

User Interaction Models

No screens



Prof. Lydia Chilton
COMS 4170
6 February 2019

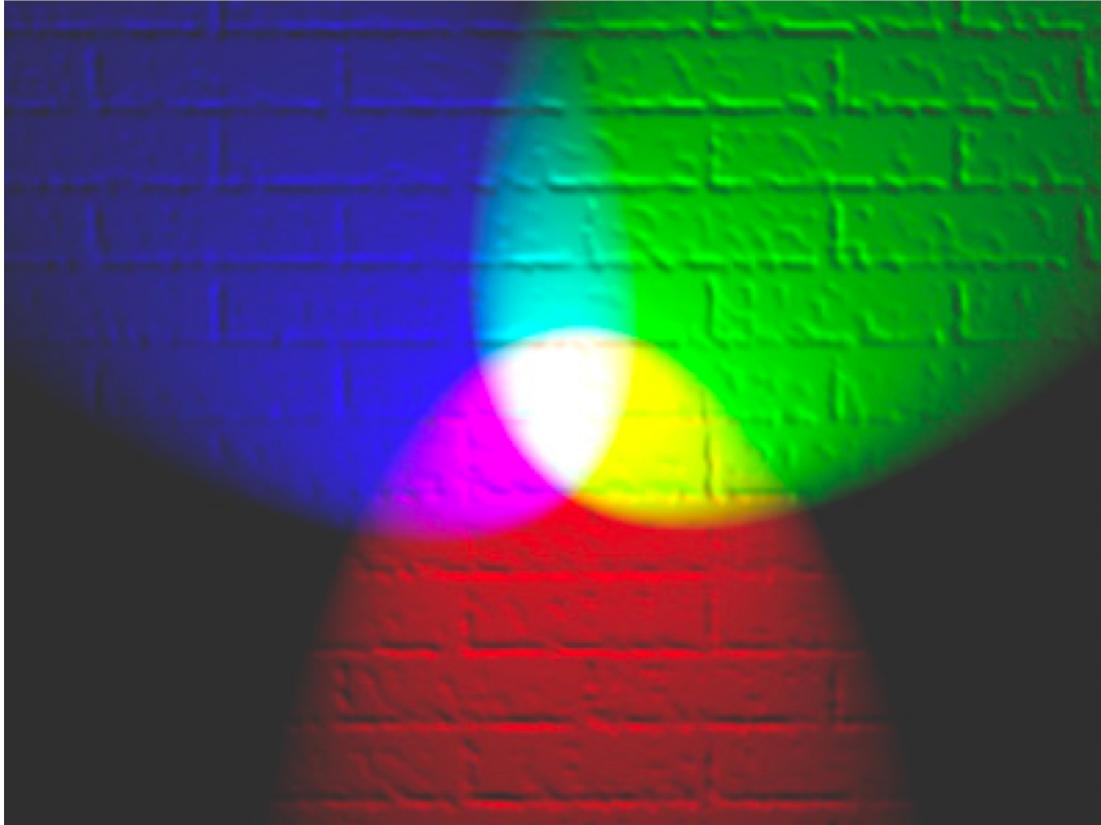
Say your name



Last time on COMS 4170....

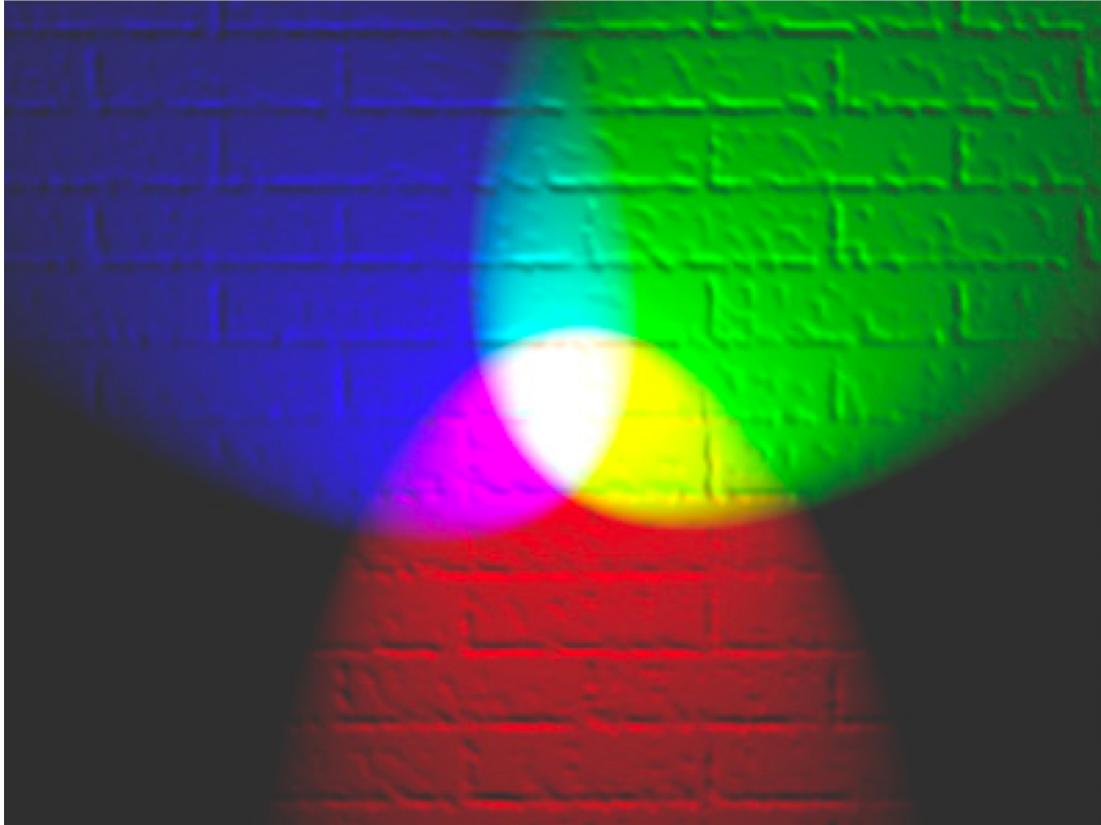


What is this color model called?



R**G****B**

What color will you get?



If you have have

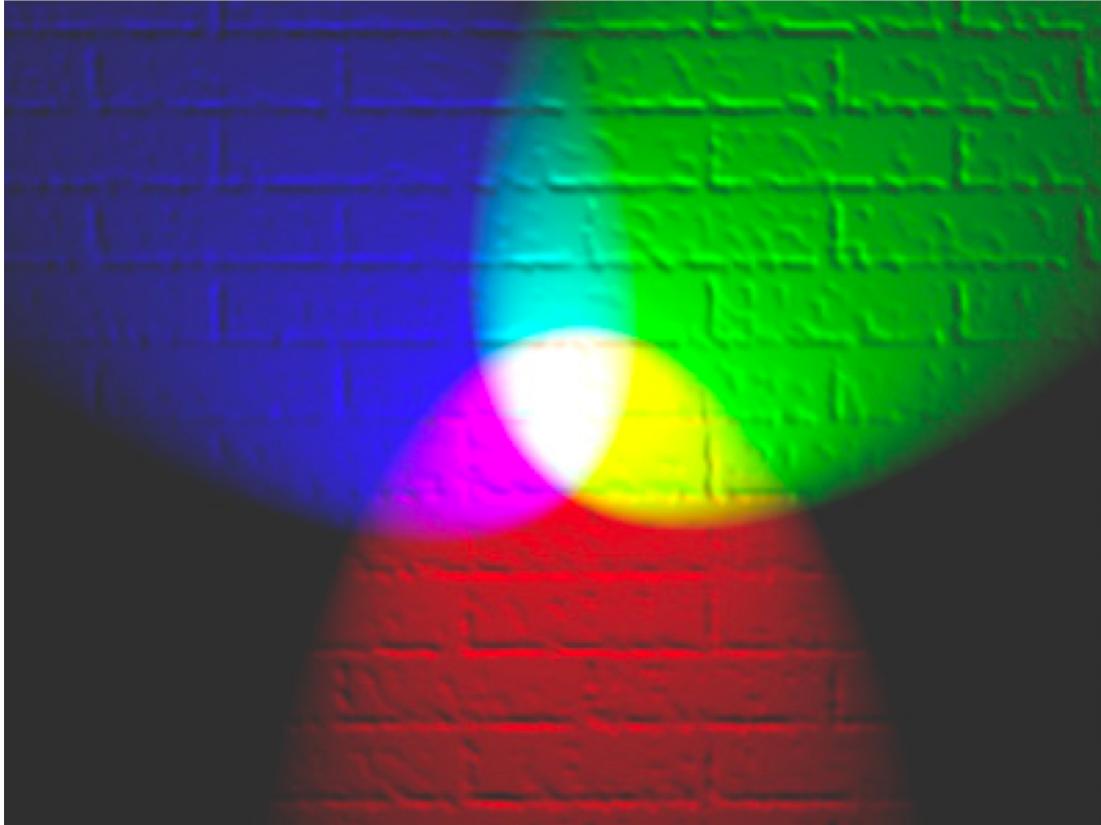
Red: **100%**

Green: **100%**

Blue: **100%**

White

What color will you get?



If you have have

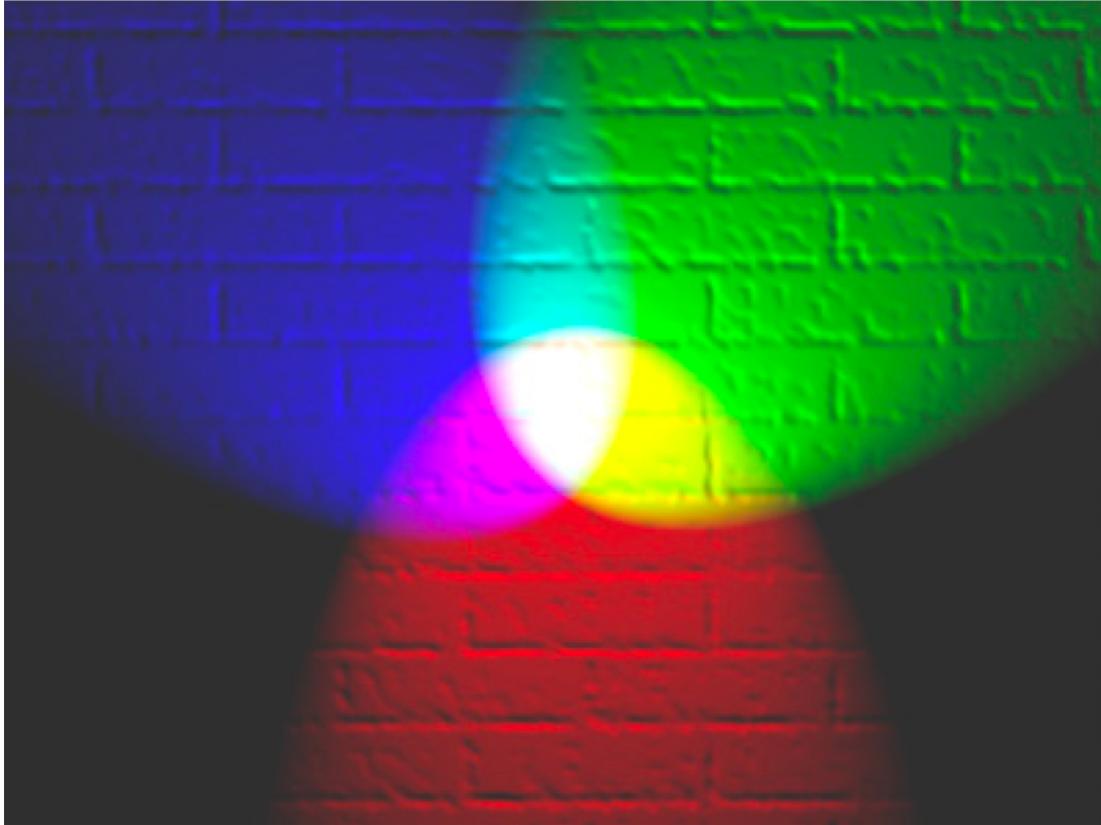
Red: **50%**

Green: **50%**

Blue: **50%**

Grey

What color will you get?



If you have have

Red: **50%**

Green: **50%**

Blue: **50%**

Grey

If you have have

Red: **20%**

Green: **20%**

Blue: **20%**

Darker

Grey

What's good about these fonts together?

DUANEreade™

Contrasting fonts:

San serif + serif

What should you not do?

DUANEreade

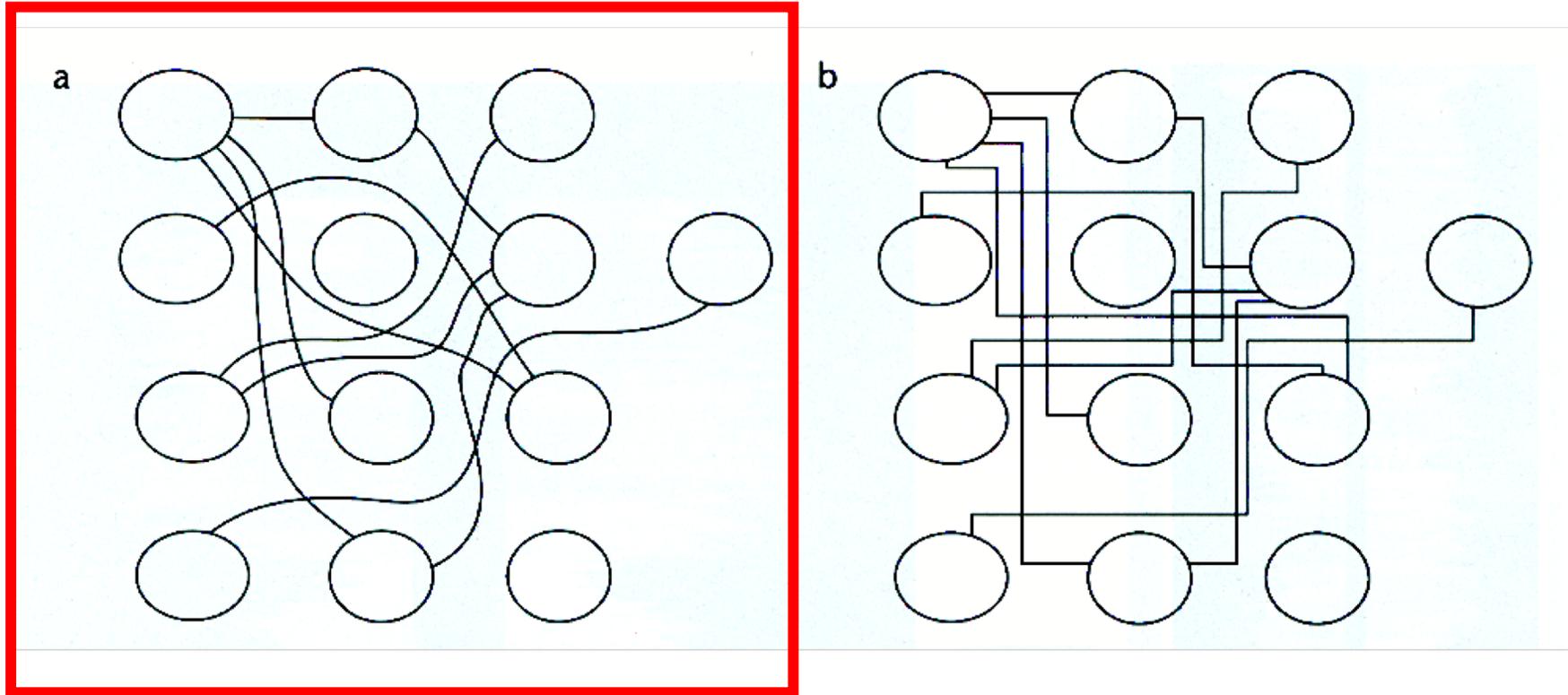
Conflicting fonts:
serif + serif

What's another good way to mix fonts?

DUANEreade

Concordant fonts:
Gill Sans + Gill Sans MT

Which of these is easier to follow?



Continuity

Our minds perceive lines and curves
as continuing on their trajectory

User Interaction Models

No screens



Prof. Lydia Chilton
COMS 4170
6 February 2019

Say your name



Goal 1

Build websites that suit the needs and abilities of users

1. Display information

What's the point of this website?

