Design & Presentation

Interaction design & usability

"The human mind is exquisitely tailored to make sense of the world. Give it the slightest clue and off it goes, providing explanation, rationalization and understanding."

– Donald A. Norman, The Design of Everyday Things

Well designed objects:

- Are easy to understand & interpret
- Contain visible clues to their operation

Poorly designed objects:

- Are difficult & frustrating to use
- Provide no clues or false clues for operation

Wrong or confusing signals!

That's better!

Psychology of design: key ideas

(Not as scary as it sounds!)

1. Conceptual model

Good conceptual model: allows us to predict the effects of our actions

Bad conceptual model: confusion!

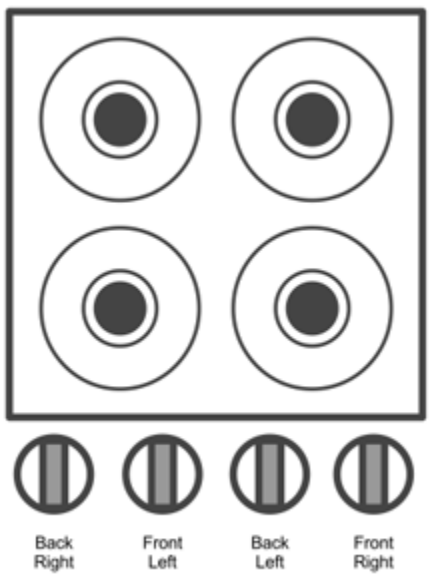
2. Affordances & Constraints

Affordances

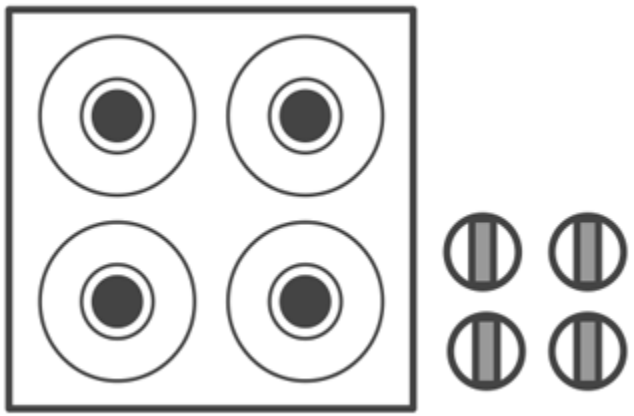
Constraints

3. Mappings

Unnatural

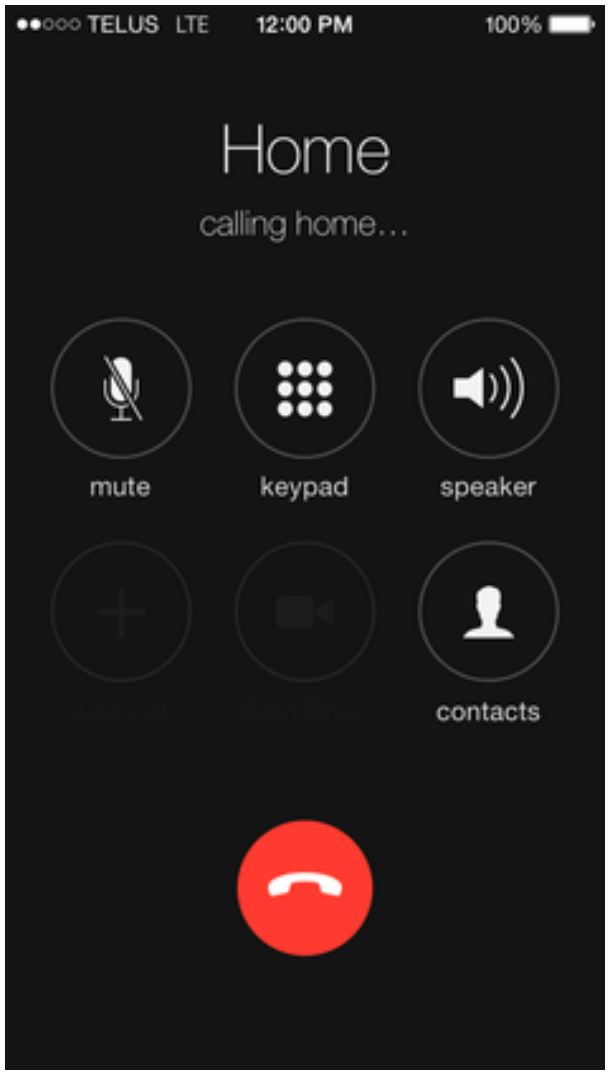


Natural



Via The Design of Everyday Things

Feedback


TELUS LTE
12:00 PM
100%
Home
calling home…
mute
keypad
speaker
contacts

But what about web design?

