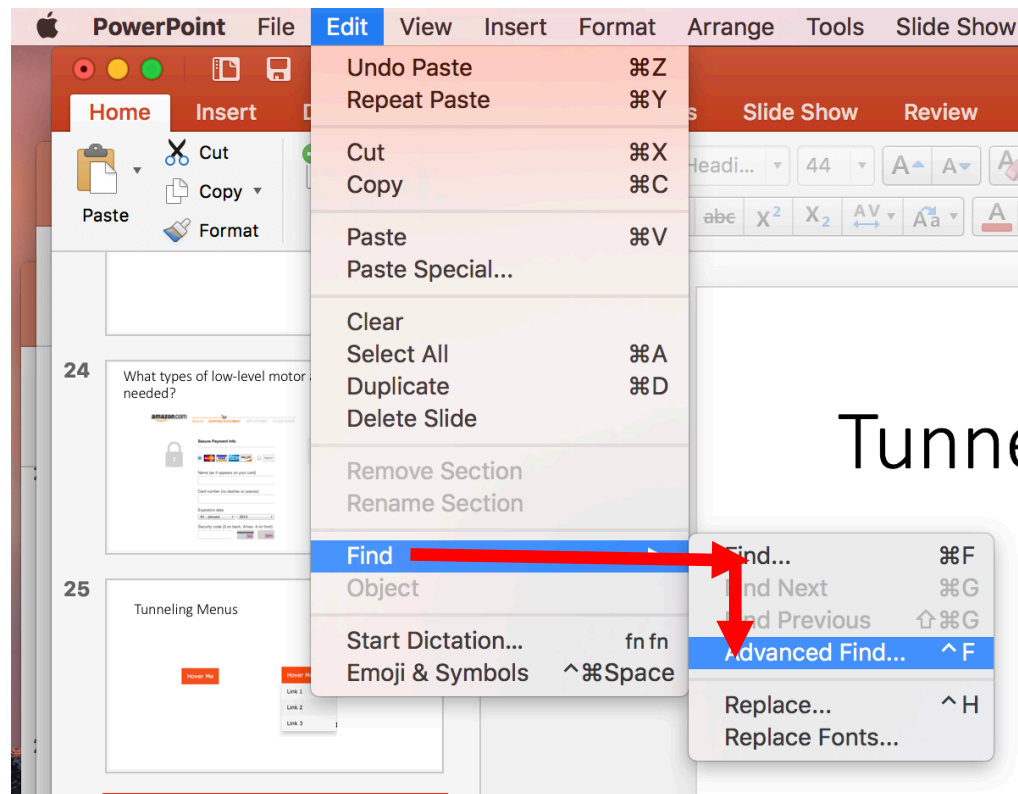
Tunneling Menus

Hover Me

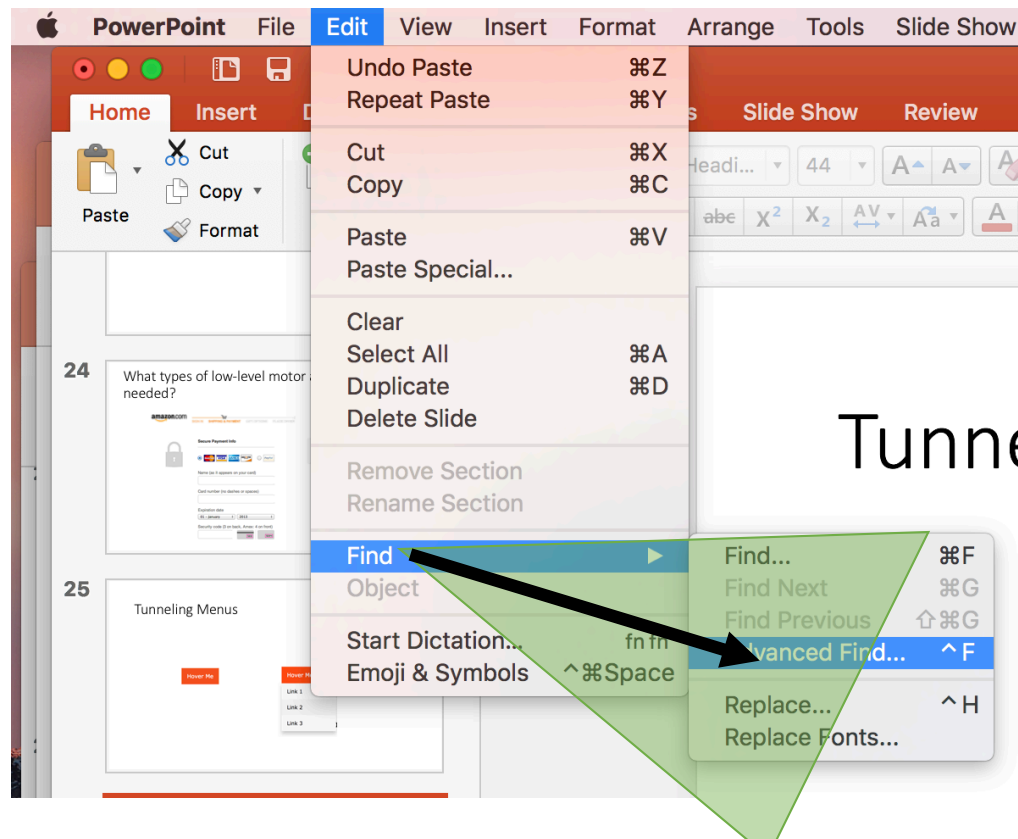
Hover Me

- Link 1
- Link 2
- Link 3

Cascading Tunnel Menus



Cascading Tunnel Menus





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Card number (no dashes or spaces)