The image is a screenshot of the Amazon website's search results page for the query "design of everyday things". The page features a dark blue header with the Amazon logo, a search bar containing the query, and 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 in the top right. Below the header, the search results are displayed, showing a list of items. The top result is "The Design of Everyday Things: Revised and Expanded Edition" by Don Norman, published in 2013. It is marked as a "Best Seller" and has a 4.5-star rating from 277 reviews. The price is \$11.33, with a crossed-out price of \$18.99. The book is available in paperback and audiobook formats. The audiobook is priced at \$0.00 and is available for free with an Audible trial. The second result is "The Design of Everyday Things" by Don Norman, published in 2007, with a 4.5-star rating from 301 reviews. The price is \$3.22. The third result is "Emotional Design: Why We Love (or Hate) Everyday Things" by Don Norman, published in 2005. The page also includes a sidebar with filters for "FREE Shipping", "Books", and "Kindle Store". A large, semi-transparent dark blue box is overlaid on the page, containing the text "Users interact with the system to accomplish a goal." in white, bold, sans-serif font.

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

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

Best Seller

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

Paperback
\$11.33 ~~\$18.99~~ prime
Get it by **TODAY, Jan 31**
FREE Shipping on eligible orders
More Buying Choices
\$4.93 (129 used & new offers)

★ ★ ★ ★ ☆ ▾ 277

Get it **TODAY, Jan 31**

The Design of Everyday Things Sep 19, 2007
by Don Norman

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](#)

★ ★ ★ ★ ☆ ▾ 301

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

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

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. It has a 4.5-star rating from 277 reviews. The paperback format is available for \$4.93 (129 used & new offers). The Kindle Edition is available for \$11.99, also with a Prime logo and a "Get it TODAY, Jan 31" badge.

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. It is priced at \$3.22 (147 used & new offers) for the paperback format. The Audible Audio Edition is available for \$0.00, free with an Audible trial. Other formats include MP3 CD. A link to "See newer edition of this book" is provided.

On the left side of the search results, there are filters for "FREE Shipping" (All customers get FREE Shipping on orders over \$25 shipped by Amazon), "Show results for" (Books, Kindle Store), and "Refine by" (AmazonFresh).

Goal: Buy a book

Subgoal: Add to cart

Interaction: Click “Add to cart” button

amazon try Prime All

Departments ▼ Your Amazon.com Today's Deals Gift Cards Registry Sell Help EN EN Hello. Sign in **Account & Lists** ▼ Orders Try Prime ▼ 1

Shop Valentine's Day Deals

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

[See all 4 images](#)

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 [<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](#)

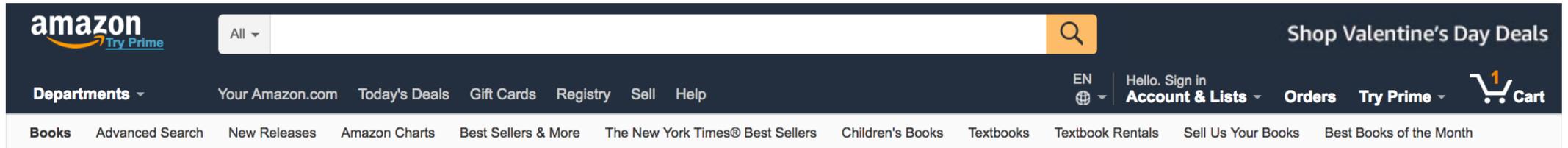
Want it TODAY, Jan. 31? Order within **1 hr 15 mins** and choose **Same-Day Delivery** at checkout. [Details](#)

Ship to:
newyork, 10001 ▼

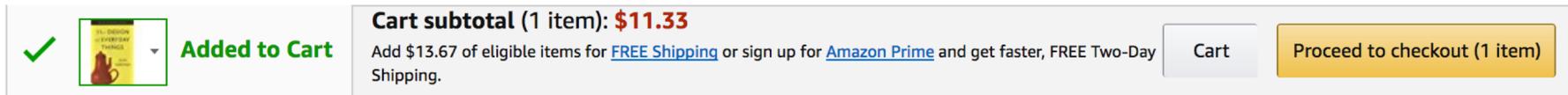
Goal: Buy a book

Subgoal: Checkout

Interaction: Click "Proceed to checkout" button



The header of the Amazon website. On the left is the Amazon logo with "Try Prime" below it. In the center is a search bar with a dropdown menu set to "All" and a magnifying glass icon. On the right is a link to "Shop Valentine's Day Deals". Below the search bar is a navigation bar with "Departments" and "Your Amazon.com". To the right of this are links for "Today's Deals", "Gift Cards", "Registry", "Sell", and "Help". Further right are "EN" (English), "Hello. Sign in", "Account & Lists", "Orders", "Try Prime", and a shopping cart icon with a "1" on it. Below the navigation bar is a secondary navigation bar with "Books" and various sub-categories like "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", and "Best Books of the Month".



A summary of the shopping cart. On the left is a green checkmark and a small book cover. To the right of the checkmark is the text "Added to Cart". Further right is the text "Cart subtotal (1 item): \$11.33". Below this is a line of text: "Add \$13.67 of eligible items for [FREE Shipping](#) or sign up for [Amazon Prime](#) and get faster, FREE Two-Day Shipping." To the right of this text are two buttons: a grey "Cart" button and a yellow "Proceed to checkout (1 item)" button.

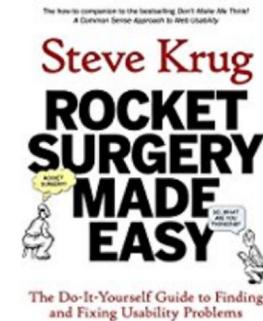
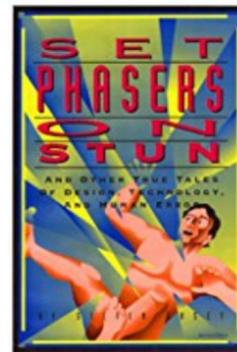
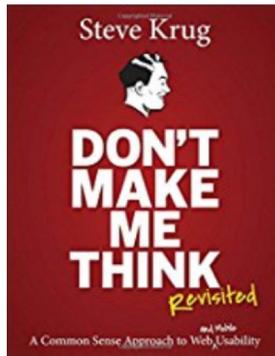


A promotional banner for the Amazon Rewards Visa Card. On the left is an image of the blue Visa card. To the right of the card is the text: "Get a **\$50 Amazon.com Gift Card instantly** upon approval for the **Amazon Rewards Visa Card**". On the far right is a table of costs and savings.

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

An "Apply now" button is located to the right of the "Cost After" row.

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

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

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
<hr/>	
Total Before Tax:	\$29.95
Estimated Tax To Be Collected:	\$0.00
Rewards Points	-\$4.58
<hr/>	
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.

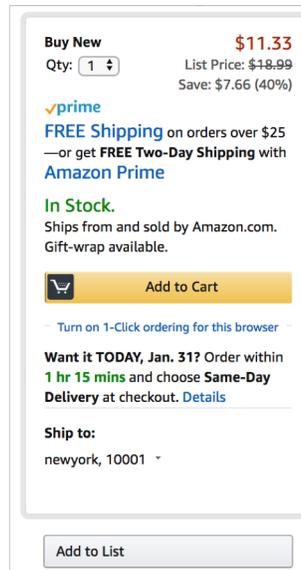
Goal: Buy a book

Subgoal: Find it

Interaction: Type, click

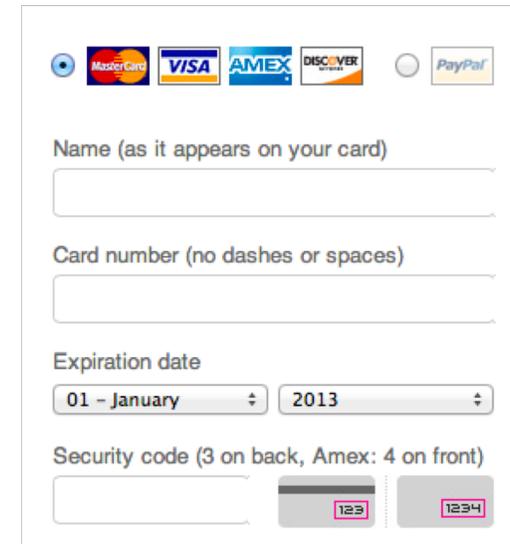


Subgoal: Add to cart
Interaction: click



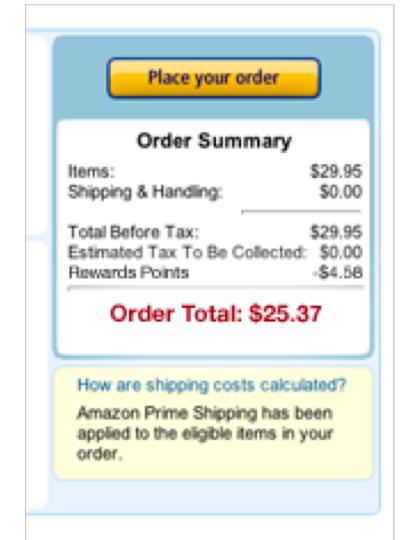
Subgoal: Enter payment info

Interaction: Type, click, point



Subgoal: Place order

Interaction: Click



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”?

The screenshot shows the search results for 'columbia' on the Columbia website. The search bar at the top contains the word 'columbia'. Below it, there are navigation tabs for 'All', 'Maps', 'News', 'Images', 'Shopping', 'More', 'Settings', and 'Tools'. The search results indicate 'About 1,450,000,000 results (1.21 seconds)'. The main content area features a link to 'Columbia.com | Official Columbia® Site | Outdoor Apparel & Products' with a star rating of 4.8 and a link to 'www.columbia.com/'. Below this, there are several promotional banners: 'Women's Gear' with the text 'Head-to-Toe Gear for the Months Ahead.', 'Men's Gear' with 'Gear Up for Epic Adventures Ahead. Shop Apparel & Accessories!', '50% off Select Gear' with 'Save 50% on Select Gear. Shop the Winter Sale Today!', and 'Outdry Extreme Eco' with 'Made with 100% Recycled Materials. Stay Dry with Earth-Smart Rainwear!'. At the bottom, there is a map of Columbia University and a list of 'Your past visits' including 'Columbia University'.

The screenshot shows the Craigslist website for New York City. The header includes the 'craigslist' logo, a 'create a posting' button, and a 'my account' link. A search bar is prominently displayed with the text 'search craigslist'. Below the search bar is an 'event calendar' table with columns for days of the week (M, T, W, T, F, S, S) and rows for dates (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). The main content area is divided into several sections: 'community' (activities, artists, childcare, classes, events, general, groups, local news), 'services' (automotive, beauty, cell/mobile, creative, cycling, event, farm+garden, financial, help, faq, abuse, legal, avoid scams & fraud, privacy policy, system status, craigslist is hiring in sf, craigslist open source, craigslist blog, craigslist TV, "craigslist joe", craig connects), and 'discussion forums' (android, apple, bitcoin, catholicism, christianity, communism, crypto, diy, ecology, feminism, food, gaming, garden, gay, general, help, history, housing, jobs, jokes, legal, linux, manners, marriage, money, pets, philo, politics, religion, rofo, science, spirit, sports, super, tax, travel). Other sections include 'lost+found', 'connections', 'musicians', 'pets', 'politics', 'rants & raves', 'rideshare', 'volunteers', 'apts / housing', 'housing swap', 'housing wanted', 'office / commercial', 'parking / storage', 'real estate for sale', 'rooms / shared', 'rooms wanted', 'sublets / temporary', and 'vacation rentals'.

The screenshot shows the Facebook website. The header features the 'facebook' logo. The main content area displays a post from 'PictureCorrect Photography Tips' with the text 'What is your Photography-Related New Year's Resolution??' and '15 minutes ago · Like · Comment'. Below the post, there are several comments and likes. One comment from 'Adel Gomaa and Richard Schneider' says 'like this.'. Another comment from 'Sadi Molloy' says 'get my business looking more professional: car signed: tick, making up portrait folders: tick, stickers & cd covers: still to do... its getting there though. 11 minutes ago · Flag'. A third comment from 'Richard' says 'My resolution for 2011 is to capture more landscape photos outside the U.S. and add more countries to my portfolio! What is yours?'. A fourth comment from 'James' says 'Larger concerts to cover and improve my portrait editing style/skill 10 minutes ago · Flag'. A fifth comment from 'Leacon Jonathan Jerome Johnson' says 'To learn more and enhance the quality of my shots! 5 minutes ago · Flag'. A sixth comment from 'Latu Peti Vimahi Manulua-hafoka' says 'learn learn learn!!! 4 minutes ago · Flag'. A seventh comment from 'Tina Taylor Hammer' says 'Get my new business moving and have it pay for that lens and other equipment that I want (and a little for me too). 2 minutes ago · Flag'. An eighth comment from 'Stefanie Bakewell' says 'get a website up so that i can get clients full steam ahead about a minute ago · Flag'.

No. Although people do browse, Sites are primarily designed to accomplish a goal. Browsing is secondary.

The designer must know the users goals and help them accomplish 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 things". To the right of the search bar, there are links for "Shop Valentine's Day Deals", "EN", "Hello. Sign in Account & Lists", "Orders", "Try Prime", and a shopping cart icon with "0" items. Below the search bar, the text "1-16 of over 6,000 results for 'design of everyday things'" is displayed, along with a "Sort by" dropdown menu set to "Relevance".

On the left side, there is a sidebar with several sections: "FREE Shipping" (with a note that all customers get free shipping on orders over \$25), "Show results for" (with a list of categories like "Books", "Kindle Store", "Applied Psychology", etc.), "Refine by" (with an "Amazon Fresh" section), and "fresh" (with a "fresh" checkbox).

The main content area displays two search results for the book "The Design of Everyday Things". The first result is the "Revised and Expanded Edition" by Don Norman, published on Nov 5, 2013. It is marked as a "Best Seller" and has a 4.5-star rating from 277 reviews. The paperback price is \$11.33, down from \$18.99, and it is available with Prime. It also offers a Kindle Edition for \$11.99. The second result is the original 2002 edition by Donald A. Norman, with a 4.5-star rating from 301 reviews. Its paperback price is \$3.22, and it is available as an Audible Audio Edition for \$0.00 with an Audible trial. Other formats include MP3 CD.

Low-level Interactions



What are interactions on this page?

Departmen

Books Ad

Back to search

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 –

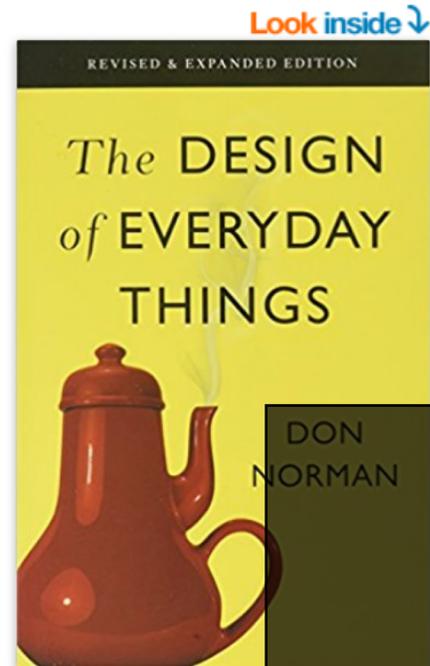
November 5, 2013

by Don Norman (Author)

★★★★★ 277 customer reviews

#1 Best Seller in Retailing Industry

See all 2 formats and editions



Move

Click

Type

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 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

Share <Embed>

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



The Amazon Book Review

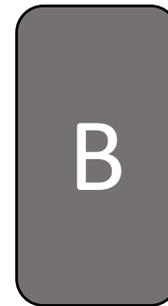
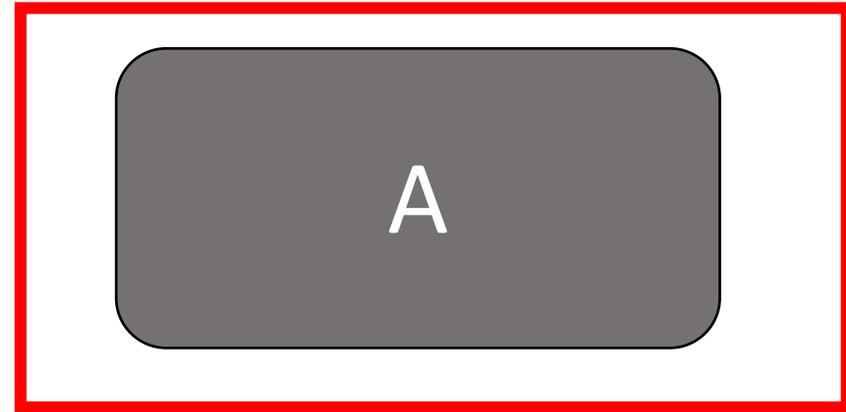
Author interviews, book reviews, editors picks, and more. Read it now



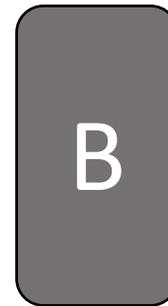
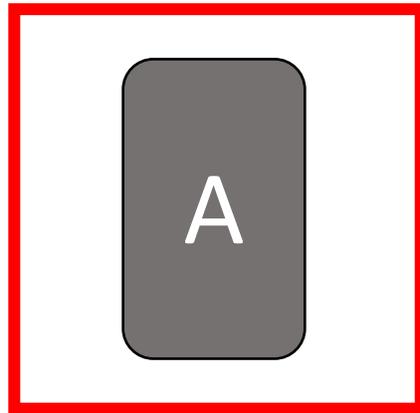
See all 4 images

Interaction: Moving + Clicking

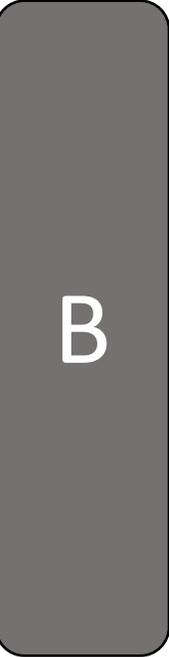
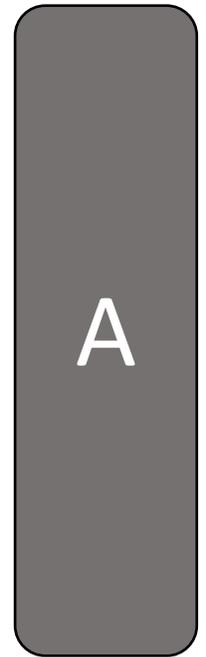
Which button is faster to click?



