

User Interaction Models

No screens



Prof. Lydia Chilton
COMS 4170
3 February 2020

Say your name



Interfaces display information in a way that helps users accomplish a goal.

```
i:Exit --PrevPg <Space>NextPg v-View Attachm. d-Del r-Reply j-Next ?-Help
624 Aug 03 T Martinez ( 37) Loans with tiny points are here now
625 0 Jul 01 R. Jackson ( 123) Loans with tiny rates are here now
626 Aug 05 Benjamin E. Mag ( 50) Long time no hear
627 May 17 Krista Aaron ( 44) long time no see....
628 0 Jun 03 Josiah House ( 35) Looking for a hot date tonight, tomorrow, or next week?
629 Jul 03 Brigitte I. Hay ( 63) Looking for a N.ew H.ome?
630 May 17 Joe Burns ( 58) Looking for you
631 Jun 01 Save in a poor ( 145) Low Rate Consolidation Mortgage Loan
632 + Jul 02 Igiel@virtualig ( 2) LowCost SoftWare OnCD
-- Mutt: Mail/junk/spam [Msgs:950 Old:142 Old] -- (subject/date) (6%)
Date: Mon, 17 May 2004 03:40:09 +0100
From: Krista Aaron <Christinefeminine@highstream.com>
Subject: long time no see....

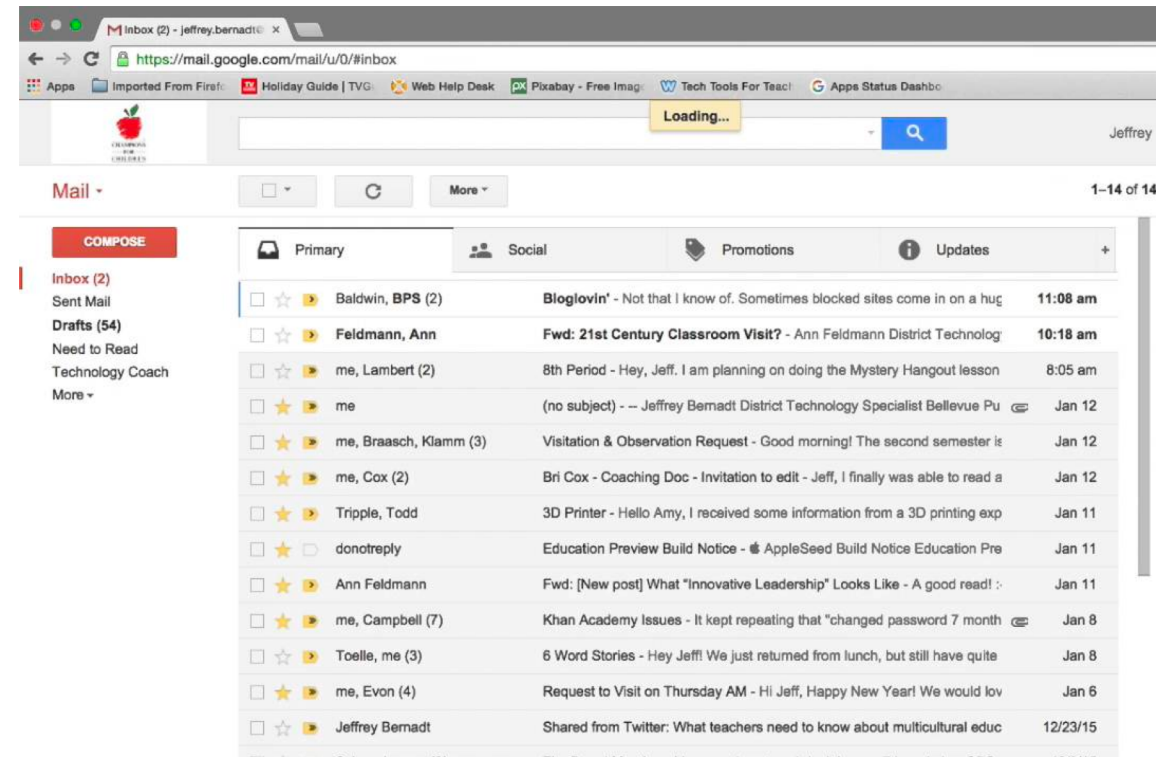
[-- Autoview using /usr/bin/elinks -force-html -dump '/tmp/mutt.html' --]
My name is Jen and I'm new to this dating thing. I've checked out your profile
you put up and it's interesting. => I just want to get to know you a little
better if you don't mind, come check my profile out at:

www.livejen.com/chat.html

I also got a webcam so we can make it interesting, anyways hope you get back to
me.
bye :)

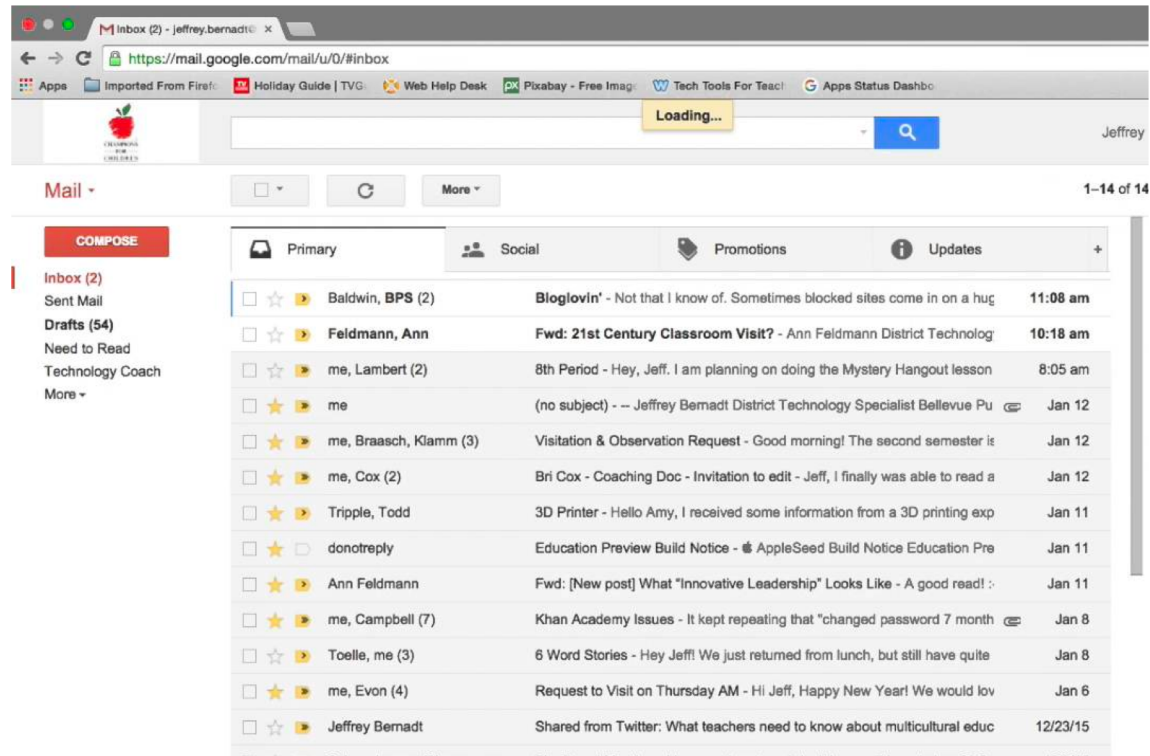
gxsnkxxgnduvy jwyceudc.jobxs
zcocccrociesbehgbpow
rnxlflu jnqpblipdkguwyoqfracs
xmqaubxsbjrppoibvlpfhqouldtp
bixghvrxxtqgfeocofzycb
hugzffaffulsklpzhrfxbt
btpztlfotqmmoaiwlosqv
-- 627/950: Krista Aaron long time no see.... -- (6%)
Key is not bound. Press '?' for help.
```

Pine text-based email client



GMail

What is the primary goal of this interface?



To read and respond to all email.

What is the primary goal of this interface?

The screenshot shows the Amazon Books homepage. At the top, there is a search bar with the Amazon Prime logo on the left and a search icon on the right. Below the search bar is a navigation menu with various categories and links. The main content area features a grid of book recommendations, each with a cover image, title, authors, and a star rating. On the left side, there are two vertical lists of links: 'Popular in Books' and 'More in Books'.

amazon prime Books

Shop Valentine's Day Deals

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

EN Hello, Lydia Account & Lists Prime

Books Advanced Search New Releases Amazon Charts Best Sellers & More The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals Sell Us Your Books Best Books of the Month Kindle eBooks

Popular in Books

- Award Winners
- Bargain Books
- Best Books of the Month
- Best Books of 2017
- Books in Spanish
- Children's Books
- Deals in Books
- Top 20 Lists in Books

More in Books

- 100 Books to Read in a Lifetime
- Amazon Book Review Blog
- Amazon Books on Facebook
- Amazon Books on Twitter
- Amazon First Reads

Book 1: [The Craft of Research, Third Edition](#)
Wayne C. Booth, ...Gregory G. Colomb...
Paperback
★★★★☆ 384

Book 2: [A Manual for Writers of Research Papers, Theses...](#)
Kate L. Turabian, Wayne C. Booth...
Paperback
★★★★☆ 753

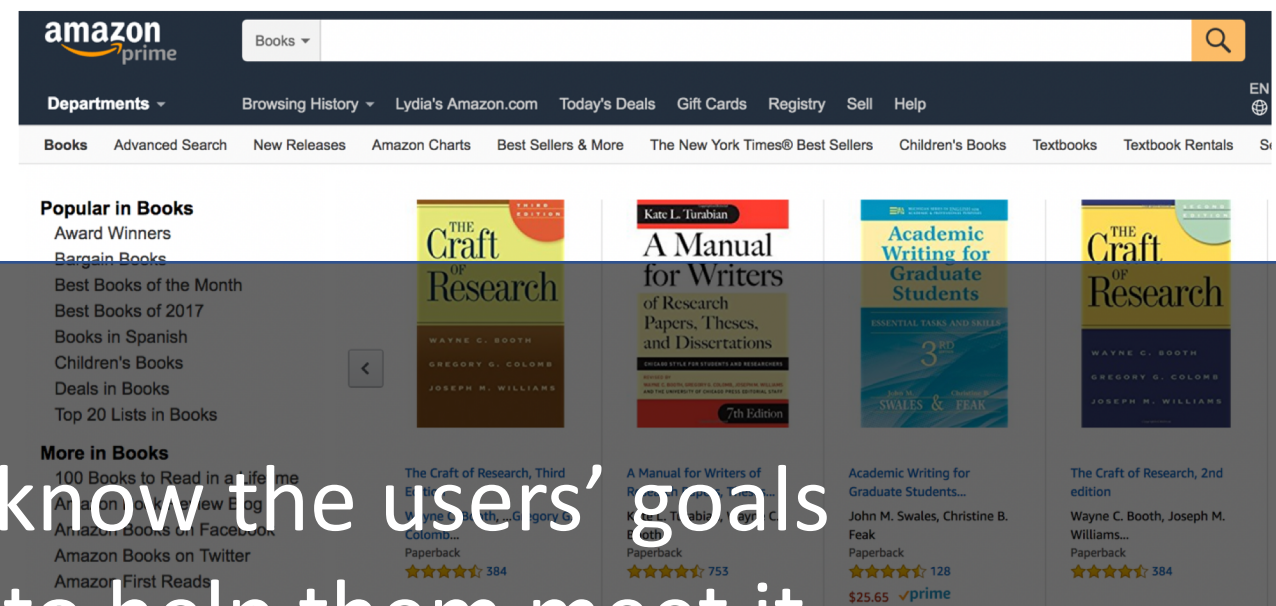
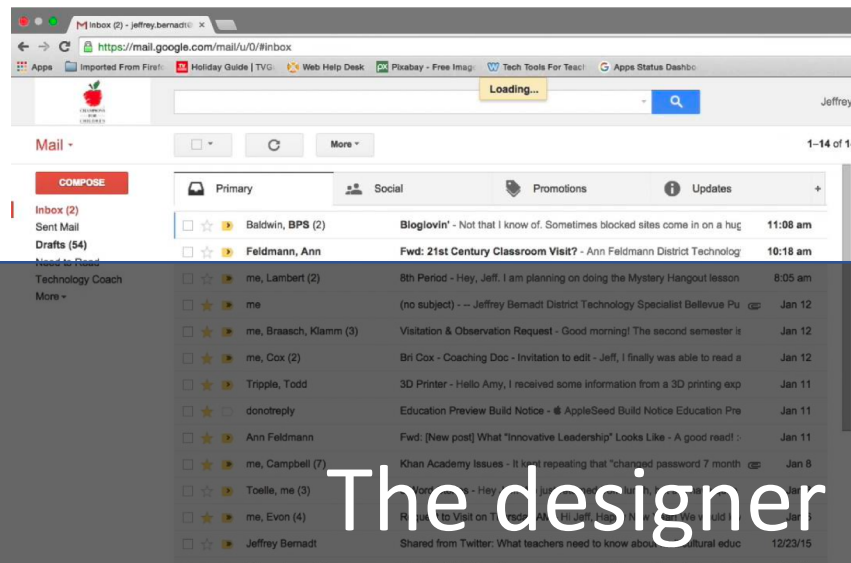
Book 3: [Academic Writing for Graduate Students...](#)
John M. Swales, Christine B. Feak
Paperback
★★★★☆ 128
\$25.65

Book 4: [The Craft of Research, 2nd edition](#)
Wayne C. Booth, Joseph M. Williams...
Paperback
★★★★☆ 384

Book 5: [A Manual for Writers of Research Papers, Theses...](#)
Kate L. Turabian, Wayne C. Booth...
Paperback
\$18.00

To buy a book.

Users interact with a system to accomplish a goal



The designer must know the users' goals
create interactions to help them meet it.

To read and respond
to all email.

To buy a book

Goal: Buy a book

Subgoal: Search for book

Interaction: Type its name, click on the image of it

The screenshot shows the Amazon website interface. At the top, the Amazon logo is on the left, and the search bar contains the text "design of everyday thi". To the right of the search bar is a magnifying glass icon and the text "Shop Valentine's Day Deals". Below the search bar, there are navigation links for "Departments", "Your Amazon.com", "Today's Deals", "Gift Cards", "Registry", "Sell", and "Help". On the right side of this navigation bar, there are links for "EN", "Hello. Sign in Account & Lists", "Orders", "Try Prime", and a shopping cart icon with "0" items.

Below the navigation bar, the search results are displayed. The first result is for "The Design of Everyday Things: Revised and Expanded Edition" by Don Norman, published on Nov 5, 2013. It is marked as a "Best Seller". The book cover features a red teapot on a yellow background. The price is listed as \$11.33, with a crossed-out price of \$18.99 and a Prime logo. The book has a 4.5-star rating from 277 reviews. Below the price, it says "Get it by TODAY, Jan 31" and "FREE Shipping on eligible orders". There are also "More Buying Choices" for \$4.93 (129 used & new offers). The Kindle Edition is listed at \$11.99, also available by "TODAY, Jan 31".

The second result is for "The Design of Everyday Things" by Donald A. Norman, published on Sep 19, 2002. The book cover features a red teapot on a black background. The price is \$3.22 (147 used & new offers). It has a 4.5-star rating from 301 reviews. Below the price, it says "Audible Audio Edition \$0.00" and "Free with Audible trial". Other formats include "MP3 CD" and a link to "See newer edition of this book".

On the left side of the search results, there is a sidebar with filters. The "FREE Shipping" filter is checked. Below it, a message states "All customers get FREE Shipping on orders over \$25 shipped by Amazon". The "Show results for" section lists categories like "Books", "Kindle Store", and "AmazonFresh". The "Refine by" section is partially visible at the bottom.

Goal: Buy a book

Subgoal: Add to cart

Interaction: Click “Add to cart” button

The screenshot shows the Amazon product page for the book "The Design of Everyday Things: Revised and Expanded Edition" by Don Norman. The page layout includes a top navigation bar with the Amazon logo, search bar, and account options. The main content area features the book cover, title, author information, and pricing for both Kindle and Paperback formats. A right-hand sidebar contains purchase options, including a prominent "Add to Cart" button, shipping information, and a "Want it TODAY" promotion. A "Read more" link is visible at the bottom of the product description.

amazon [Try Prime](#) All 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](#)

[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](#)

The DESIGN of EVERYDAY THINGS **DON NORMAN**

REVISED & EXPANDED EDITION

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

November 5, 2013
by [Don Norman](#) (Author)
★★★★☆ 277 customer reviews

#1 Best Seller in Retailing Industry

[See all 2 formats and editions](#)

Kindle \$11.99	Paperback \$11.33
-------------------	------------------------------------

Read with Our **Free App** 62 Used from \$4.93
62 New from \$5.33
5 Collectible from \$9.00

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. *The Design of Everyday Things* shows that good, usable design is possible. The rules

[Read more](#)

[The Amazon Book Review](#)
Author interviews, book reviews, editors picks, and more. [Read it now](#)

Share [Email](#) [Facebook](#) [Twitter](#) [Pinterest](#) [Embed](#)

Buy New **\$11.33**
Qty: List Price: ~~\$18.99~~
Save: \$7.66 (40%)

[prime](#)
FREE Shipping on orders over \$25
—or get **FREE Two-Day Shipping** with **Amazon Prime**

In Stock.
Ships from and sold by Amazon.com.
Gift-wrap available.