01 January 2013

Security Code (3 on back, Amex 4 on front)

Every motor action takes time and effort,
and is a potential source of error.

Point

Click

Point

Click

TypeTypeTypeType

Point

Click

TypeTypeTypeType

Point

Click

Point

Tunnel

Click

TypeTypeTypeType

What would be better?

amazon.com

SIGN IN



Secu



Name

Card

Expir

Security code (3 on back, Amex: 4 on front)




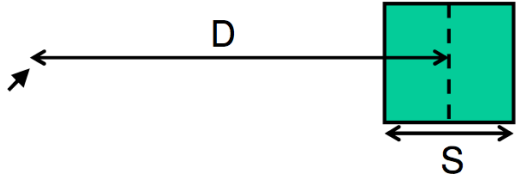
or 1-Click Checkout



inue

order before it's final.

Low-level Interactions take time and effort.
Minimize them because you do them a lot.



Secure Payment Info

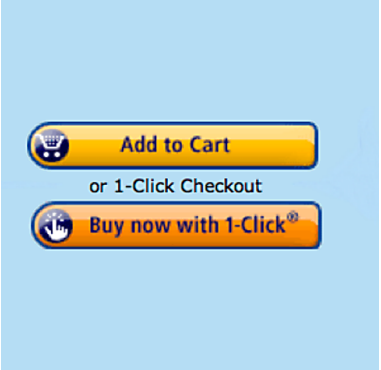
MasterCard VISA AMEX DISCOVER PayPal

Name (as it appears on your card)

Card number (no dashes or spaces)

Expiration date
01 - January 2013

Security code (3 on back, Amex: 4 on front)



High-Level Interaction Loop

Establish a goal: Buy a book.

The screenshot shows the Amazon website interface with search results for "design of everyday things". The search bar at the top contains the text "design of everyday things" and a magnifying glass icon. The navigation bar includes the Amazon logo, "Try Prime", and various account and order management links. The search results are sorted by "Relevance" and show 1-16 of over 6,000 results. The left sidebar contains filters for shipping, departments, and refining options. The main content area displays three book listings with their covers, titles, authors, prices, and ratings.

amazon Try Prime

All design of everyday things

Shop Valentine's Day Deals

Departments Your Amazon.com Today's Deals Gift Cards Registry Sell Help

EN Hello, Sign in Account & Lists Orders Try Prime Cart

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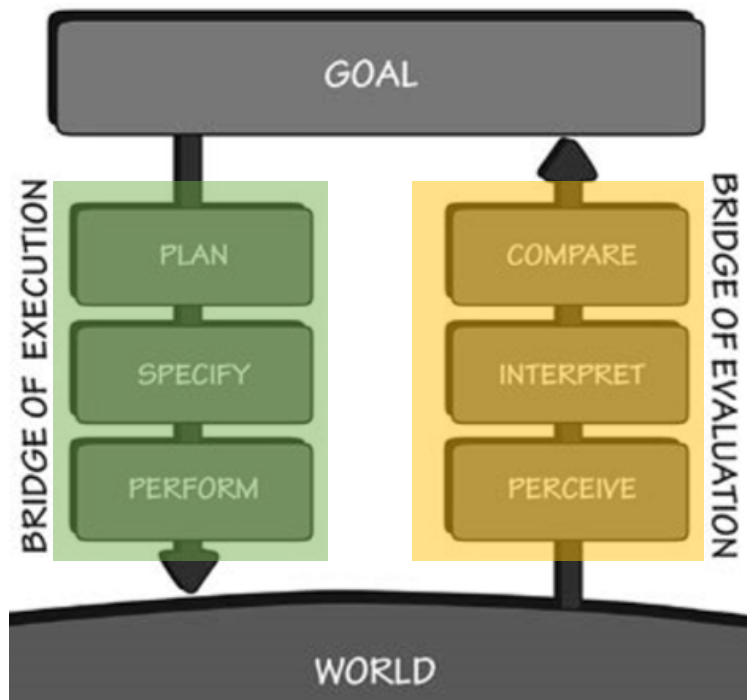
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What are the cognitive roles of these two screens? (in relation to the goal)

The image shows two screenshots from the Amazon website. The left screenshot is the product page for 'The Design of Everyday Things: Revised and Expanded Edition' by Don Norman. The right screenshot is an 'Order Confirmation' page for amazon.co.uk. A large white text overlay is centered across both pages, reading: 'To accomplish a goal, users must execute an operation and evaluate the result'.

