

Menus and Navigation

No screens

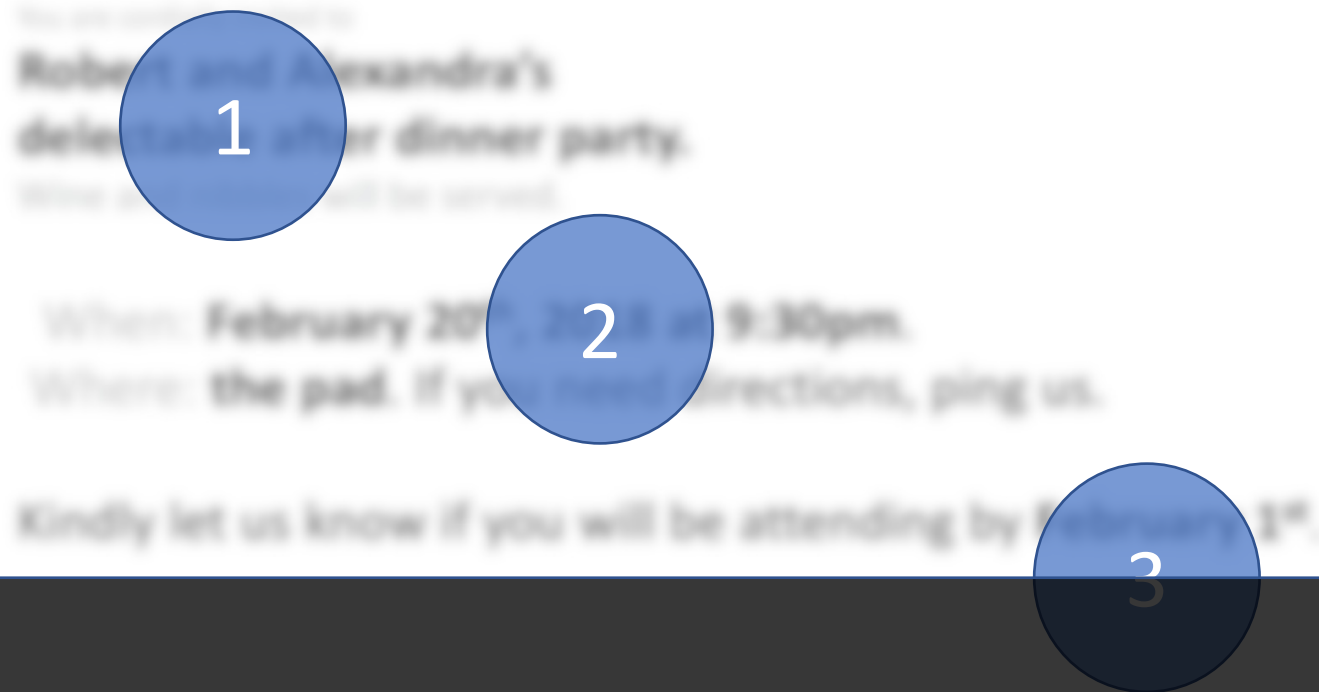


Prof. Lydia Chilton
COMS 4170
12 February 2018

Say your name



Users can't focus on everything at once.
They have a spotlight of attention.



The design must **guide users' attention.**

Visual Hierarchy: Conceptual Grouping

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20th, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st.

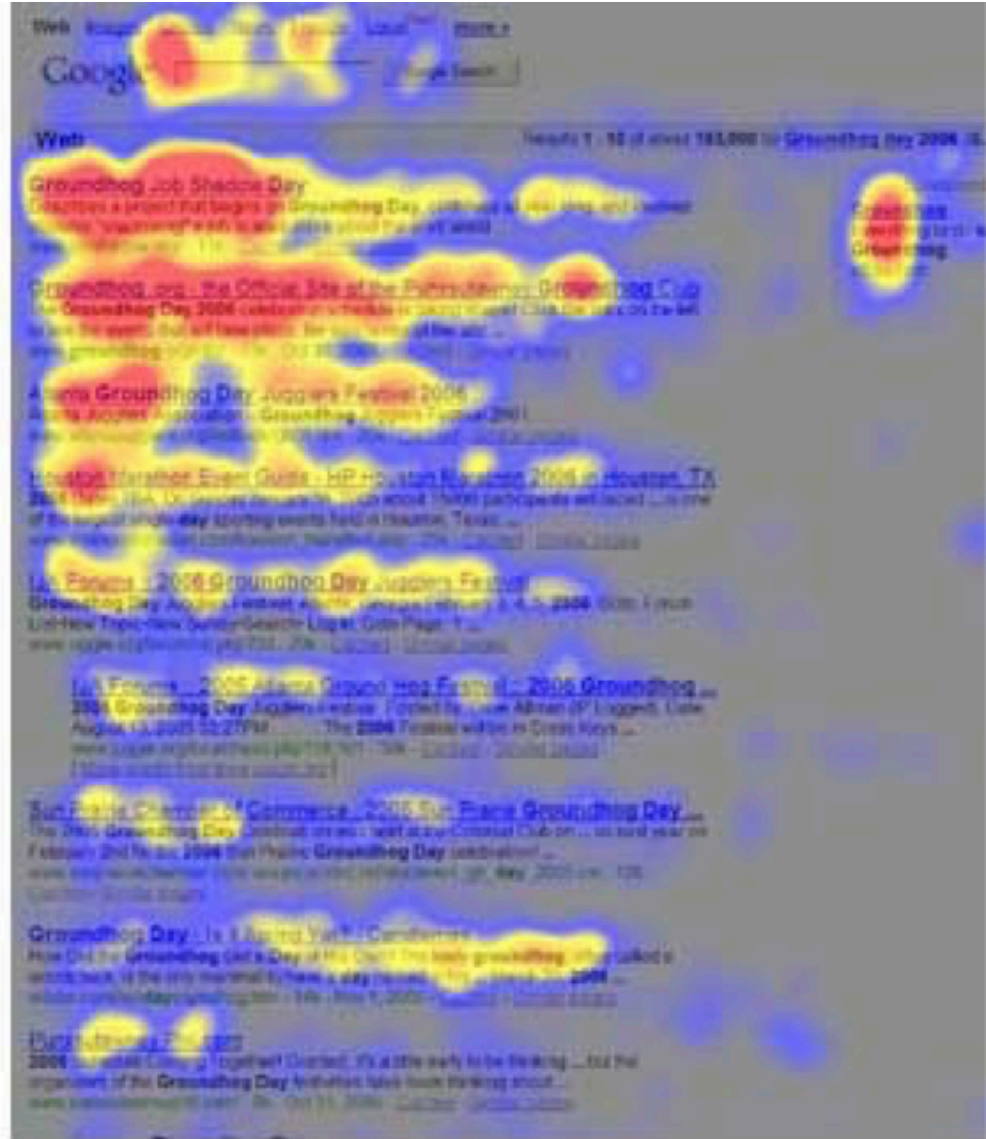
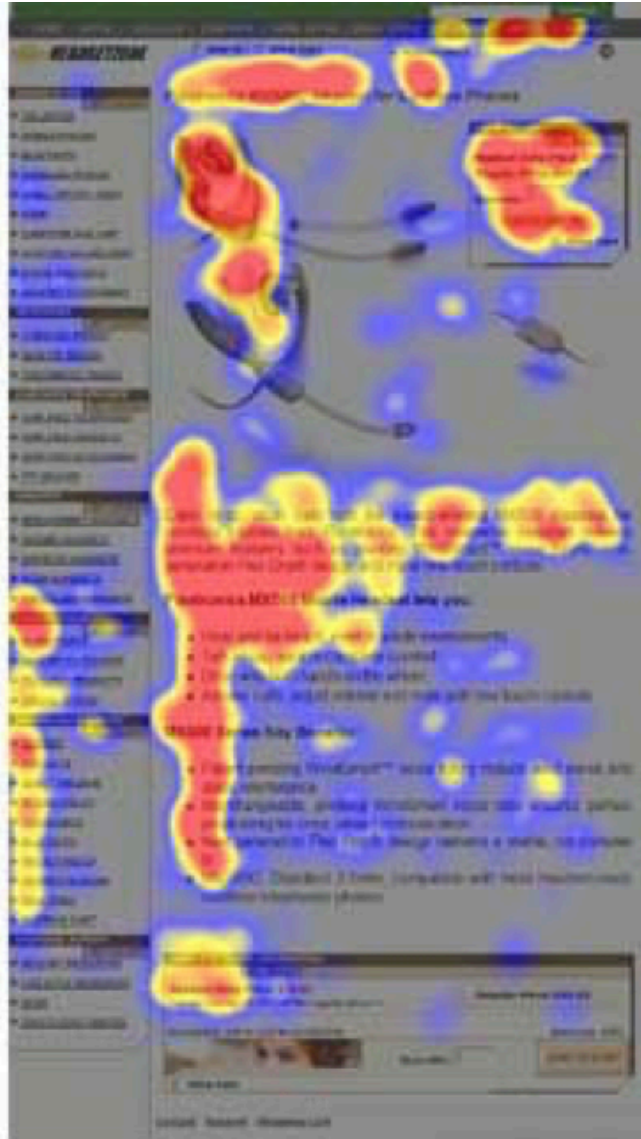
You are cordially invited to Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served.

When: February 20th, 2018 at 9:30pm.
Where: the pad. If you need directions, ping us.

Kindly let us know if you will be attending by February 1st.

Eye Tracking Data

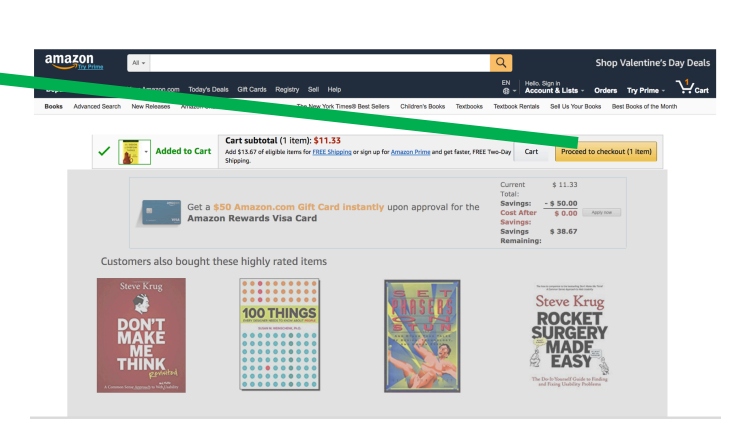
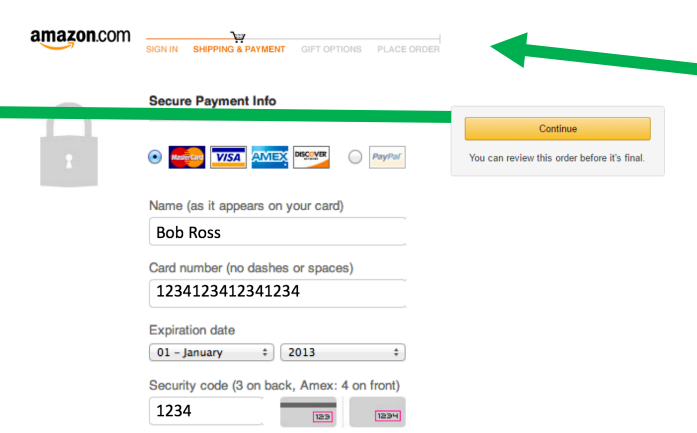
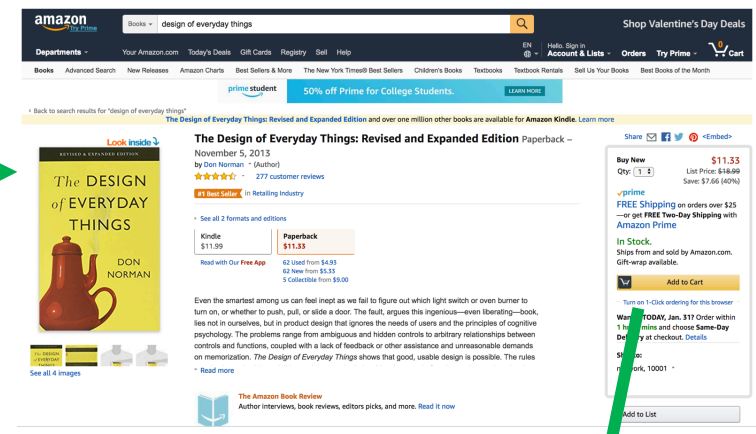
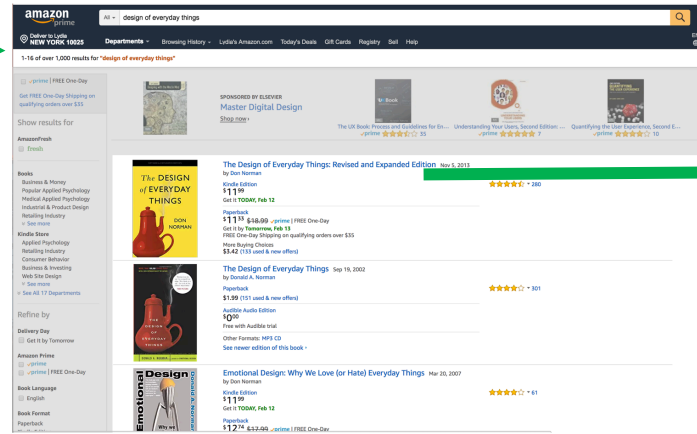
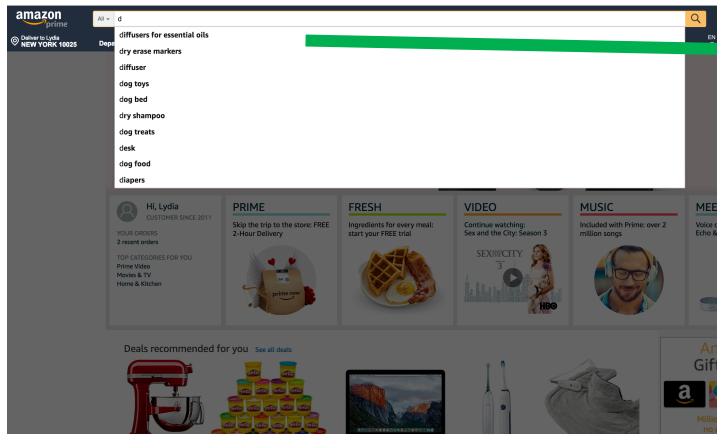


But for complex tasks, the information doesn't fit in one screen.