[Turn on 1-Click ordering for this browser](#)

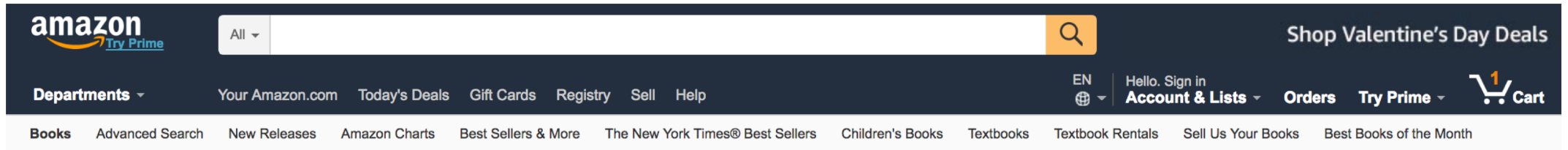
Want it TODAY, Jan. 31? Order within **1 hr 15 mins** and choose **Same-Day Delivery** at checkout. [Details](#)


Ship to:
newyork, 10001

Goal: Buy a book

Subgoal: Checkout

Interaction: Click "Proceed to checkout" button



✓  **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.

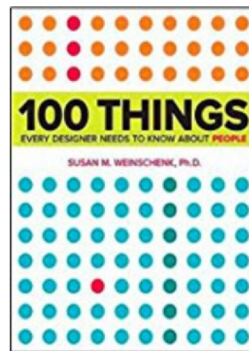
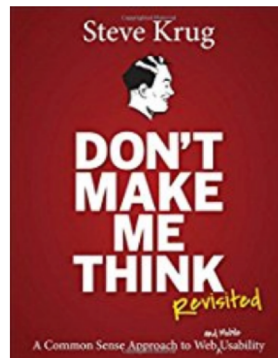
[Cart](#) [Proceed to checkout \(1 item\)](#)

 Get a **\$50 Amazon.com Gift Card instantly** upon approval for the **Amazon Rewards Visa Card**

Current	\$ 11.33
Total:	
Savings:	- \$ 50.00
Cost After	\$ 0.00
Savings:	
Savings	\$ 38.67
Remaining:	

[Apply now](#)

Customers also bought these highly rated items



Goal: Buy a book

Subgoal: Enter payment information

Interaction: Click, type, move cursor, click “Continue”

amazon.com

SIGN IN  SHIPPING & PAYMENT GIFT OPTIONS PLACE ORDER



Secure Payment Info



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)

Continue

You can review this order before it's final.

Goal: Buy a book


Subgoal: If information is correct, place order

Interaction: Click “place your order”



amazon.com [SIGN IN](#) [SHIPPING & PAYMENT](#) [GIFT-WRAP](#) [PLACE ORDER](#)


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: <input type="text"/> Apply	Place your order
---	--	--	----------------------------------

Estimated delivery: Sept. 26, 2011

 **Apple iPad Camera Connection Kit (MC531ZM/A)**
\$29.95

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**

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

[How are shipping costs calculated?](#)
Amazon Prime Shipping has been applied to the eligible items in your order.

The designer must know the users' goals create the subgoals and interactions to meet it.

Goal: Buy a book

Subgoal:

Find it

Add to cart

Enter payment info

Place order

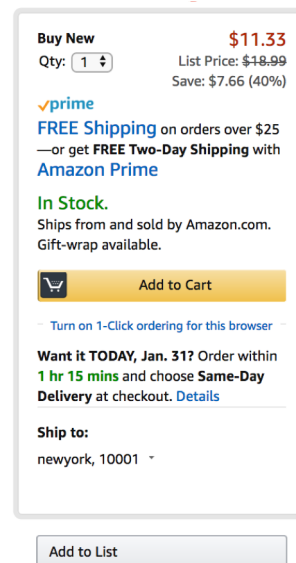
Interaction:

Type, click

click

Type, click, point

Click

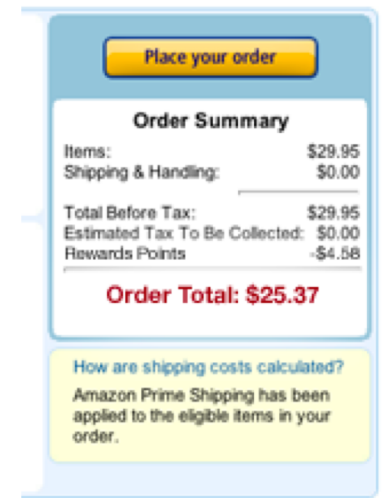


Name (as it appears on your card)

Card number (no dashes or spaces)

Expiration date

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

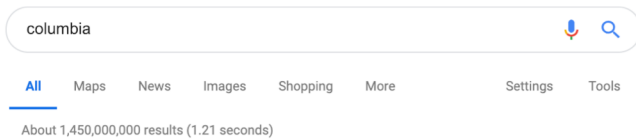
 

The designer must know the users' goals
create the subgoals and interactions to meet it.

But sometimes on Amazon,
I don't have a goal.

I'm just browsing.

Are these sites “just for browsing”?



Columbia.com | Official Columbia® Site | Outdoor Apparel & Products
www.columbia.com/

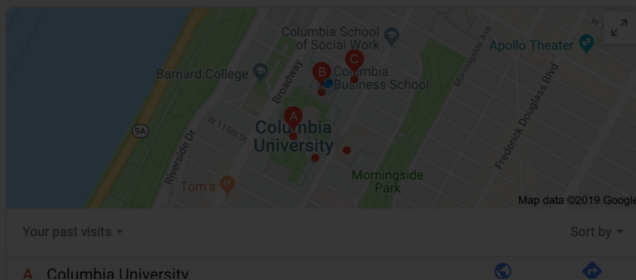
★★★★★ Rating for columbia.com: 4.8 - Order accuracy: 95–100%
Save at the Official Columbia Site. Free Shipping & More for Members! 70+ Years. Tested Tough.
Largest Selection. Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks.
Winter Sale: 50% off Select Gear - Valid Jan 23 - Feb 28

- Women's Gear**
Head-to-Toe Gear for the Months Ahead.
- Men's Gear**
Gear Up for Epic Adventures Ahead. Shop Apparel & Accessories!
- 50% off Select Gear**
Save 50% on Select Gear. Shop the Winter Sale Today!
- Outdry Extreme Eco**
Made with 100% Recycled Materials. Stay Dry with Earth-Smart Rainwear!

Columbia Sportswear: Outdoor Clothing, Outerwear & Accessories
https://www.columbia.com/

Shop direct from Columbia Sportswear. Our Outerwear is Tested Tough in the Pacific Northwest. Shop for Jackets, Pants, Shirts, Shoes & more.

- Women**
Buy Columbia Sportswear® women's apparel and ...
- Men**
Shop online for rugged & durable Columbia Sportswear outdoor ...
- Kids**
Buy Columbia Sportswear® kids apparel and footwear, including ...
- Footwear**
Work or play, for a quick hike or wearing all day, you'll find ...



event calendar

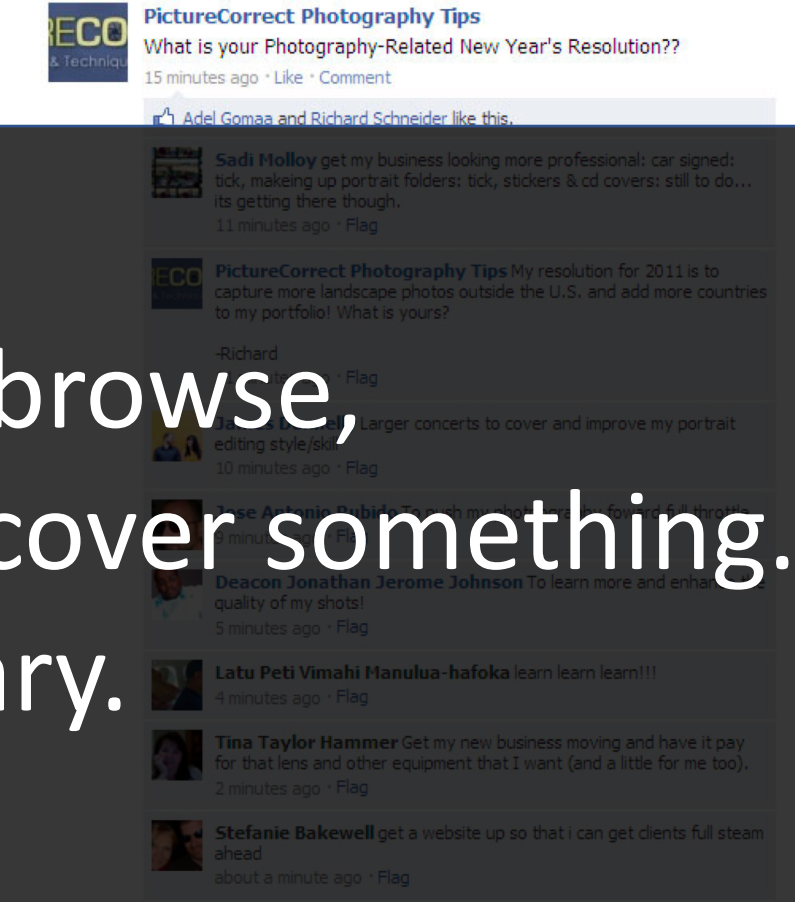
M	T	W	T	F	S	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	1	2	3

- help, faq, abuse, legal
- avoid scams & fraud
- personal safety tips
- errands/us
- privacy policy
- system status
- about craigslist
- craigslist is hiring in sf
- craigslist open source
- craigslist blog
- craigslist jobs
- craigslist tv
- "craigslist joe"
- craig connects



- community**
 - activities
 - artists
 - childcare
 - classes
 - events
 - general
 - groups
 - local news
- lost+found**
 - missed connections
 - musicians
 - pets
 - politics
 - rants & raves
 - rideshare
 - volunteers
- housing**
 - apts / housing
 - housing swap
 - housing wanted
 - office / commercial
 - parking / storage
 - real estate for sale
 - rooms / shared
 - rooms wanted
 - sublets / temporary
 - vacation rentals

- services**
 - automotive
 - beauty
 - cell/mobile
 - computer
 - creativity
 - cyber
 - event
 - farm+garden
 - financial
 - housing
- labor/move**
 - legal
 - lessons
 - marine
 - pet
 - rest
 - skilled trade
 - sm biz ads
 - travel/tour
 - travel/transport
- discussion forums**
 - android
 - apple
 - books
 - christmas
 - cars
 - celebs
 - comp
 - cosmos
 - diet
 - divorce
 - dying
 - eco
 - frugal
 - gaming
 - halloween
 - hku
 - hubs
 - jobs
 - jokes
 - legal
 - linux
 - manners
 - marriage
 - money
 - pets
 - philosophy
 - recovery
 - religion
 - rofo
 - science
 - spirit
 - sports
 - super
 - tax
 - travel
- for**
 - antiques
 - appliances
 - arts+crafts
 - diy/urban
 - auto parts
 - aviation
 - baby+kid
 - barter
 - beauty/film
 - bike parts
 - bikes
 - boat parts
 - boats
 - books
 - business
 - cars+trucks
 - cds/dvd/vhs
 - cell phones
 - clothes+acc
 - collectibles
 - computer parts
 - computers
 - electronics



No. Although people do browse, The primarily goal is to find or discover something. Browsing is secondary.

The designer must know the users goals and Create interactions that them meet it.

The screenshot shows the Amazon website interface. At the top, the Amazon logo is on the left, followed by a search bar containing 'design of everyday things'. To the right of the search bar is a magnifying glass icon and the text 'Shop Valentine's Day Deals'. Below the search bar, there are navigation links for 'Departments', 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Registry', 'Sell', and 'Help'. On the right side of this navigation bar, there are links for 'EN', 'Hello. Sign in Account & Lists', 'Orders', 'Try Prime', and a shopping cart icon with '0' items. Below the navigation bar, the search results are displayed. The first result is 'The Design of Everyday Things: Revised and Expanded Edition' by Don Norman, published Nov 5, 2013. It is marked as a 'Best Seller' and has a 4.5-star rating with 277 reviews. The paperback price is \$11.33, down from \$18.99, with a Prime badge. It also offers a Kindle Edition for \$11.99. The second result is 'The Design of Everyday Things' by Donald A. Norman, published Sep 19, 2002. It has a 4.5-star rating with 301 reviews and is available as a paperback for \$3.22 (147 used & new offers) and an Audible Audio Edition for \$0.00 (Free with Audible trial). Other formats include MP3 CD. The left sidebar contains filters for 'FREE Shipping', 'Show results for' (Books, Kindle Store), and 'Refine by' (AmazonFresh).

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

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

Ad feedback

Best Seller

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

Paperback **\$11.33** ~~\$18.99~~ **★★★★☆** ▾ 277

Get it by **TODAY, Jan 31**
FREE Shipping on eligible orders

More Buying Choices
\$4.93 (129 used & new offers)

Kindle Edition
\$11.99
Get it **TODAY, Jan 31**

The Design of Everyday Things Sep 19, 2002
by Donald A. Norman

Paperback **\$3.22** (147 used & new offers) **★★★★☆** ▾ 301

Audible Audio Edition
\$0.00
Free with Audible trial

Other Formats: MP3 CD
[See newer edition of this book](#)

Refine by

AmazonFresh

fresh

Low-level Interactions

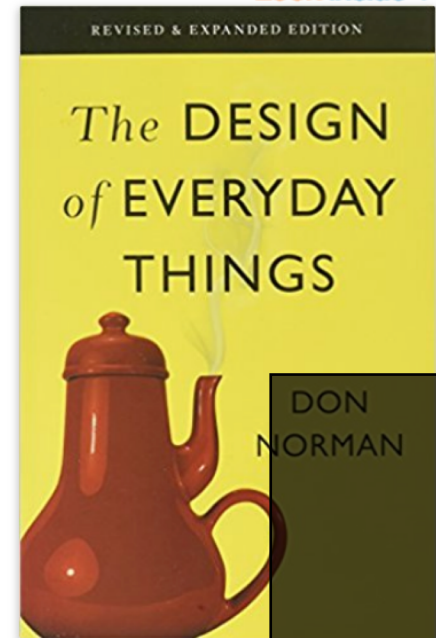


What are interactions on this page?

Departmen

Books

Back to search



Look inside

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

November 5, 2013

by Don Norman (Author)

★★★★☆ 277 customer reviews

#1 Best Seller in Retailing Industry

See all 2 formats and editions

Kindle \$11.99

Paperback \$11.33

Read with Our Free App

62 Used from \$4.93
62 New from \$5.33
5 Collectible from \$9.00

Move

Click

Type

Even the smartest among us can feel inept as we fail to interact with which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, it turns out, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. *The Design of Everyday Things* shows that good, usable design is possible. The rules

Read more



The Amazon Book Review

Author interviews, book reviews, editors picks, and more. Read it now

Share

Buy New

\$11.33

Qty: 1

List Price: \$18.99

Save: \$7.66 (40%)

prime

FREE Shipping on orders over \$25 —or get FREE Two-Day Shipping with Amazon Prime

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Add to Cart

Turn on 1-Click ordering for this browser

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

Ship to:

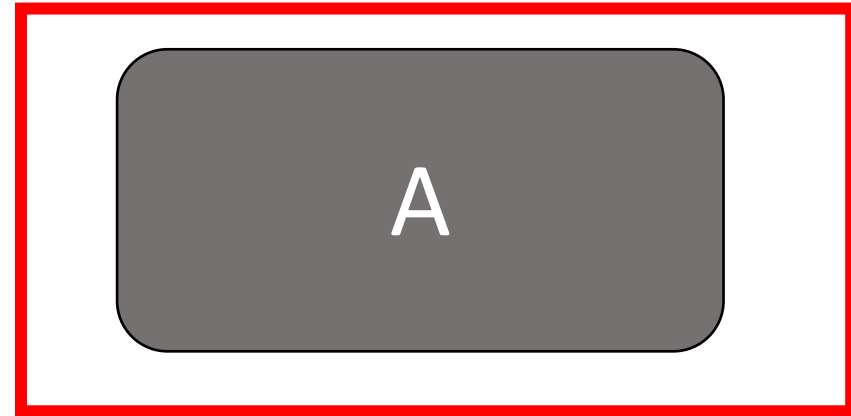
newyork, 10001

Add to List

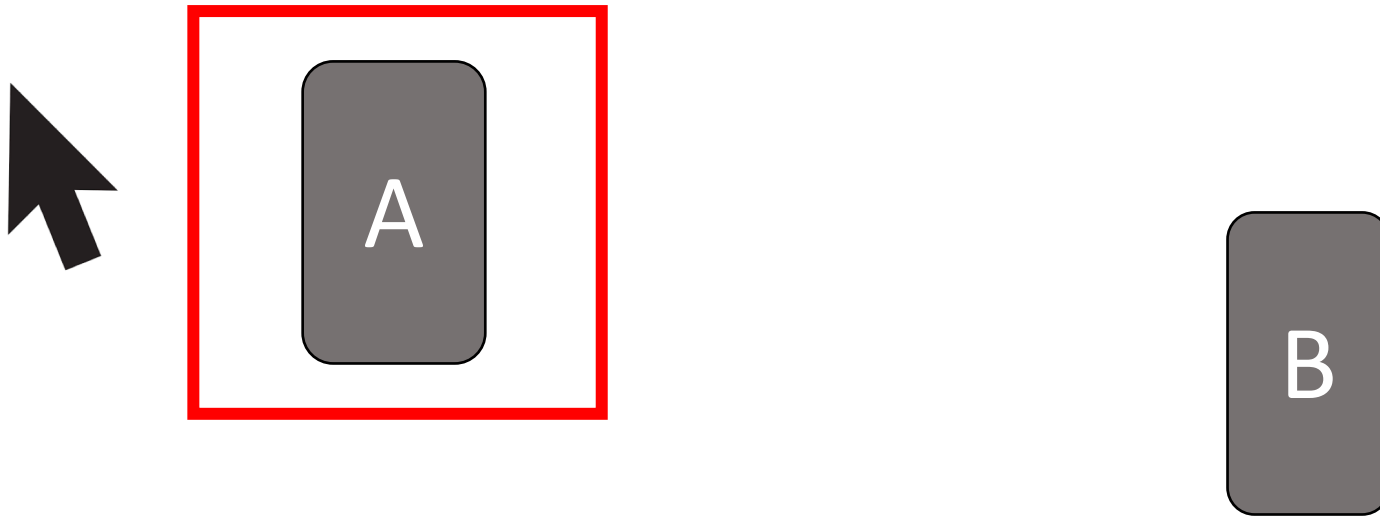
See all 4 images

Interaction:
Moving + Clicking

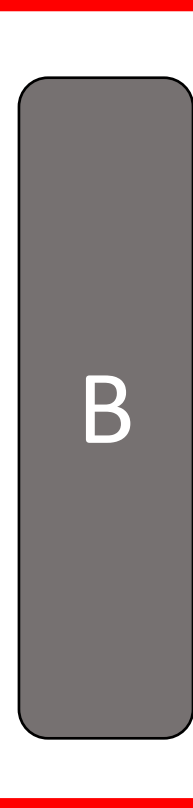
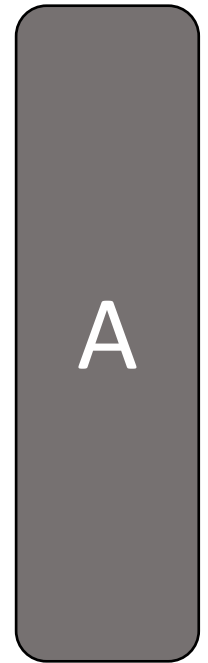
Which button is faster to click?



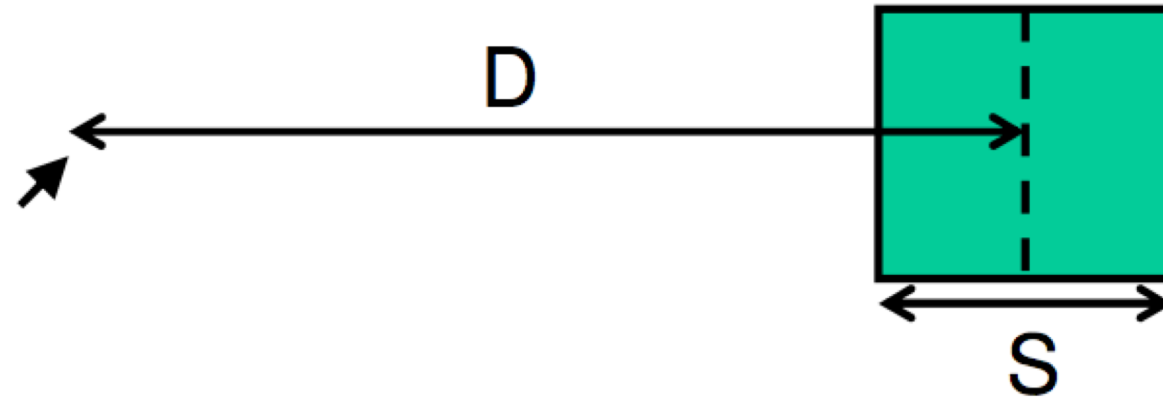
Which button is faster to click?



Which button is faster to click?



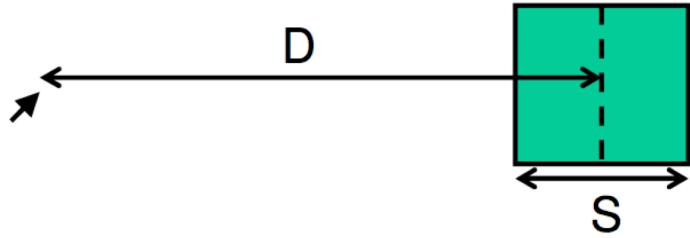
Fitts's Law



Time to move your
pointer to a target

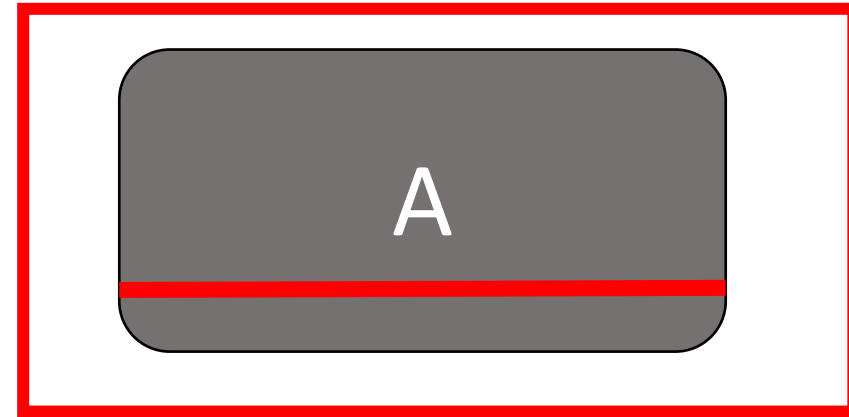
$$= a + b * \log \left(\frac{2D}{s} \right)$$

Using Fitts' law, why is A faster to click?

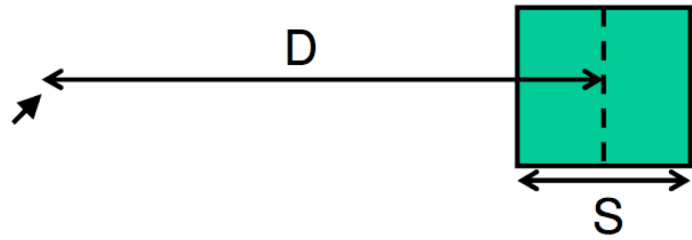


$$= a + b * \log \left(\frac{2D}{S} \right)$$

S is bigger.
Thus the time is lower.

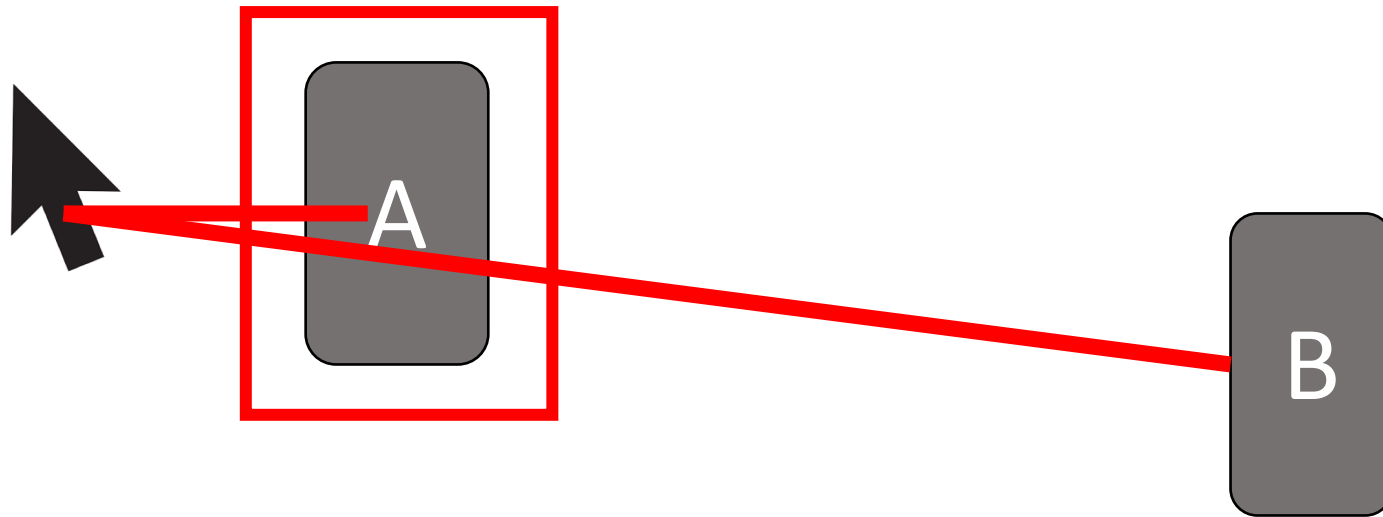


Using Fitts' law, why is A faster to click?

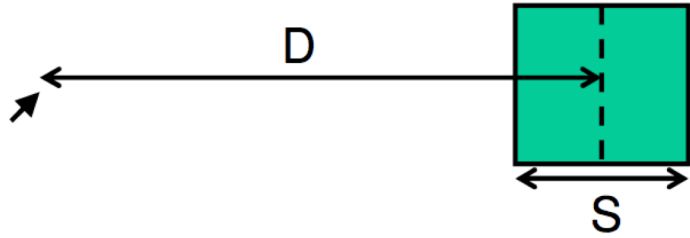


$$= a + b * \log \left(\frac{2D}{S} \right)$$

D is small.
Thus the time is lower.

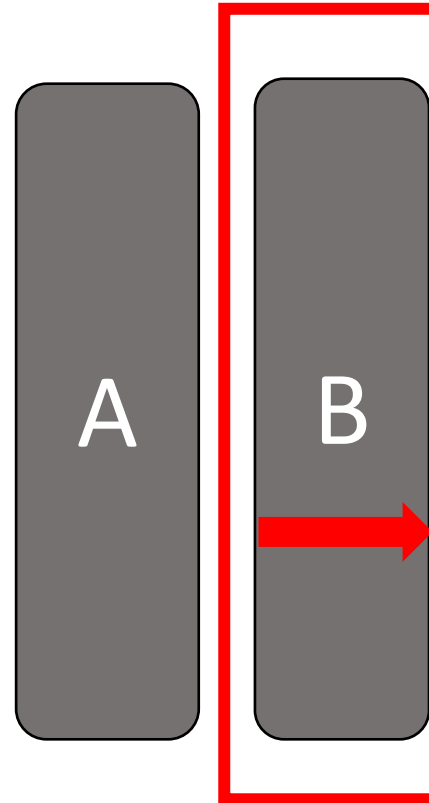


Using Fitts' law, why is B faster to click?

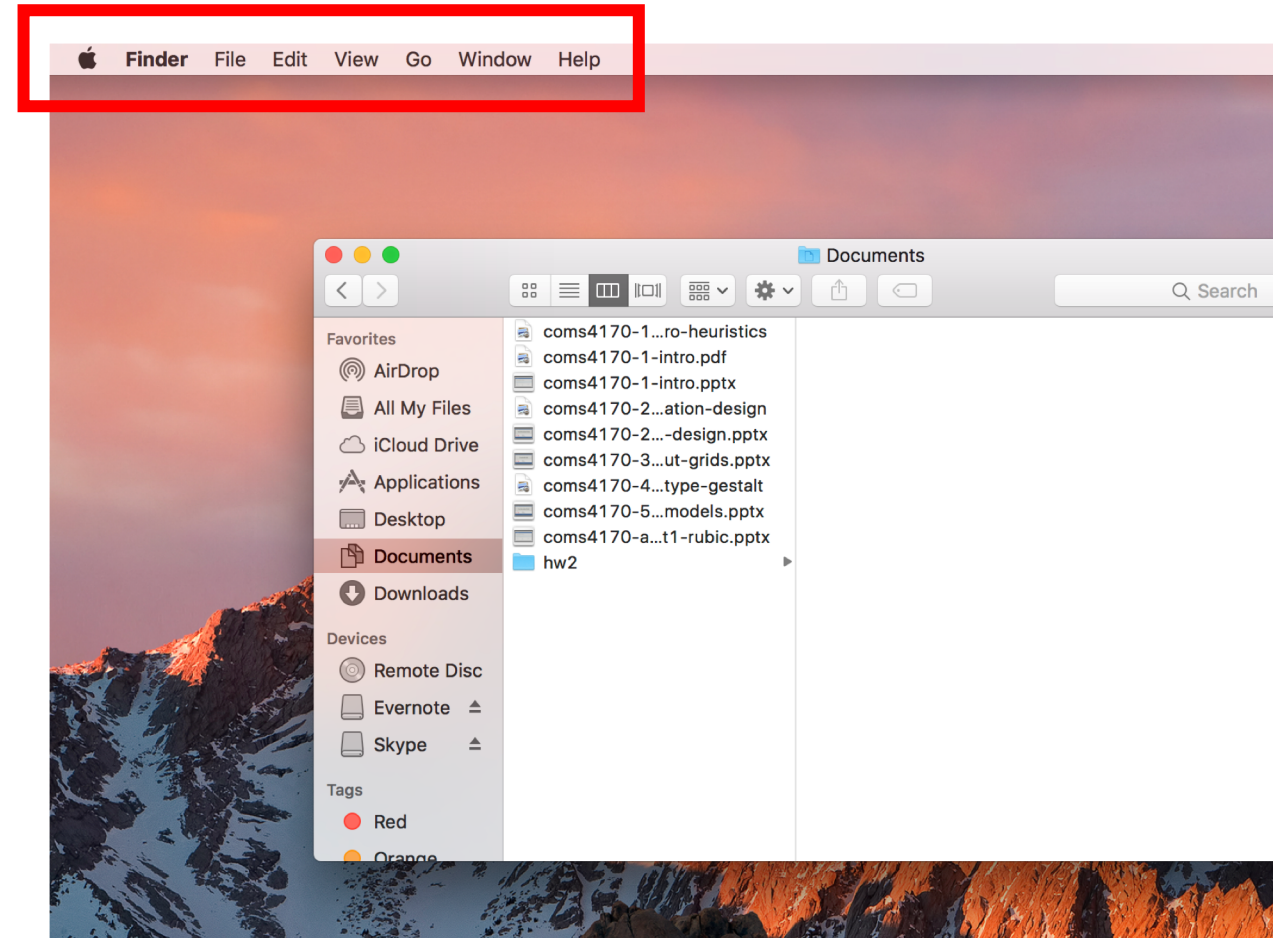
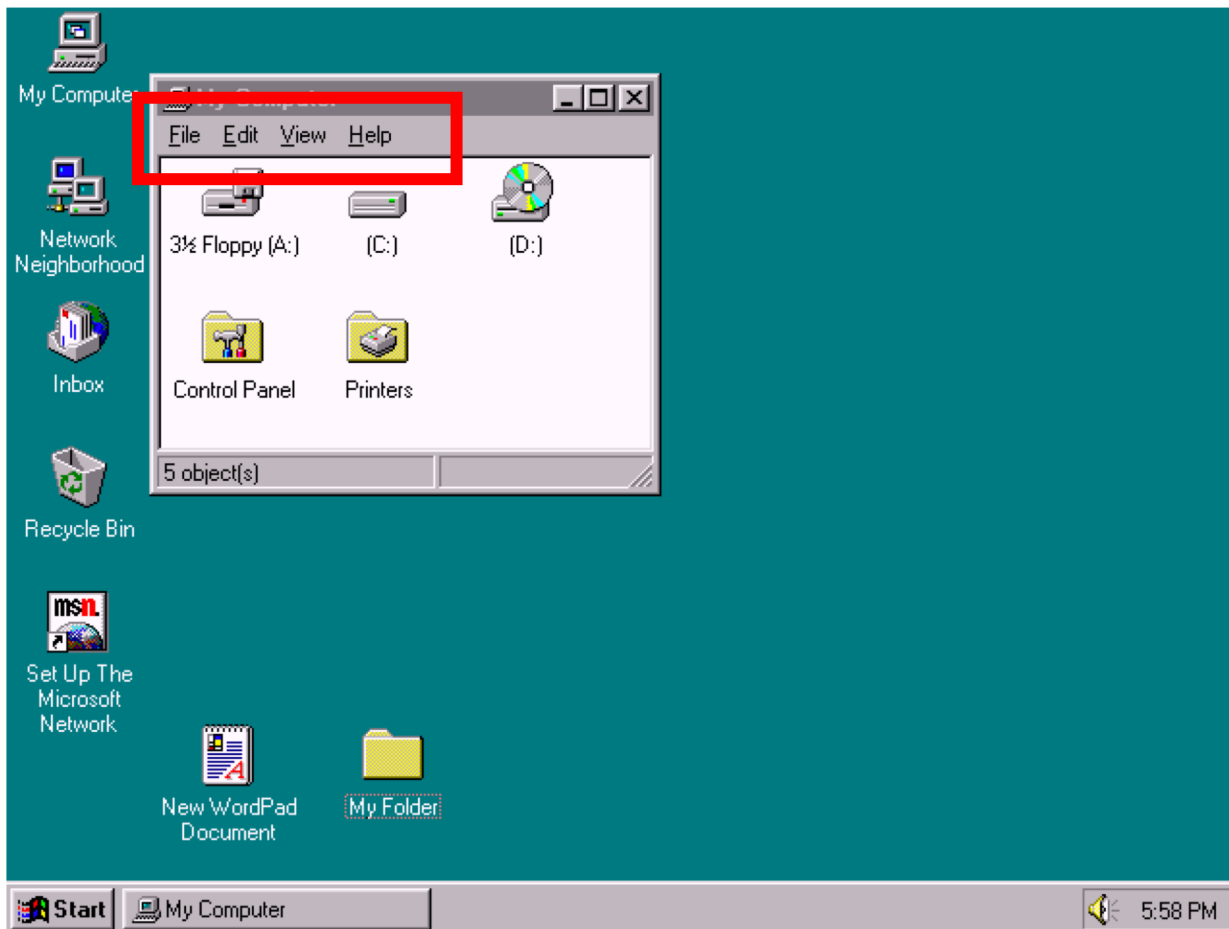


$$= a + b * \log \left(\frac{2D}{S} \right)$$

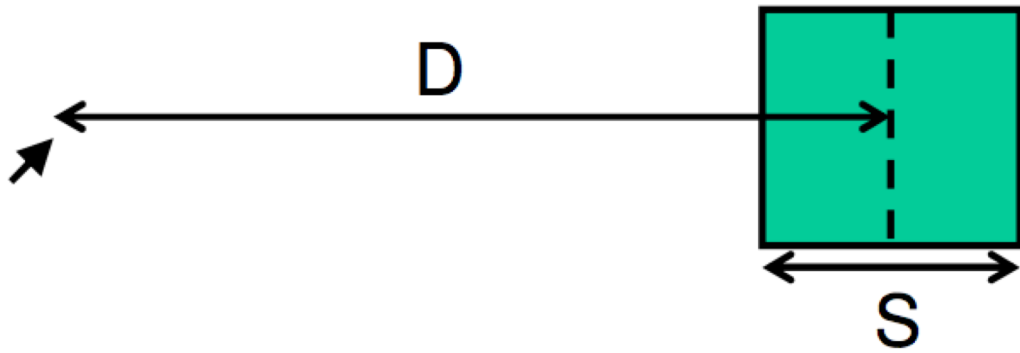
S is bigger (infinite).
Thus the time is lower.