The Seven Stages of Action



1. Form the goal

2. Plan the action

3. Specify the action sequence

4. Perform the action sequence

5. Perceive the state of the world

6. Interpret the perception

7. Compare the outcome with the goal

Establish a goal: Buy a book.

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amazon Try Prime

All design of everyday things

Shop Valentine's Day Deals

Departments Your Amazon.com Today's Deals Gift Cards Registry Sell Help EN Hello, Sign in Account & Lists Orders Try Prime Cart

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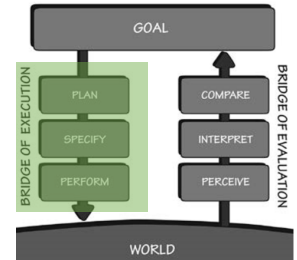
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Goal Execution Step 1: Plan the action



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The DESIGN of EVERYDAY THINGS
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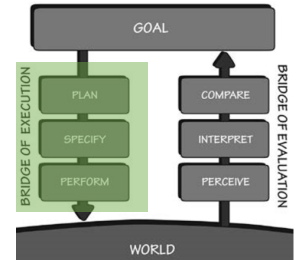
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Goal Execution Step 2: Specify the action sequence



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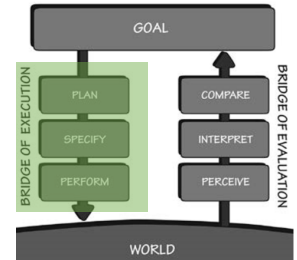
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Goal Execution Step 3: Perform the action sequence



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The DESIGN of EVERYDAY THINGS
DON NORMAN

REVISED & EXPANDED EDITION

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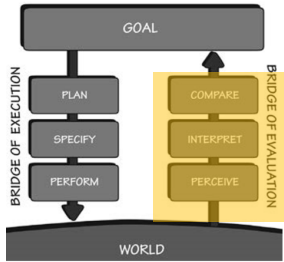
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Goal Evaluation Step 1: Perceive the State of the world


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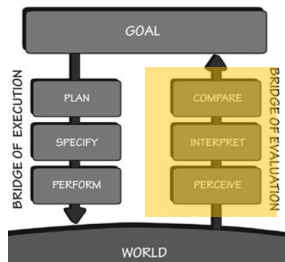
Hello,
Thanks for your order. We'll let you know once your item(s) have dispatched. Your estimated delivery date is indicated below.

Arriving: Wednesday, January 4 - Monday, January 9	Your order will be sent to: Olayemi Osonuga 2B HERBERT ROAD LONDON, SE18 3SH United Kingdom
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Order Details

Placed on January 02, 2017

	EFFORTINC Vintage Chandelier Deer Horn Resin 6 Lights,Rural countryside antler chandeliers, Study Rooms/Office, Dining Room, Bedroom, Living Room Chand Condition: New Sold by EFFORTINC Tiffany <small>Criffled by Amazon</small>	197.99 GBP
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Goal Evaluation Step 2: Interpret the perception


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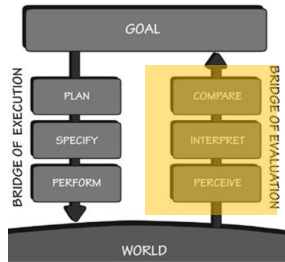
Hello,
Thanks for your order. We'll let you know once your item(s) have dispatched. Your estimated delivery date is indicated below.

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Goal Evaluation Step 3: Compare the outcome with the goal


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Thanks for your order. We'll let you know once your item(s) have dispatched. Your estimated delivery date is indicated below.

