Create Design Ideas

Create Ideas

Design
Gibson’s Affordances:
- Offerings or action possibilities in the environment in relation to the action capabilities of an actor
- Independent of the actor’s experience, knowledge, culture, or ability to perceive
- Existence is binary – an affordance exists or it does not exist

Norman’s Affordances:
- Perceived properties that may or may not actually exist
- Can be dependent on the experience, knowledge, or culture of the actor
- Can make an action difficult or easy

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Design

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

Feedback - conveys effects of user’s actions
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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?

By David M. Hogue

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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- 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
“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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Site/App Flows

The **path** a user follows through an application. Does not have to be linear, can branch out.

User Flows

**Goal** - to optimize users ability to accomplish a task with the least amount of steps. Communicates transitions.
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Goal - to optimize users ability to accomplish a task with the least amount of steps. Communicates transitions

What pages/screens are needed

Which pages/screens should link to each other

Help to design a navigation experience

User Flows
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User Flows

- **Microinteractions and responses** to user’s actions and errors

- Help to analyze the **efficiency** of a task

- Often attached to **personas**
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Information Architecture - structural design of shared information environments
Richard Saul Wurman

Users flow through your product
Catalog user’s information
Presentation of the information
Decision driving function
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Knowledge Organisation

- Taxonomy
- Folksonomy
- Domain Analytics Approach
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Knowledge Organisation

Taxonomy
Practice of classification based on hierarchical relationship.
Parent-child hierarchies

Folksonomy

Domain Analytics Approach

Prototype Design
Knowledge Organisation

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Public tags and their frequencies

Domain Analytics Approach
Knowledge Organisation

Taxonomy
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Folksonomy
- Practice of classification based on non-hierarchical relationship.
- Public tags and their frequencies

Domain Analytics Approach
- Practice of classification based on sociological - epistemological view.
- Indexing to fulfill a task by specific group

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