Buying a book on Amazon:

- Search for the book
- Select the edition
- See the reviews
- Look at the index
- How many pages does it have?
- Put it in your cart
- Shop around for other things
- Select a payment method
- Enter payment method information
- Enter shipping information
- Go back and put something else in the cart
- Change to rush delivery
- Remove something from the cart

For complex tasks, guide users attention by breaking the task into states, options, and transition to new states.



Examples of States, Options and Transitions

Amazon: What is this state?

What are the options in this state?

amazon prime
Deliver to Lydia
NEW YORK 10025

All ▾ d

- diffusers for essential oils
- dry erase markers
- diffuser
- dog toys
- dog bed
- dry shampoo
- dog treats
- desk
- dog food
- diapers

EN

Hi, Lydia
CUSTOMER SINCE 2011

PRIME
Skip the trip to the store: FREE 2-Hour Delivery

FRESH
Ingredients for every meal: start your FREE trial

VIDEO
Continue watching: Sex and the City: Season 3

MUSIC
Included with Prime: over 2 million songs

MEET
Voice control Echo & Alexa

YOUR ORDERS
2 recent orders

TOP CATEGORIES FOR YOU
Prime Video
Movies & TV
Home & Kitchen

Deals recommended for you [See all deals](#)

Amazon Gift
Millions no exp

Amazon: What are the options in this state?

The screenshot shows the Amazon.com search results for "design of everyday things". The page features a dark navigation bar at the top with the Amazon Prime logo, a search bar containing the text "design of everyday things", and a location indicator for "Lydia NEW YORK 10025". Below the navigation bar, a search bar shows "1-16 of over 1,000 results for 'design of everyday things'".

On the left side, there are several filter sections: "prime | FREE One-Day" with a sub-note "Get FREE One-Day Shipping on qualifying orders over \$35"; "AmazonFresh" with a "fresh" filter; "Books" with sub-categories like "Business & Money", "Applied Psychology", "Retailing Industry", and "Kindle Store"; "Refine by" with "Delivery Day" (Get It by Tomorrow); "Amazon Prime" with "prime | FREE One-Day"; "Book Language" (English); and "Book Format" (Paperback).

The main content area displays three sponsored book results:

- Master Digital Design**: Sponsored by Elsevier. Includes a "Shop now" link. Below it are three book covers: "The UX Book: Process and Guidelines for En...", "Understanding Your Users, Second Edition: ...", and "Quantifying the User Experience, Second E...".
- The Design of Everyday Things: Revised and Expanded Edition** by Don Norman (Nov 5, 2013).
 - Kindle Edition: \$11.99, 5 stars, 280 reviews.
 - Paperback: \$11.33 (from \$18.99), Prime | FREE One-Day. Get it by Tomorrow, Feb 13. FREE One-Day Shipping on qualifying orders over \$35. More Buying Choices: \$3.42 (133 used & new offers).
- The Design of Everyday Things** by Donald A. Norman (Sep 19, 2002).
 - Paperback: \$1.99 (151 used & new offers), 5 stars, 301 reviews.
 - Audible Audio Edition: \$0.00, Free with Audible trial.
 - Other Formats: MP3 CD.
 - See newer edition of this book.
- Emotional Design: Why We Love (or Hate) Everyday Things** by Don Norman (Mar 20, 2007).
 - Kindle Edition: \$11.99, 5 stars, 61 reviews.
 - Paperback: \$12.74 (from \$17.99), Prime | FREE One-Day. Get it TODAY, Feb 12.

Amazon: What are the options in this state?

amazon [Try Prime](#) Books design of everyday things

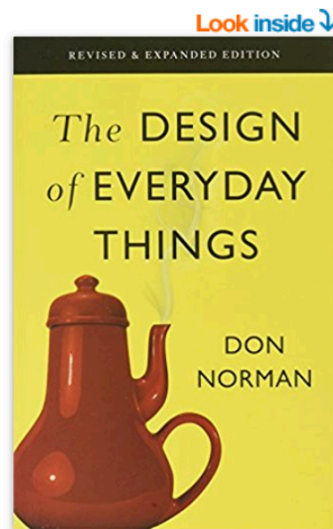
Departments [Your Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Registry](#) [Sell](#) [Help](#) EN Hello. Sign in [Account & Lists](#) [Orders](#) [Try Prime](#) [Cart](#)

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](#)



[See all 4 images](#)

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

Amazon: What are the options in this state?


amazon Try Prime All

Shop Valentine's Day Deals

Departments


EN

Books

 **Added to Cart**

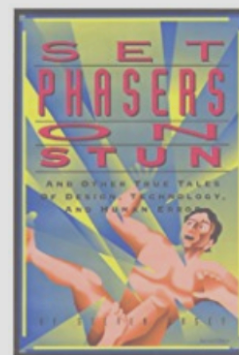
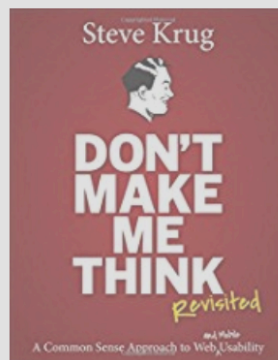
Cart subtotal (1 item): \$11.33

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

 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 <input type="button" value="Apply now"/>
Savings:	
Savings	\$ 38.67
Remaining:	

Customers also bought these highly rated items



Amazon: What are the options in this state?

amazon.com

SIGN IN  SHIPPING & PAYMENT GIFT OPTIONS PLACE ORDER



Secure Payment Info



Name (as it appears on your card)

Bob Ross

Card number (no dashes or spaces)

1234123412341234

Expiration date

01 - January

2013

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

1234

123

1234

Continue

You can review this order before it's final.


Amazon: What are the options in this state?

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	Choose your  shipping speed:
---	--

 Apple iPad Camera Connection Kit (MC531ZM/A) \$29.95  Quantity: 1 Change Sold by: -Media-Mart Add gift options	<input type="radio"/> FREE Standard Shipping (3-5 business days) <input checked="" type="radio"/> FREE Two-Day Shipping --get it Monday, September 26 <input type="radio"/> \$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.

Amazon: Why are we in this state?

amazon prime

Deliver to Lydia
NEW YORK 10025

All

Departments

Browsing History

Lydia's Amazon.com

Today's Deals

Gift Cards

Registry

Sell

Help

EN

Deals recommended for you [See all deals](#)



\$229.99
Ends in 13:41:22



\$6.14 - \$49.69
Ends in 13:41:22



\$999.99
Ends in 13:36:23



\$47.99
\$79.99
Ends in 13:41:22



\$32.00
\$49.99
Ends in 13:41:22

Amazon Gift Cards

Millions of items,
no expiration.

> Shop now

[Ad feedback](#)

New for you [See more](#)



Budget women's apparel

Valentine's gifts under \$20

Your Dash Buttons

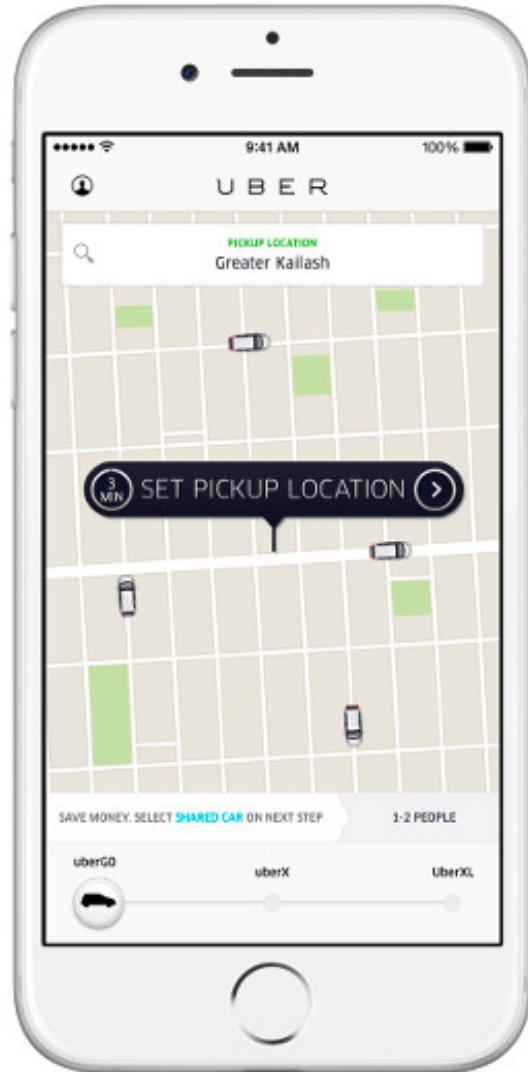
[Manage buttons](#) [Learn more](#)

TAP HERE for info TAP HERE to buy

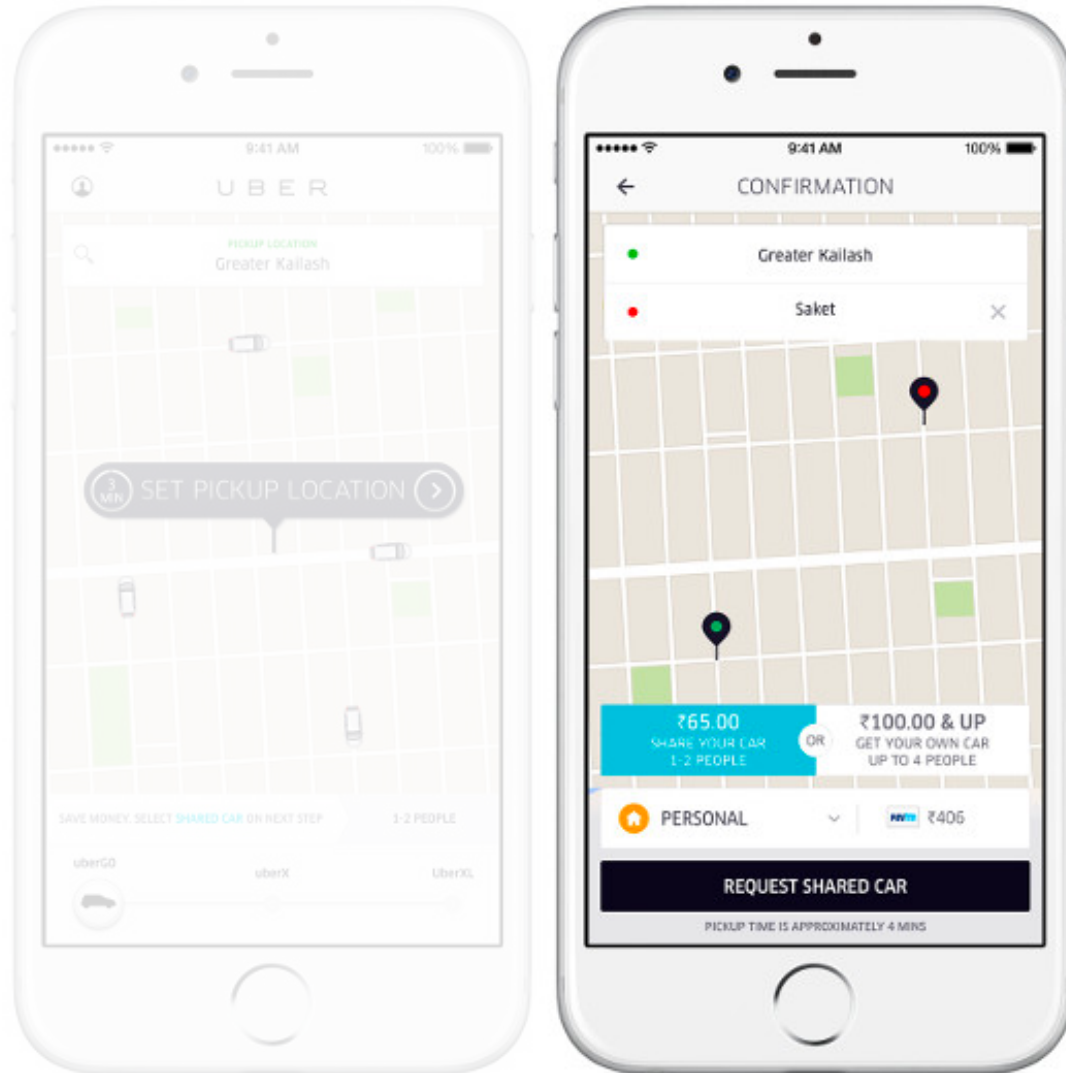
Prime members read **free** prime reading

Uber: What is this state?

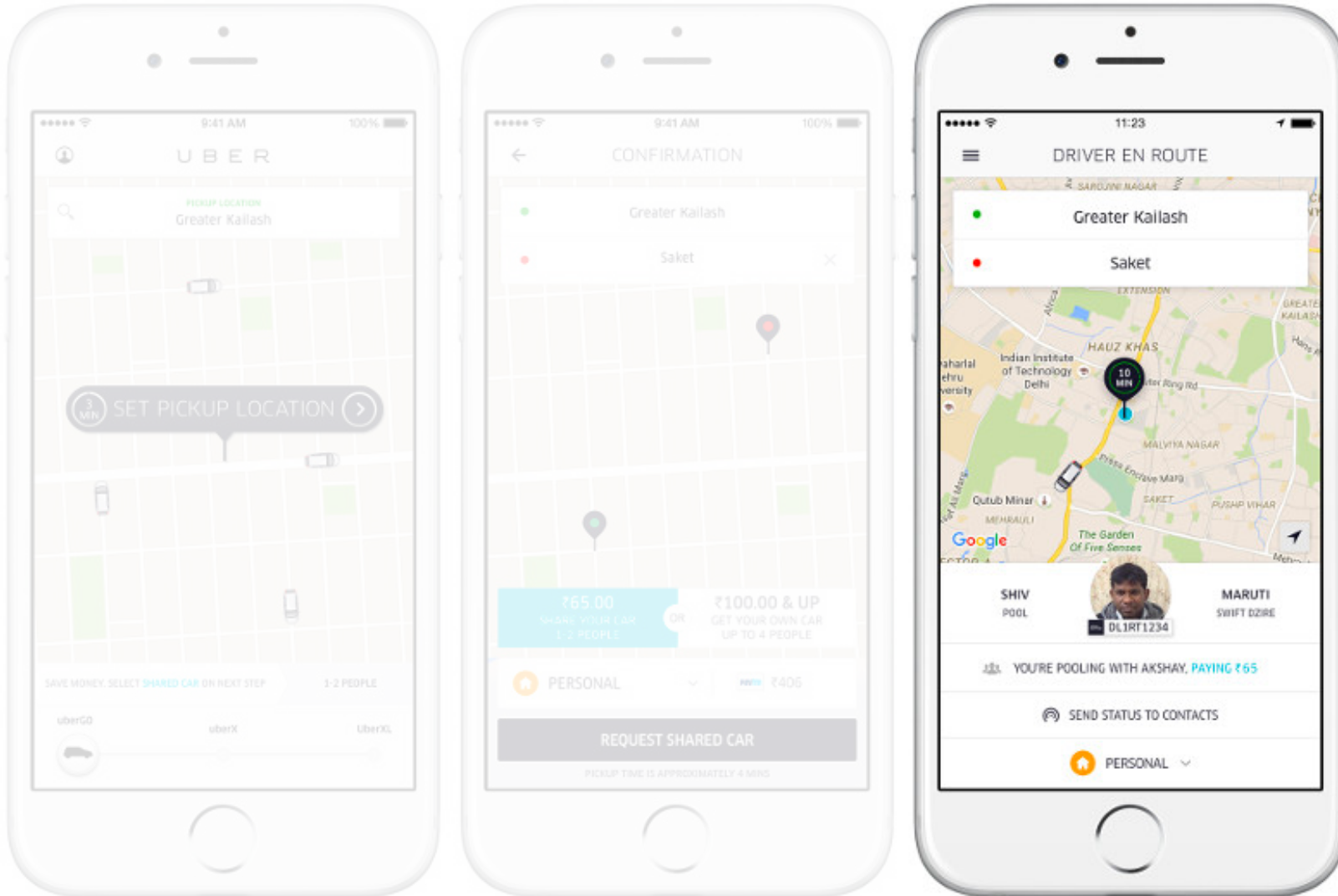
What are the options in this state?