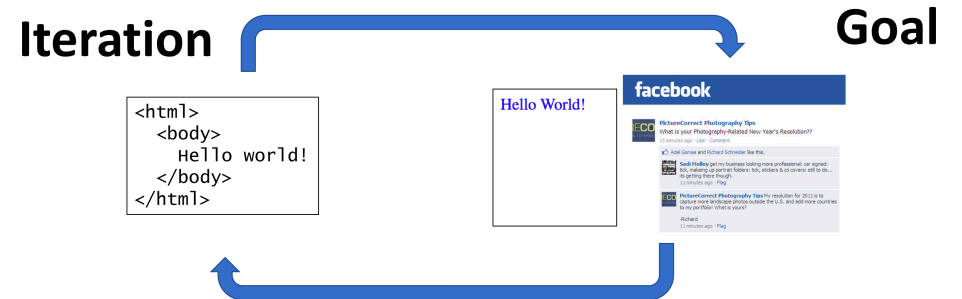
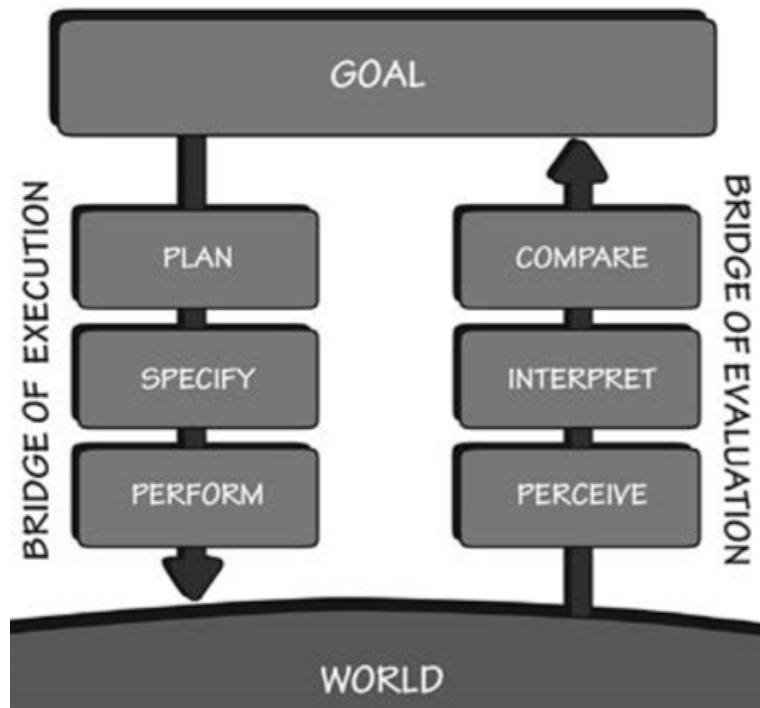
Arriving: Wednesday, January 4 - Monday, January 9	Your order will be sent to: Olayemi Osonuga 2B HERBERT ROAD LONDON, SE18 3SH United Kingdom
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Order Details

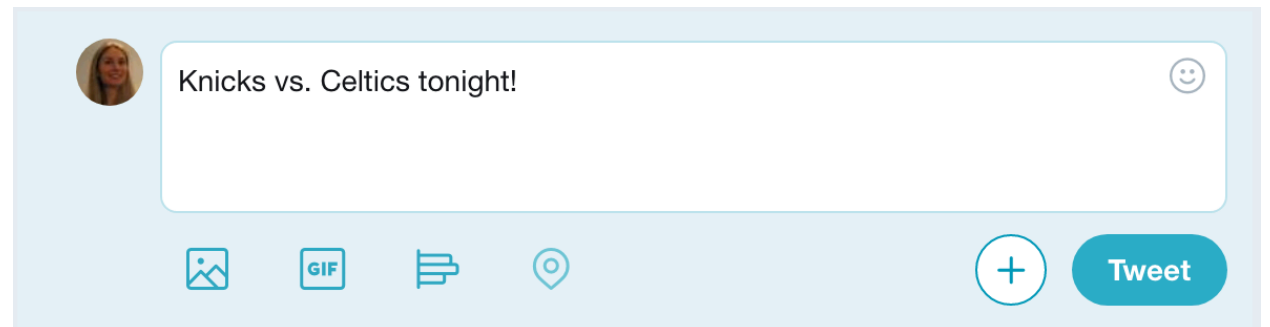
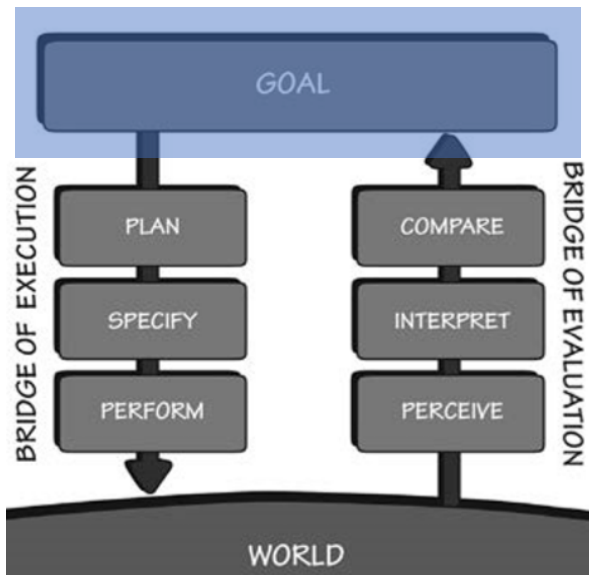
Placed on January 02, 2017

	EFFORTINC Vintage Chandelier Deer Horn Resin 6 Lights,Rural countryside antler chandeliers, Study Rooms/Office, Dining Room, Bedroom, Living Room Chand Condition: New Sold by EFFORTINC Tiffany <small>Crafted by Amazon</small>	197.99 GBP
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What does The 7 Stages of Action remind you of?

