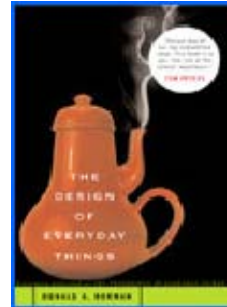


## Don Norman's *The Design of Everyday Things*



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## Chapter 1 - The Psychopathology of Everyday Things

- You would need an engineering degree to figure this out
- The frustration of everyday life
- The psychology of everyday things
  - Affordances
  - Twenty thousand everyday things
  - Conceptual models

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## Chapter 1 - The Psychopathology of Everyday Things

- Principles of design for understandability and usability
  - Provide a good conceptual model
  - Make things visible
  - The principle of mapping
  - The principle of feedback
- Pity the poor designer
- The paradox of technology

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## Chapter 2 – The Psychology of Everyday Actions

- False blaming yourself
- Misconceptions of everyday life
  - Aristotle's naïve physics
  - People as explanatory creatures
- Blaming the wrong cause
  - Learned helplessness
  - Taught helplessness

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## Chapter 2 – The Psychology of Everyday Actions

- The nature of human thought and explanation
- How people do things: The seven stages of action
  1. Forming the goal
  2. Forming the intention
  3. Specifying the action
  4. Executing the action
  5. Perceiving the state of the world
  6. Interpreting the state of the world
  7. Evaluating the outcome

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## Chapter 2 – The Psychology of Everyday Actions

- The gulfs of execution and evaluation
  - The gulf of execution
  - The gulf of evaluation
- The seven stages of action as design aids

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## Chapter 3 – Knowledge in the Head and in the World

- Precise behavior from imprecise knowledge
  - Information in the world
  - Great precision is not required
  - The power of constraints
- Memory is knowledge in the head
  - The conspiracy against memory
  - The structure of memory
    - Memory for arbitrary things
    - Memory for meaningful relationships
    - Memory for explanation

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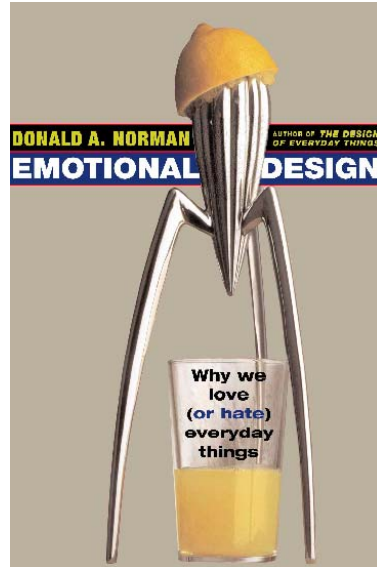
## Chapter 3 – Knowledge in the Head and in the World

- Memory is also knowledge in the world
  - Reminding
  - Natural mappings
- Tradeoff between knowledge in the world and knowledge in the head

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## Don Norman's Latest Book

- *Emotional Design: Why we love (or hate) everyday things*



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Next Topic...

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