Uber: What are the options in this state?



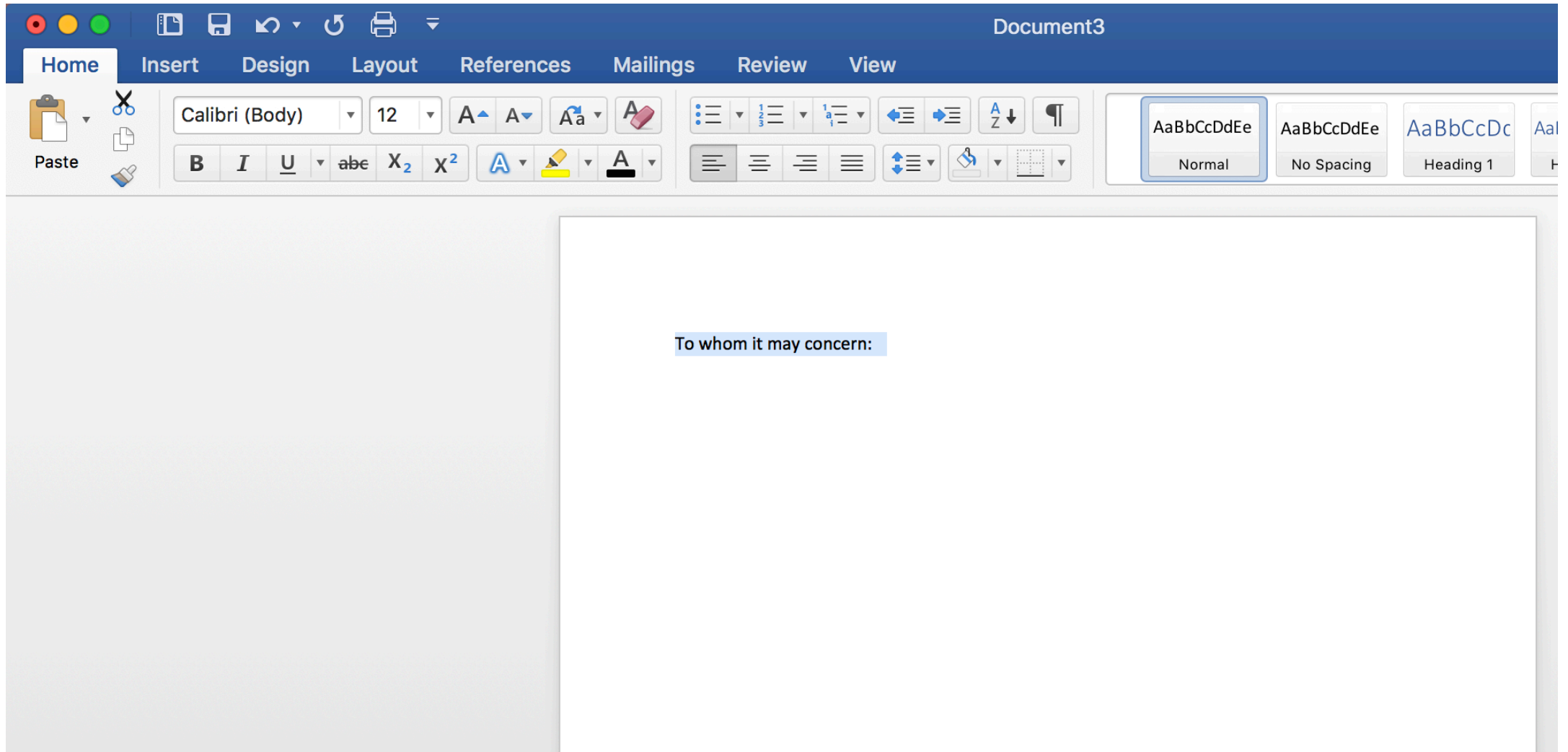
Uber: What are the options in this state?



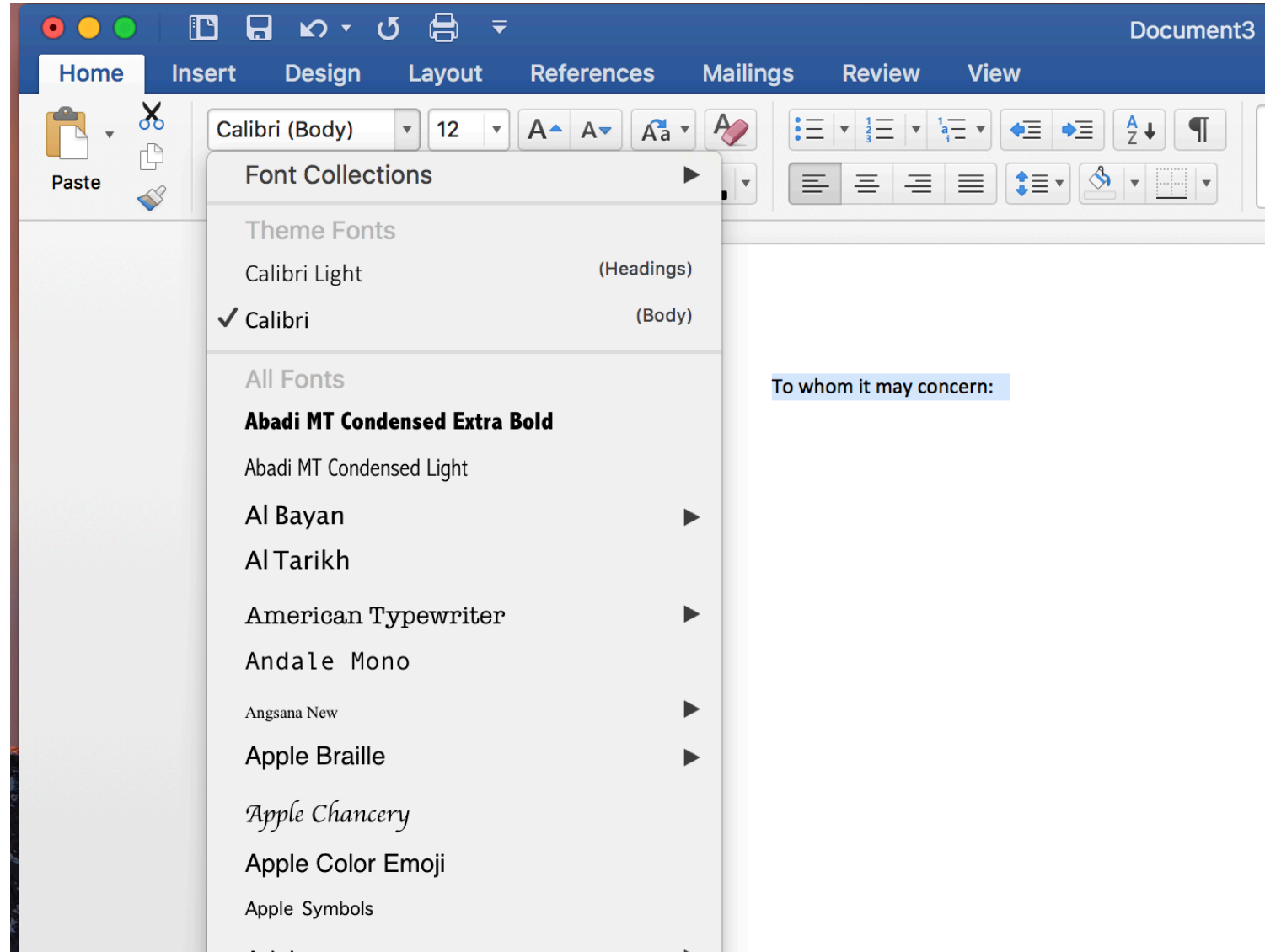
What are the states, options, and transitions of
changing the font in MS Word?

Change font: What state are we in?

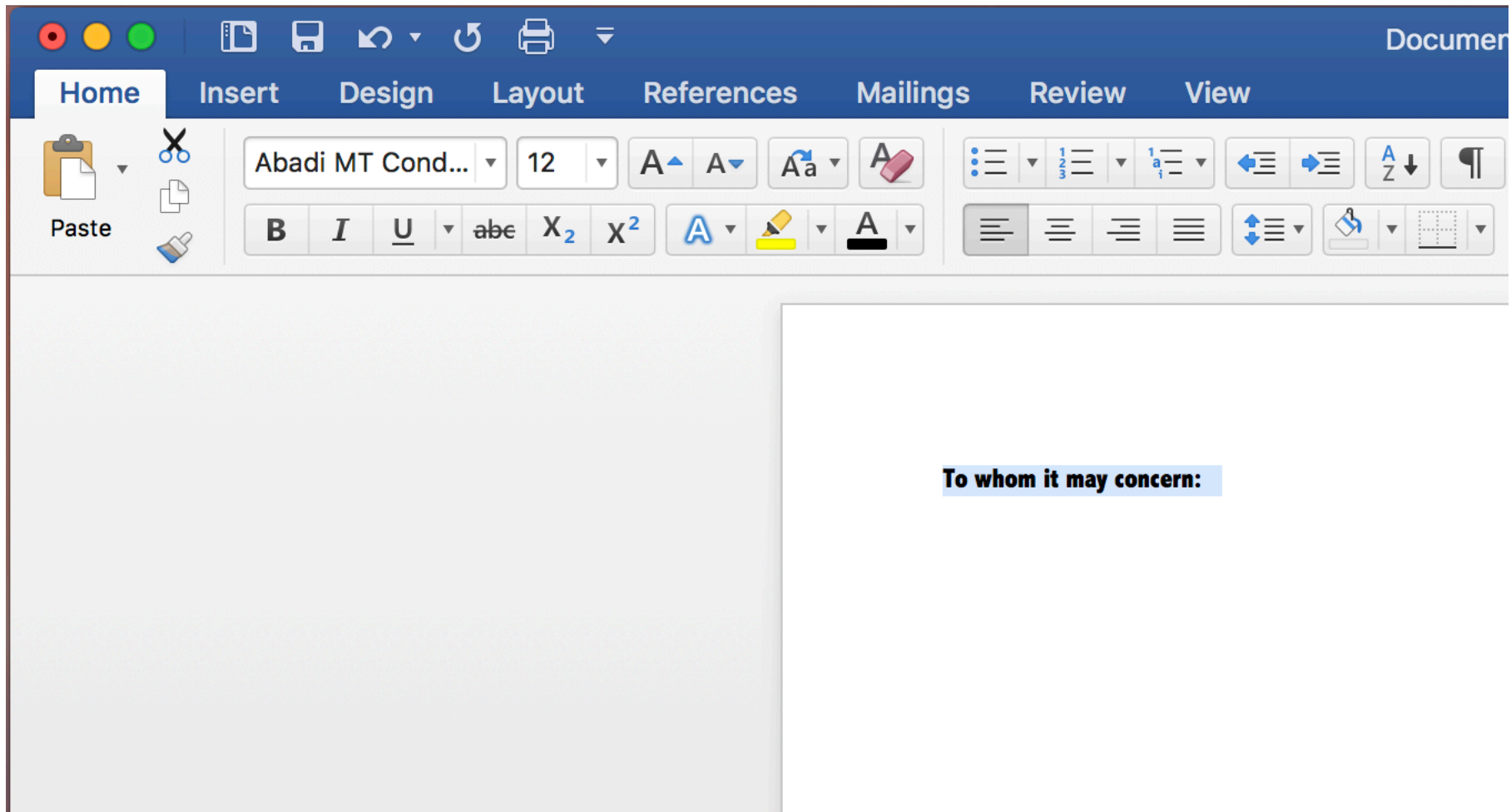
What are the options in this state?



Change font: What are the options in this state?



Change font: What are the options in this state?



DDR: What state are we in?