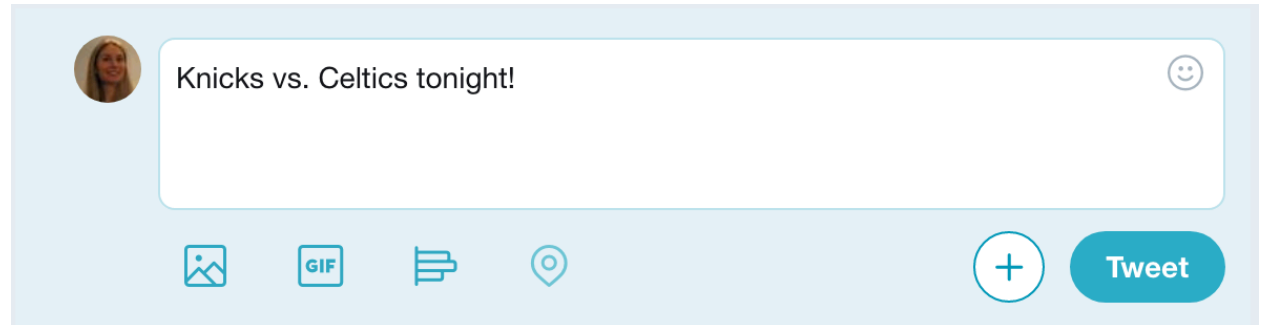
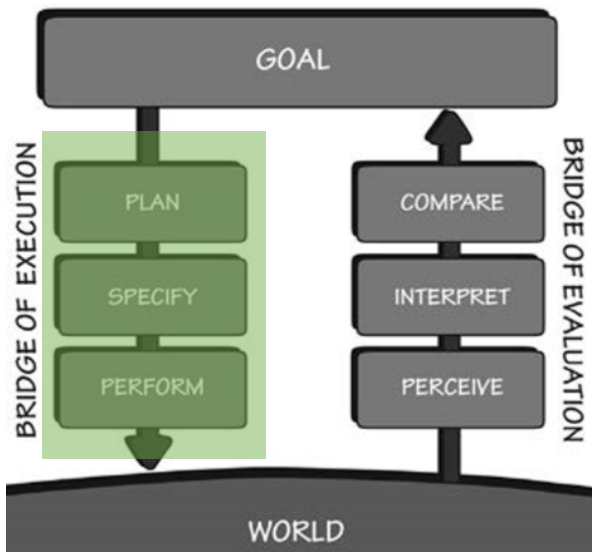


What's the users goal?



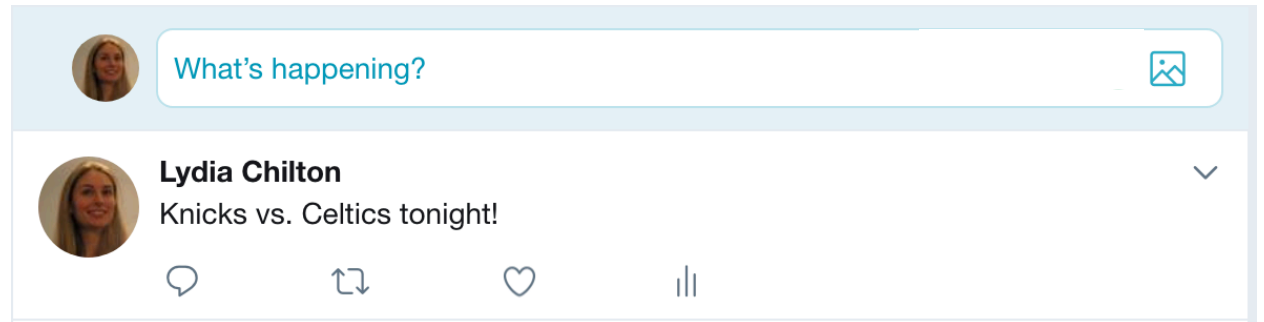
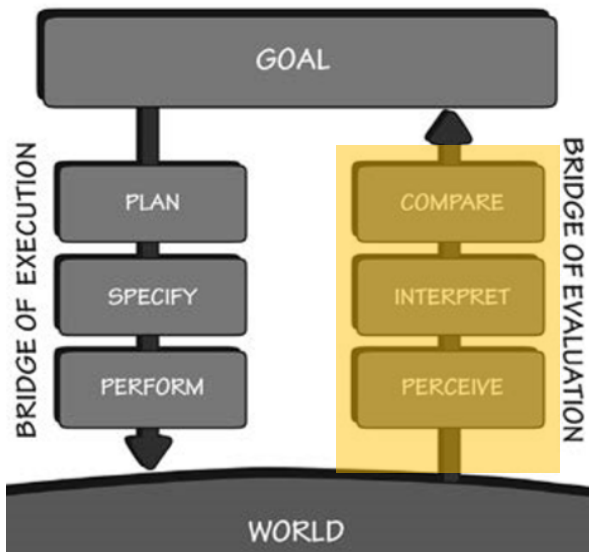
Execution