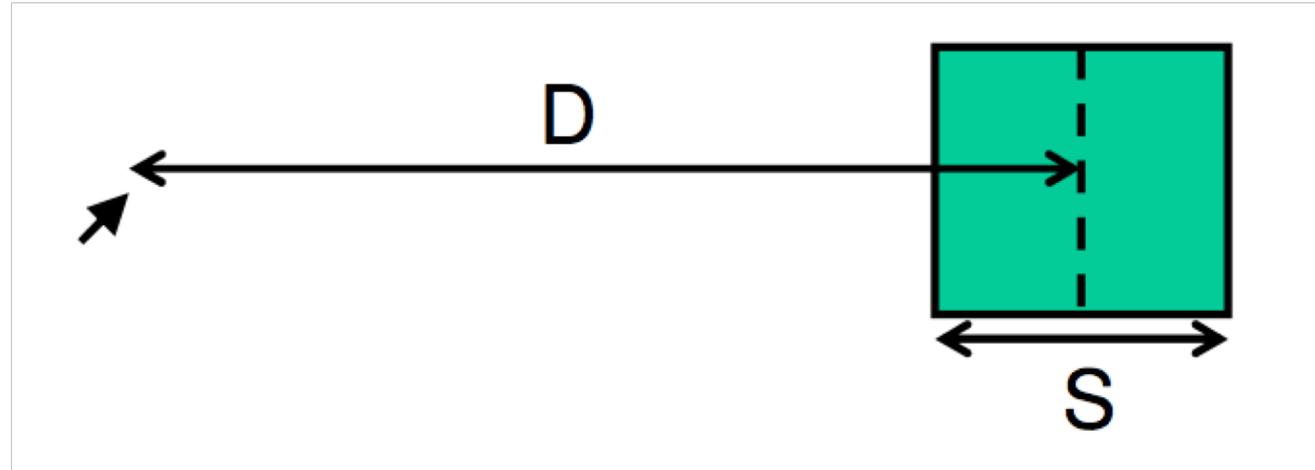
Which button is faster to click?



Which button is faster to click?



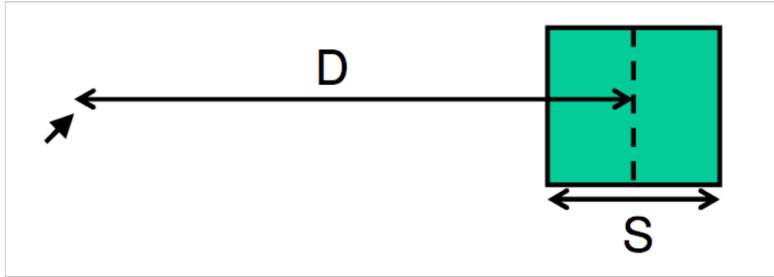
Fitts's Law



Time to move your
pointer to a target

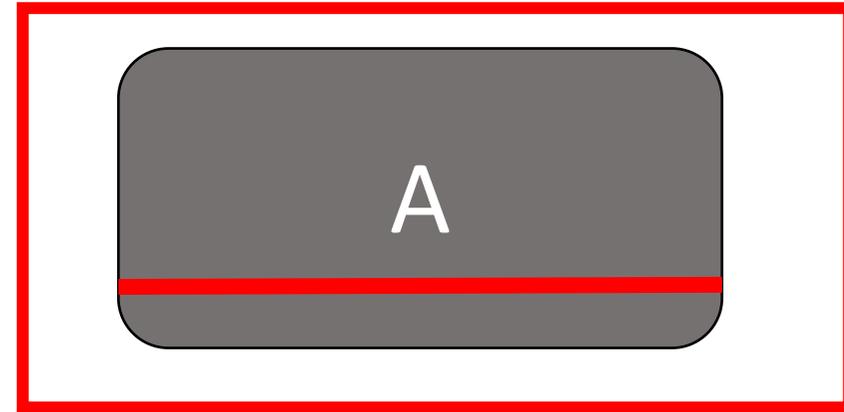
$$= a + b * \log \left(\frac{2D}{S} \right)$$

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

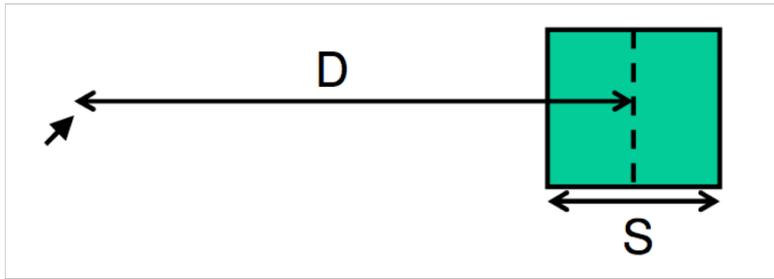


$$= a + b * \log \left(\frac{2D}{S} \right)$$

S is bigger.
Thus the time is lower.

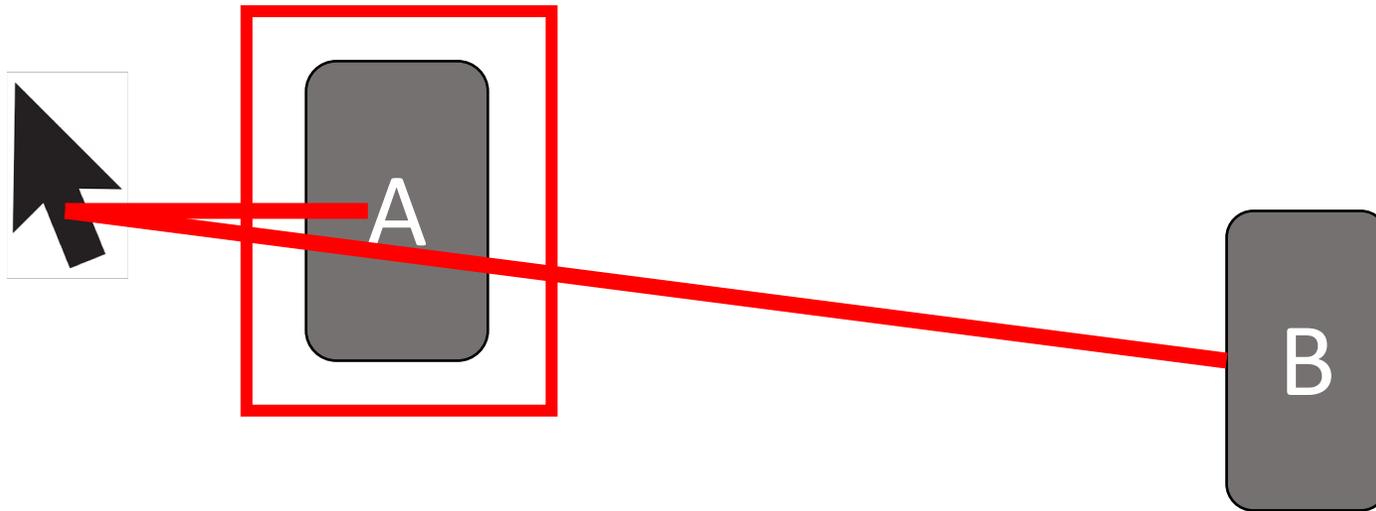


Using Fitts' law, why is A faster to click?

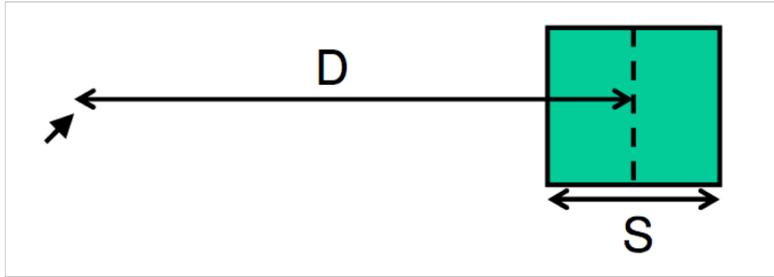


$$= a + b * \log \left(\frac{2D}{S} \right)$$

D is small.
Thus the time is lower.

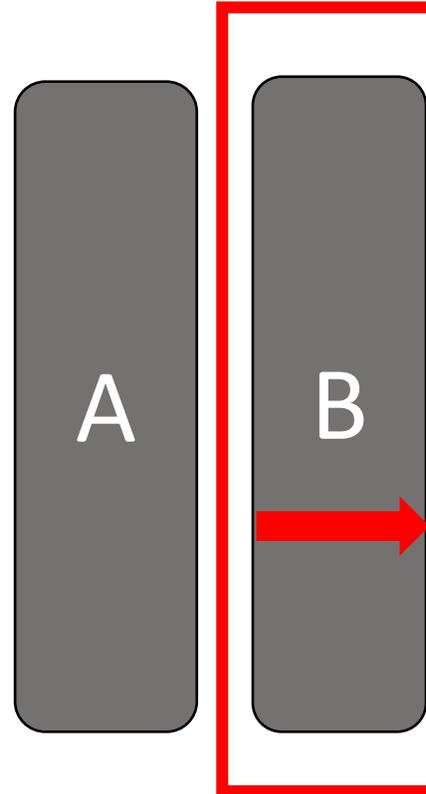


Using Fitts' law, why is B faster to click?

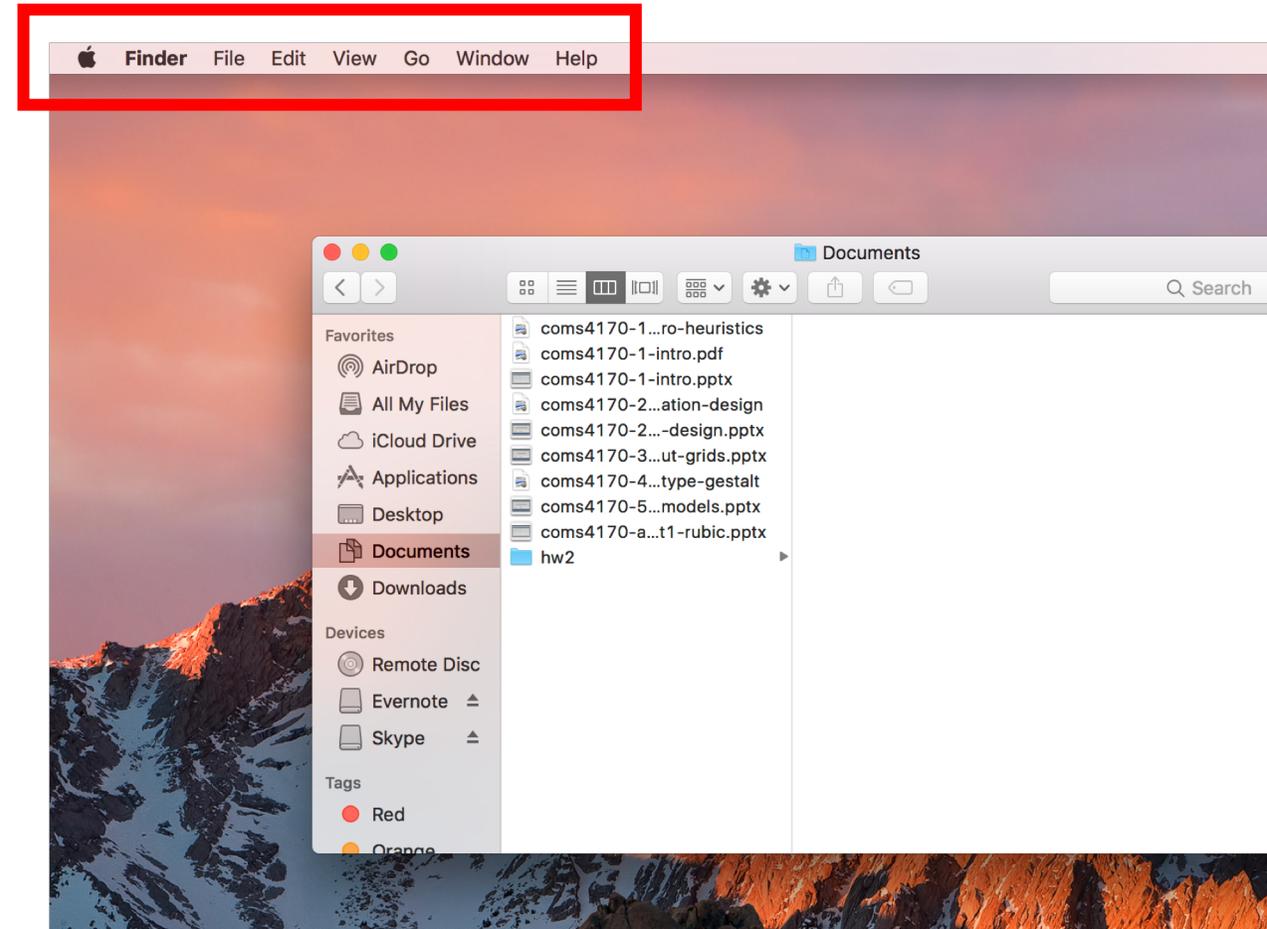
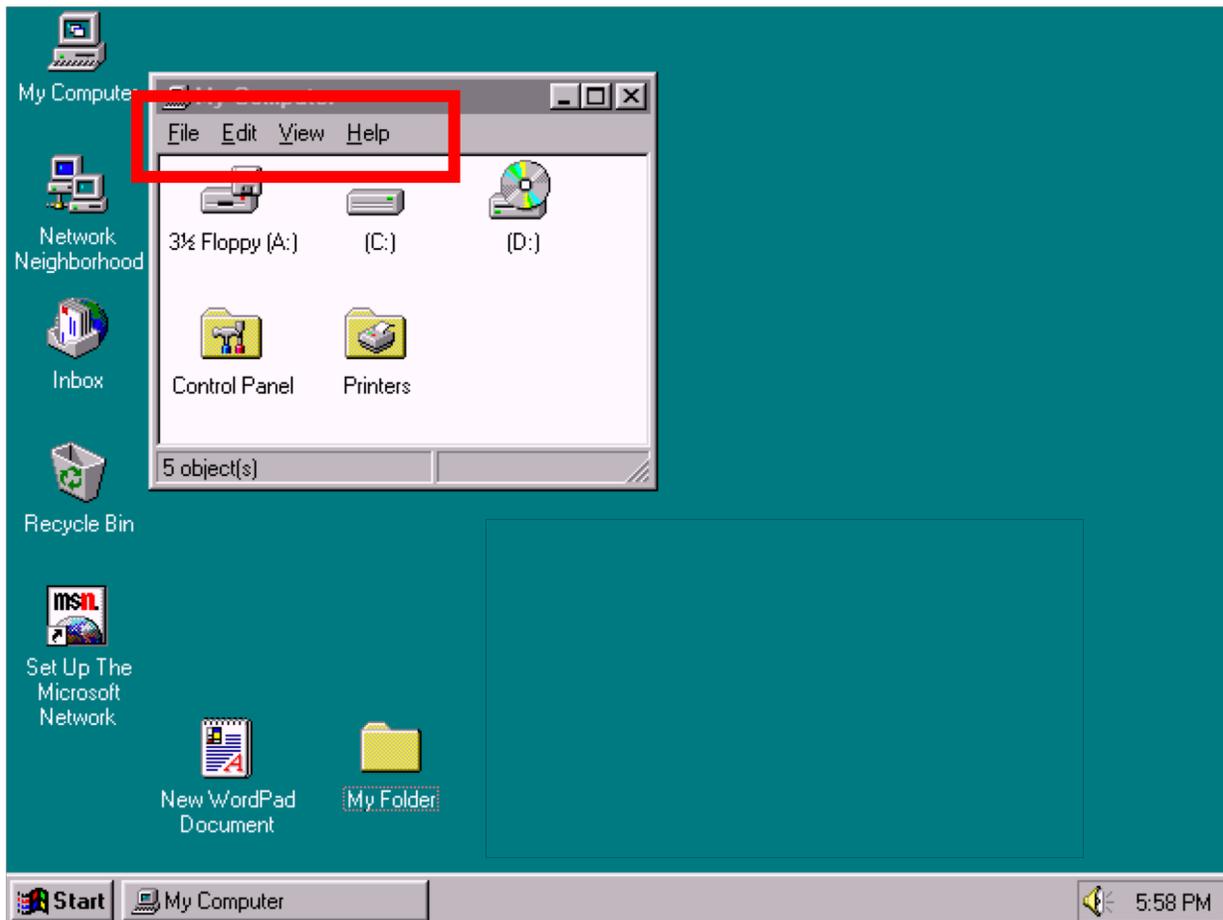