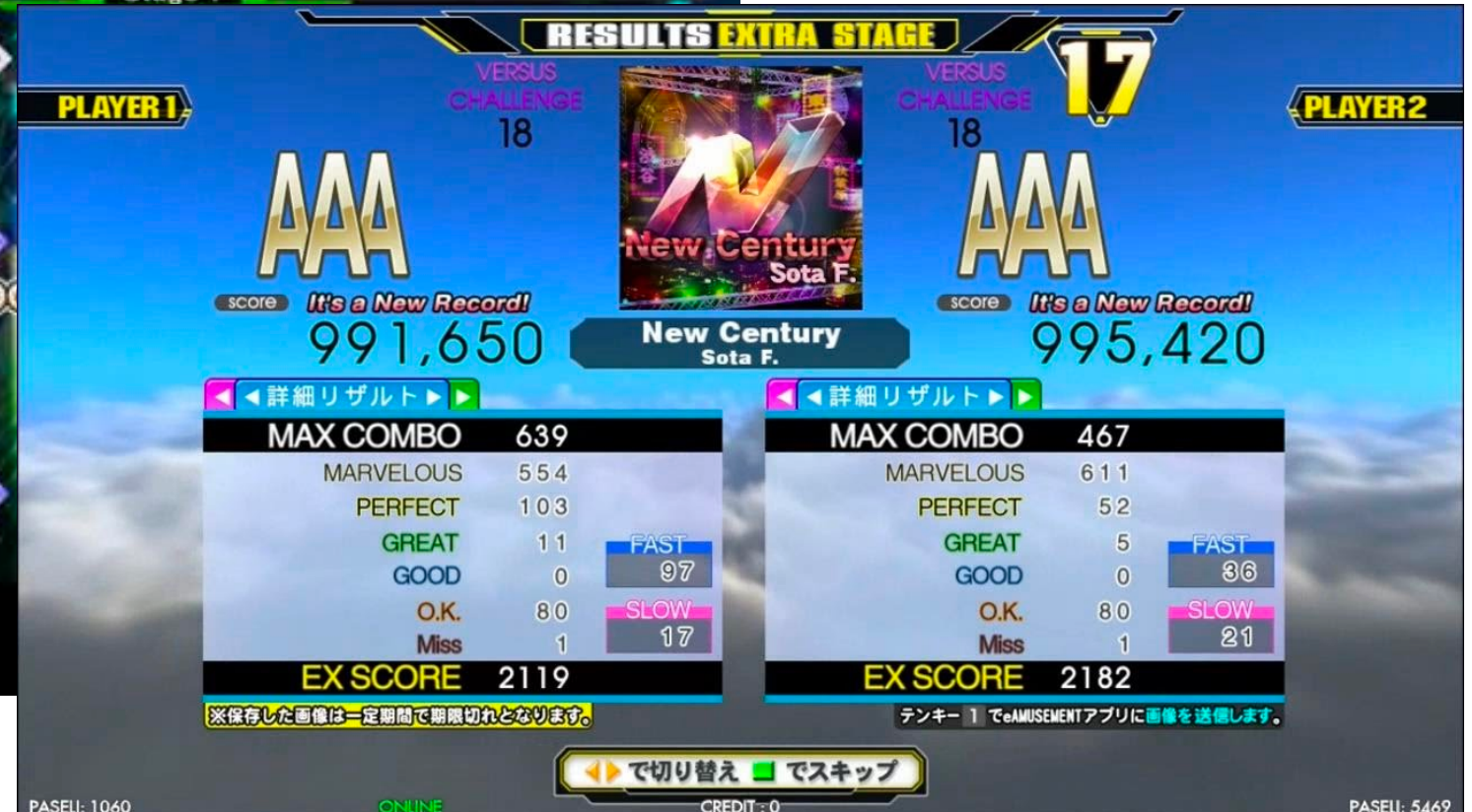
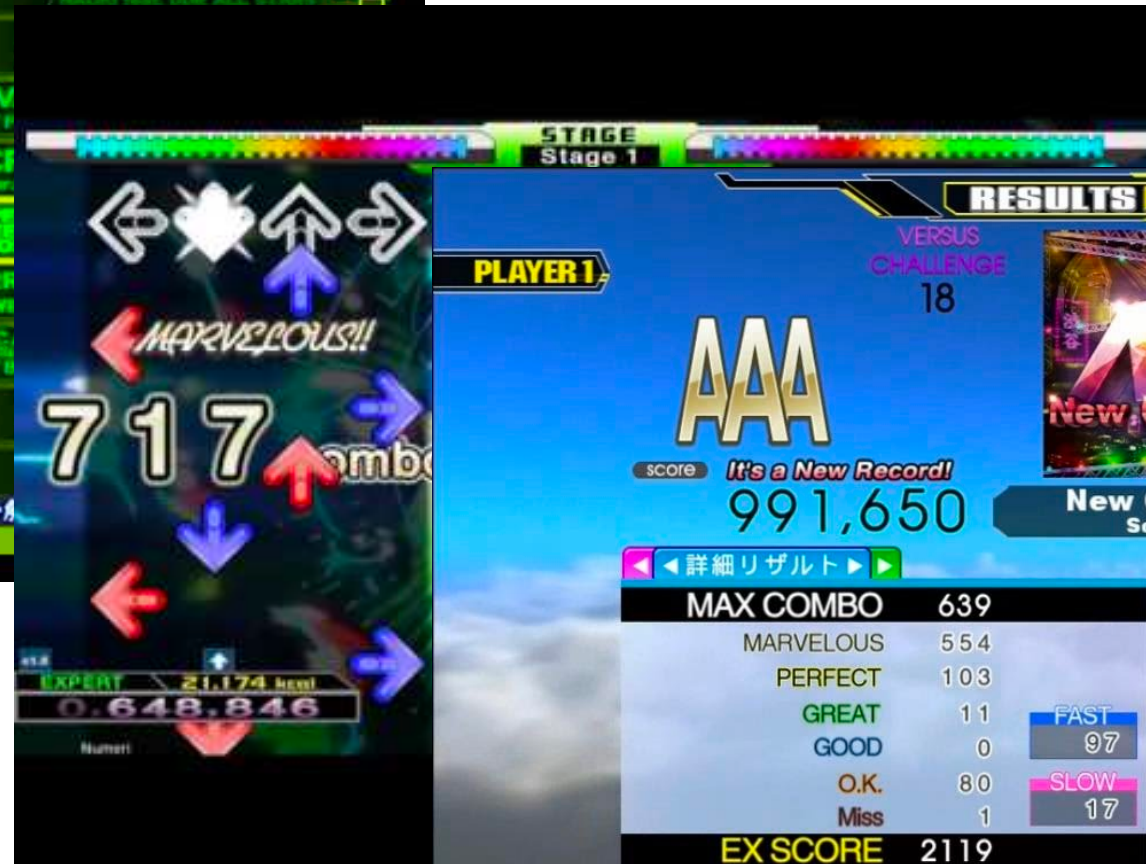
What are the options in this state?



DDR: What are the options in this state?



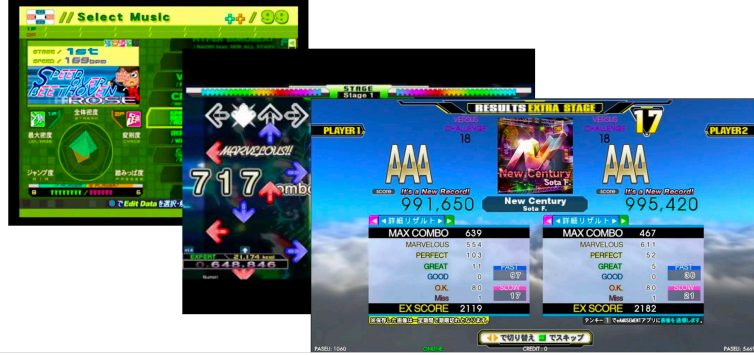
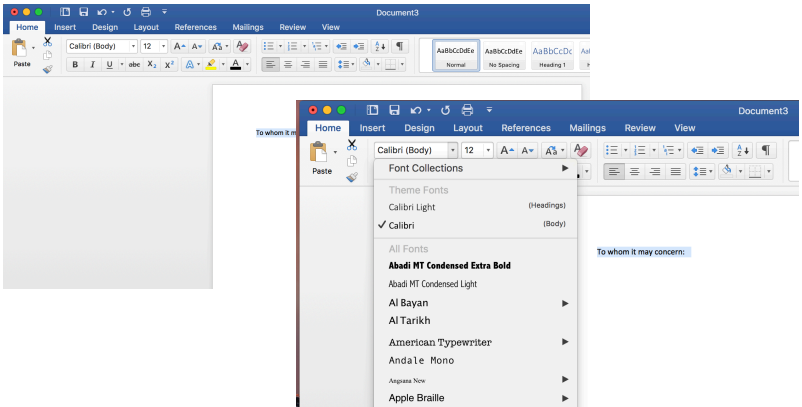
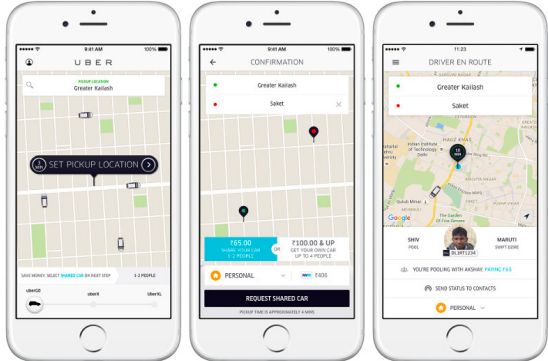
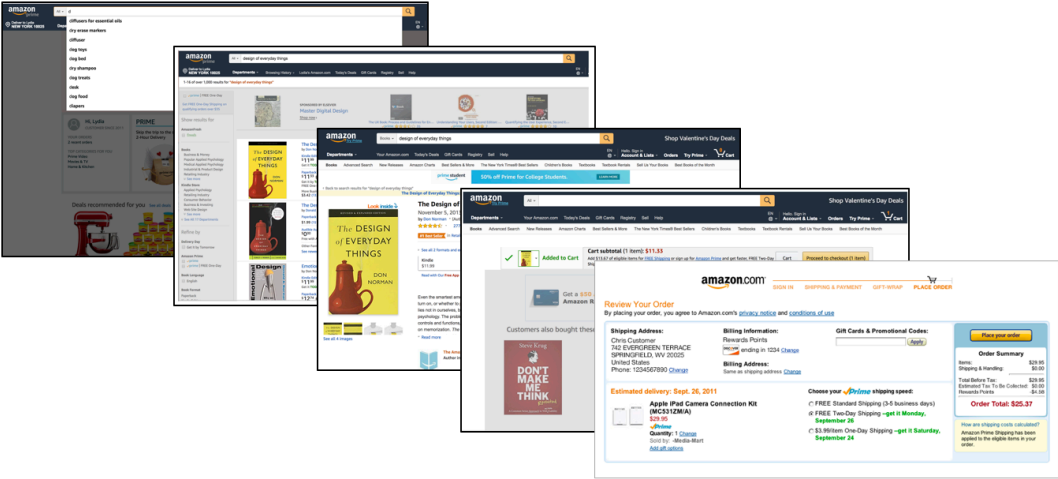
DDR: What are the options in this state?



DDR: Why are we in song selection mode?

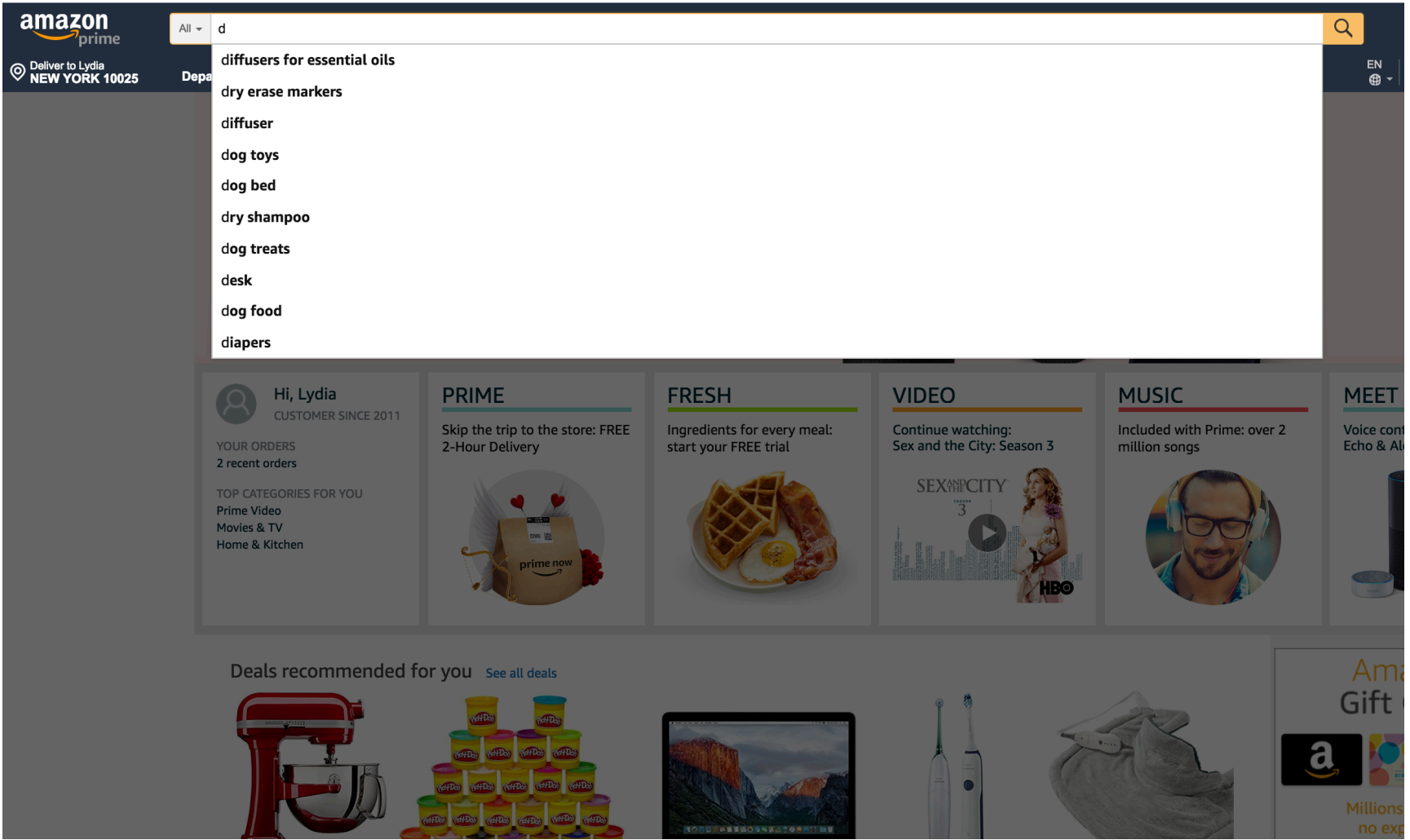


When you have too much information for one screen, design states, options and transitions for the user to navigate through to complete their goal.



In a state,
how many options are there?

Amazon search: How many options are there?



Amazon Results: How many options are there?

The screenshot shows the Amazon search results for the query "design of everyday things". The page displays a list of six books, each with a cover image, title, author, publication date, and pricing information. The results are as follows:

- The Design of Everyday Things: Revised and Expanded Edition** by Don Norman, Nov 5, 2013. Kindle Edition: \$11.99. Paperback: \$11.33 (was \$16.99). 280 reviews.
- The Design of Everyday Things** by Donald A. Norman, Sep 19, 2002. Paperback: \$1.99 (was \$5.99). Audible Audio Edition: \$0.00. 301 reviews.
- Emotional Design: Why We Love (or Hate) Everyday Things** by Don Norman, Mar 20, 2007. Kindle Edition: \$11.99. Paperback: \$12.14 (was \$17.99). 61 reviews.
- 100 Things Every Designer Needs to Know About People (Voices That Matter)** by Susan Weinschenk, Apr 14, 2011. Kindle Edition: \$9.90. Paperback: \$25.24 (was \$34.99). 168 reviews.
- The Psychology Of Everyday Things** by Don Norman, Jun 13, 1988. Hardcover: \$30.00 (was \$34.99). 301 reviews.
- Hooked: How to Build Habit-Forming Products** by Nir Eyal and Ryan Hoover, Nov 4, 2014. Kindle Edition: \$11.99. Hardcover: \$17.12 (was \$25.95). 1,070 reviews.