Why did iOS move the menu for applications?



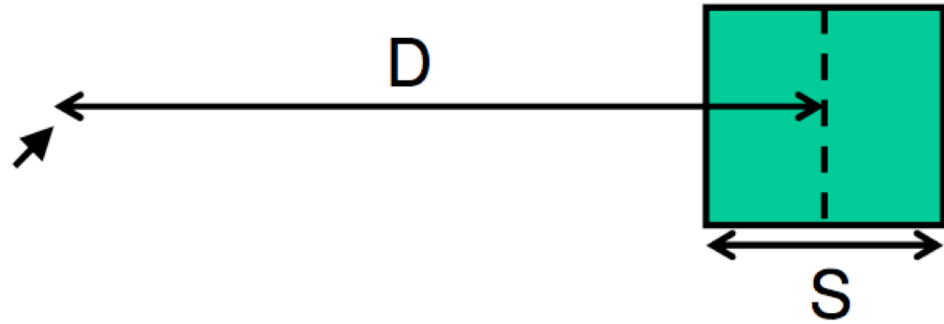
Fitts's Law: What are **a** and **b**?



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



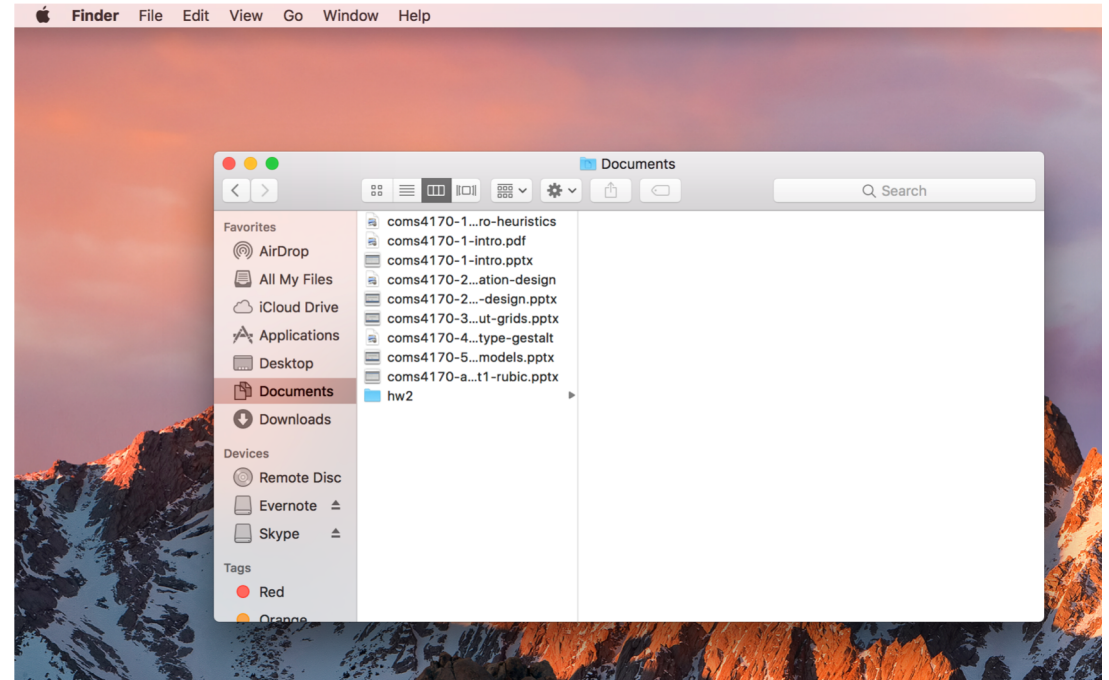
Time to move the pointer: Fitts's Law



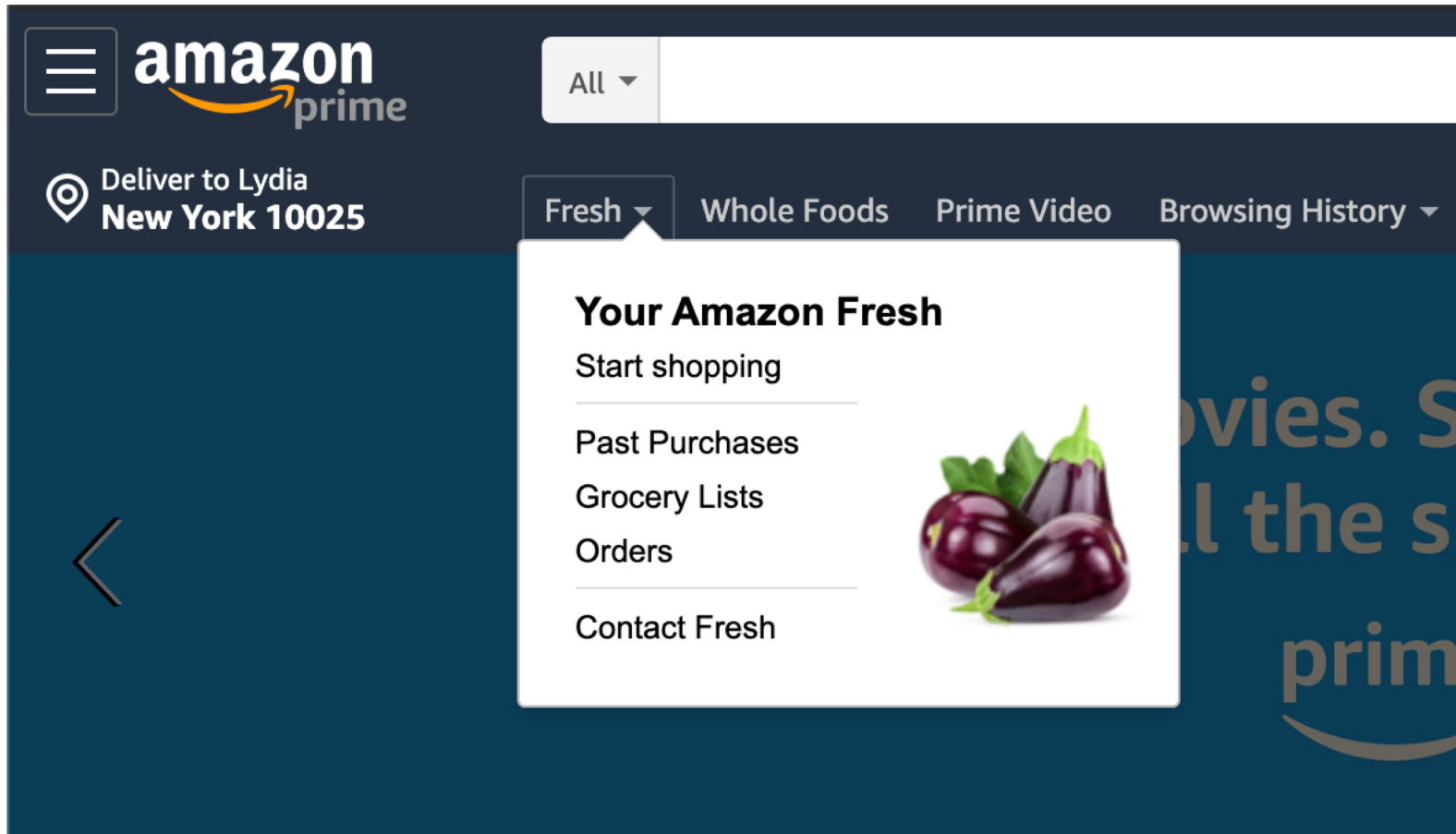
Time to move your
pointer to a target

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

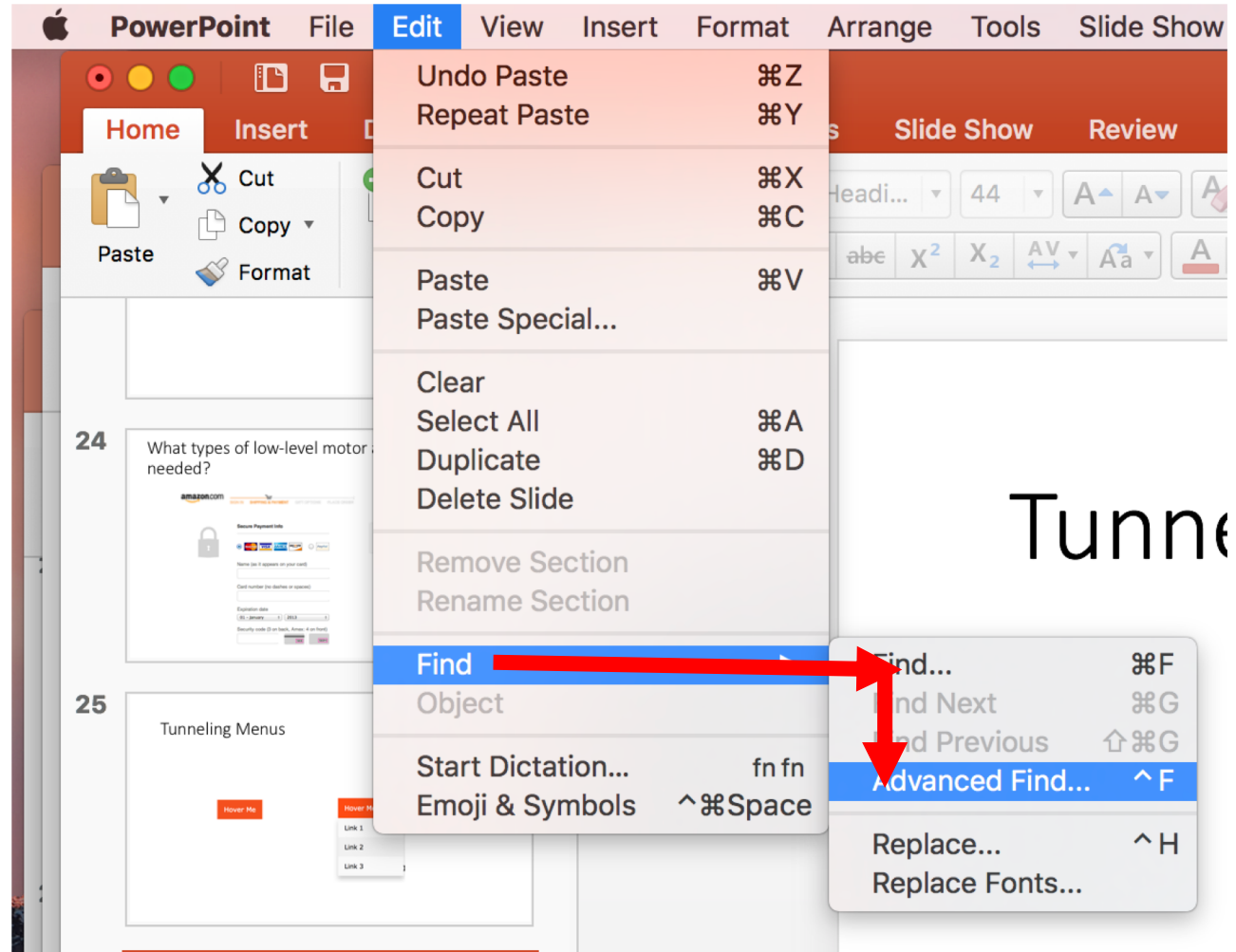
Buttons on the edges are fast to get to
because they have infinite size



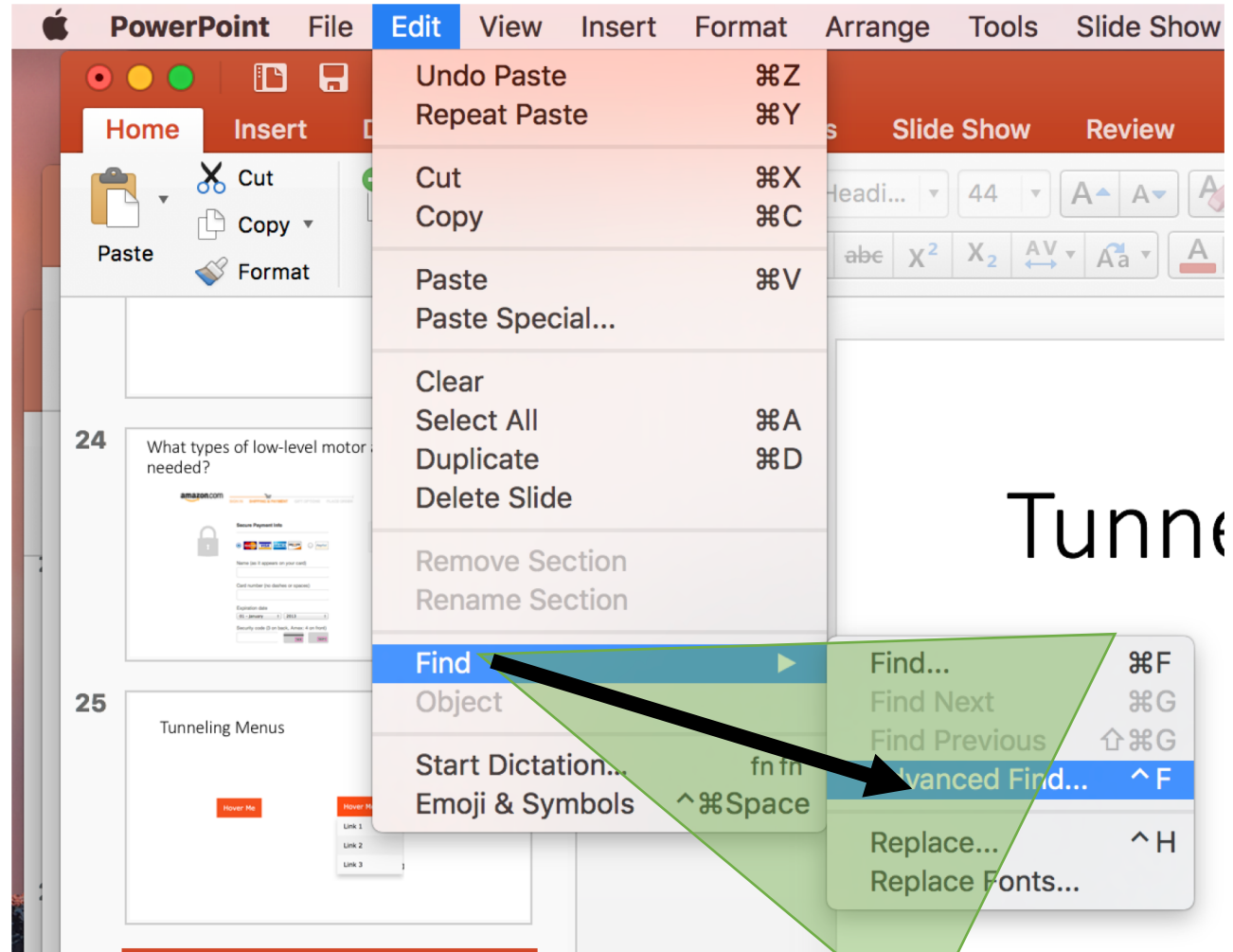
More moving + clicking: Tunneling Menus



More moving + clicking: Cascading Tunnel Menus



More moving + clicking: Cascading Tunnel Menus fix



What are all the low-level interactions are needed to accomplish this subgoal?