Possible actions

(i.e. physical affordances)

- Looking
- Clicking
- Pointing
- Typing (long)

Possible actions

(i.e. physical affordances)

- Looking
- Touching/tapping
- Pinching/zooming
- Typing (short)

But design on screen isn't physical. So we rely on **conventions**

(i.e. perceived affordances)

(obviously clickable)

Click me »

(not so much)

Click on this
link!

(obviously clickable)

Click on this
link?

(not so much)

Tip for basic interactions:

Don't make me think!

NOT THINKING

OK. This looks like the product categories...

Memory, Modems... There it is: Monitors. ***Click***

...and these are today's special deals.

Via Don't Make Me Think

THINKING

Hmm. Pretty busy. Where should I start?

Hmm. Why did they call it that?

Can I click on that?

Is that the navigation? Or is *that* it over there?

Why did they put that *there?*

Those two links seem like they're the same thing. Are they really?

Via Don't Make Me Think

Goals:

- Communicate purpose
- Orient the user
- Provide feedback for actions

Communicate purpose

News!

SECTIONS SEARCH jsvine

U.S. INTERNATIONAL 中文 ESPAÑOL

The New York Times

Monday, September 26, 2016 | Today's Paper | Video | 70°F | Dow -0.73%

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

Clinton and Trump Face Critical Tests in First Debate

By JONATHAN MARTIN 8:02 AM ET

- The face-off Monday night between Hillary Clinton and Donald J. Trump is, for good reason, among the most highly anticipated presidential debates in American history.
- Can Mr. Trump demonstrate he's fit for the Oval Office? Can Mrs. Clinton overcome her trust issues with voters? Here's what viewers should

ELECTION 2016

Quiz: What Question Were They Answering?

By JON HUANG, KAREN YOURISH, GRANT GOLD and YULIYA PARSHINA-KOTTAS

Plenty of politicians dodge questions. See if you can decode these answers from Donald J. Trump and Hillary Clinton.

The Opinion Pages

Why Donald Trump Should Not Be President

By THE EDITORIAL BOARD

Donald Trump is a man who dwells in bigotry, bluster and false promises.

- **Editorial: Hillary Clinton for President**

- **Leave Your Questions About the Endorsement »**

OP-ED CONTRIBUTORS

Why Obama Is Right on Clean Energy

Two top Republican environmentalists support the president's plan to cut power plant emissions.

- **Blow: America's Problem With Policing**
- **Krugman: Progressive Family Values**

THE CONVERSATION

The Pundit Industrial Complex Strikes Back

By ARTHUR C. BROOKS and GAIL COLLINS

How should Clinton and Trump act during the debate?

- **On Campus: Pronoun Privilege**
- **The Stone: I'm Black. Does America Have a Plan for My Life?**

Portfolio!

LAM THUY VO
makes web things to tell stories

WORK TEACH PLAY RÉSUMÉ

Ohai there!

My name is Lam Thuy Vo and I am a storyteller.

A multi-hyphenate by choice, I work as a designer-coder-videographer-photographer-writer and tell stories, mostly about social justice issues, economics and poverty. In my spare time, you can find me making data visualizations with emotional data or producing fancy audiovisuals.

I am also a journalism educator and want to make multimedia and interactive storytelling accessible to journalists of all backgrounds. I believe that the perpetuation of these practices makes not just their jobs but also my job easier. Please find some tip sheets, courses and workshop materials I've developed for newsrooms and universities on this web site under the 'teach' section.

Shopping!

MENS **WOMENS** LIFE SALE BLOG

Need Supply Co.