Amazon Departments: How many options are there?

The screenshot displays the Amazon website's navigation menu. The 'Departments' dropdown is open, showing a list of categories. The 'Books' category is highlighted, and its sub-menu is visible, including 'Books', 'Children's Books', 'AbeBooks.com', 'Magazines', 'Textbooks', 'Textbook Rentals', 'Sell Us Your Books', 'Prime Student', 'Kindle Books', 'Kindle Unlimited', 'Prime Reading', 'Whispersync for Voice', 'Audible Audiobooks', 'Audible Membership', and 'Audible Audiobooks'. A promotional banner for 'Oprah's Book Club' featuring the book 'An American Marriage' by Tayari Jones is visible on the right. The banner includes the text 'Shop now' and a 'Shop now' button.

amazon prime

Deliver to Lydia
NEW YORK 10025

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

- Prime Video
- Amazon Music
- Appstore for Android
- Echo & Alexa
- Fire Tablets
- Fire TV
- Kindle E-readers & Books
- AmazonFresh **NEW**
- Books & Audible**
- Movies, Music & Games
- Electronics, Computers & Office
- Home, Garden, Pets & Tools
- Restaurants, Food & Grocery
- Beauty & Health
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Handmade
- Sports & Outdoors
- Automotive & Industrial
- Home Services
- Credit & Payment Products
- Full Store Directory

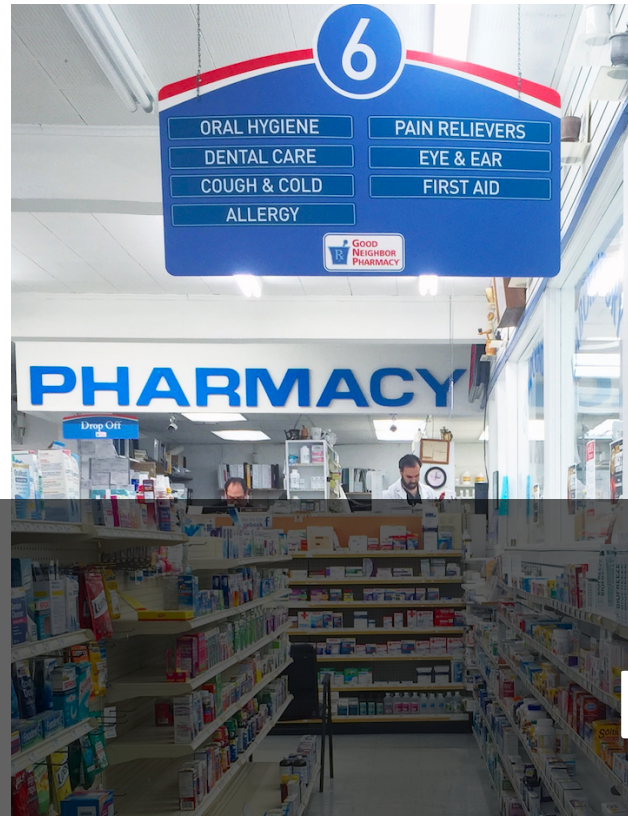
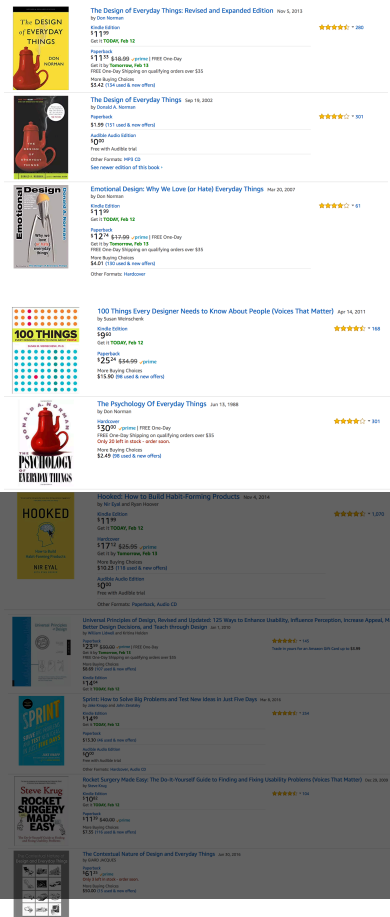
Books

- Books
- Children's Books
- AbeBooks.com
Rare and collectible books
- Magazines
- Textbooks
- Textbook Rentals
- Sell Us Your Books
- Prime Student
- Kindle Books**
- Kindle Books
- Kindle Unlimited
- Prime Reading
- Whispersync for Voice
Switch between reading and listening
- Audible Audiobooks**
- Audible Membership
Try Audible & get 2 free audiobooks
- Audible Audiobooks

Oprah's Book Club
An American Marriage
by Tayari Jones

Shop now

When displaying ~10 options, how do you display them to suit the needs and abilities of people?



Prime Video

All Videos

Included with Prime

Amazon Channels

Rent or Buy

Your Watchlist

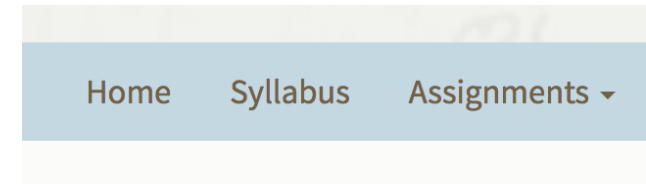
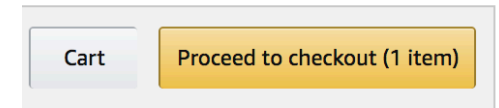
Your Video Library

Watch Anywhere

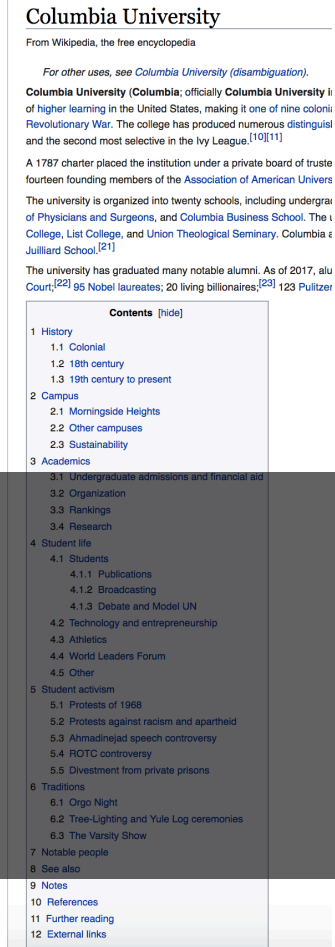
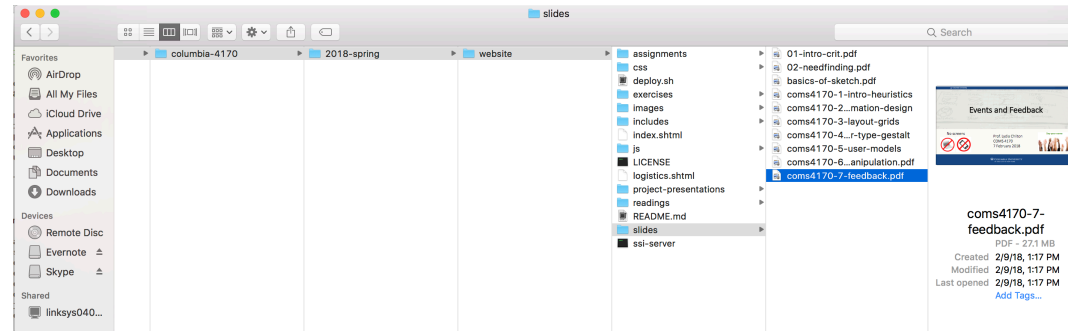
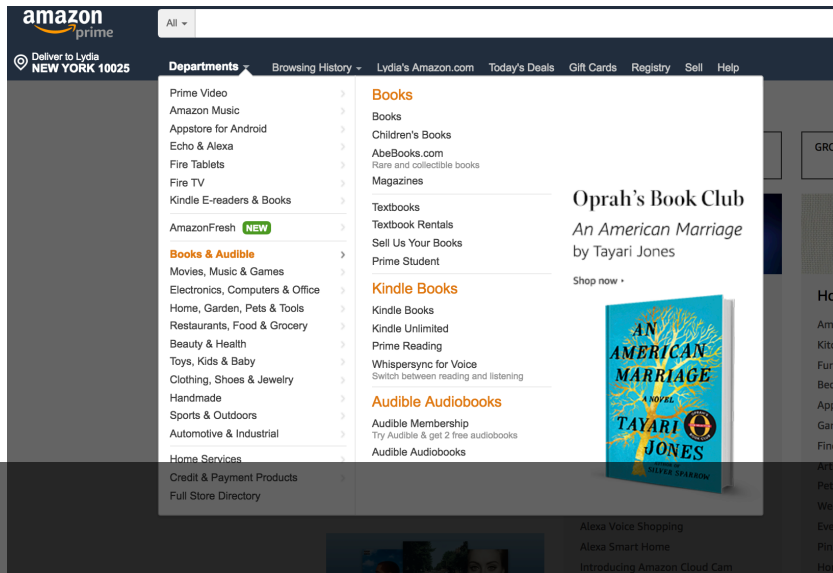
Getting Started

More to Explore

List

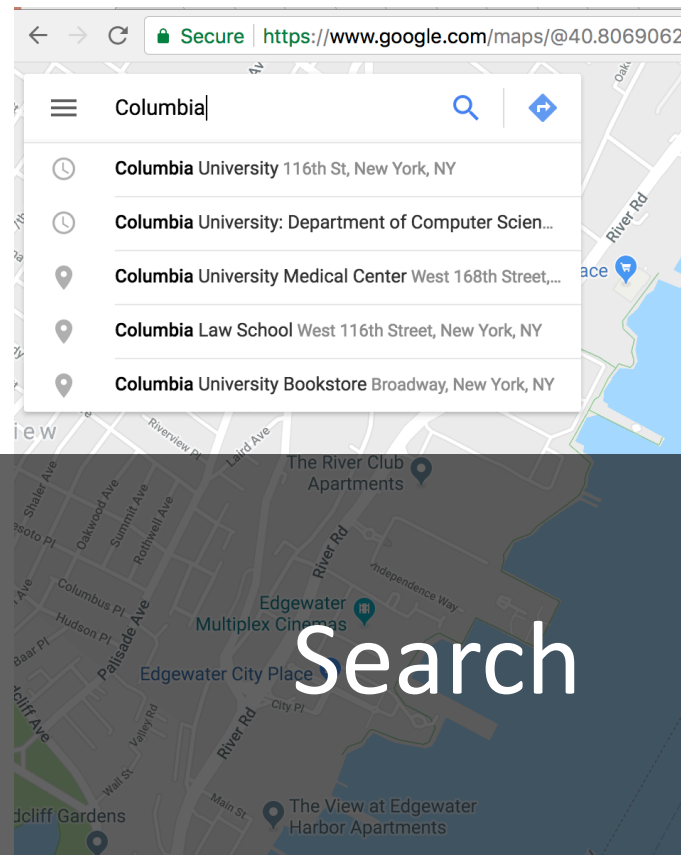
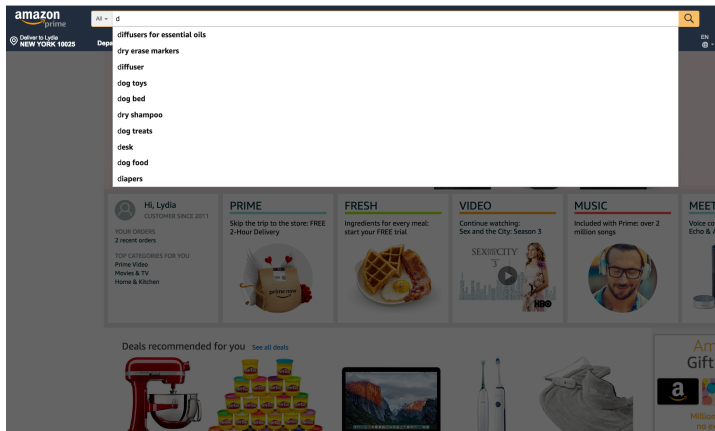


When displaying ~100 options, how do you display them to suit the needs and abilities of people?