Plan the action
Specify the action sequence
Perform the action sequence

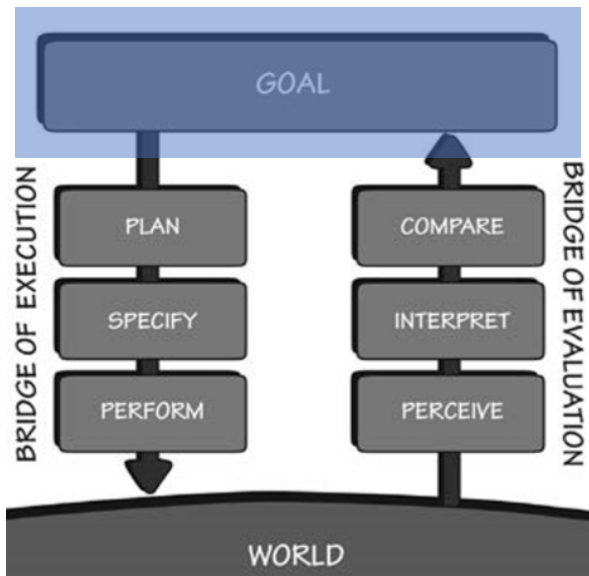


Evaluation

Perceive the state of the world
Interpret the perception
Compare the outcome with the goal



What's the users goal?

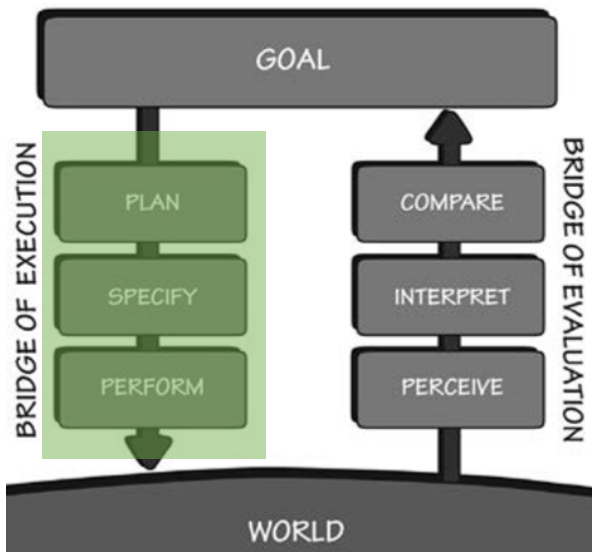


Execution

Plan the action

Specify the action sequence

Perform the action sequence

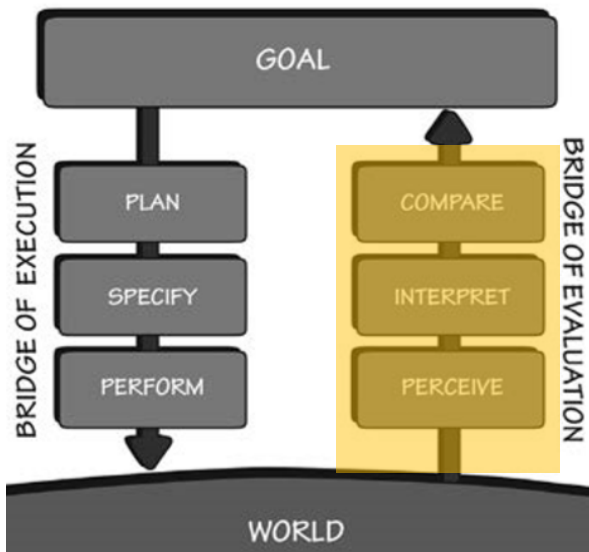


Evaluation

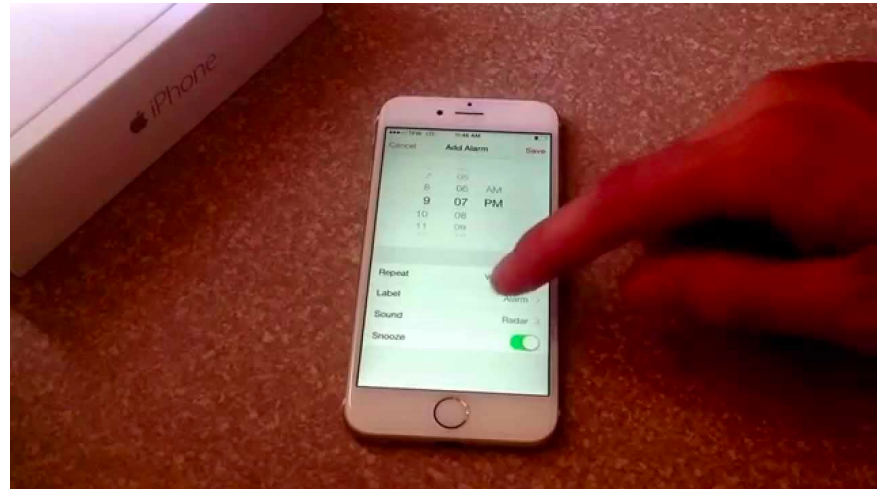
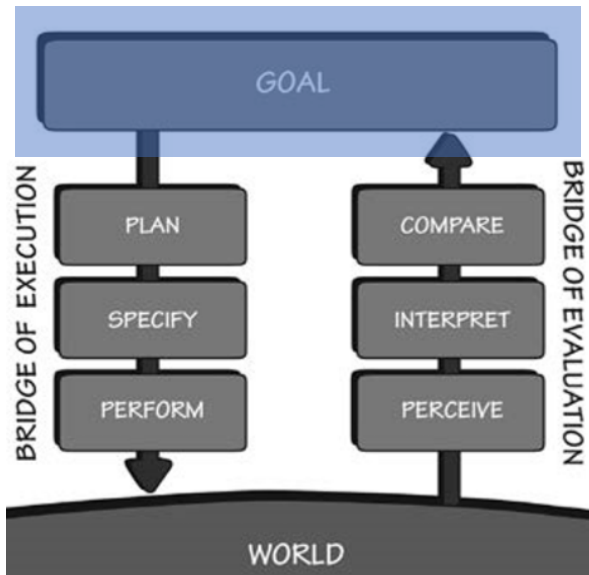
Perceive the state of the world