$$= a + b * \log \left(\frac{2D}{S} \right)$$

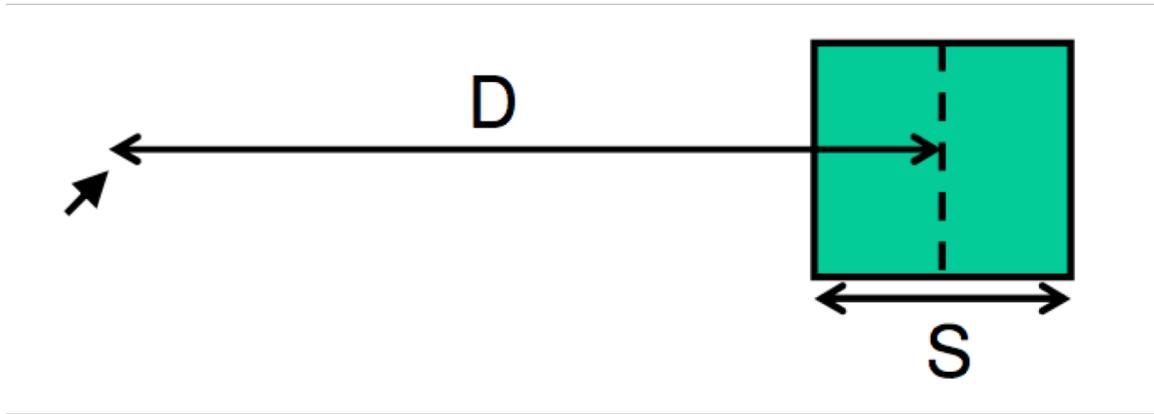
S is bigger (infinite).
Thus the time is lower.



Why did iOS move the menu for applications?



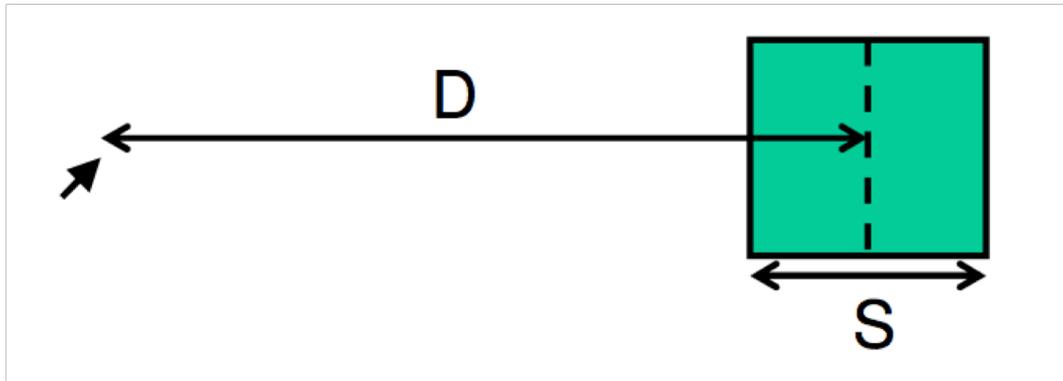
Fitts's Law: What are **a** and **b**?



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



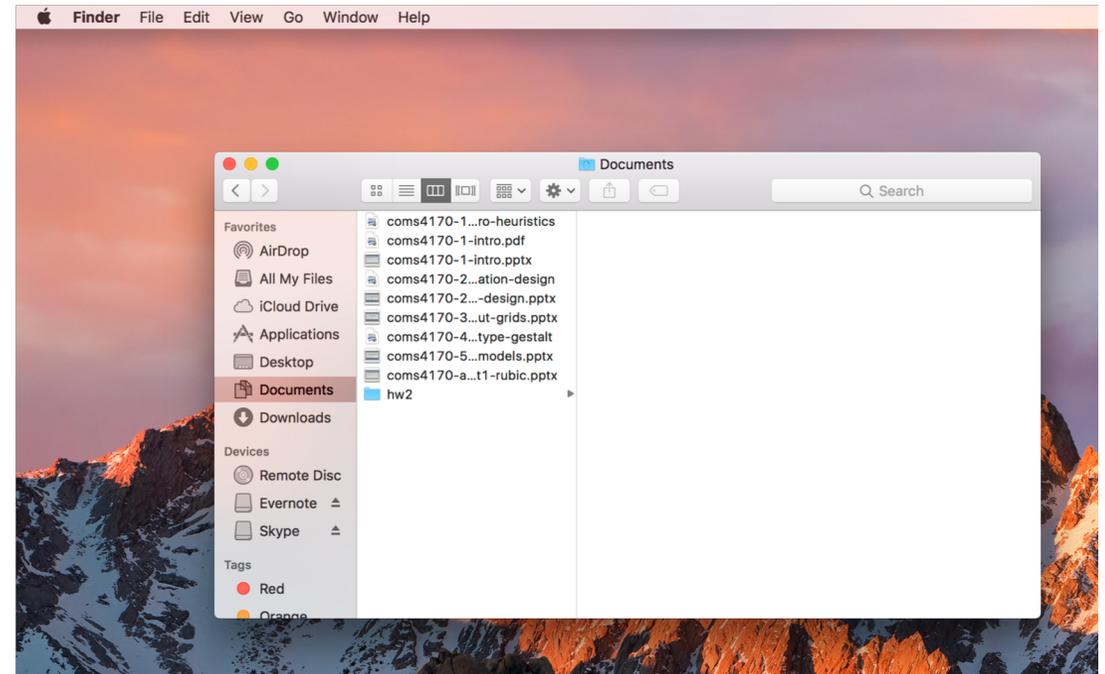
Time to move the pointer: Fitts's Law



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

Buy New **\$12.92**
Qty: List Price: ~~\$18.99~~
Save: \$6.07 (32%)

Buy New **\$12.92**
Qty: List Price: ~~\$18.99~~
Save: \$6.07 (32%)

FRIDAY **Buy Friday**
if you order within 10 hrs 42 mins, or
Get it tomorrow if you order within 2
hrs and choose paid shipping
at checkout. [Details](#)

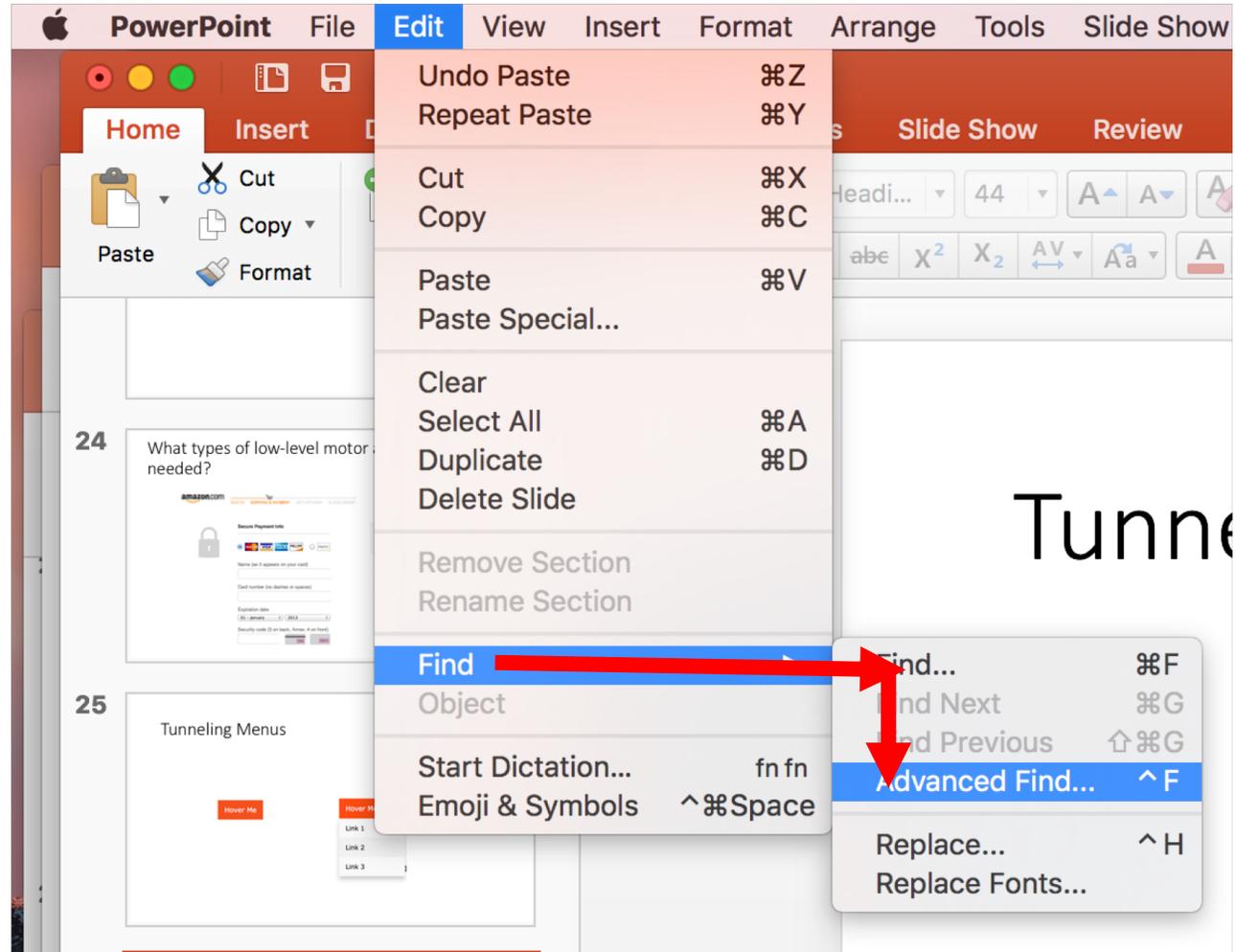
In Stock
Sold by Amazon.com.
Gift wrap available.

 Add to Cart

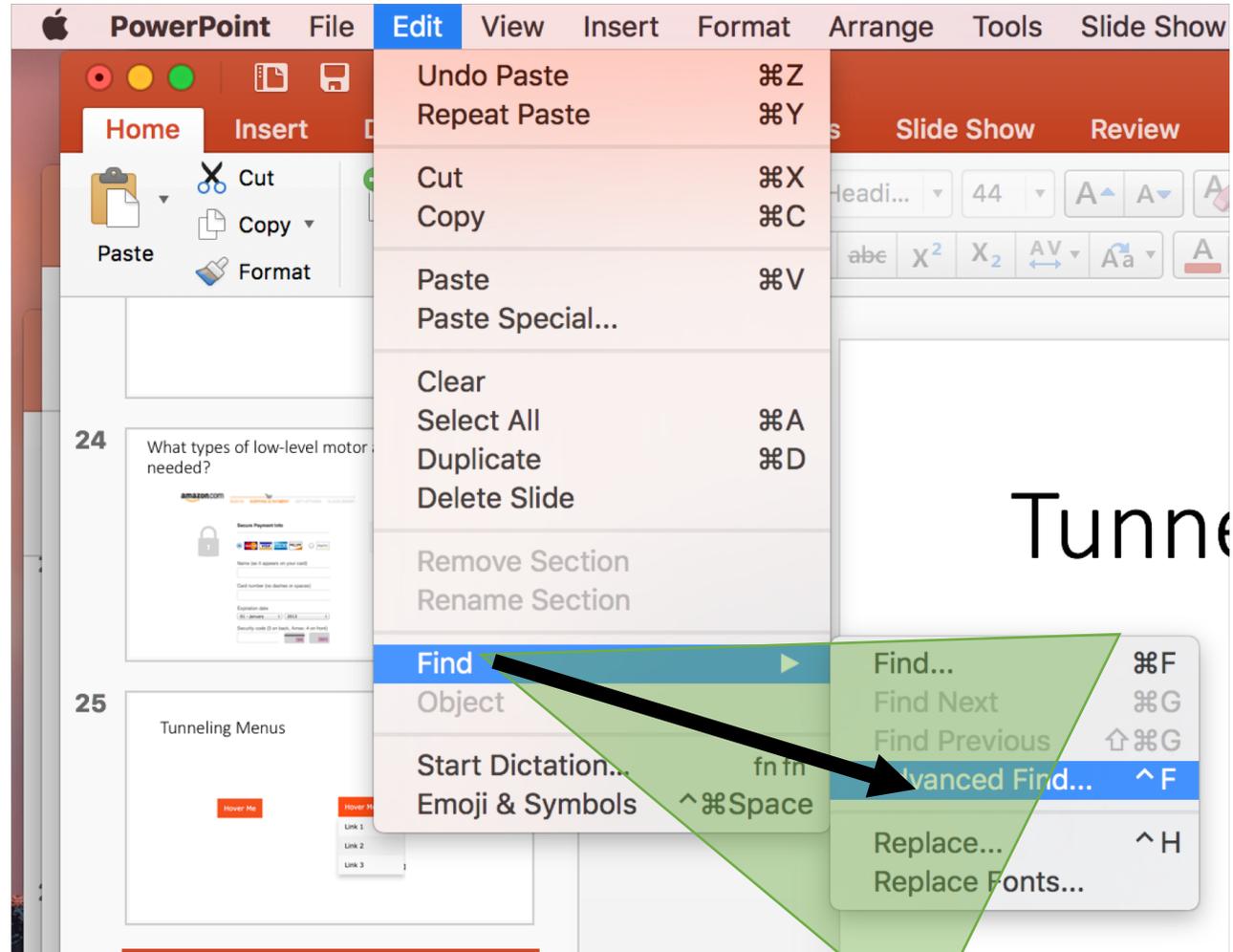
 One-Click Checkout

 Buy Now

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

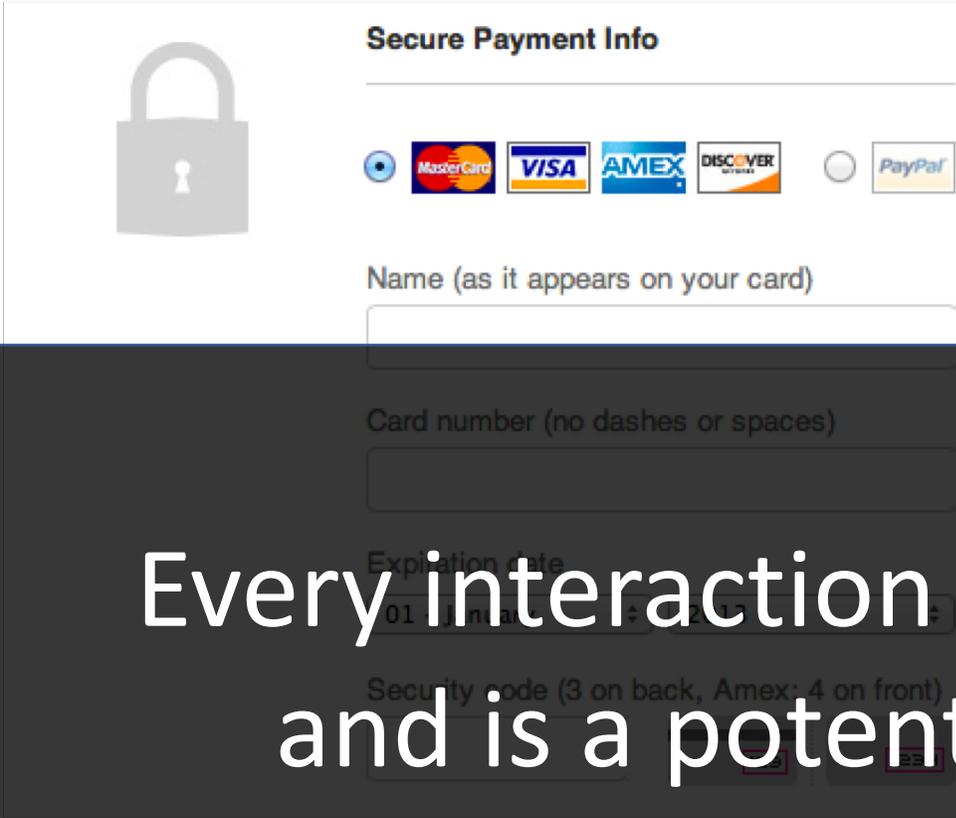
MasterCard VISA AMEX DISCOVER PayPal

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

MasterCard VISA AMEX DISCOVER PayPal

Name (as it appears on your card)

Card number (no dashes or spaces)

Expiration date
01 Jan 2017 - 12 31 2017

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
TypeTypeTypeType
Click
Move
TypeTypeTypeType
Click
TypeTypeTypeType

How could you improve this?