SEARCH USD ACCOUNT CART

NEW ARRIVALS **CLOTHING** BAGS SHOES JEWELRY BEAUTY ACCESSORIES SALE BRANDS

Home / Womens / Clothing / **Dresses**

Color Size 60 200 1 2

CLOTHING

DRESSES
- Day
- Night
- Printed

TOPS
OUTERWEAR
BOTTOMS
DENIM
INTIMATES

Free Shipping & Returns
Orders Over $75
See Details

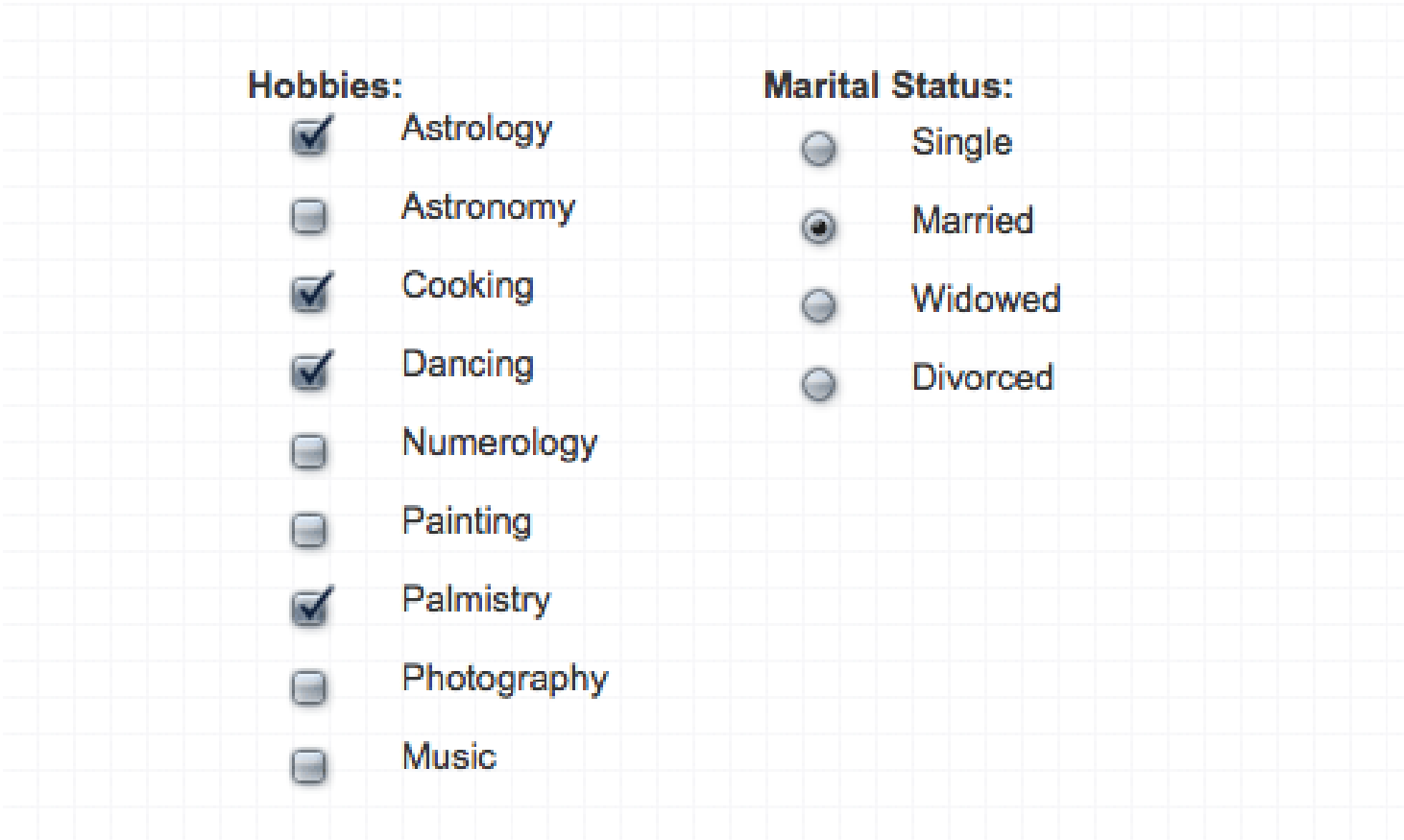