Interpret the perception

Compare the outcome with the goal



What's the users goal?

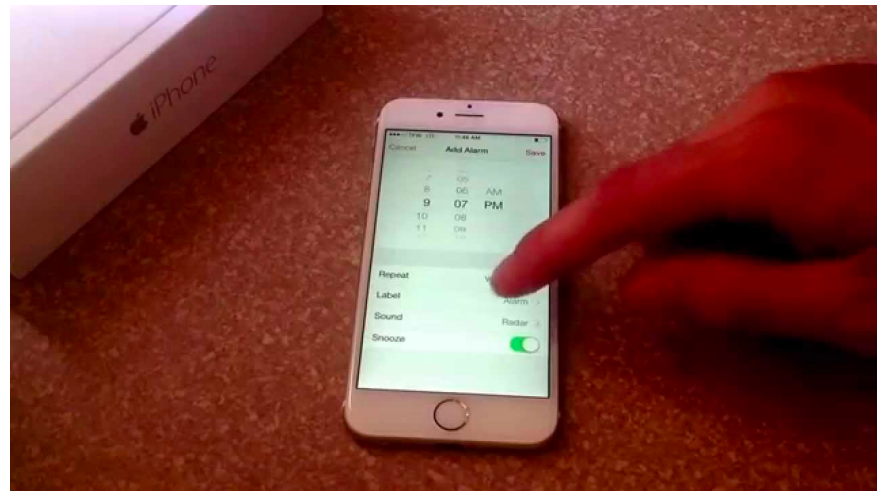
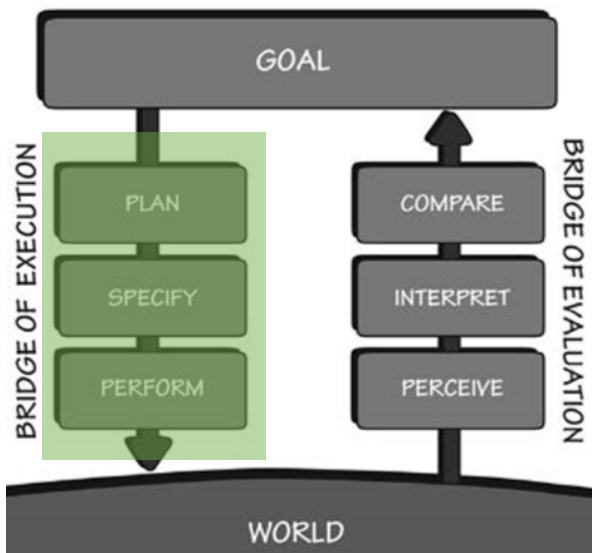