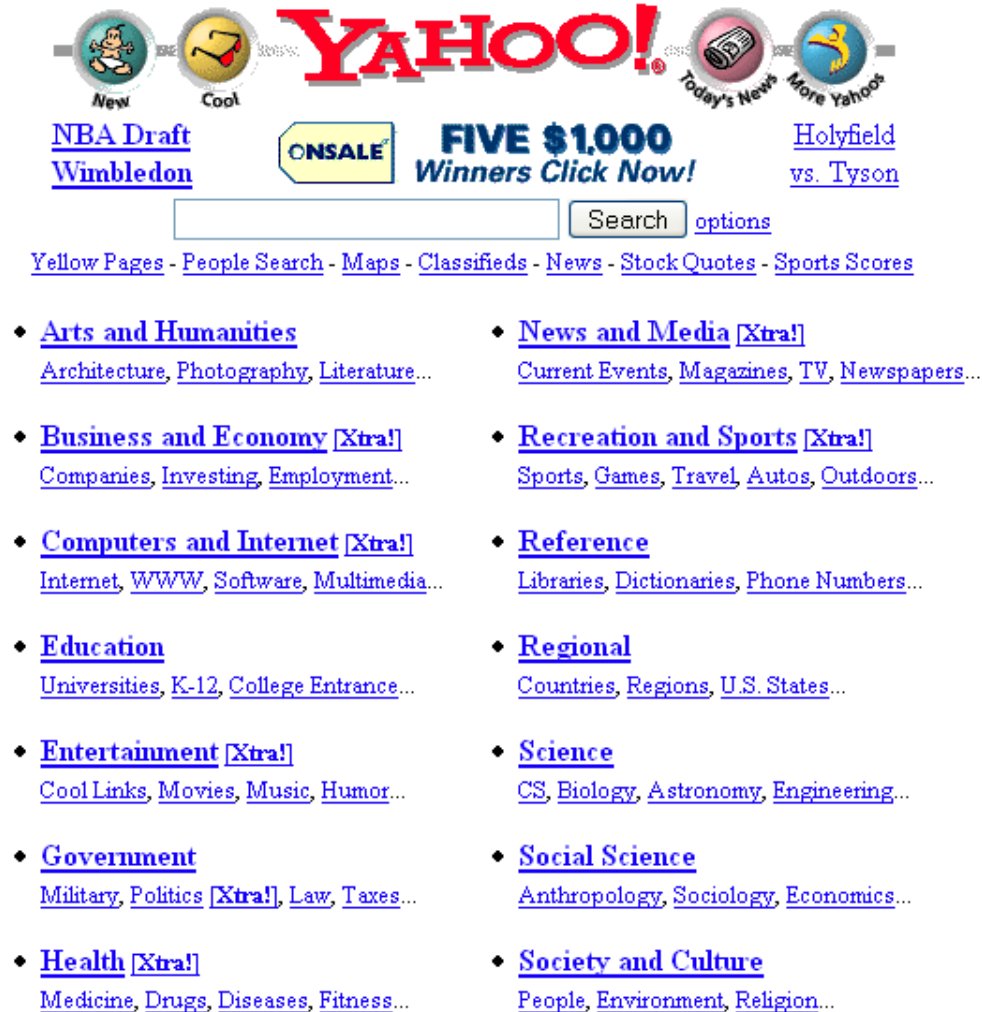
A tree

When displaying ~1000 options, how do you display them to suit the needs and abilities of people?



```
135
136
137   $(document).ready(function(){
138     window.website = new Website();
139     window.website.loadCodeEditor();
140     website.setCurrentPageElement($("#home"));
141     add
142   });
143   });
144   });
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Yahoo 1995: What interaction style is this?



The image shows a screenshot of the 1995 Yahoo! homepage. At the top, the word "YAHOO!" is written in large, red, bold letters. To the left of the logo are two circular icons: one with a baby and the word "New" below it, and another with a red high-heeled shoe and the word "Cool" below it. To the right of the logo are two more circular icons: one with a newspaper and the words "Today's News" below it, and another with a blue figure and the words "More Yahoo!" below it. Below the logo, there are several promotional banners: "NBA Draft Wimbledon" in blue text, a yellow "ONSALE" button, "FIVE \$1,000 Winners Click Now!" in blue text, and "Holyfield vs. Tyson" in blue text. Below these banners is a search bar with a "Search" button and a link to "options". Underneath the search bar is a horizontal menu of links: "Yellow Pages", "People Search", "Maps", "Classifieds", "News", "Stock Quotes", and "Sports Scores". The main content area is a grid of category links, each starting with a diamond symbol and followed by a category name and a list of sub-links.

[NBA Draft](#)
[Wimbledon](#)

ONSALE

FIVE \$1,000
Winners Click Now!

[Holyfield vs. Tyson](#)

[options](#)

[Yellow Pages](#) - [People Search](#) - [Maps](#) - [Classifieds](#) - [News](#) - [Stock Quotes](#) - [Sports Scores](#)

- ◆ [Arts and Humanities](#)
[Architecture](#), [Photography](#), [Literature](#)...
- ◆ [Business and Economy \[Xtra!\]](#)
[Companies](#), [Investing](#), [Employment](#)...
- ◆ [Computers and Internet \[Xtra!\]](#)
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- ◆ [Education](#)
[Universities](#), [K-12](#), [College Entrance](#)...
- ◆ [Entertainment \[Xtra!\]](#)
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- ◆ [Government](#)
[Military](#), [Politics \[Xtra!\]](#), [Law](#), [Taxes](#)...
- ◆ [Health \[Xtra!\]](#)
[Medicine](#), [Drugs](#), [Diseases](#), [Fitness](#)...
- ◆ [News and Media \[Xtra!\]](#)
[Current Events](#), [Magazines](#), [TV](#), [Newspapers](#)...
- ◆ [Recreation and Sports \[Xtra!\]](#)
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[Anthropology](#), [Sociology](#), [Economics](#)...
- ◆ [Society and Culture](#)
[People](#), [Environment](#), [Religion](#)...

Books 1200: What interaction style is this?





font bob ross uses to list paint colors



All

Images

Shopping

News

Videos

More

Settings

Tools

About 4,340,000 results (0.56 seconds)

I like your Font! | New | Pinterest | Fonts, Bob ross and Humor

<https://www.pinterest.com/pin/478085316676388318/>

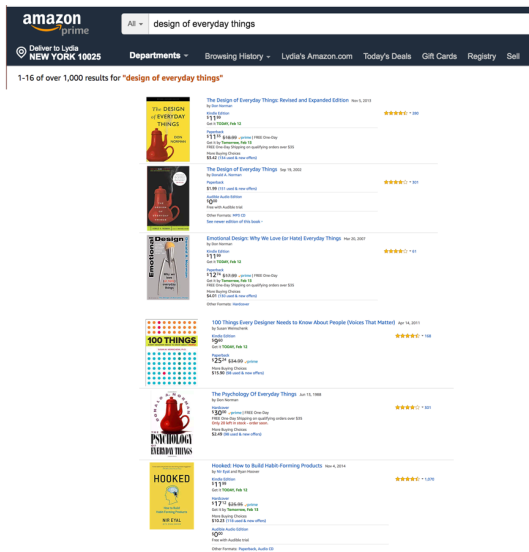
You see, there is just this irresistible thing I find I always have for great artists. I fought allowing the loving of "the Bob" for a long time only to find true peace when I learned to surrender :) Times **Bob Ross** Dropped Serious Zen Wisdom On Your Brain ...

What font is used for the intro of The Joy of Painting? - Graphic ...

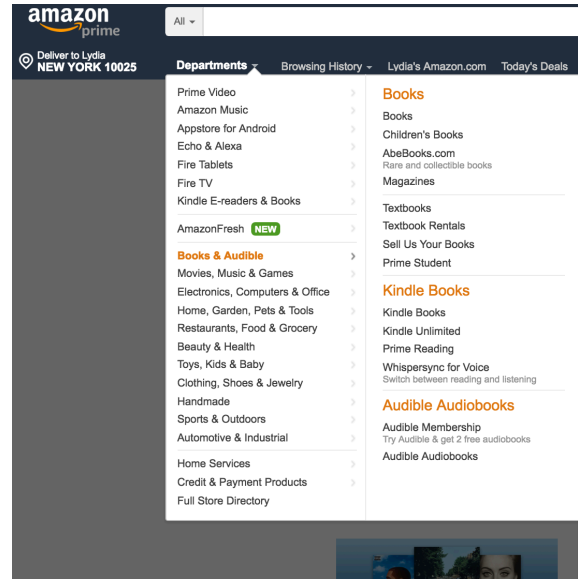