Secure Payment Info



Name (as it appears on your card)

Card number (no dashes or spaces)

Expiration date

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





Secure Payment Info



Name (as it appears on your card)

Card number (no dashes or spaces)

Expiration date

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

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

Move

Click

Move

Click

TypeTypeTypeType

Move

Click

TypeTypeTypeType

Move

Turn

Click

Move

Turn

Click

TypeTypeTypeType

How could you improve this?

amazon.com

SIGN IN



Secu

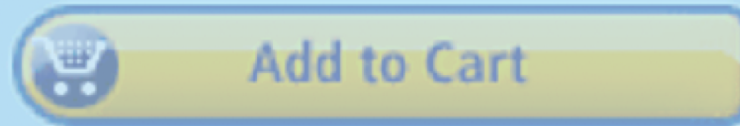


Name

Card

Expir

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



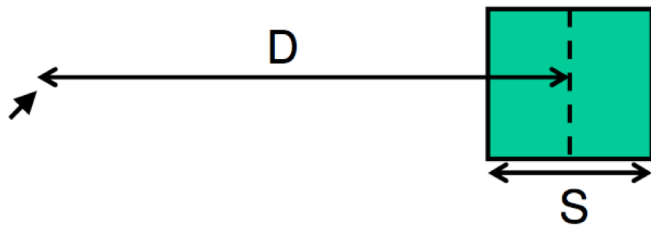
or 1-Click Checkout



inue

order before it's final.

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



Secure Payment Info

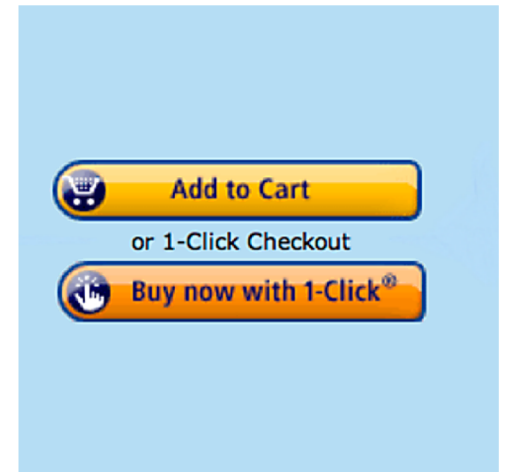


Name (as it appears on your card)

Card number (no dashes or spaces)

Expiration date

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



The Interaction Loop

Establish a goal: Buy a book.

The screenshot shows the Amazon website interface. At the top, the Amazon logo is on the left, followed by a search bar containing the text "design of everyday things". To the right of the search bar is a magnifying glass icon and the text "Shop Valentine's Day Deals". Below the search bar, there are navigation links for "Departments", "Your Amazon.com", "Today's Deals", "Gift Cards", "Registry", "Sell", "Help", "EN", "Hello, Sign in", "Account & Lists", "Orders", "Try Prime", and a shopping cart icon with "0" items. Below the navigation bar, it says "1-16 of over 6,000 results for 'design of everyday things'" and "Sort by Relevance".

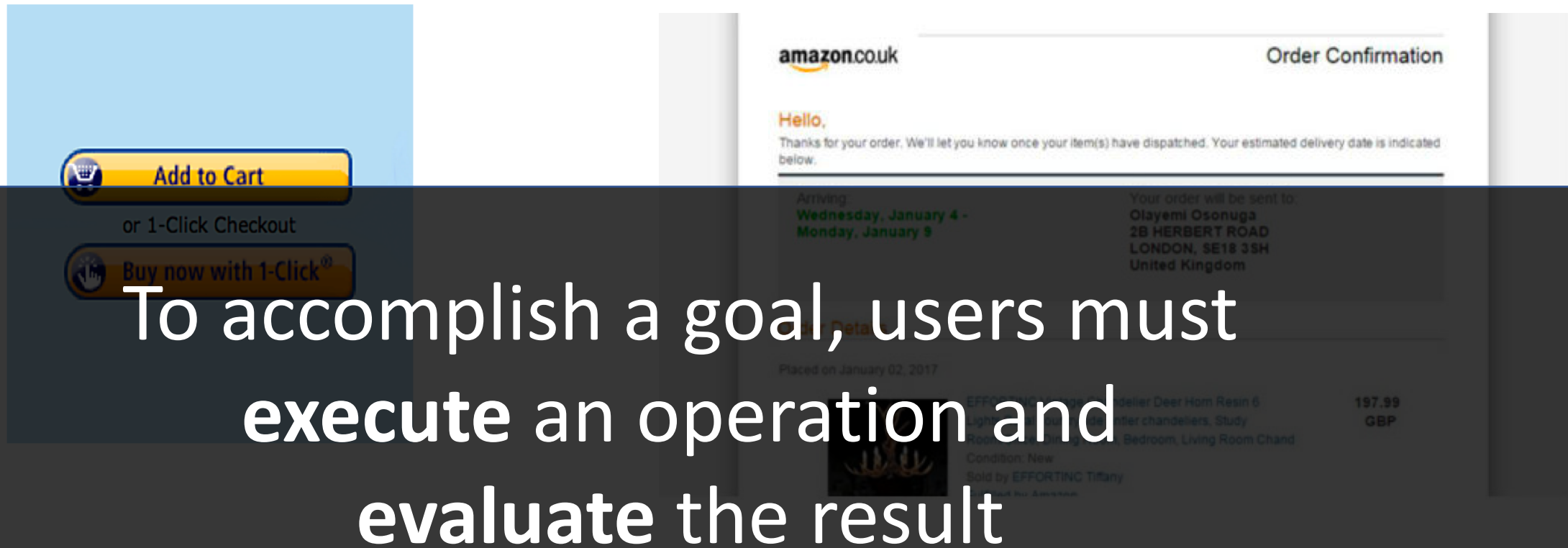
On the left side, there are several filter sections:

- 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), Eligible for Free Shipping (Free Shipping by Amazon), Book Language (English).

The main content area displays three book results:

- The Design of Everyday Things: Revised and Expanded Edition** by Don Norman, Nov 5, 2013. Paperback: \$11.33 (was \$18.99), Prime. Get it by TODAY, Jan 31. FREE Shipping on eligible orders. More Buying Choices: \$4.93 (129 used & new offers). Kindle Edition: \$11.99, Get it TODAY, Jan 31. 5 stars, 277 reviews.
- The Design of Everyday Things** by Donald A. Norman, Sep 19, 2002. Paperback: \$3.22 (147 used & new offers). Audible Audio Edition: \$0.00, Free with Audible trial. Other Formats: MP3 CD. See newer edition of this book. 4.5 stars, 301 reviews.
- Emotional Design: Why We Love (or Hate) Everyday Things** by Don Norman, May 11, 2005. Paperback: \$12.74 (was \$17.99), Prime. Get it by TODAY, Jan 31. FREE Shipping on eligible orders. More Buying Choices: \$3.48 (127 used & new offers). Kindle Edition: \$11.99, Get it TODAY, Jan 31. Other Formats: Hardcover. 4.5 stars, 61 reviews.

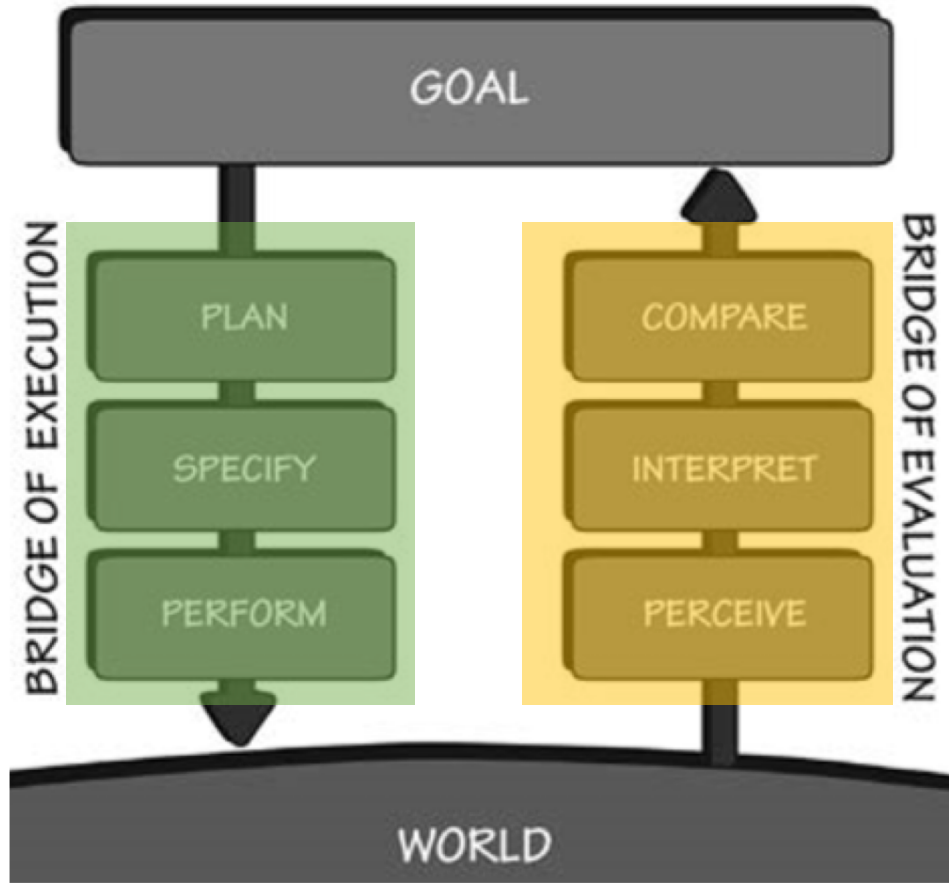
What happens after you place an order?



The image shows a screenshot of an Amazon.co.uk order confirmation page. The page header includes the Amazon logo and the text "amazon.co.uk" on the left, and "Order Confirmation" on the right. Below the header, there is a "Hello," greeting and a message: "Thanks for your order. We'll let you know once your item(s) have dispatched. Your estimated delivery date is indicated below." The page also displays the arrival dates: "Arriving Wednesday, January 4 - Monday, January 9" and the shipping address: "Your order will be sent to: Olayemi Osonuga, 2B HERBERT ROAD, LONDON, SE18 3SH, United Kingdom". A table of items is partially visible, showing a price of "197.99 GBP".

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

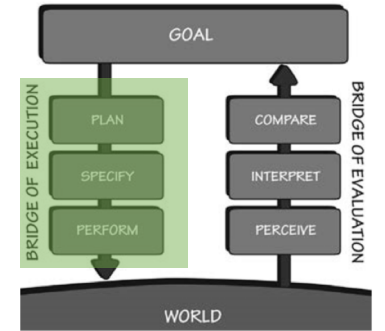
6. Interpret the perception

7. Compare the outcome with the goal

Goal Execution Step 1: Plan the action

Specify the action sequence

Perform the action sequence



amazon Books 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

Books Advanced Search New Releases Amazon Charts Best Sellers & More The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals Sell Us Your Books Best Books of the Month

prime student 50% off Prime for College Students. LEARN MORE

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

The Design of Everyday Things: Revised and Expanded Edition Paperback – November 5, 2013
by Don Norman (Author)
★★★★☆ 277 customer reviews
#1 Best Seller in Retailing Industry

See all 2 formats and editions

Kindle \$11.99	Paperback \$11.33
-------------------	-----------------------------

Read with Our Free App 62 Used from \$4.93
62 New from \$5.33
5 Collectible from \$9.00

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. *The Design of Everyday Things* shows that good, usable design is possible. The rules

Read more

The Amazon Book Review
Author interviews, book reviews, editors picks, and more. Read it now

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

Ship to:
newyork, 10001

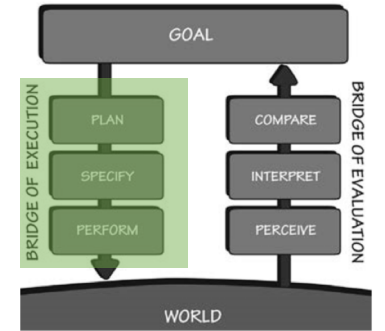
Add to List

Goal Execution Step 2:

Plan the action

Specify the action sequence

Perform the action sequence



amazon Books design of everyday things

Shop Valentine's Day Deals

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

prime student 50% off Prime for College Students. LEARN MORE

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

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

November 5, 2013
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Read more

The Amazon Book Review
Author interviews, book reviews, editors picks, and more. Read it now

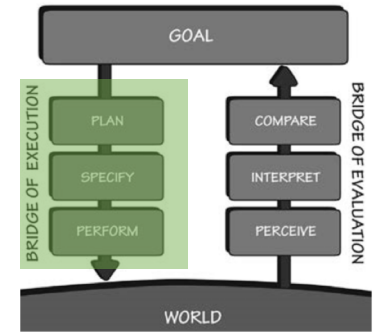
Want it TODAY, Jan. 31? Order within 1 hr 15 mins and choose Same-Day Delivery at checkout. Details

Ship to: newyork, 10001

Add to List

Goal Execution Step 3:

Plan the action
Specify the action sequence
Perform the action sequence



amazon Try Prime Books 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

Books Advanced Search New Releases Amazon Charts Best Sellers & More The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals Sell Us Your Books Best Books of the Month

prime student 50% off Prime for College Students. LEARN MORE

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The Design of Everyday Things: Revised and Expanded Edition Paperback – November 5, 2013
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-------------------	-----------------------------

Read with Our Free App 62 Used from \$4.93
62 New from \$5.33
5 Collectible from \$9.00

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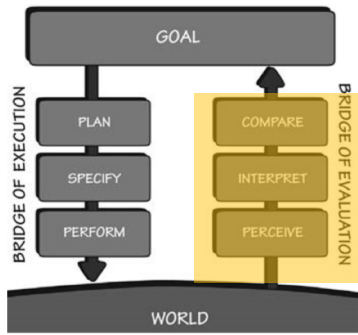
Read more

The Amazon Book Review
Author interviews, book reviews, editors picks, and more. Read it now

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



Goal Evaluation Step 1: Perceive the State of the world

Interpret the perception

Compare the outcome with the goal


Order Confirmation

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

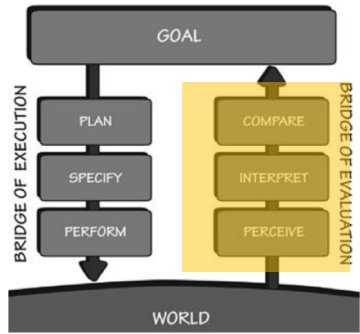
Your order will be sent to:

Olayemi Osonuga
2B HERBERT ROAD
LONDON, SE18 3SH
United Kingdom

Order Details

Placed on January 02, 2017

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

Perceive the State of the world

Interpret the perception

Compare the outcome with the goal



Order Confirmation

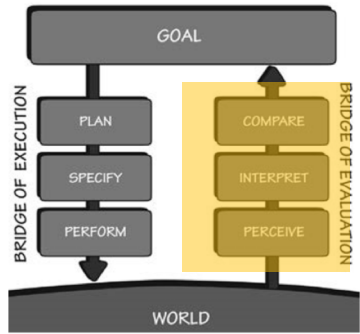
Hello,
 Thanks for your order. We'll let you know once your item(s) have dispatched. Your estimated delivery date is indicated below.