Execution

Plan the action

Specify the action sequence

Perform the action sequence

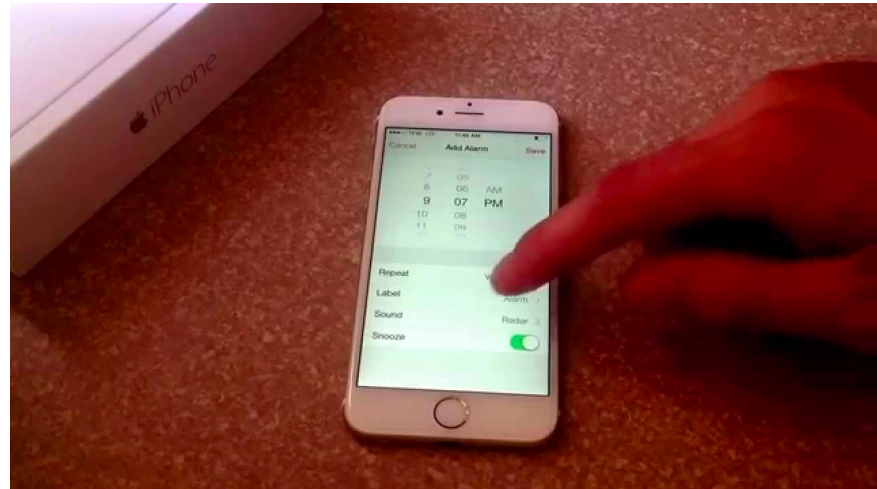
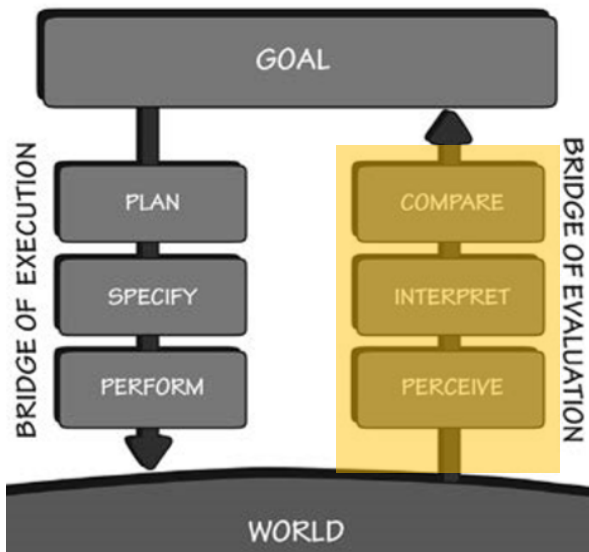


Evaluation

Perceive the state of the world

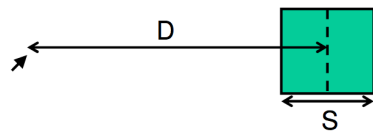
Interpret the perception

Compare the outcome with the goal



Summary

Users interact with the system to accomplish a goal.



Low-level goals:
Clicking, Typing

Secure Payment Info

MasterCard VISA AMEX DISCOVER PayPal

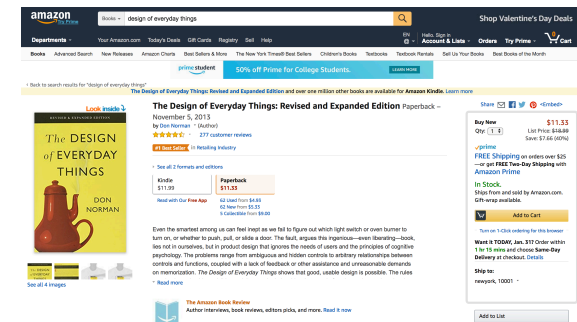
Name (as it appears on your card)

Card number (no dashes or spaces)

Expiration date
01 - January 2013

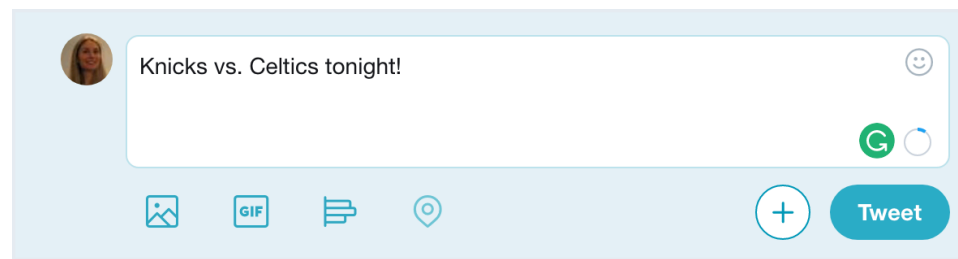
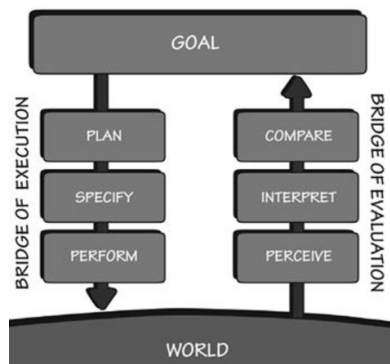
Security code (3 on back, Amex: 4 on front)

Intermediate goals:
Filling out forms



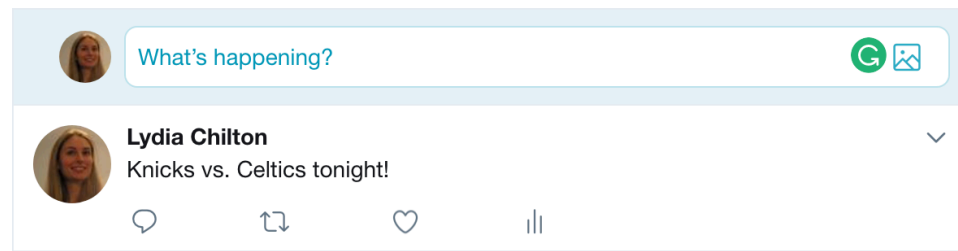
High-level goals:
Buying a book

Know the users goals and design an interaction that facilitates all 7 stages of action.



Execution

- Plan the action
- Specify the action sequence
- Perform the action sequence



Evaluation

- Perceive the state of the world
- Interpret the perception
- Compare the outcome with the goal