Kate Slip Dress in Black
Stelen / $78

Nora Dropped Waist Dress
Farrow / $98

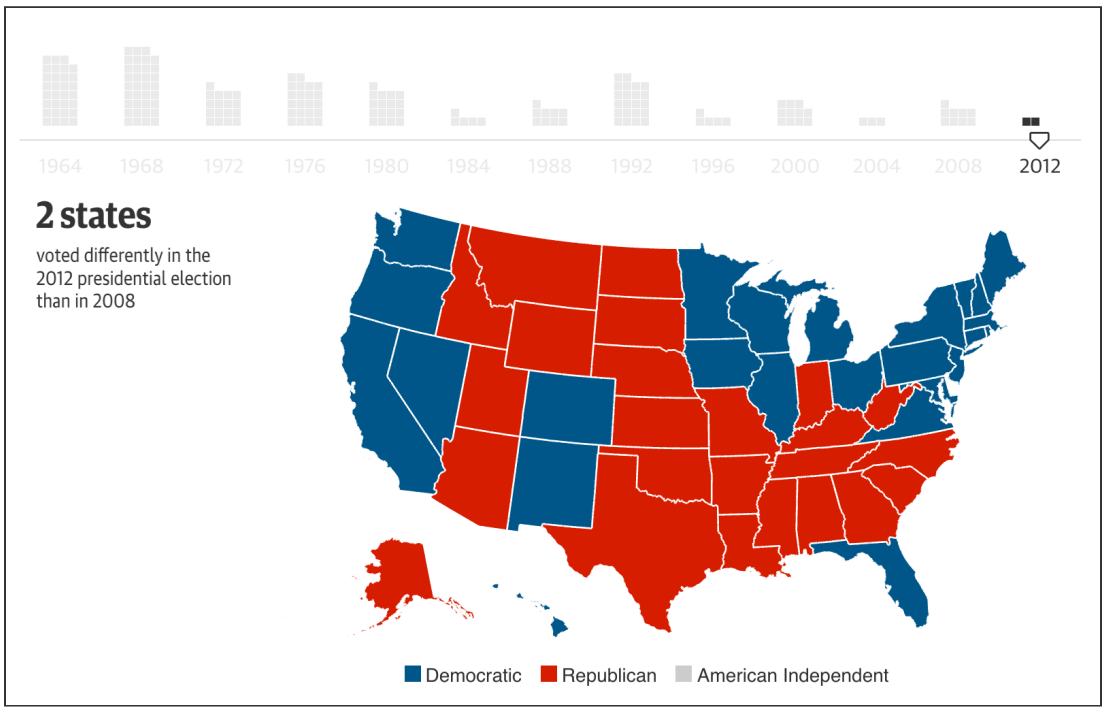
Andersen Dress
Stelen / $88

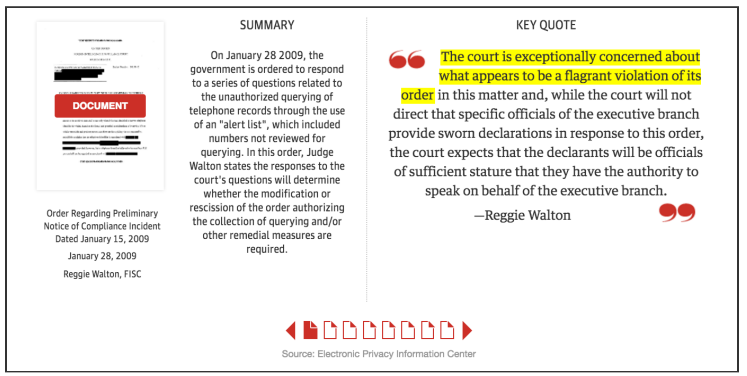
Donaldson Silk Maxi Dress
Ganni / $495

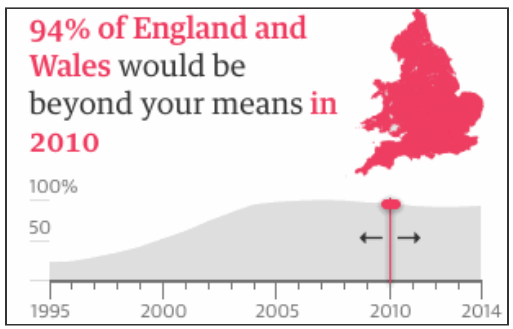
The right indicator for the right action



