Create Ideas

Create Design Ideas

Design
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**Design**

**Interface** - a surface/place where two independent systems, bodies or spaces meet / form a common boundary, and communicate with each other
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**Interface** - a surface/place where two independent systems, bodies or spaces meet / form a common boundary, and communicate with each other

**Interface** - a communication channel

**Communication** - exchanging of information
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Signifier - indicators of any type that communicate the action needed so the affordance can take place

Affordance - the possible use for an object when interacting with it
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Signifier - indicators of any type that communicate the action needed so the affordance can take place

Affordance - the possible use for an object when interacting with it

Constraints - restrictions that limit the possible actions available with an object
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Physical - caused by physical features

Cultural - based on what is culturally accepted

Semantic - based on the meaning of the situation

Logical - use reasoning to determine the alternatives
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**Feedback** - conveys effects of user’s actions
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Feedback - conveys effects of user’s actions

Location: where am I?

Current status: what’s happening?

Future status: what’s next?

Outcomes: what just happened?

By David M. Hogue
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Location: where am I?

Current status: what's happening?

Future status: what's next?

Outcomes: what just happened?

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Time: How long is it going to take?

Reasons: why you do what you do?

Presence: Are you even there?
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Feedback - conveys effects of user’s actions

Feedback loop

- **Speed:** Influence decisions
- **Measurability:** Provide comparisons
- **Context:** Meaning of your feedback
- **Motivation:** should correspond

How To Design Outstanding Feedback Loops
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**Discoverability** - whether it’s possible to figure out how to use an object by interacting with it
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Discoverability - whether it’s possible to figure out how to use an object by interacting with it

Findability - whether it’s easy to find content

Learnability - whether it’s easy to learn how to use functionality
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**Discoverability** - whether it’s possible to figure out how to use an object by interacting with it

**Findability** - whether it’s easy to find content

**Learnability** - whether it’s easy to learn how to use functionality

- Make use of existing practices and familiar interactions
- Build around existing mental models
- Make use of signifiers and affordances

F-Shaped Pattern For Reading Web Content
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Mapping - indication of the relationship between objects
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Mapping - indication of the relationship between objects (often controls)

- Make use of spatial gestalt principles
- In some cases culture-specific
- Build around existing mental models

Elevator buttons, Shane Adams via Flickr Creative Commons

Image: https://stackoverflow.com/questions/9752760/slide-toggle-for-android
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Conceptual Model - user’s understanding of how the system works communicated through the design
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Conceptual Model - user's understanding of how the system works, communicated through the design

“For people to use a product successfully, they must have the same mental model (the user's model) as that of the designer (the designer's model). But the designer only talks to the user via the product itself, so the entire communication must take place through the "system image": the information conveyed by the physical product itself.”


Source: Design as Communication by Don Norman
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