The image shows a portion of an Amazon checkout page. At the top left is the Amazon logo and the text "amazon.com". To its right is a "SIGN IN" link. Below the logo is a large grey padlock icon. The page contains several form fields: "Name", "Card", "Expir", and "Security code (3 on back, Amex: 4 on front)". A blue rectangular overlay is positioned in the center, containing two buttons: "Add to Cart" with a shopping cart icon and "Buy now with 1-Click" with a hand cursor icon. The text "or 1-Click Checkout" is located between the two buttons. To the right of the overlay, a yellow button labeled "Continue" is visible, along with the text "order before it's final."

amazon.com

SIGN IN

Secu

Continue

order before it's final.

Name

Card

Expir

01 -

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

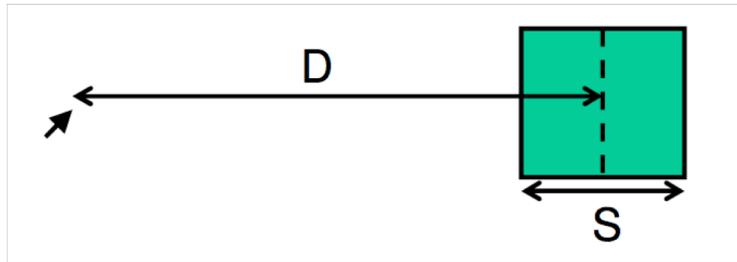
123 1234

Add to Cart

or 1-Click Checkout

Buy now with 1-Click[®]

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



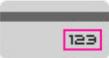
 **Secure Payment Info**

Name (as it appears on your card)

Card number (no dashes or spaces)

Expiration date
01 - January ▾ 2013 ▾

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

 **Add to Cart**
or 1-Click Checkout

 **Buy now with 1-Click®**

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, and the search bar contains the text "design of everyday things". To the right of the search bar, there are links for "Shop Valentine's Day Deals", "EN", "Hello, Sign in", "Account & Lists", "Orders", "Try Prime", and a shopping cart icon with "0" items. Below the search bar, there are navigation links for "Departments", "Your Amazon.com", "Today's Deals", "Gift Cards", "Registry", "Sell", and "Help".

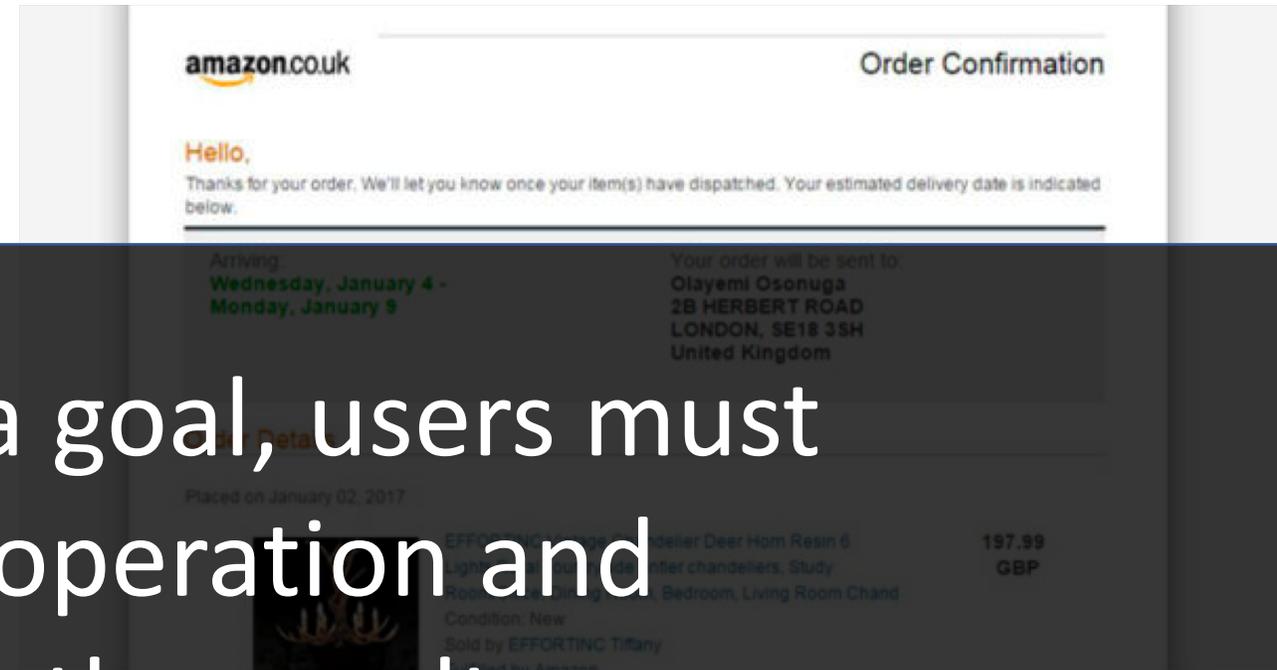
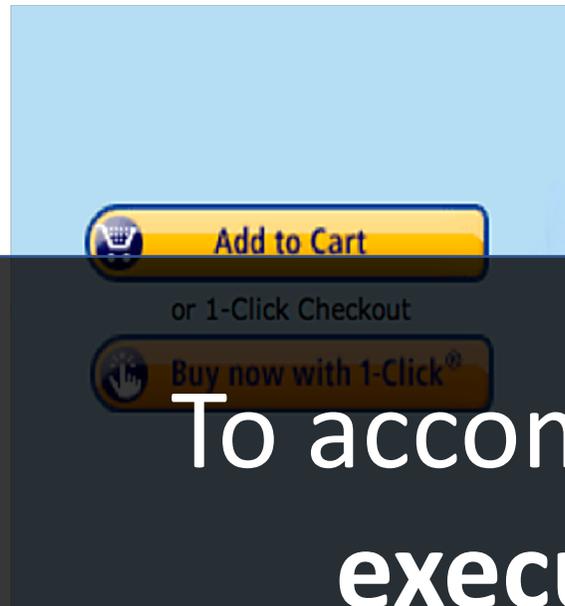
The search results section shows "1-16 of over 6,000 results for 'design of everyday things'" and a "Sort by" dropdown menu set to "Relevance". On the left side, there are several filter sections:

- FREE Shipping:** A checkbox is checked. Text below says "All customers get FREE Shipping on orders over \$25 shipped by Amazon".
- Show results for:** A section with "Books" and "Kindle Store" sub-sections, each listing various categories like "Popular Applied Psychology" and "Applied Psychology".
- Refine by:** A section with "AmazonFresh" (checkbox checked, "fresh" tag), "Delivery Day" (checkboxes for "Get It Today" and "Get It by Tomorrow"), "Amazon Prime" (checkbox checked, "prime" tag), "Eligible for Free Shipping" (checkbox checked, "Free Shipping by Amazon"), and "Book Language" (checkbox checked, "English").

The main content area displays three book listings:

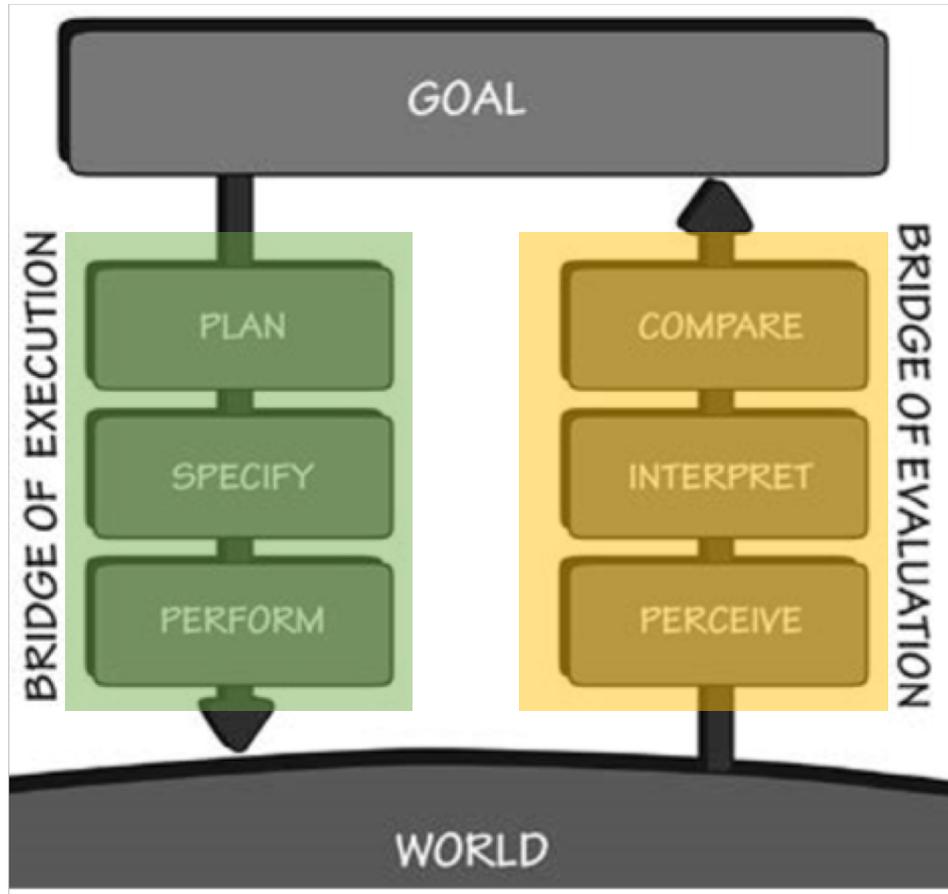
- The Design of Everyday Things: Revised and Expanded Edition** by Don Norman, Nov 5, 2013. Labeled "Best Seller". Paperback price is \$11.33 (was \$18.99). Kindle Edition price is \$11.99. 277 reviews.
- The Design of Everyday Things** by Donald A. Norman, Sep 19, 2002. Paperback price is \$3.22. Audible Audio Edition price is \$0.00. 301 reviews.
- Emotional Design: Why We Love (or Hate) Everyday Things** by Don Norman, May 11, 2005. Paperback price is \$12.74 (was \$17.99). Kindle Edition price is \$11.99. 61 reviews.

What happens after you place an order?



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

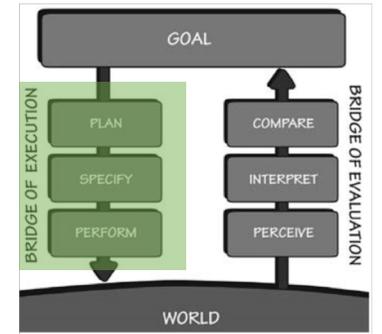
6. Interpret the perception

7. Compare the outcome with the goal

Goal Execution Step 1: Plan the action

Specify the action sequence

Perform the action sequence



amazon 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

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

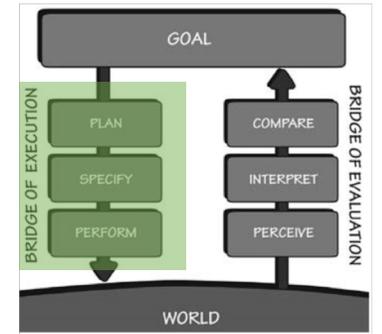
Add to List

Goal Execution Step 2:

Plan the action

Specify the action sequence

Perform the action sequence



amazon Try Prime Books design of everyday things

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 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

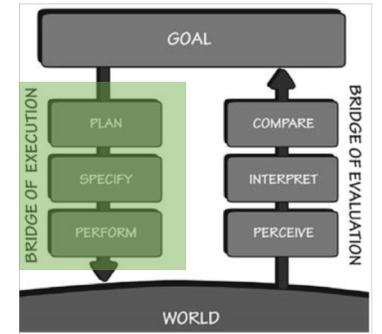
Add to List

Goal Execution Step 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

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

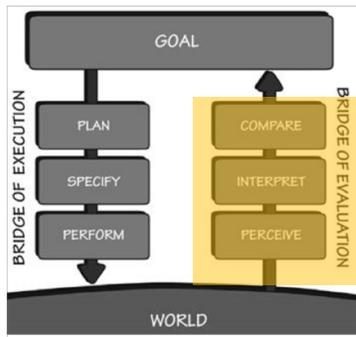
The Amazon Book Review
Author interviews, book reviews, editors picks, and more. Read it now

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 Cart
or 1-Click Checkout
Buy now with 1-Click®

Add to List



Goal Evaluation Step 1: Perceive the State of the world

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.

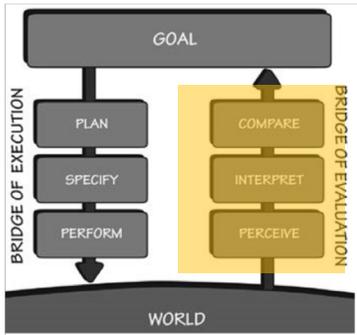
<p>Arriving:</p> <p>Wednesday, January 4 - Monday, January 9</p>	<p>Your order will be sent to:</p> <p>Olayemi Osonuga 2B HERBERT ROAD LONDON, SE18 3SH United Kingdom</p>
--	---

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>
---	--	-------------------------------------

Goal Evaluation Step 2: Interpret the perception



amazon.co.uk Order Confirmation

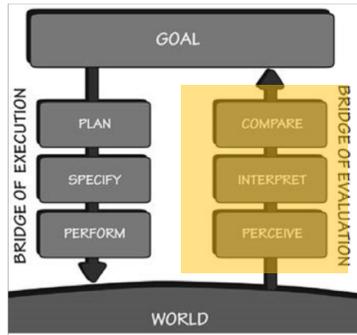
Hello,
Thanks for your order. We'll let you know once your item(s) have dispatched. Your estimated delivery date is indicated below.

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

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



Goal Evaluation Step 3: 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.