<https://graphicdesign.stackexchange.com/.../what-font-is-used-for-the-intro-of-the-joy...> ▼

Nov 26, 2015 - From that era it's probably not a computer **font** but a phototypesetting **typeface**. Many have never been vectorized. I looked though an 1965 Photo-Lettering Inc. catalogue and found one with a similar style, unfortunately not really a close match. The section of the catalogue is called Pop Type, I added the ...

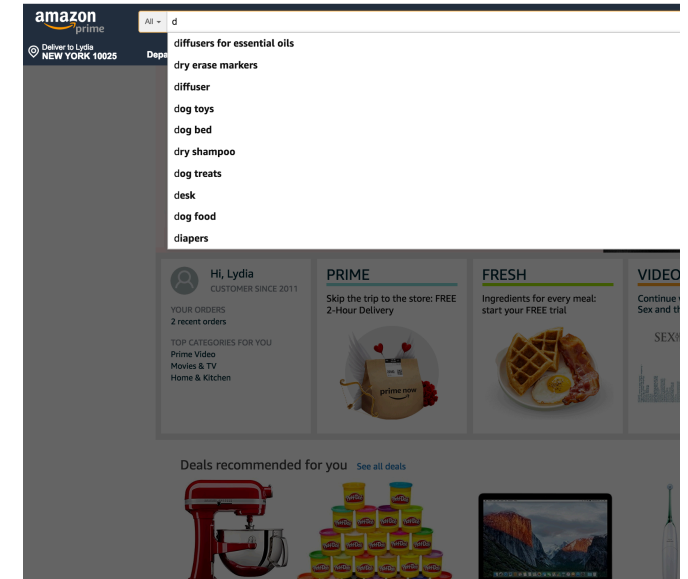
When displaying options, the number of options determines the interaction style.



~10 items = list



~100 items = tree



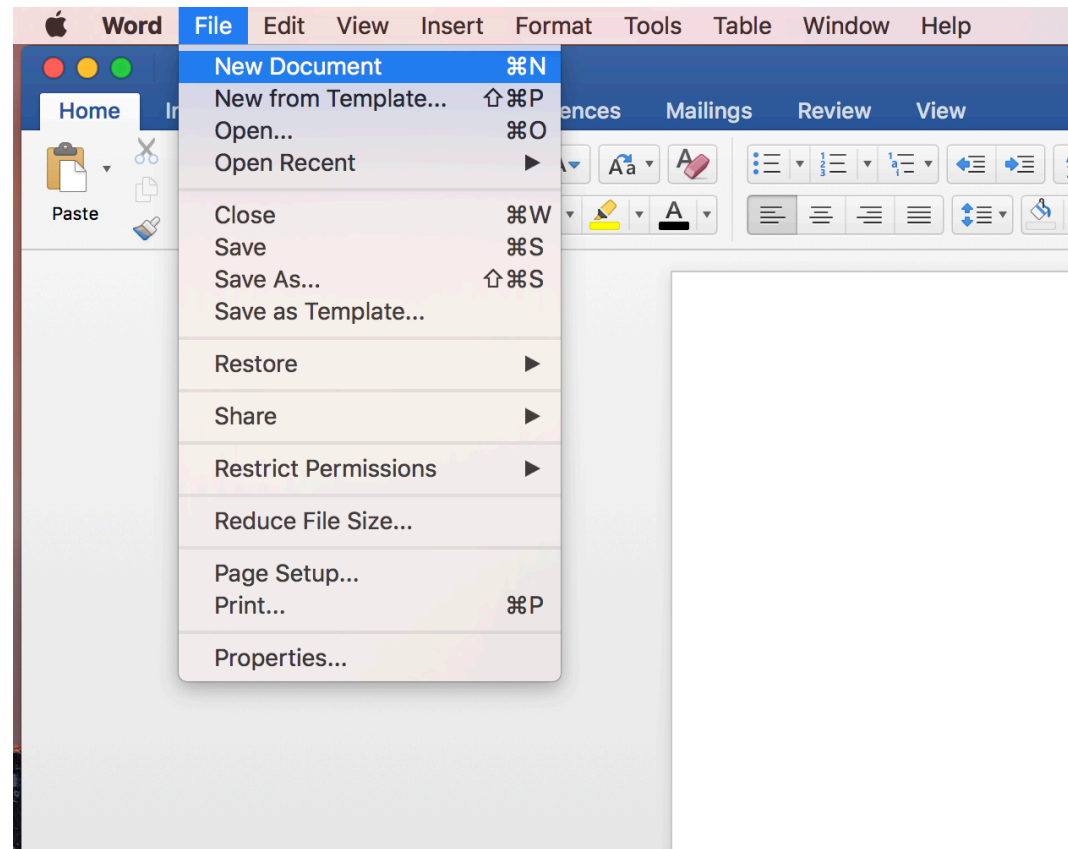
~1000 items = search

Designing Menu Options

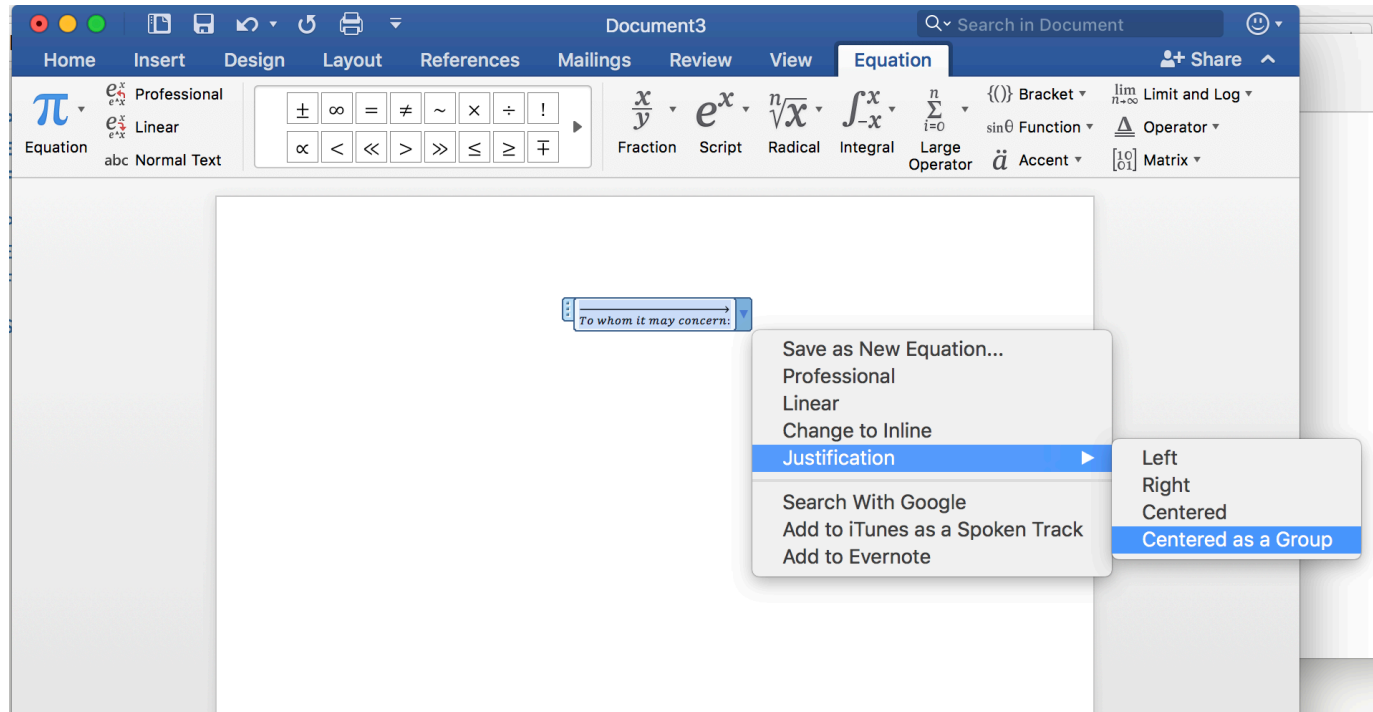
What happens when you have too many options?



Why is this first?



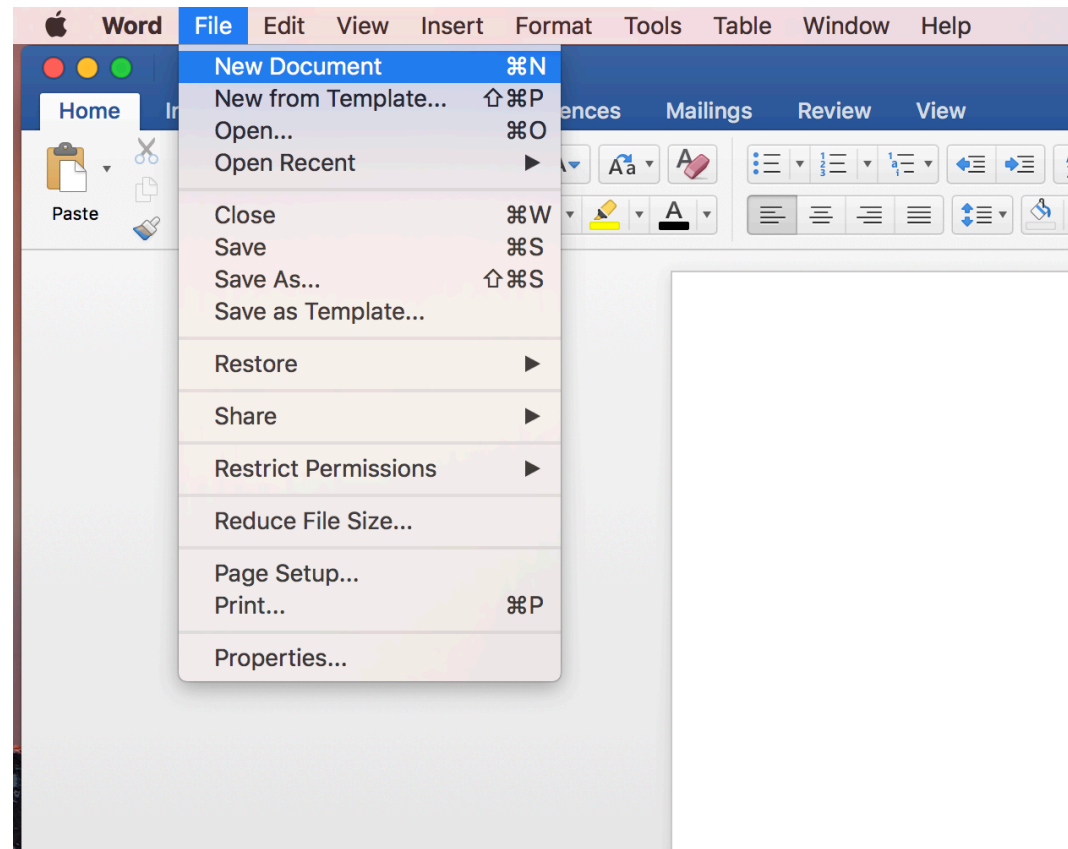
Why is this 10 menu items deep?



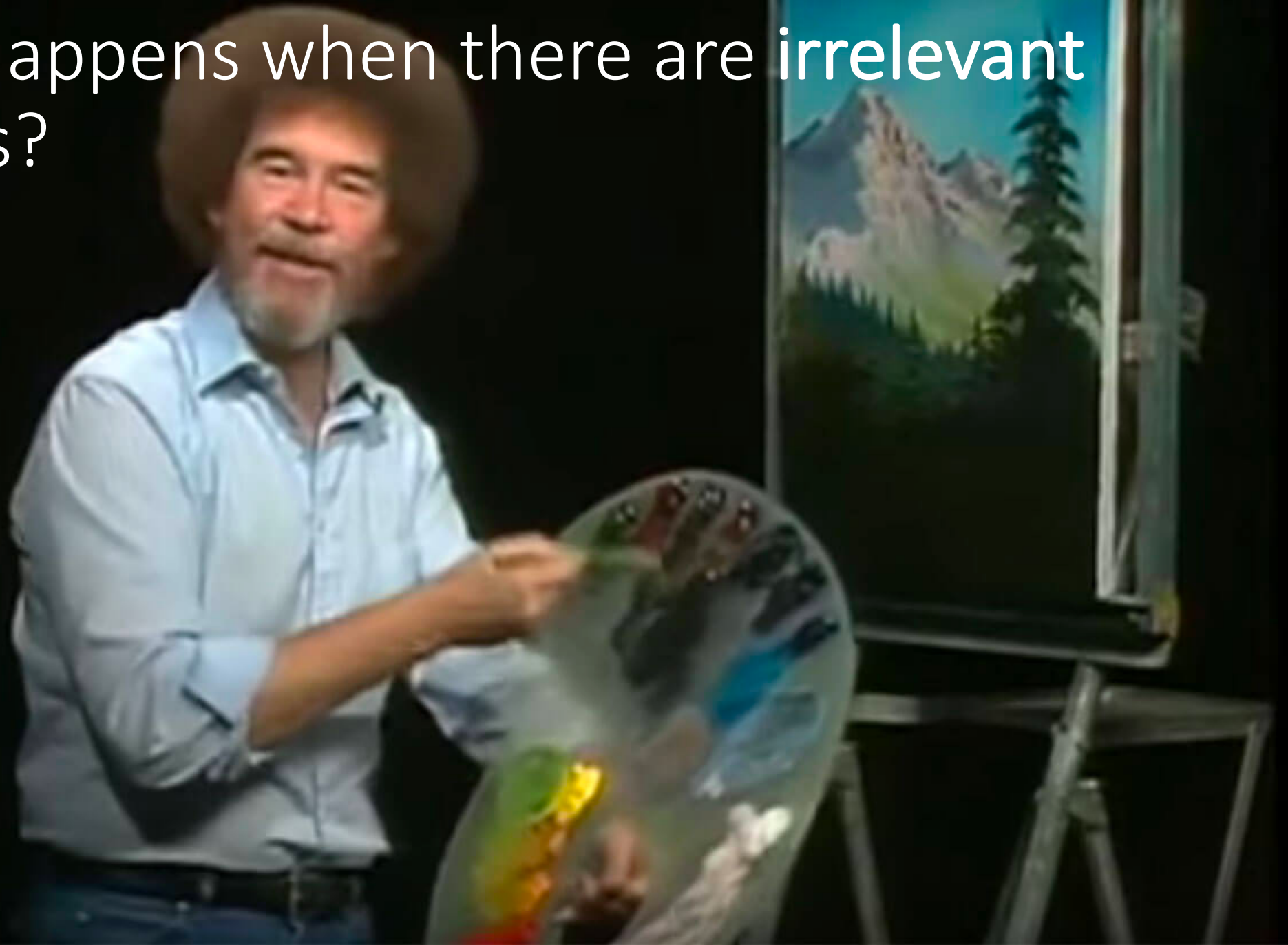
People have limited time.

Make frequently used options easier to access

Make rarely used options harder to access



What happens when there are irrelevant options?



A man with a large afro hairstyle, wearing a light blue button-down shirt and jeans, is painting a landscape on a canvas. He is holding a palette with various colors of paint. The painting on the canvas shows a mountain range with a large evergreen tree in the foreground. The background is dark, making the painting stand out.

TITANIUM WHITE

A man with a large afro hairstyle, wearing a light blue button-down shirt and jeans, is painting a landscape on a canvas. The painting depicts a mountain range with a prominent peak, a large evergreen tree in the foreground, and a valley with smaller trees. The man is holding a palette with various colors of paint. The background is dark, and the lighting is focused on the artist and his work.

CADMIUM YELLOW

A man with a large afro hairstyle, wearing a light blue button-down shirt and jeans, is painting a landscape on a canvas. He is holding a palette with various colors of paint. The painting on the canvas shows a mountain range with a large evergreen tree in the foreground. The text "SAP GREEN" is overlaid in yellow at the bottom of the image.

SAP GREEN



PHTHALO BLUE

Why not do this?



4

ELECTRIC PINK

Irrelevant options create distractions



Users will expend energy to focus.
OR make mistakes

Gmail Reply Mode: What options/information is at hand?

The screenshot displays a Gmail interface for a user named LIONMAIL@COLUMBIA. The inbox on the left shows folders like 'COMPOSE', 'Inbox (97)', 'Starred', 'Sent Mail', 'Drafts (34)', 'Boomerang', 'Boomerang-Outbox', 'Boomerang-Returned receipts', and 'More'. The main email content is a message from cm3509@columbia.edu regarding the Housing Mobility Program. The compose window at the bottom shows the 'Send' button and a 'Boomerang' section with options: 'Send Later', 'Boomerang this in 2 days', and 'If no reply'. A 'Boomerang Responsible' link is also visible.

LIONMAIL@COLUMBIA

Mail ▾

COMPOSE

Inbox (97)

Starred

Sent Mail

Drafts (34)

Boomerang

Boomerang-Outbox

Boomerang-Returned receipts

More ▾

In December 2015, we announced the Housing Mobility Program that offers Columbia faculty financial support for relocating out of Columbia housing or downsizing from a large Columbia apartment into a smaller one. We have been pleased with the response and plan to offer an application round each academic year, typically in the fall. For 2017-2018, we are offering a spring application round with a deadline of Friday, March 9, 2018.