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

Order Details

Placed on January 02, 2017

	<p>EFFORTING Vintage Chandelier Deer Horn Resin 6 Lights, Rural countryside antler chandeliers, Study Rooms/Office, Dining Room, Bedroom, Living Room Chand</p> <p>Condition: New Sold by EFFORTING Tiffany <small>Fulfilled by Amazon</small></p>	<p>197.99 GBP</p>
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Goal Evaluation Step 3:

Perceive the State of the world

Interpret the perception

Compare the outcome with the goal

amazon.co.uk Order Confirmation


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

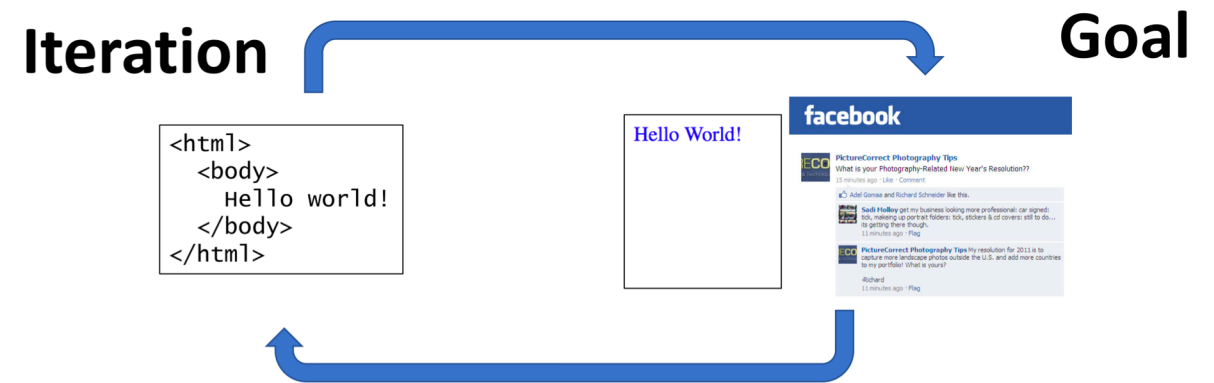
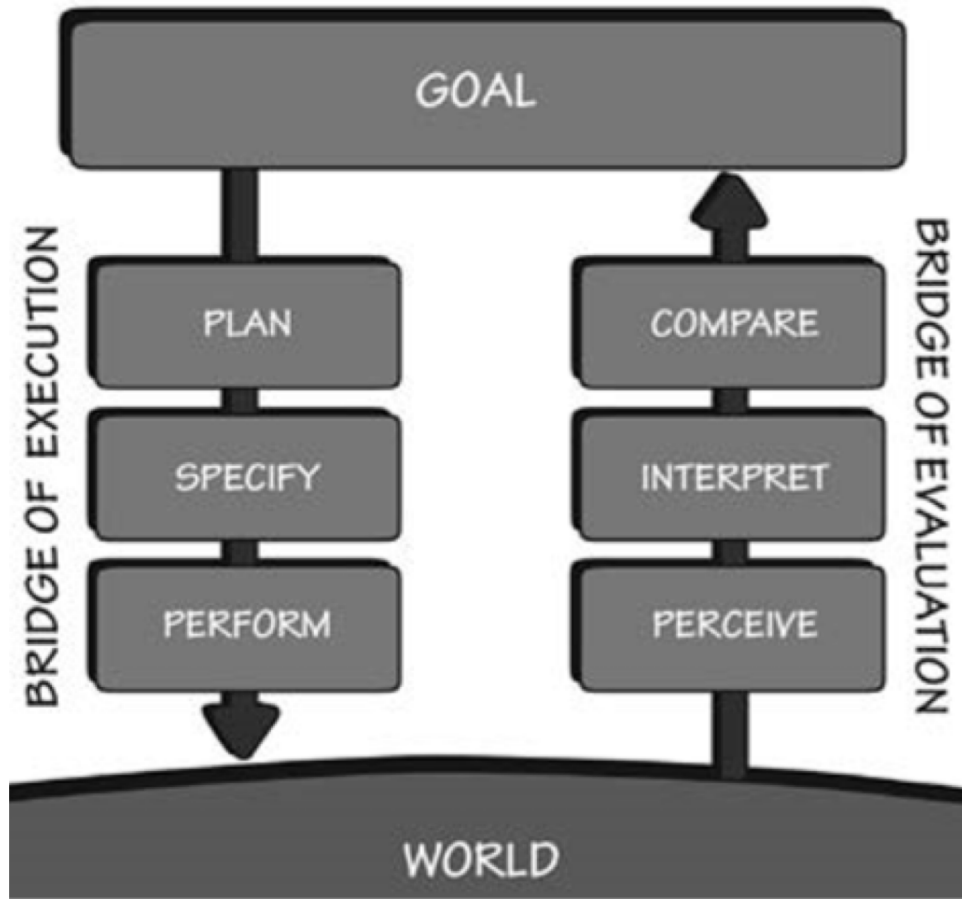
Your order will be sent to:
Olayemi Osonuga
2B HERBERT ROAD
LONDON, SE18 3SH
 United Kingdom

Order Details

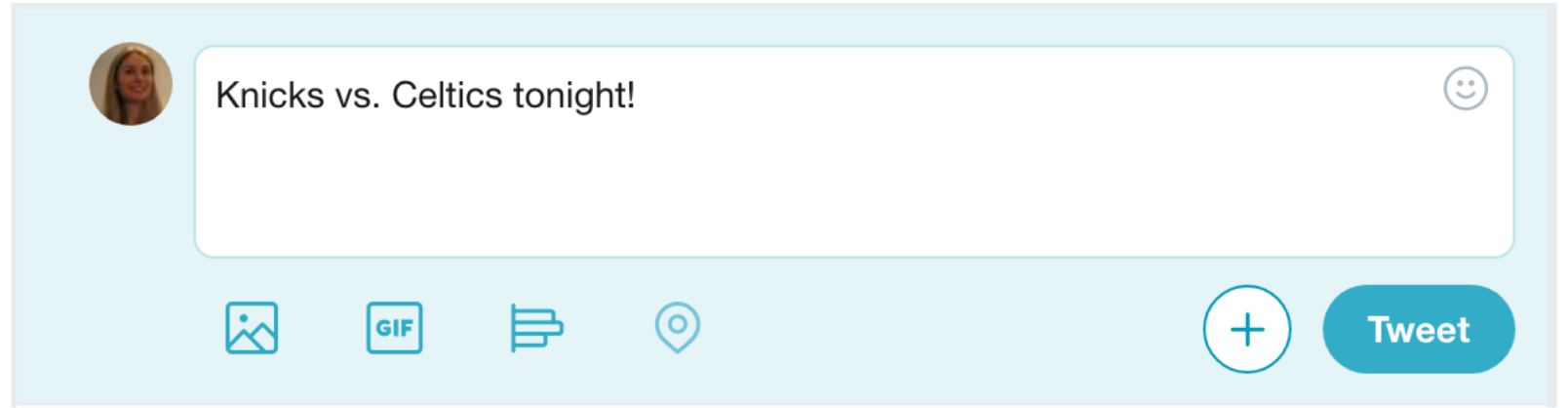
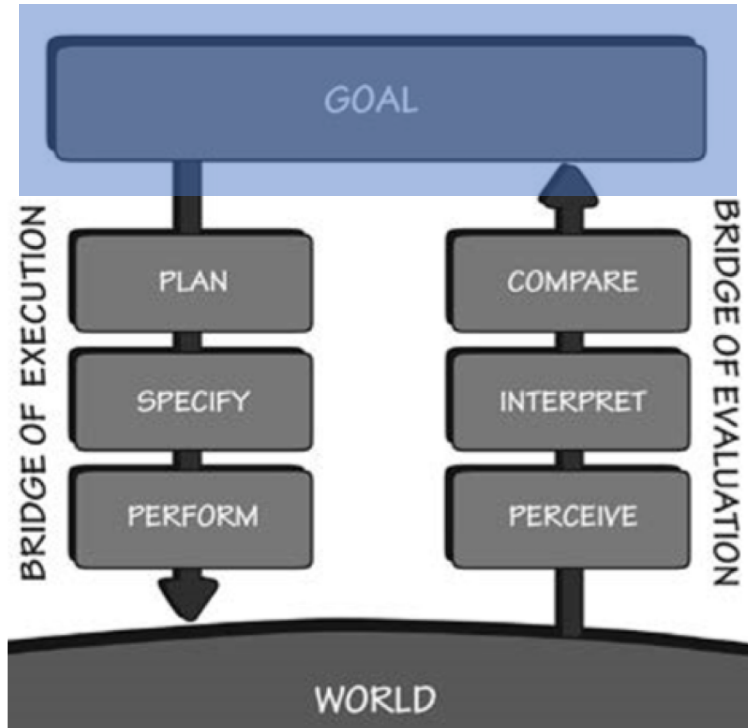
Placed on January 02, 2017

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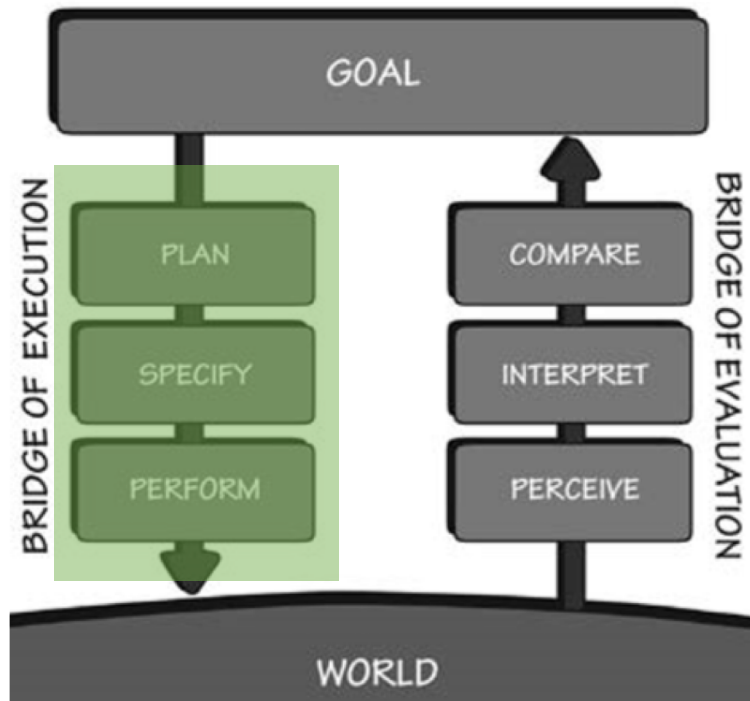
What does The 7 Stages of Action remind you of?



What's the users goal? Post a tweet



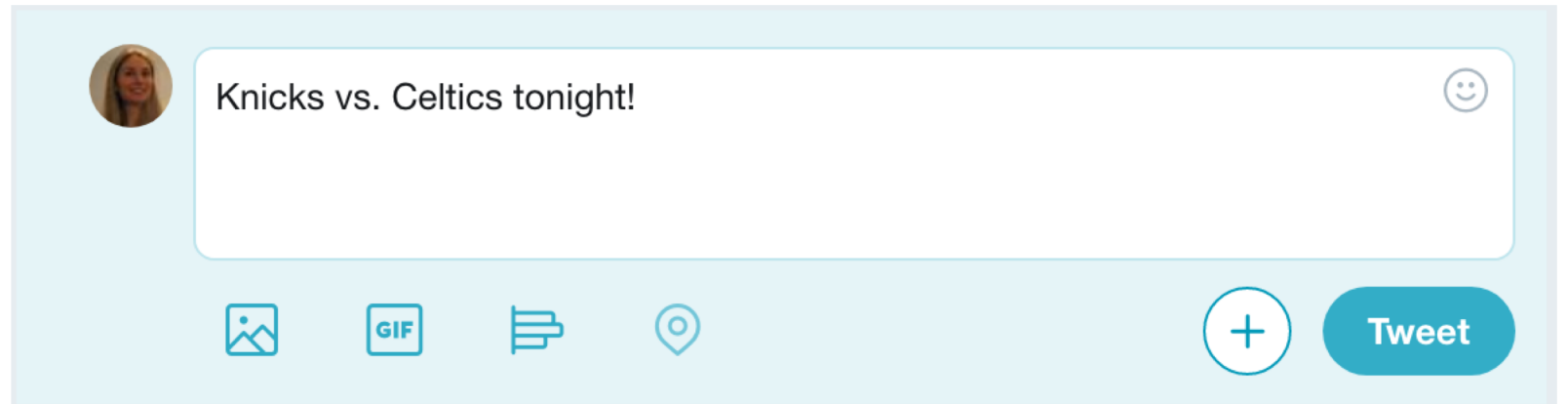
What does the execute?



Put cursor in box

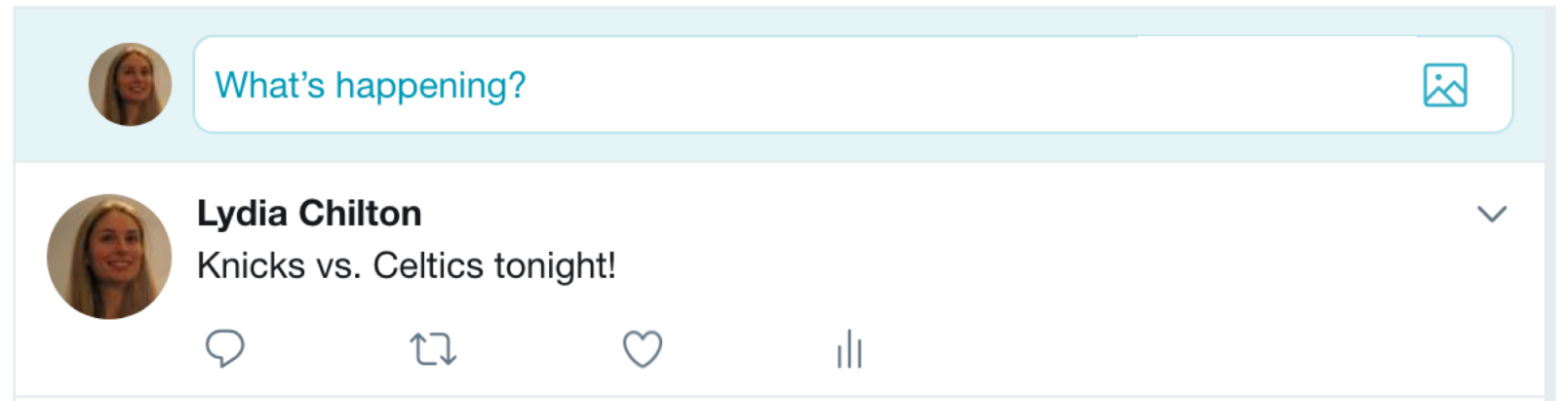
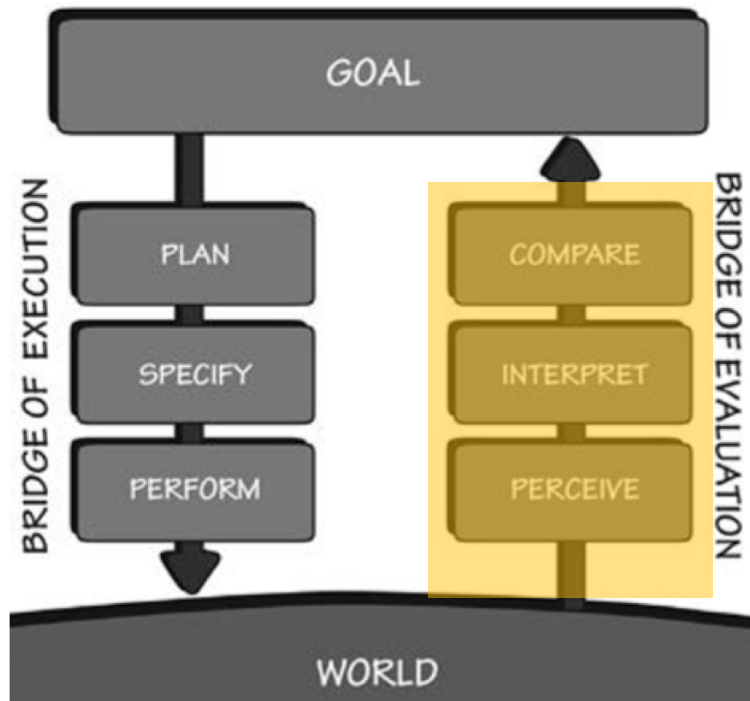
Type message

Move mouse to button and click



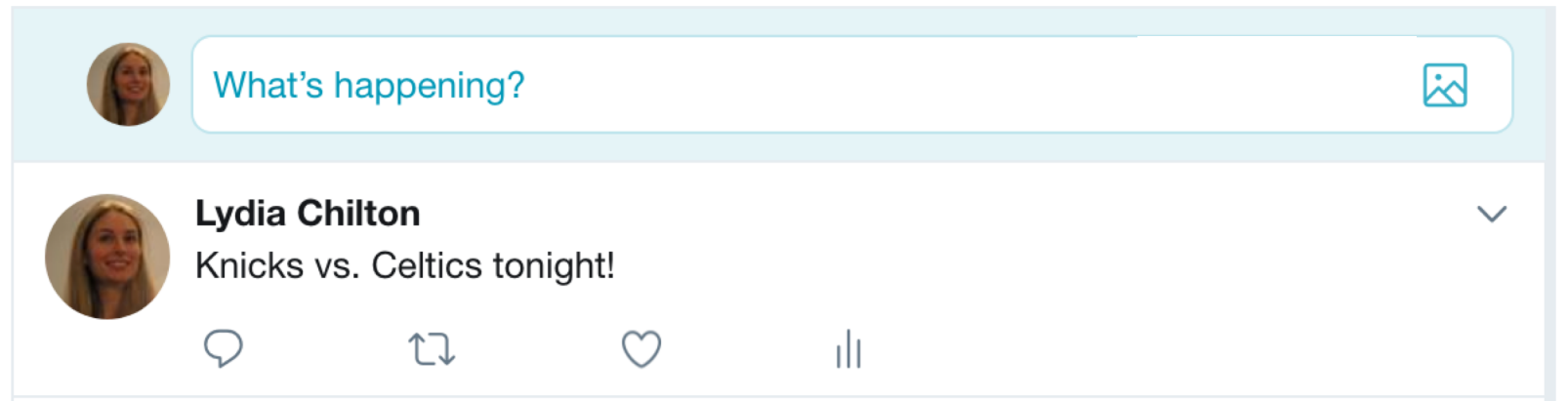
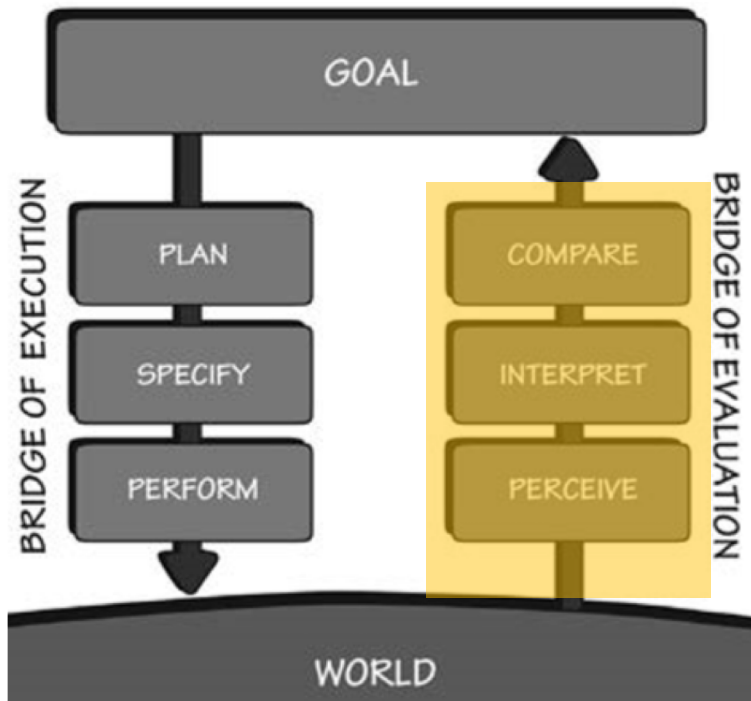
What does the user evaluate?