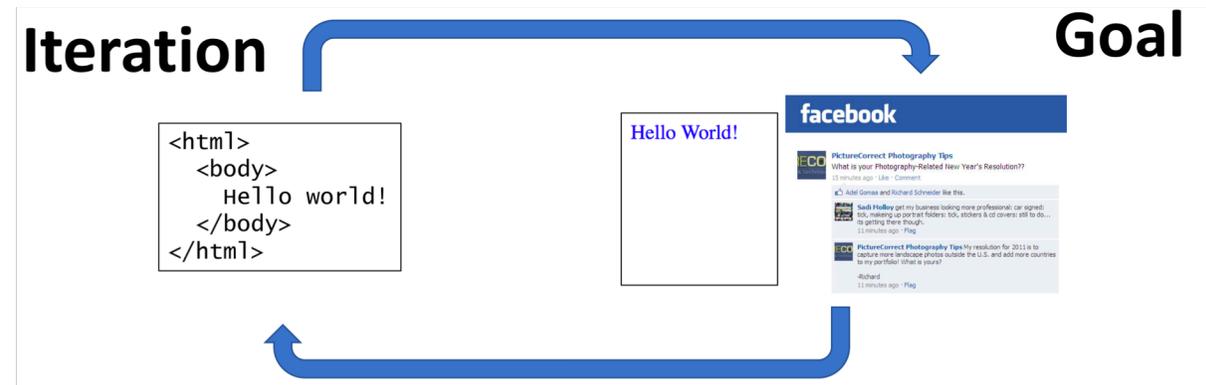
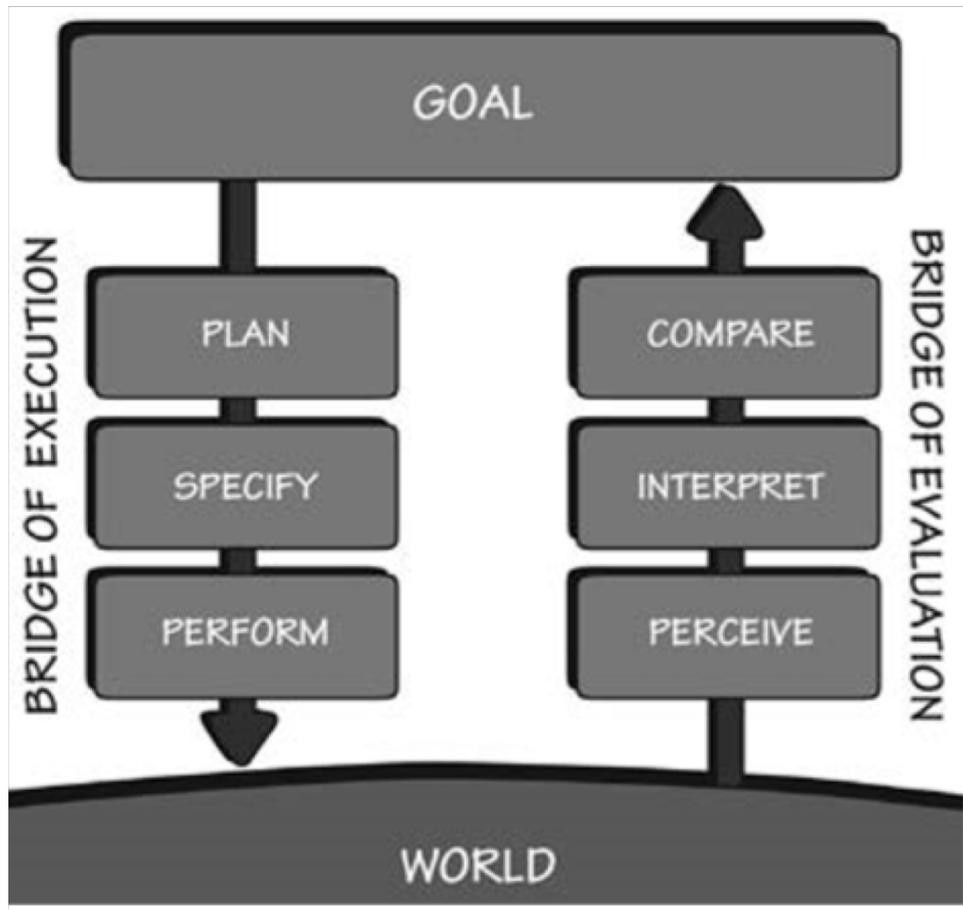
Arriving: Wednesday, January 4 - Monday, January 9	Your order will be sent to: Olayemi Osonuga 2B HERBERT ROAD LONDON, SE18 3SH United Kingdom
--	---

Order Details

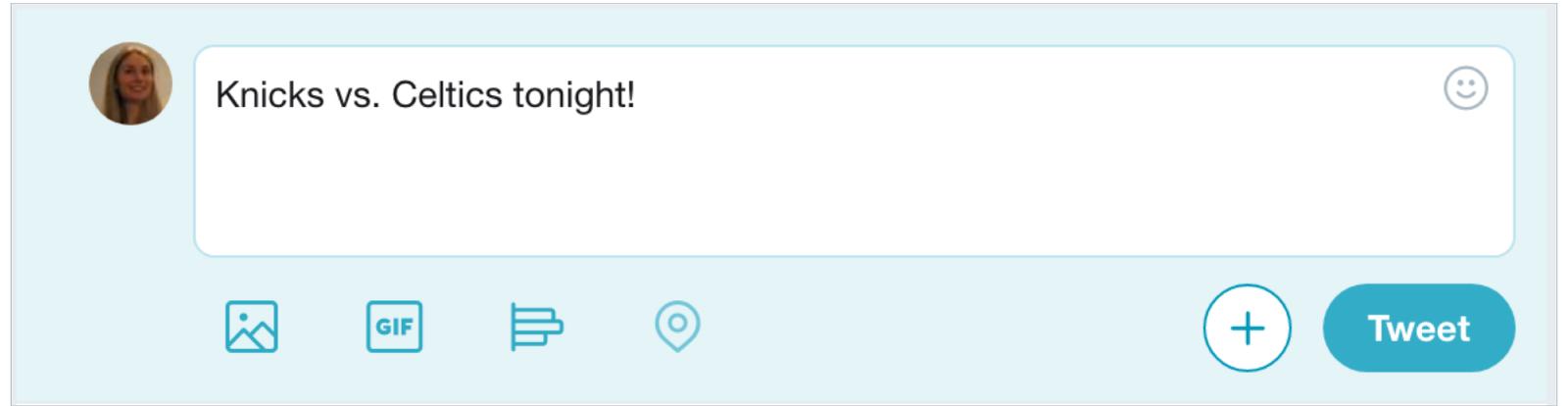
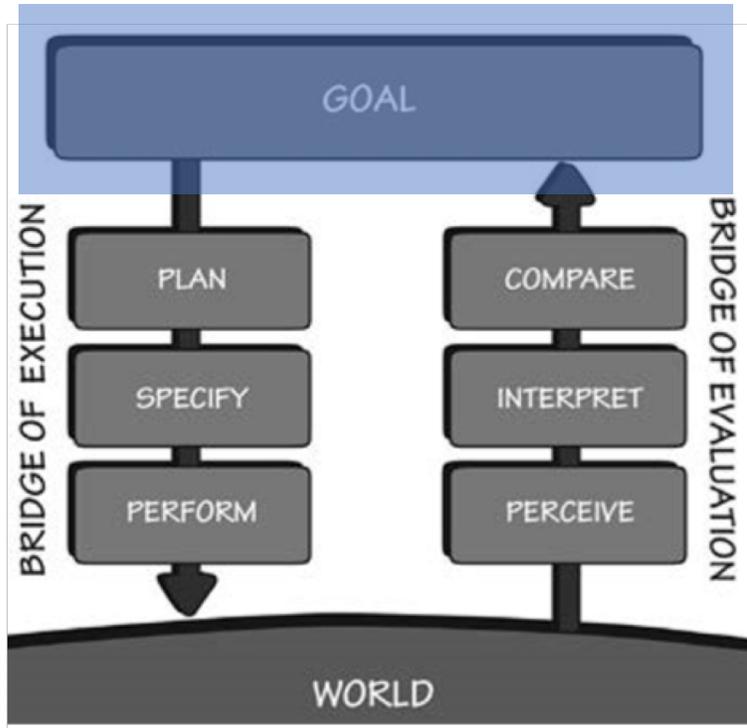
Placed on January 02, 2017

	<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 Sold by EFFORTING Tiffany <small>Fulfilled by Amazon</small></p>	<p>197.99 GBP</p>
---	--	-------------------------------------

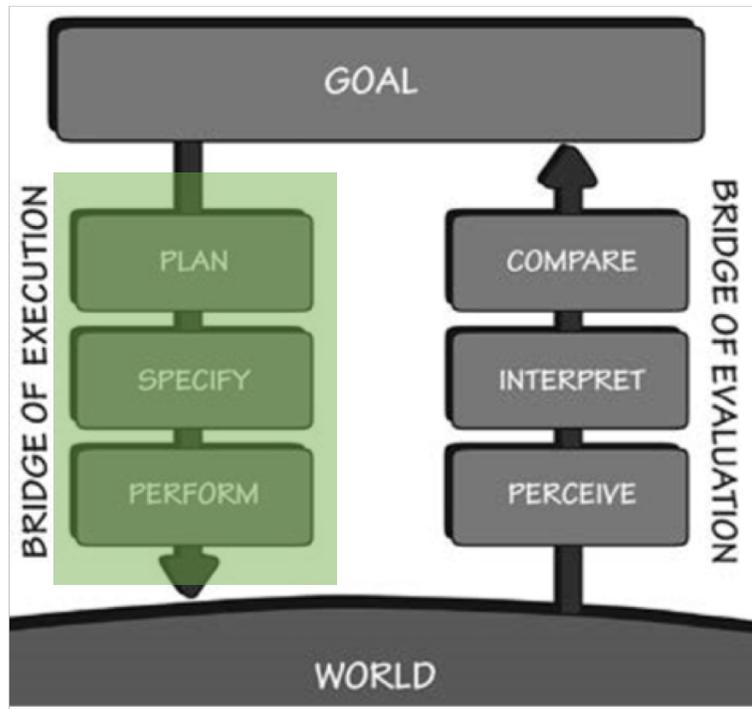
What does The 7 Stages of Action remind you of?



What's the users goal? Post a tweet



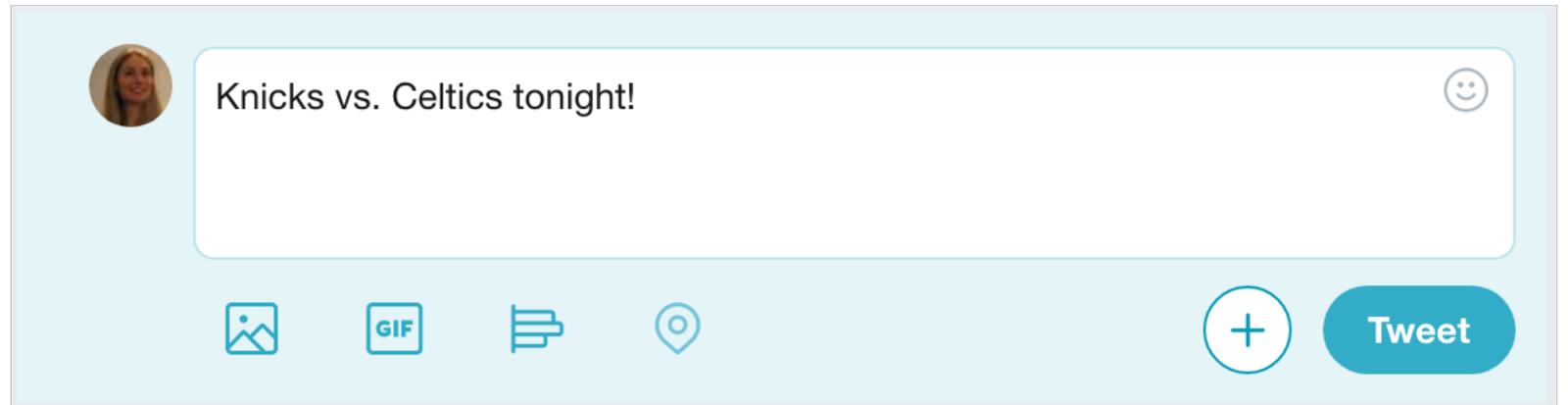
What does the execute?



Put cursor in box

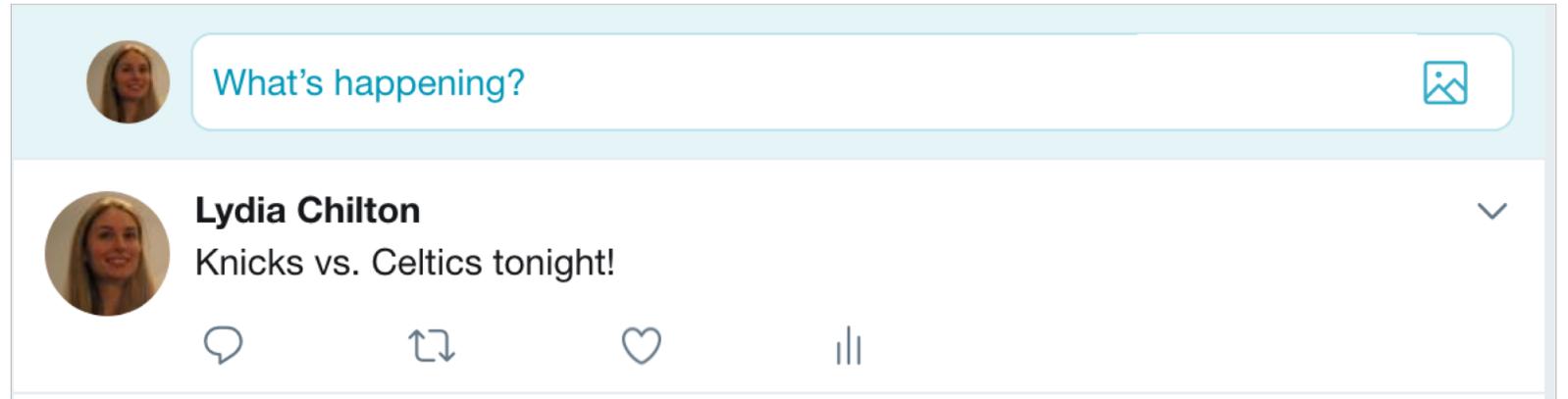
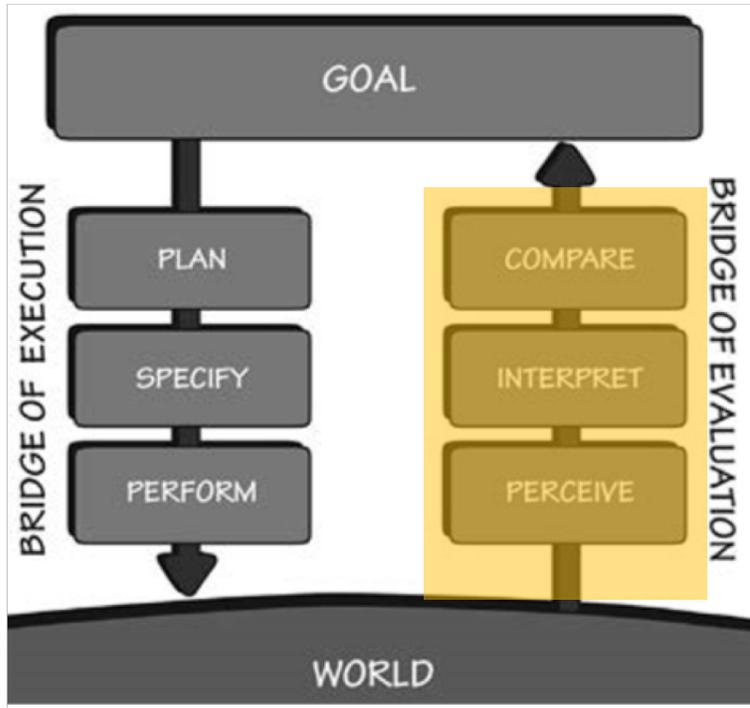
Type message