I want to thank those who applied in the earlier rounds. One reality of a dense, expensive residential market like New York is that even a slight increase in the availability of University apartments enhances our ability to recruit and retain the most outstanding faculty members, especially those with growing families. While we welcome applications from all tenants, we continue to be particularly interested in applications from faculty living in apartments with three or more bedrooms.

You may recall my 2013 decision, based on the thoughtful recommendations of the Working Group on Faculty Retirement, to reverse the 2008 policy that required retired tenured faculty to downsize to smaller units. A logical result of this change is that individuals may live in apartments that are larger than they may need, and some may want to consider how a smaller, more cost-efficient home, or one outside of University housing, might better suit them.

The decision to move is complex and highly personal, and we encourage anyone interested in applying to the program to discuss long-term needs and goals with loved ones and financial planning experts. The program description, included [here](#), has information about the benefits, eligibility requirements, and application materials.

Thank you again for the insights and wisdom shared during this program's development and throughout its implementation by colleagues in the Senate Committee on Housing Policy, the Housing Priorities Committee, the Provost's Faculty Advisory Council, and Office of Faculty Retirement, as well as many informal conversations with faculty colleagues across the University.

If you have questions, please contact Carrie Marlin, Assistant Provost for Administration and Planning, at (212) 854-0218 or cm3509@columbia.edu.

Sincerely,

John H. Coatsworth
Provost

If you cannot access the Housing Mobility Program materials at the link above, please go to <http://www.columbia.edu/cu/provost/docs/HousingMobilityProgram.pdf>.

cm3509@columbia.edu

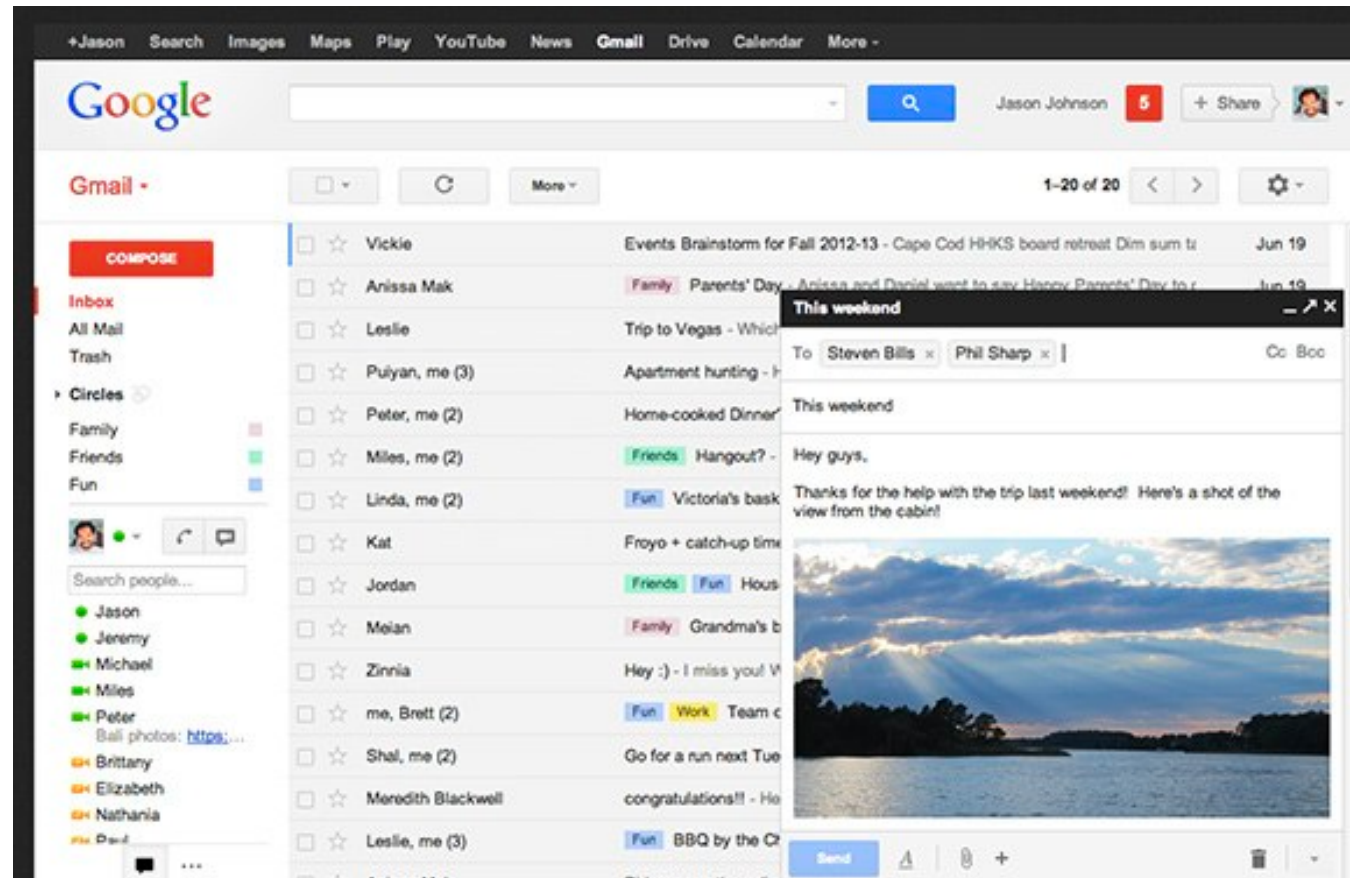
Send Later

Boomerang this in 2 days

If no reply

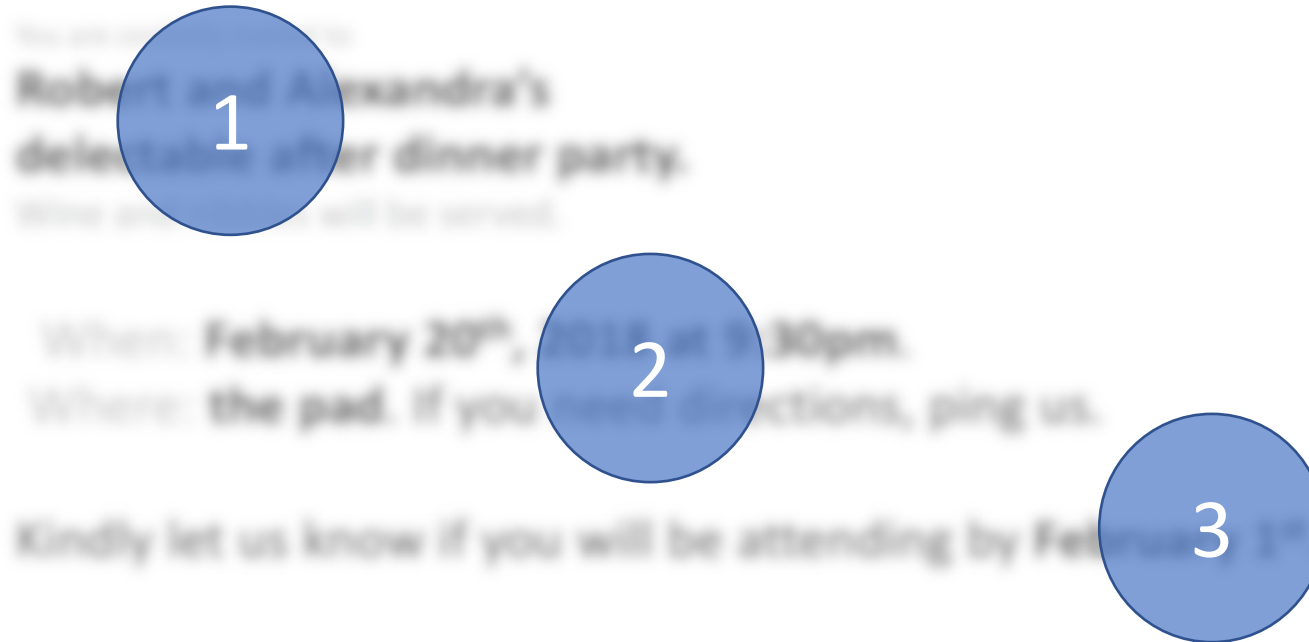
Boomerang Responsible

Gmail Compose Interface: What options are hand?



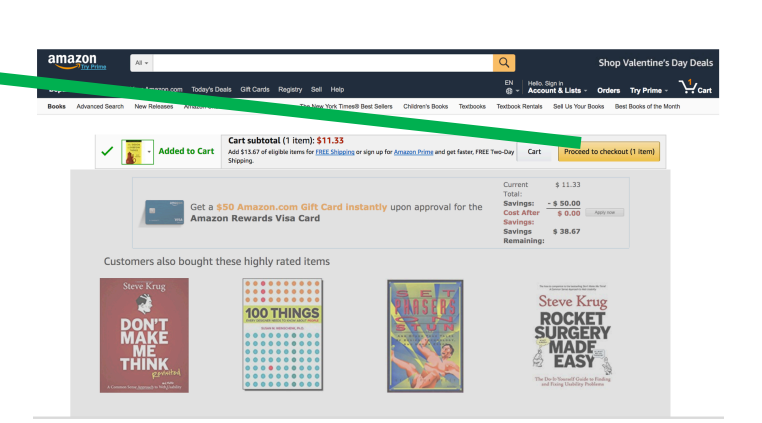
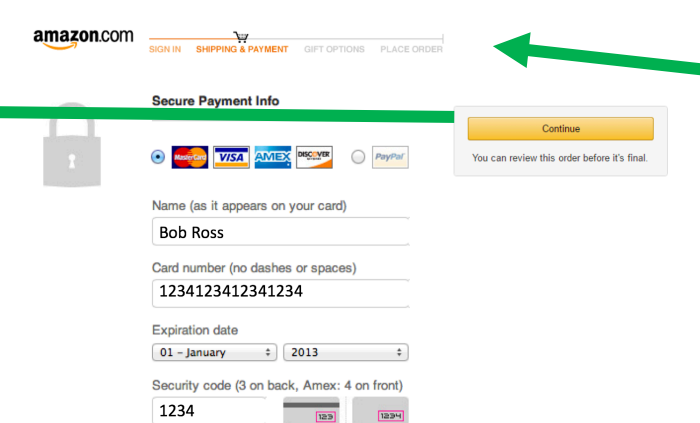
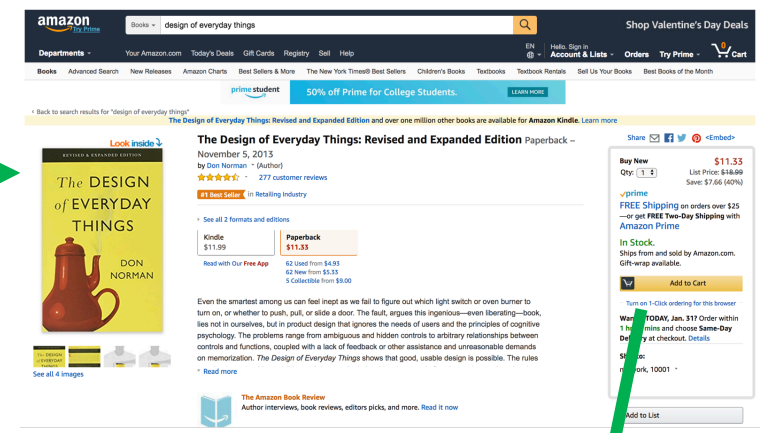
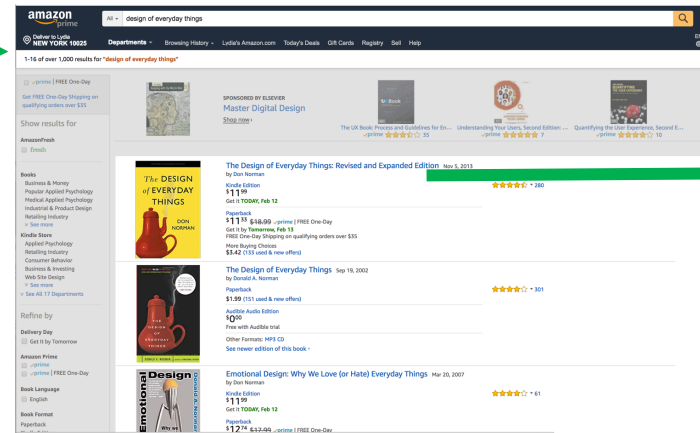
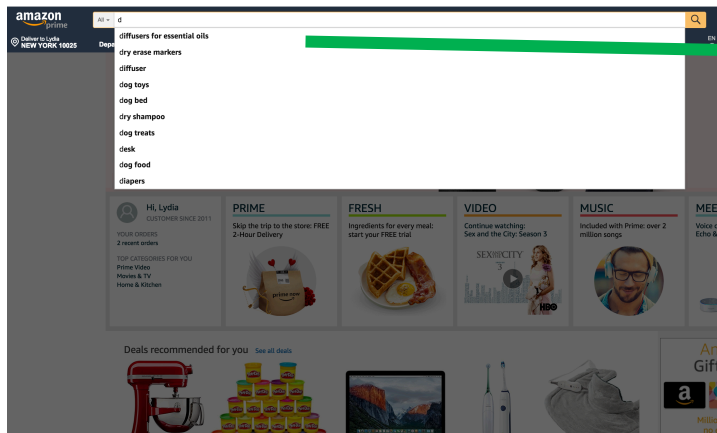
Summary

Users can't focus on everything at once.
They have a spotlight of attention.

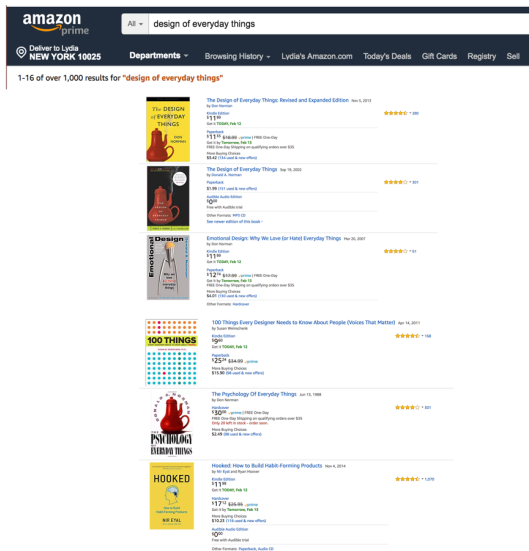


The design must **guide users' attention.**

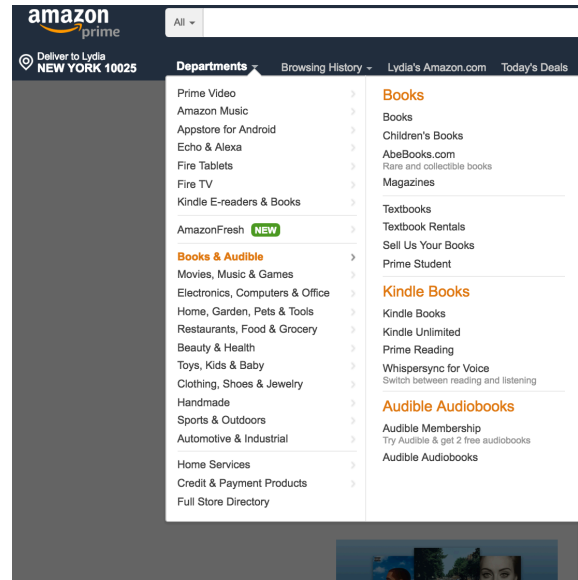
For complex tasks, guide users attention by breaking the task into: states, options, and transitions to new states.



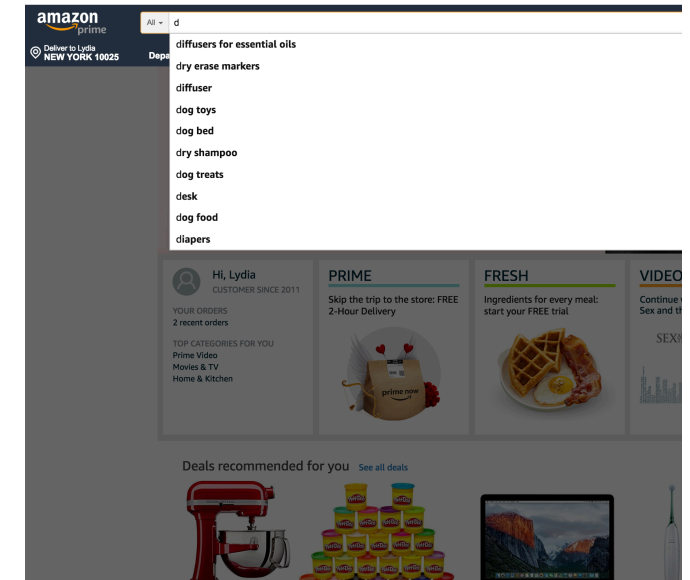
When displaying options, the number of options determines the interaction style.



~10 items = **list**



~100 items = **tree**

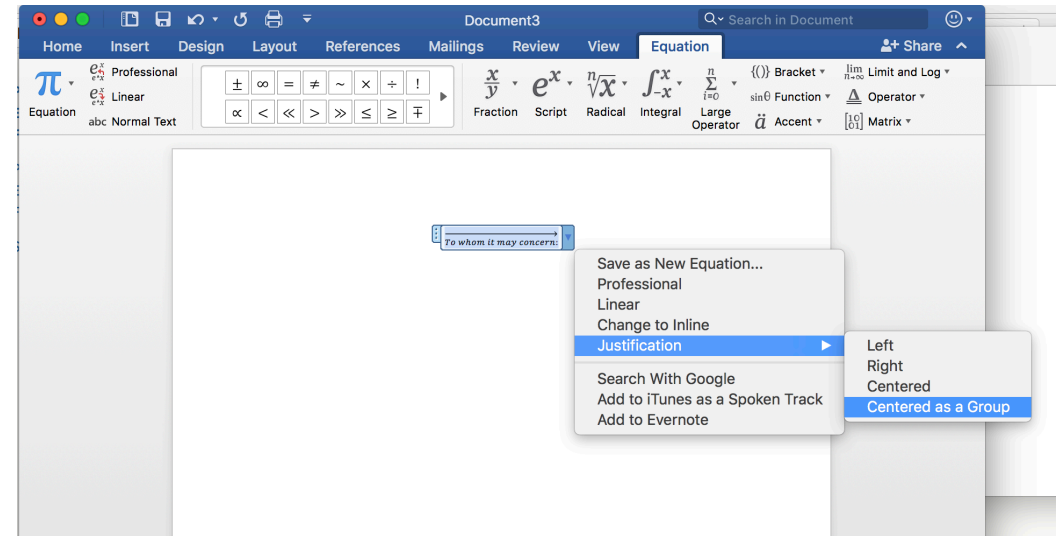
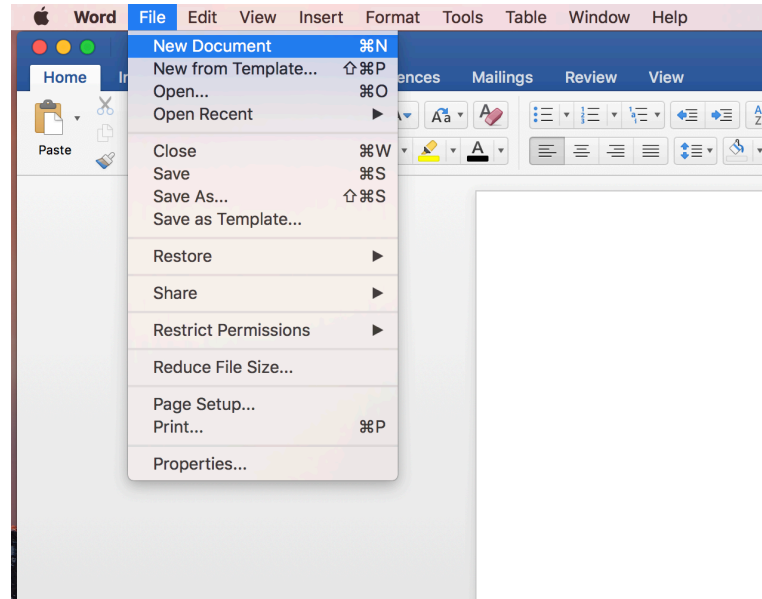


~1000 items = **search**

People have limited time.

Make frequently used options easier to access

Make rarely used options harder to access



People have limited focus.

Within a state, provide options that are relevant to the user completing their goal.

YES

NO