Did it get posted?



How does the user know?

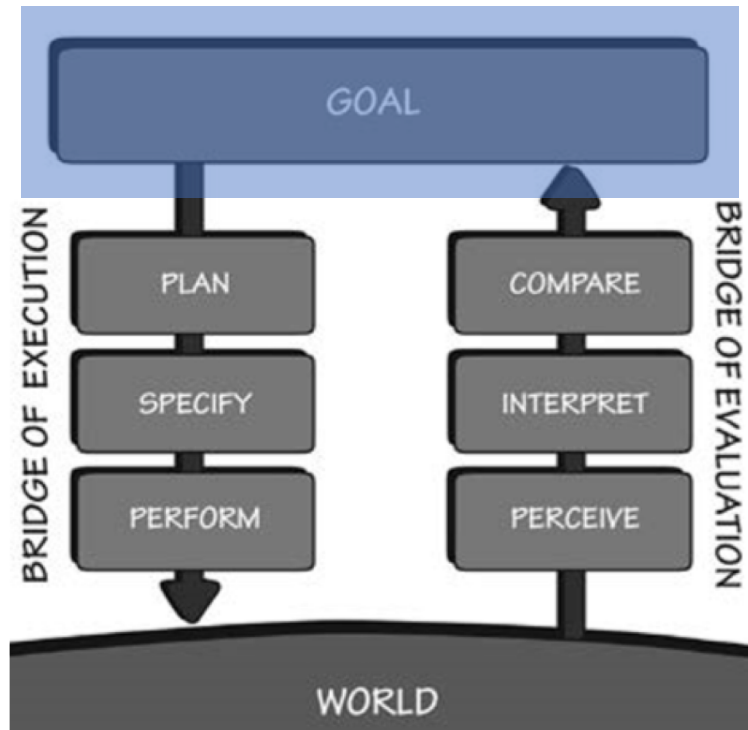
It's my face.
It's my text.
It has new options.



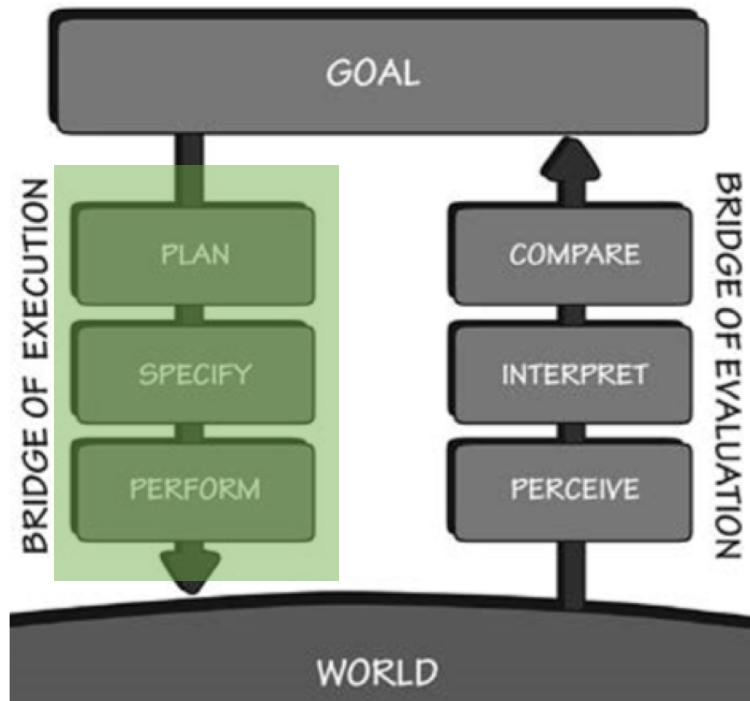
Goal: Perfect DDR score.

What's the users subgoal?

Step on the correct arrow at the correct time.



Execution 1: How does the user plan the action?

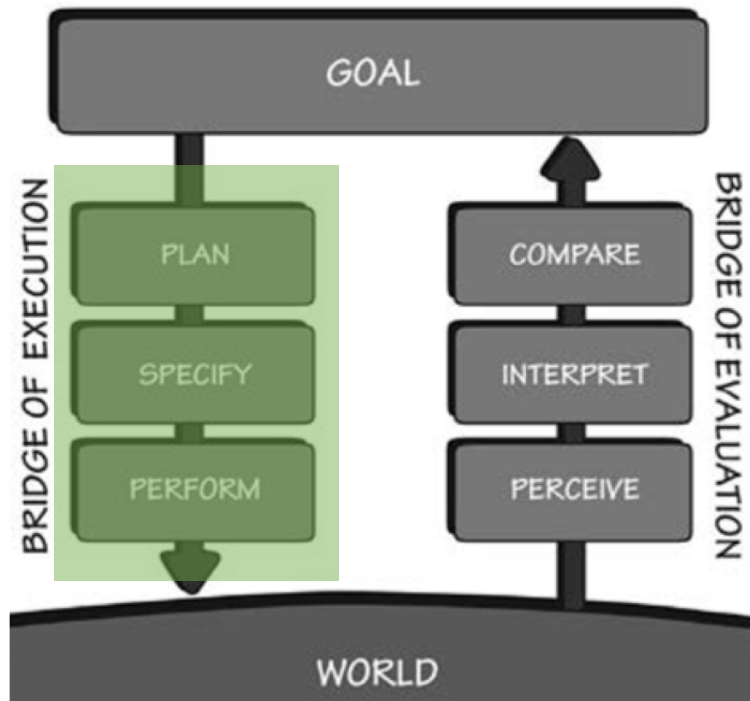


Look at the screen to see the
correct arrow/timing

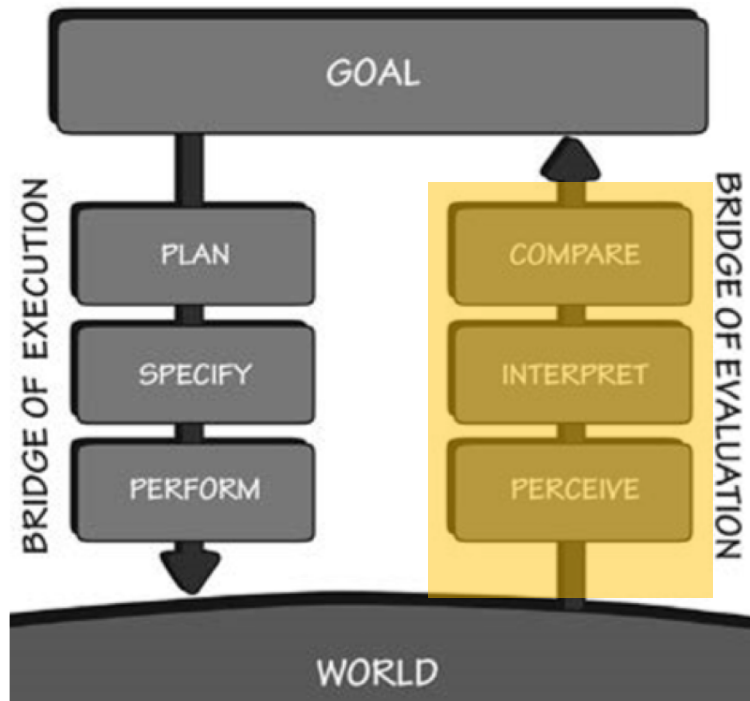


Execution 2&3: How does the user execute the action?

Lift your foot, move over arrow,
Place it at the right time



Evaluation: How does the user evaluate the action?

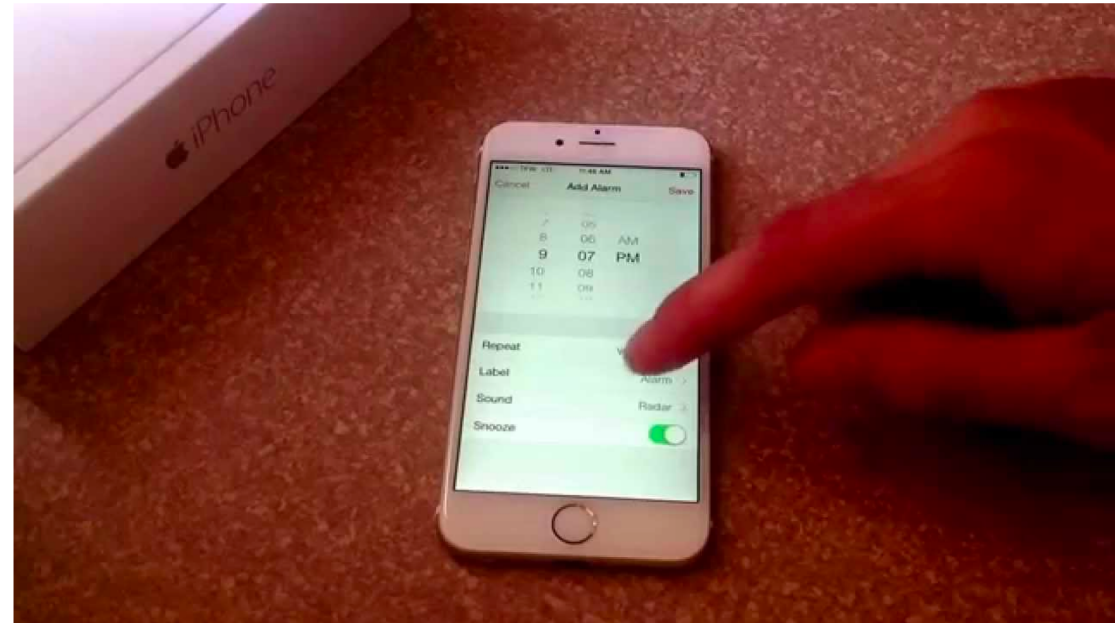
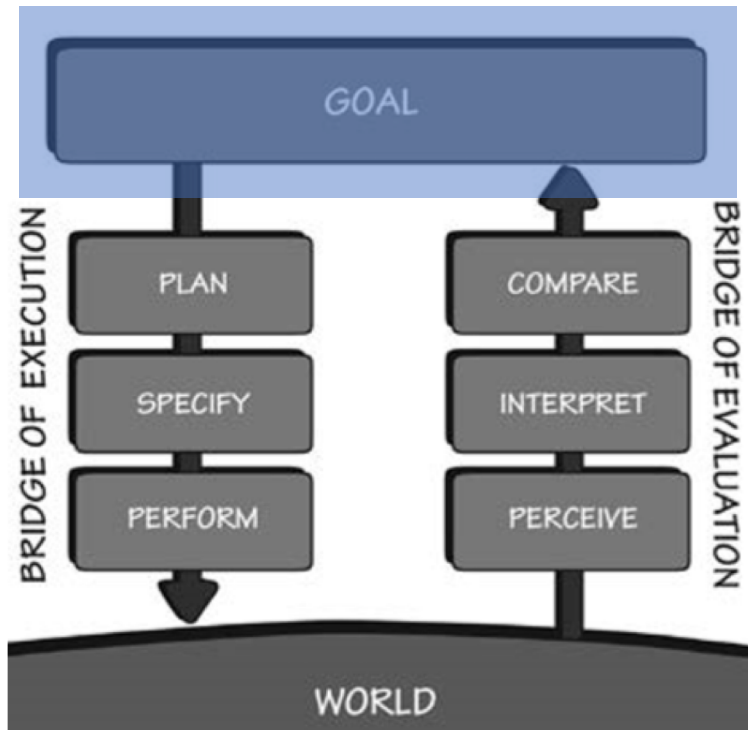


You can see the arrow flash
It tells you a grade



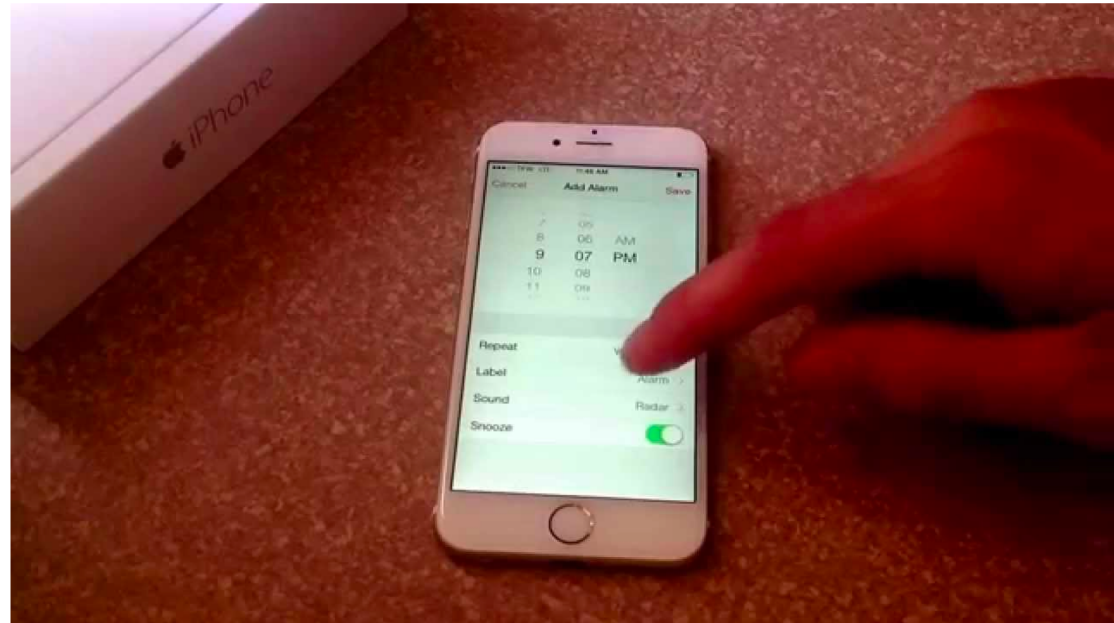
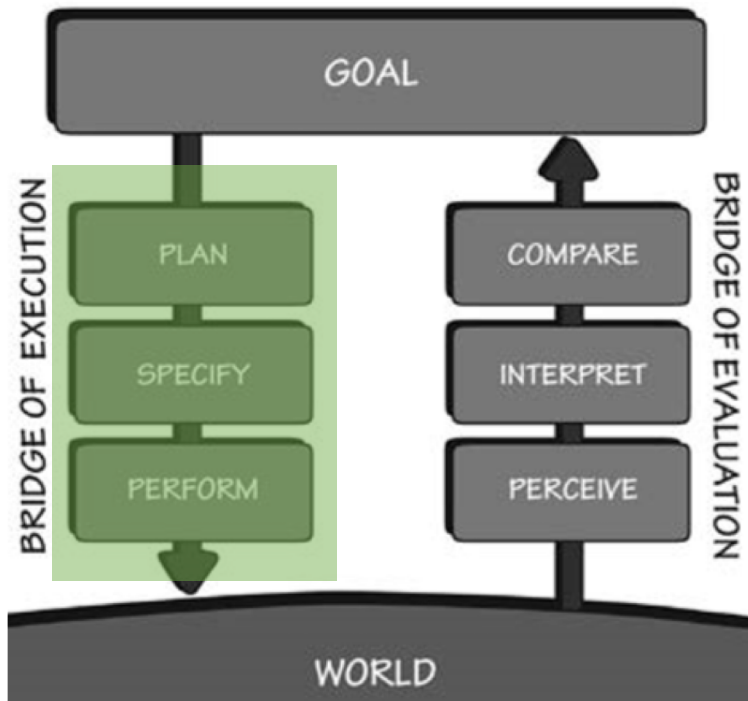
What's the users goal?