Move mouse to button and click



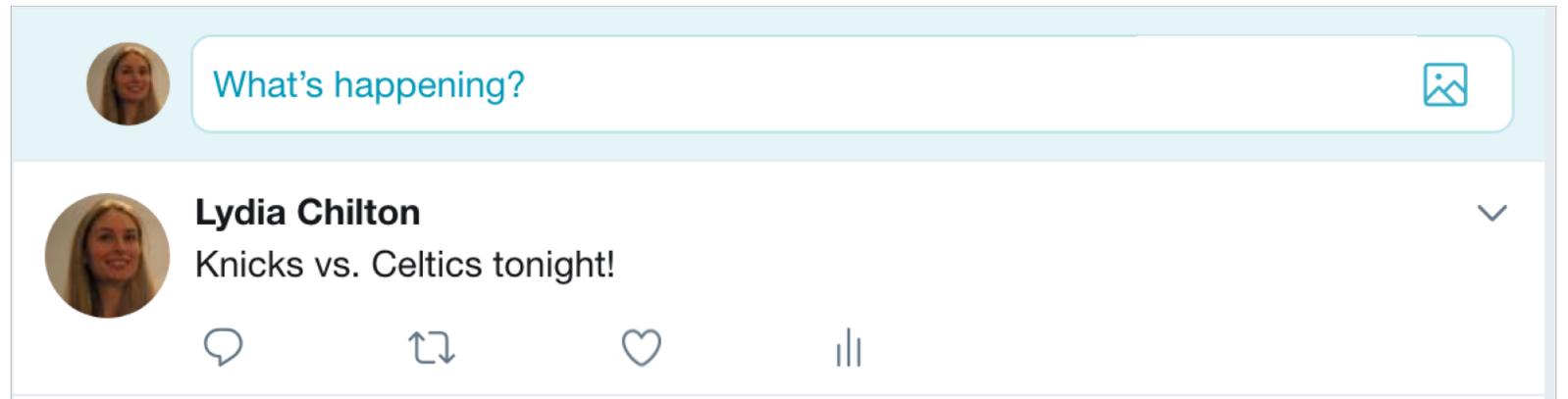
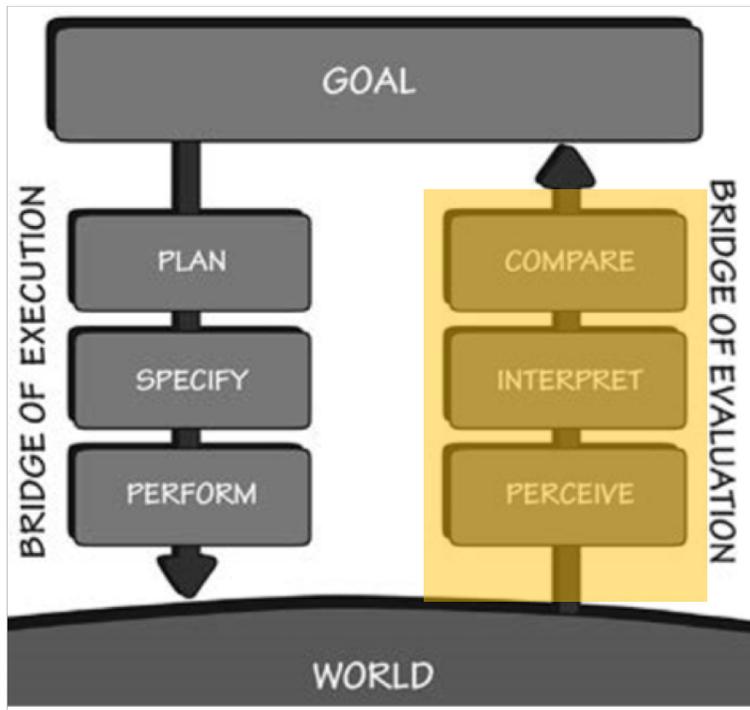
What does the user evaluate?

Did it get posted?



How does the user know?

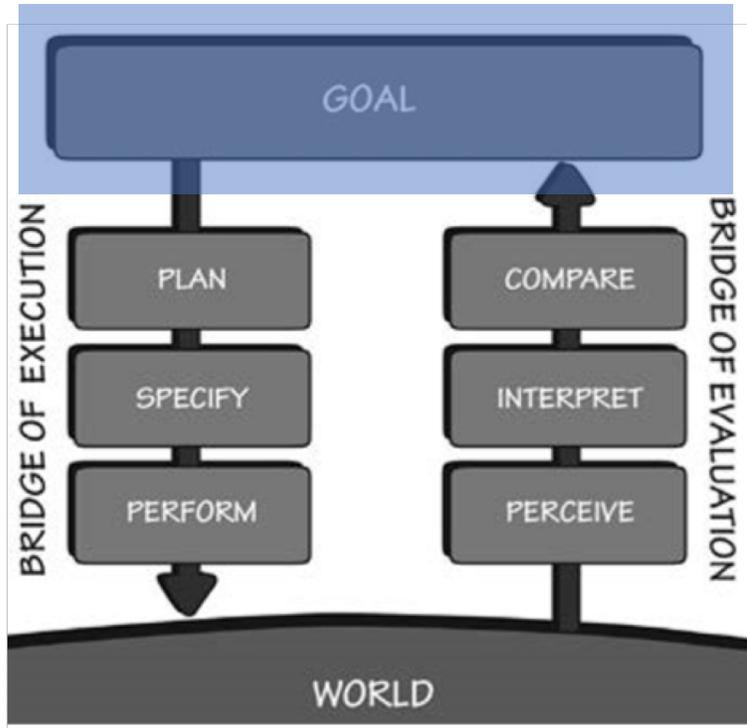
It's my face.
It's my text.
It has new options.



Goal: Perfect DDR score.

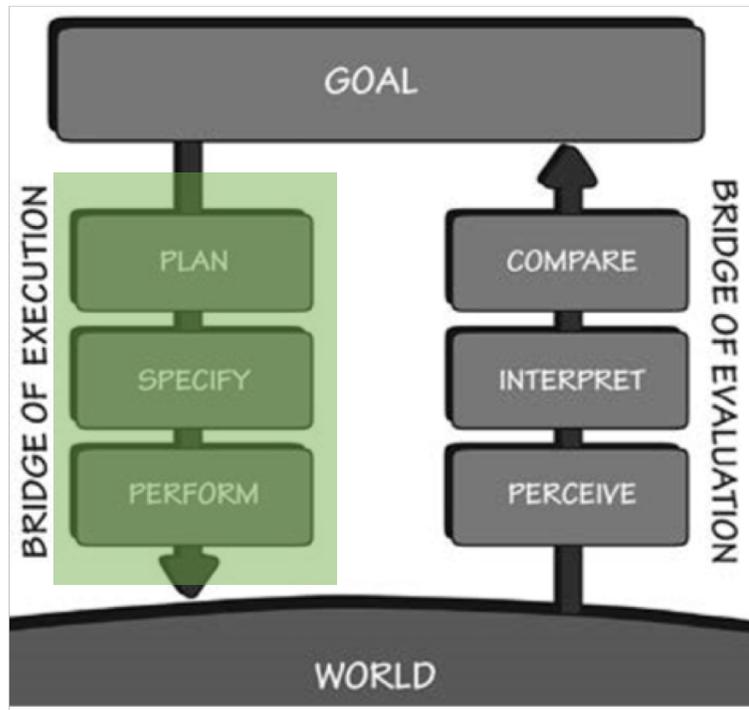
What's the users subgoal?

Step on the correct arrow at the correct time.



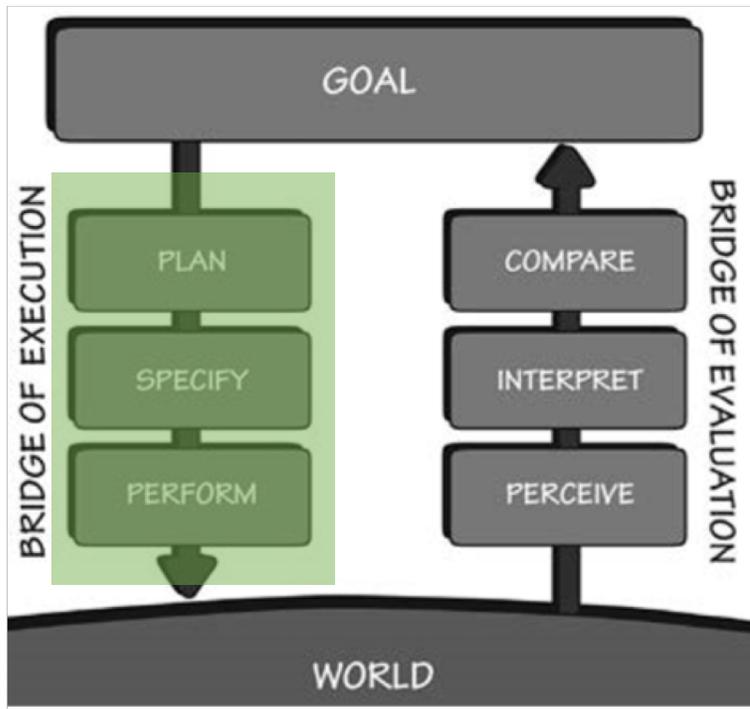
Execution 1: How does the user plan the action?

Look at the screen to see the
correct arrow/timing

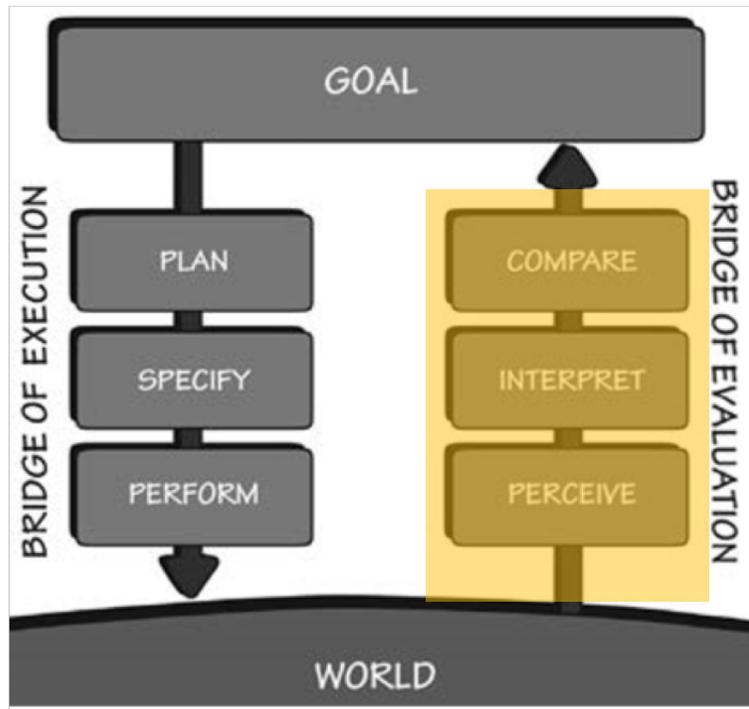


Execution 2&3: How does the user execute the action?

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



Evaluation: How does the user evaluate the action?

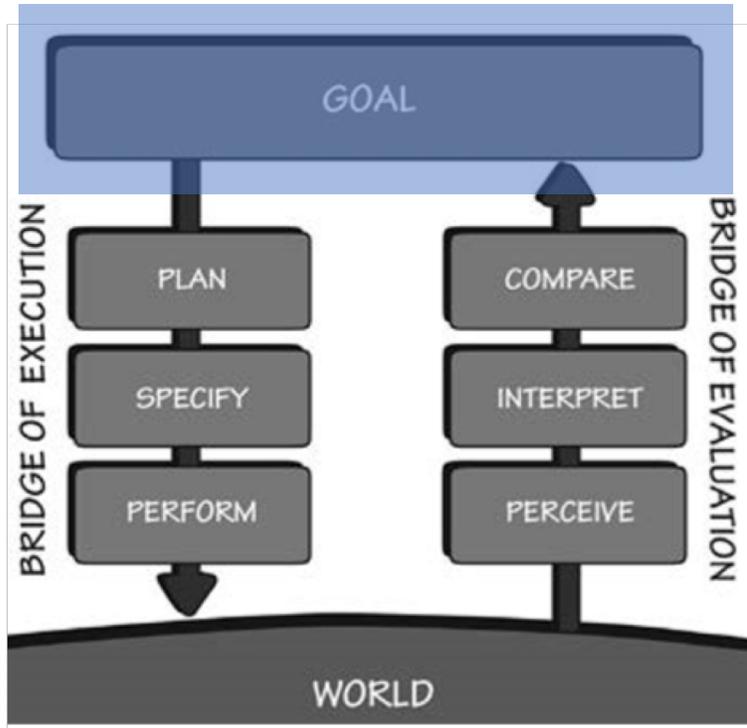


You can see the arrow flash
It tells you a grade



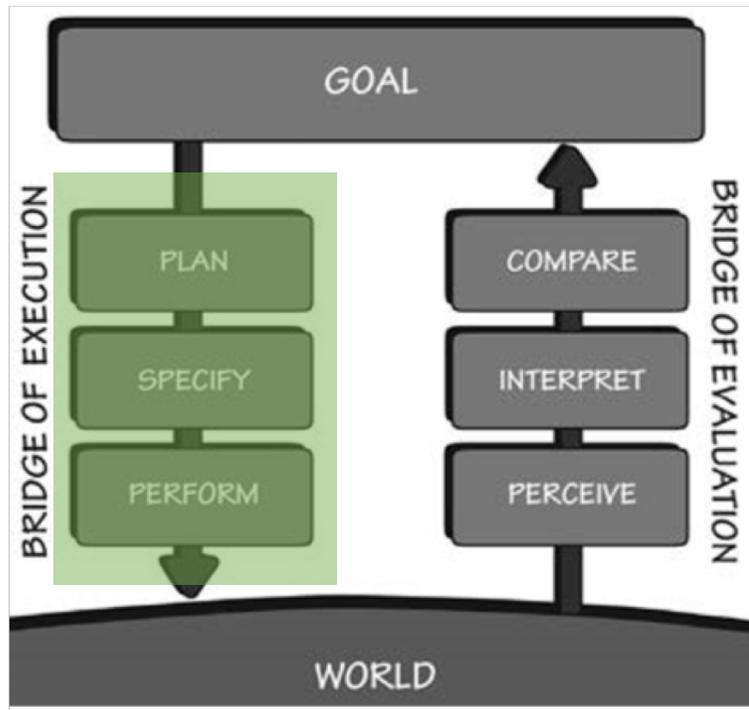
What's the users goal?

To set the alarm for 9:07am



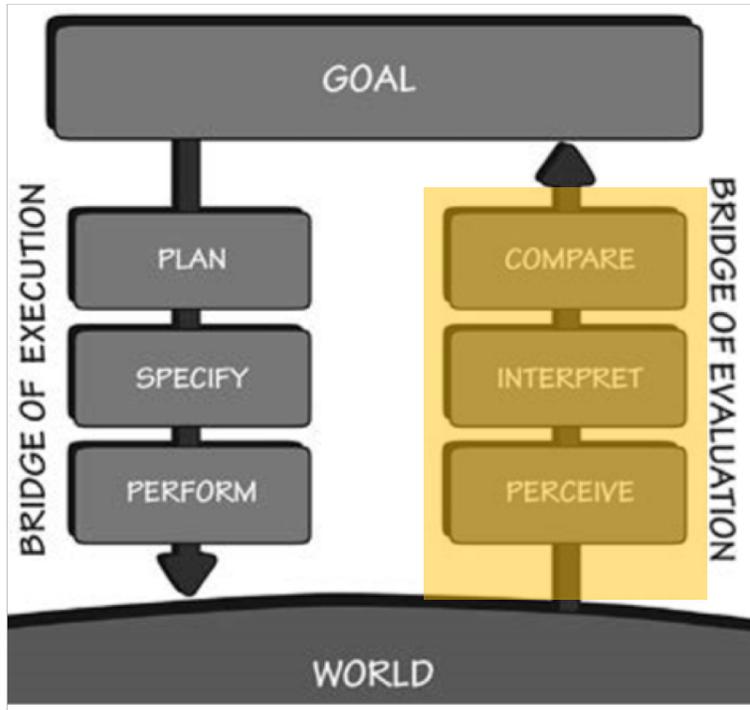
Execution?

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



Evaluation?

Turns to an alarm screen



Next time:

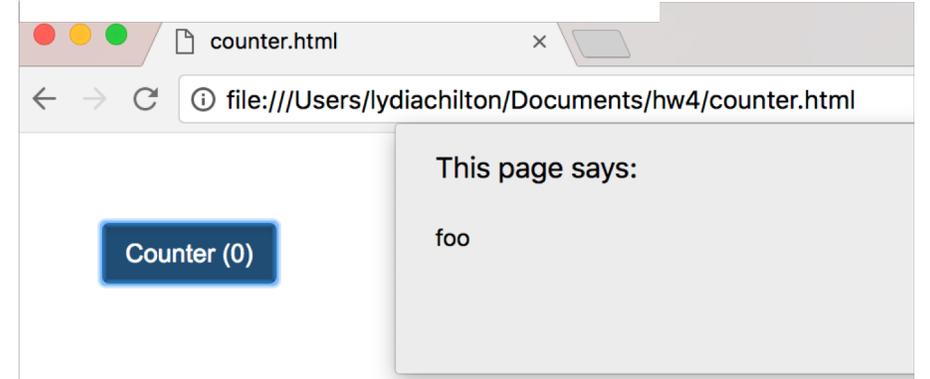
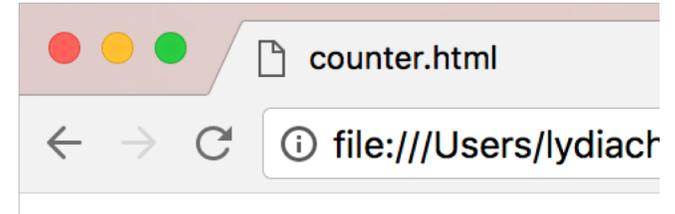
Programming interactions in JavaScript?

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 the system to accomplish a goal.

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, a search bar containing "design of everyday things", and various account and navigation links. Below the navigation bar is a promotional banner for Prime Student. The main content area features the book's cover on the left, which is yellow with a red teapot illustration. To the right of the cover, the book title and author are displayed, along with the release date (November 5, 2013), a star rating, and a "#1 Best Seller" badge. Below this, there are options to purchase the book in Kindle or Paperback format, with the Paperback price highlighted as \$11.33. A detailed description of the book follows, explaining its focus on product design and user experience. At the bottom, there is a section for "The Amazon Book Review" and a "Read more" link. On the right side of the page, a shopping cart sidebar is visible, showing the book's price, quantity, shipping options (including Prime), and an "Add to Cart" button. The page also includes social sharing options and a "Back to search results" link.

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 ▾ 

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](#)

Look inside ↴

REVISED & EXPANDED EDITION

The DESIGN of EVERYDAY THINGS

DON NORMAN

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     [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.

 **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](#)

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

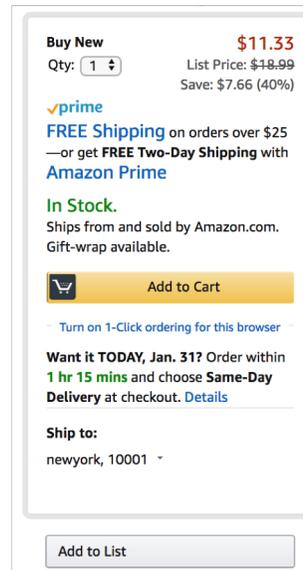
Goal: Buy a book

Subgoal: Find it

Interaction: Type, click

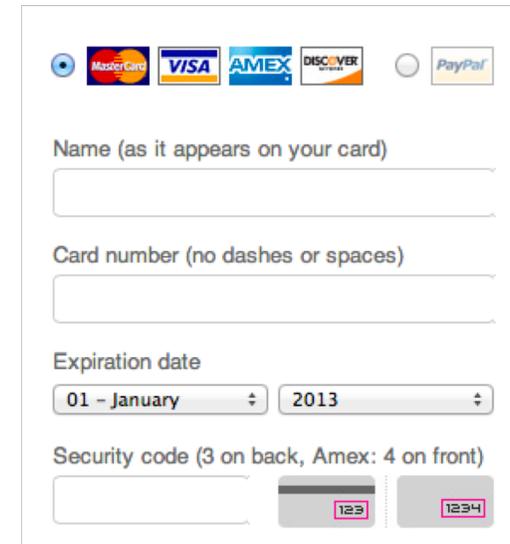


Subgoal: Add to cart
Interaction: click



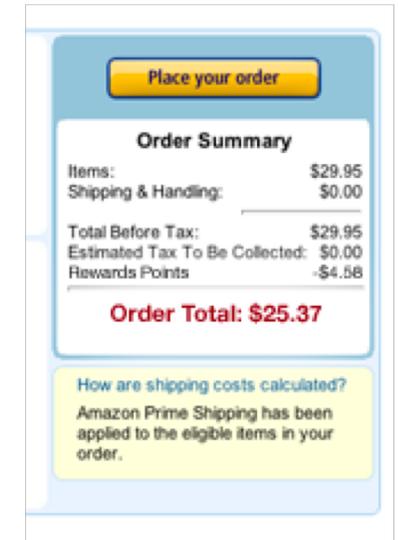
Subgoal: Enter payment info

Interaction: Type, click, point

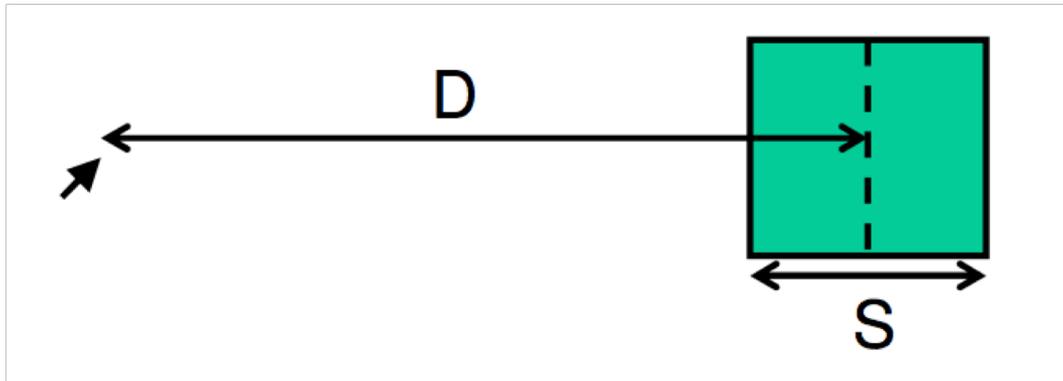


Subgoal: Place order

Interaction: Click



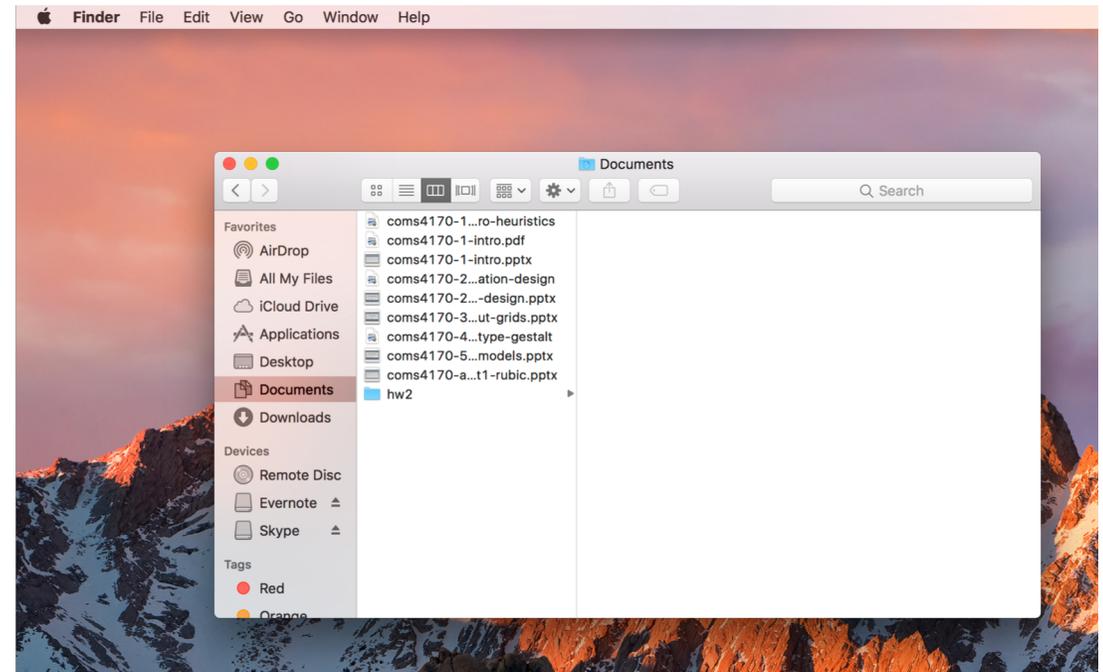
Time to move to a target : Fitts's Law



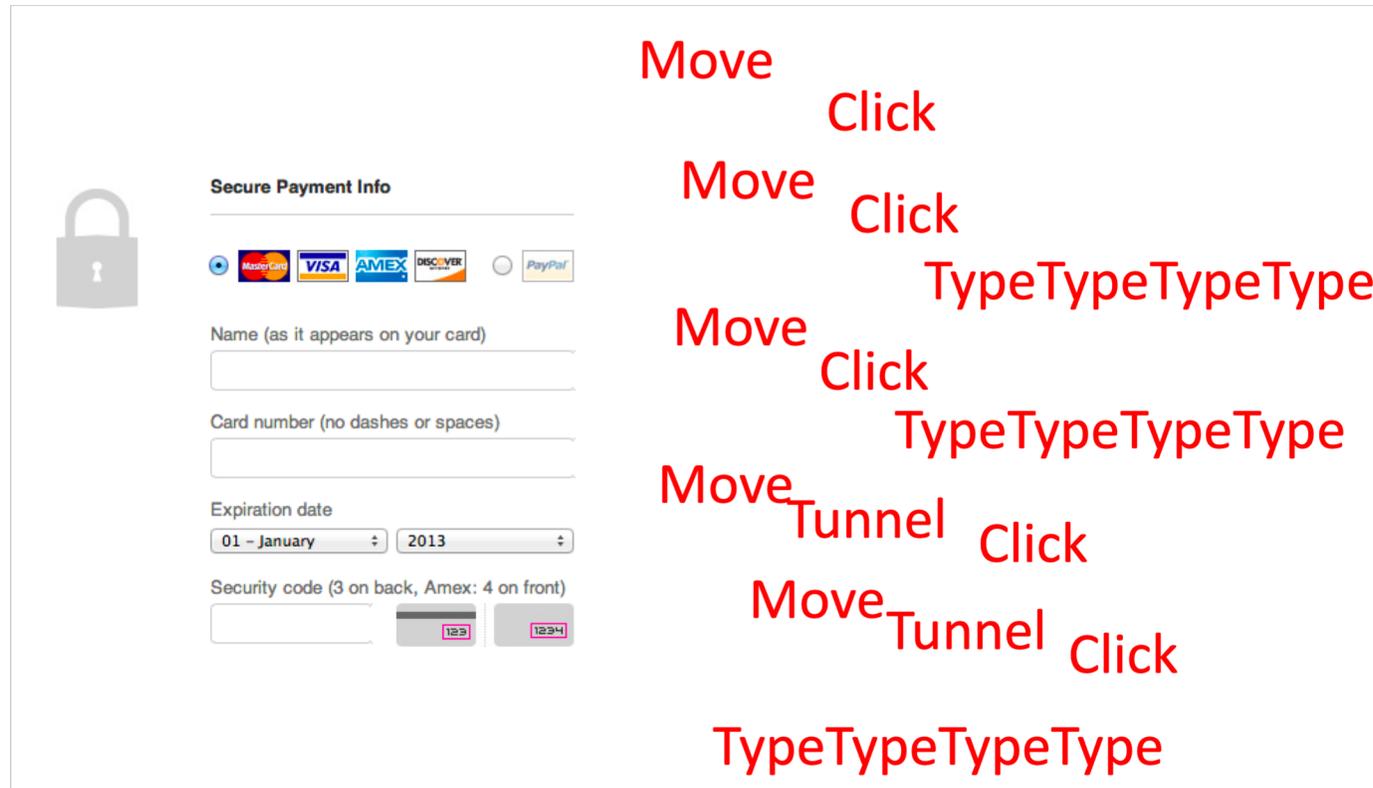
Time to move your
pointer to a target

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

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



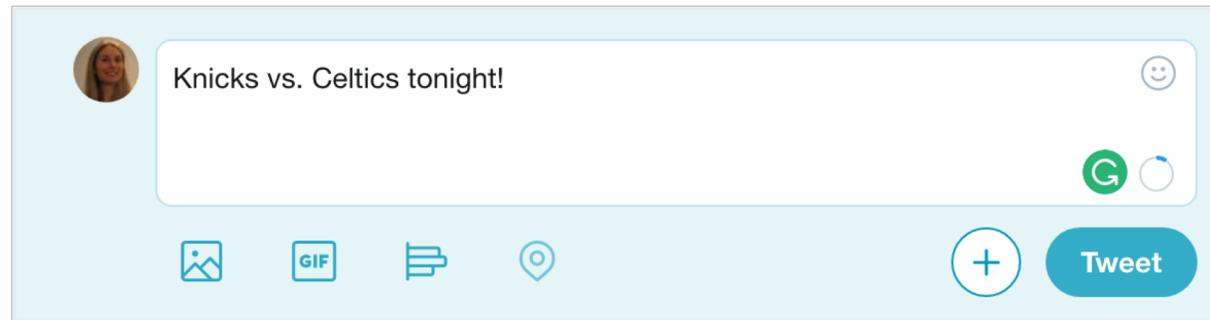
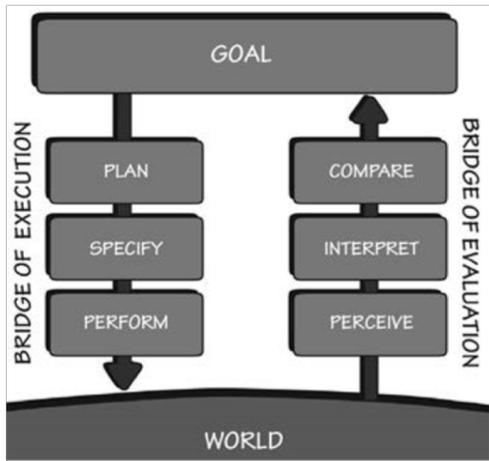
Low-level interactions take time and effort.
Minimize them because you do them a lot.



The image shows a 'Secure Payment Info' form with several input fields and a payment method selector. Red text annotations are overlaid on the form, indicating user interactions:

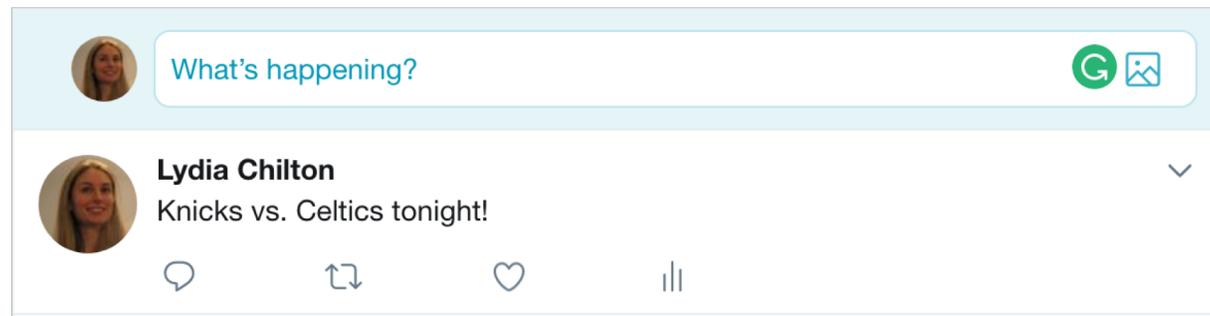
- Move**: Located above the payment method selector.
- Click**: Located above the first radio button in the payment method selector.
- Move**: Located above the 'Name (as it appears on your card)' input field.
- Click**: Located above the 'Name (as it appears on your card)' input field.
- TypeTypeTypeType**: Located above the 'Name (as it appears on your card)' input field.
- Move**: Located above the 'Card number (no dashes or spaces)' input field.
- Click**: Located above the 'Card number (no dashes or spaces)' input field.
- TypeTypeTypeType**: Located above the 'Card number (no dashes or spaces)' input field.
- Move**: Located above the 'Expiration date' dropdown menu.
- Tunnel**: Located above the 'Expiration date' dropdown menu.
- Click**: Located above the 'Expiration date' dropdown menu.
- Move**: Located above the 'Security code (3 on back, Amex: 4 on front)' input field.
- Tunnel**: Located above the 'Security code (3 on back, Amex: 4 on front)' input field.
- Click**: Located above the 'Security code (3 on back, Amex: 4 on front)' input field.
- TypeTypeTypeType**: Located below the 'Security code (3 on back, Amex: 4 on front)' input field.

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