To set the alarm for 9:07am



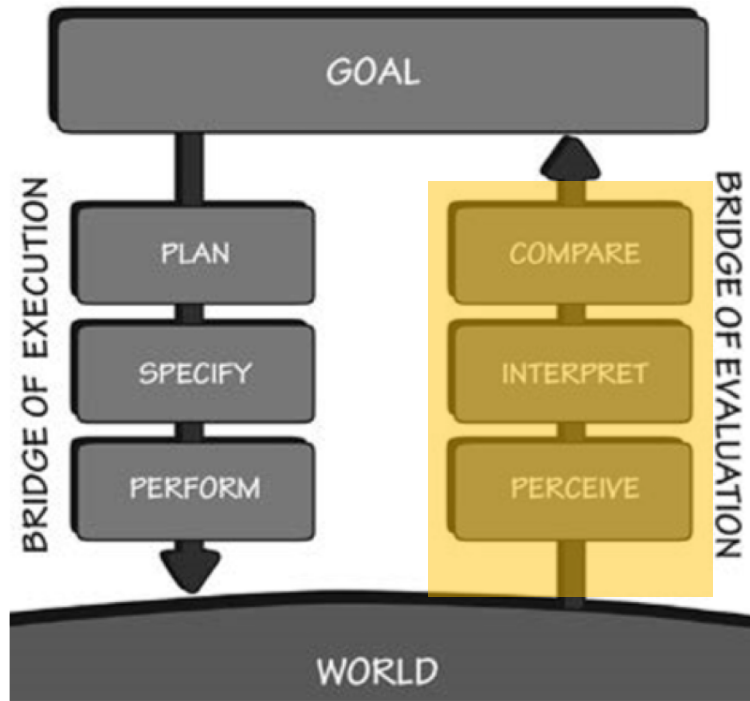
Execution?

Move the wheel to the time
Switch it to “on”



Evaluation?

Turns to an alarm screen

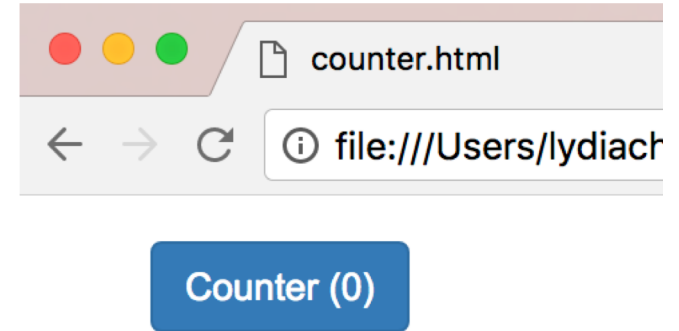


Next time:

Programming interactions in JavaScript?

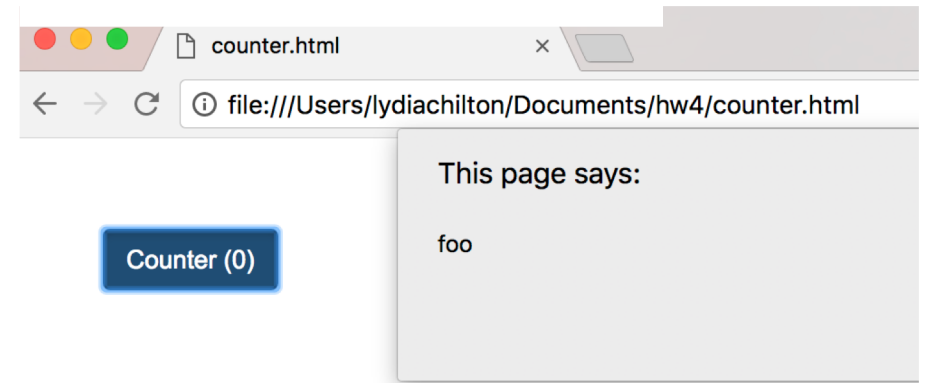
HTML

```
30  
31 <body>  
32  
33   <button id="counter" class="btn btn-primary">Counter (0)</button>  
34  
35 </body>  
36
```



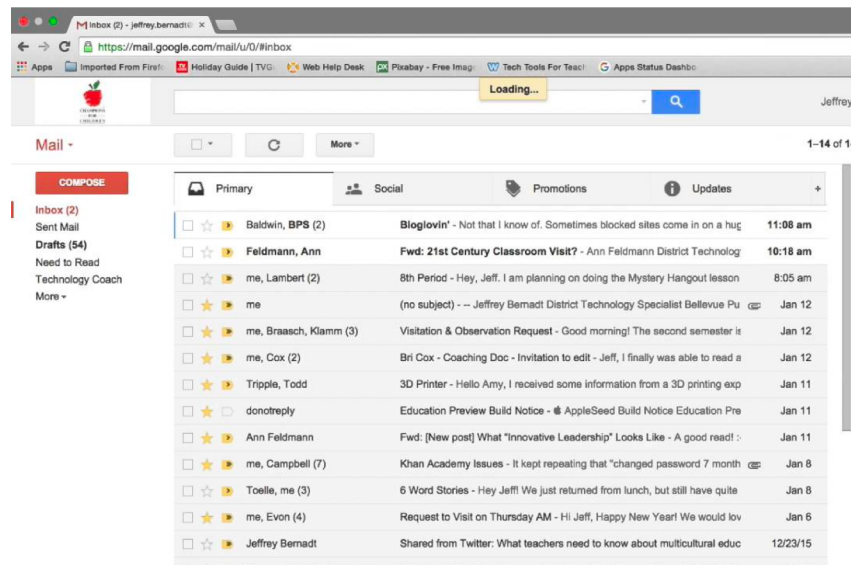
JavaScript

```
25  
26 $(document).ready(function(){  
27   $("#counter").click(function(){  
28     alert("foo")  
29   })  
30 })  
31
```

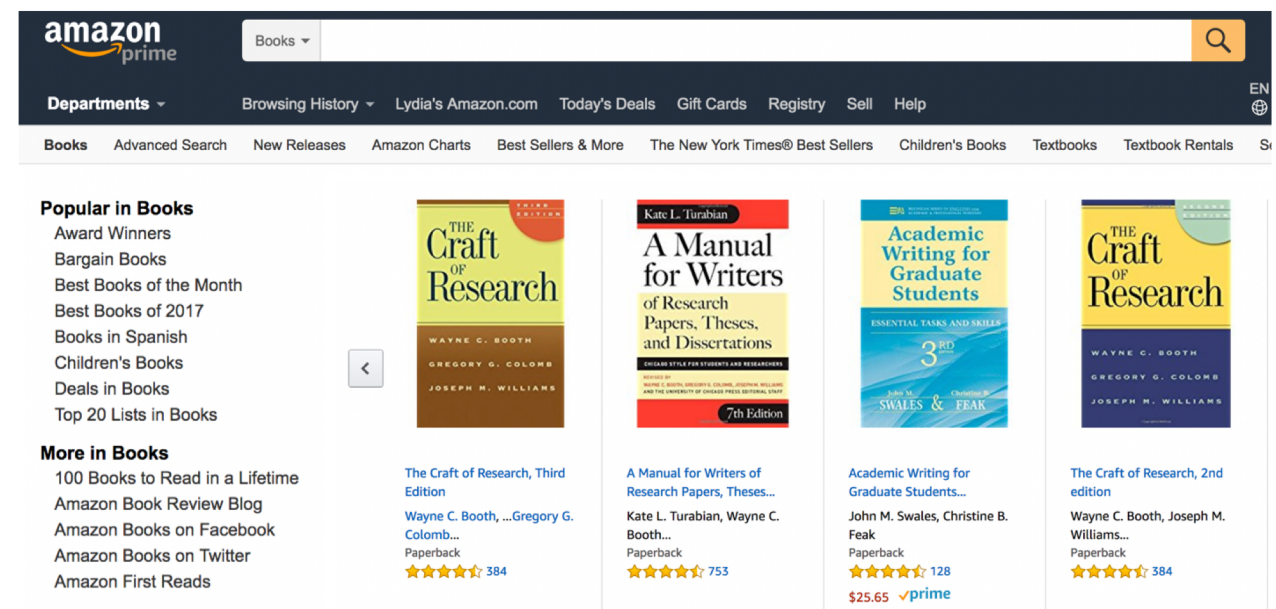


Summary

Users interact with a system to accomplish a goal



To read and respond to all email.



To buy a book

The designer must create the subgoals and interactions to help them accomplish it.

Goal: Buy a book

Subgoal:

Find it

Add to cart

Enter payment info

Place order

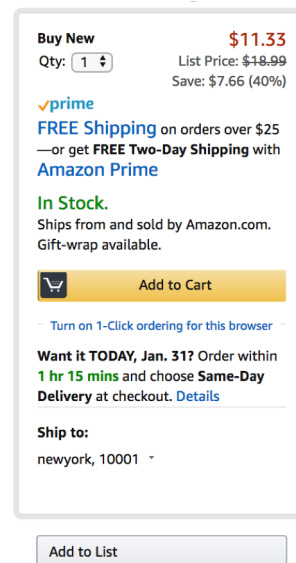
Interaction:

Type, click

click

Type, click, point

Click

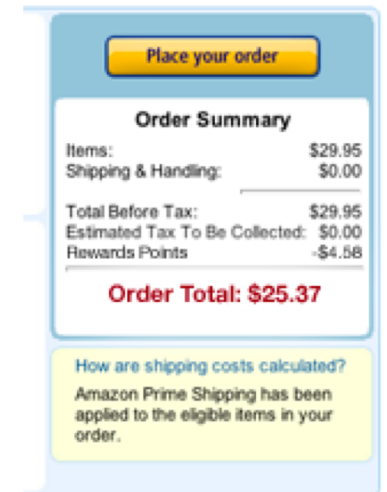


Name (as it appears on your card)

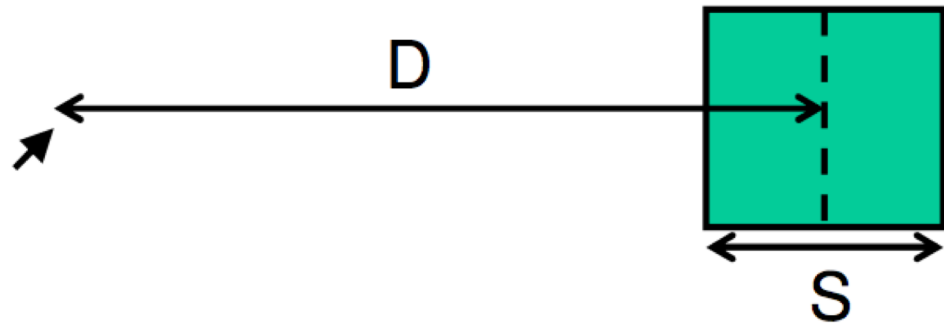
Card number (no dashes or spaces)

Expiration date

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

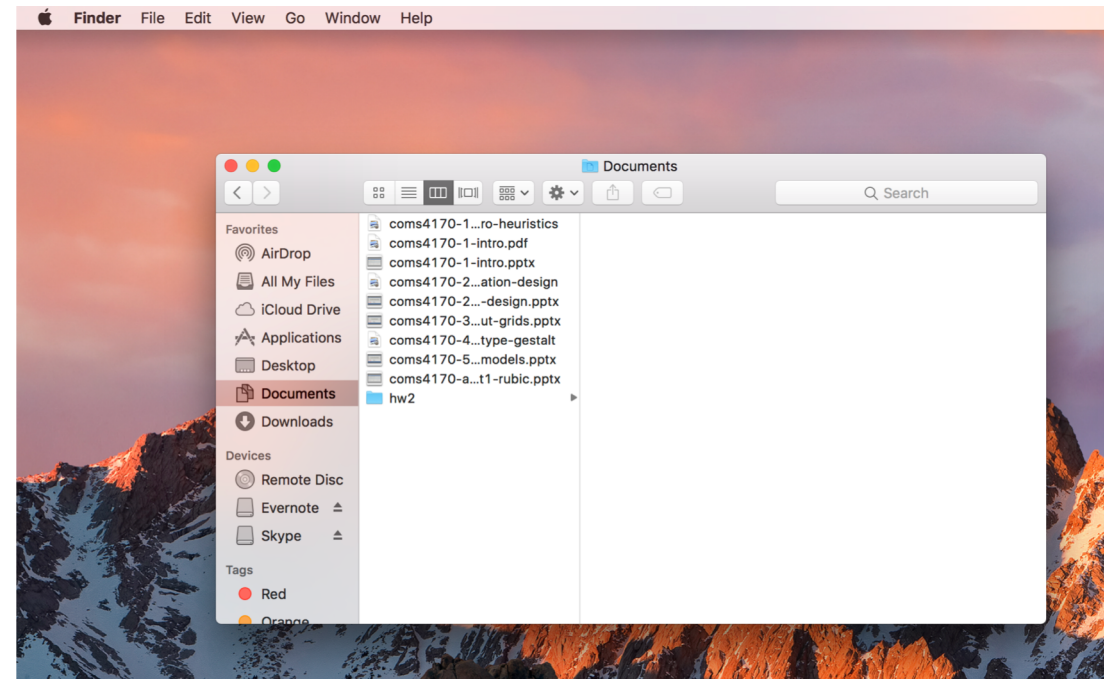
Time to move to a target : Fitts's Law



Time to move your
pointer to a target

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

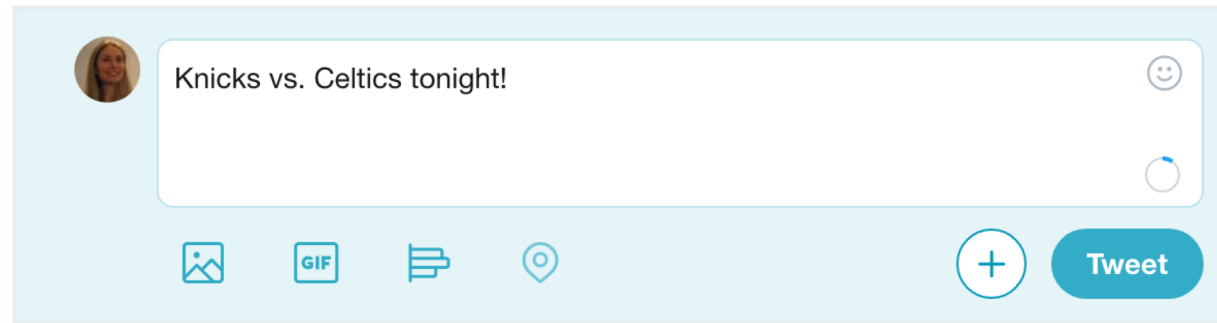
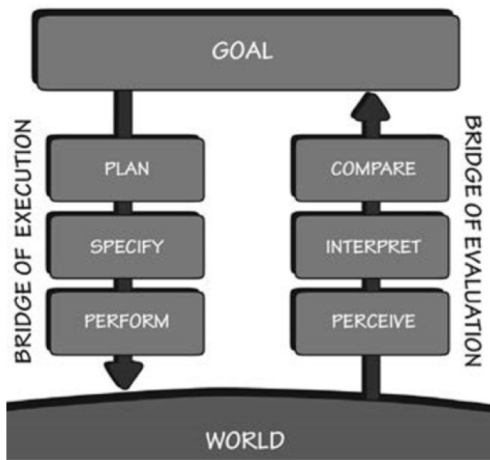
Buttons on the edges are fast
to get to because they have
infinite size



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

Move
Click
Move Click
TypeTypeTypeType
Move Click
TypeTypeTypeType
Move Tunnel Click
Move Tunnel Click
TypeTypeTypeType

Know the users' goals and design interactions as: **execution and evaluation**

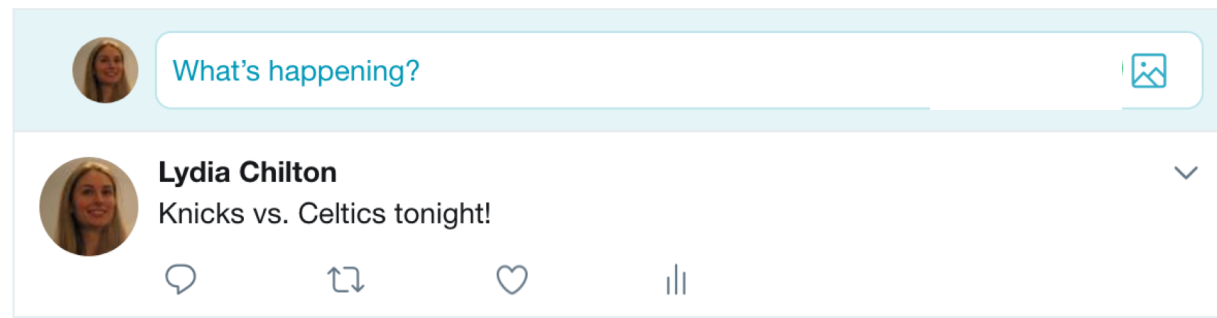


Execution

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



DevFest '20

February 3rd - 9th, 2020

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JANUARY 27

[Participation Form](#)
[Information Design](#)

JANUARY 29

[Homework 1 due @ 4pm](#)
[Homework 2 out](#)
[Participation Form](#)
[Grids and Layouts](#)

JANUARY 31

[Participation Form](#)
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