The right indicator for the right action

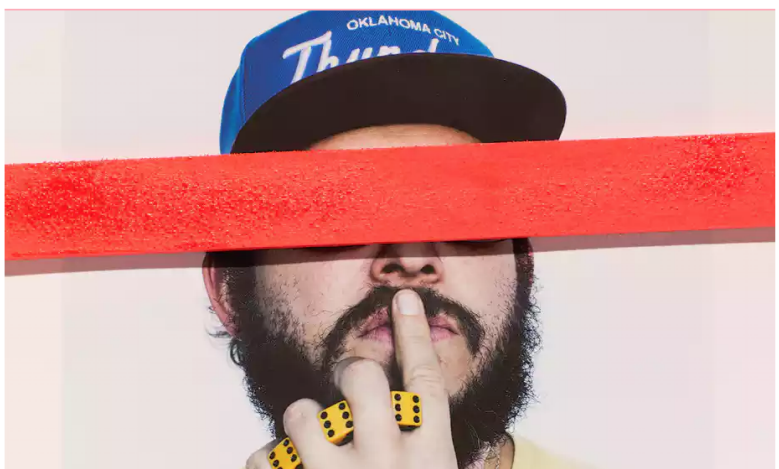






Orient the user

music



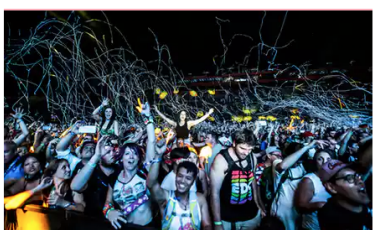
Bon Iver / 'There are people who are into being famous. And I don't like that'

120

Bruce Springteen / Five things we learned from his autobiography, Born to Run

Bruce Springsteen calls Donald Trump a 'moron'

75

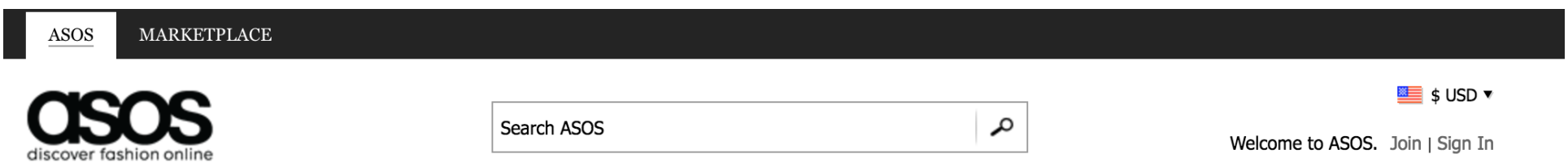


Dance crisis / EDM's 'summer of death' reporting is more than just tabloid raving

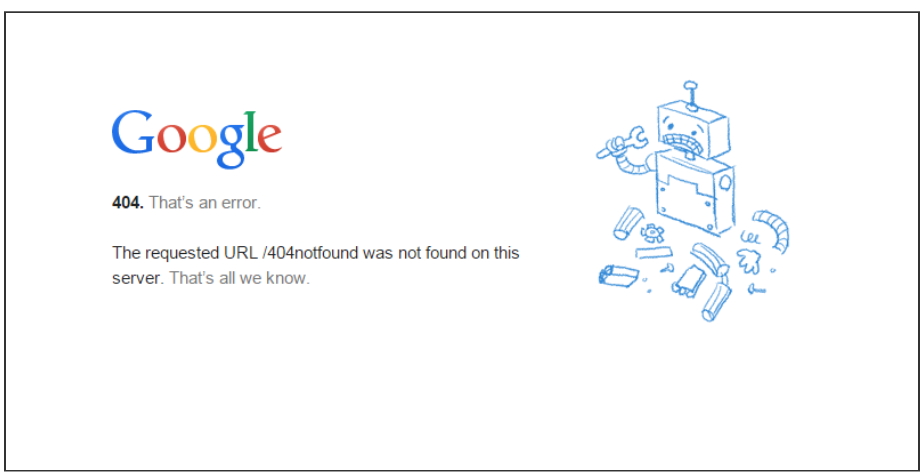
There have been 25 deaths at EDM events in Los Angeles over the past three years. Unless the problem is taken seriously, the scene's future is at risk

12

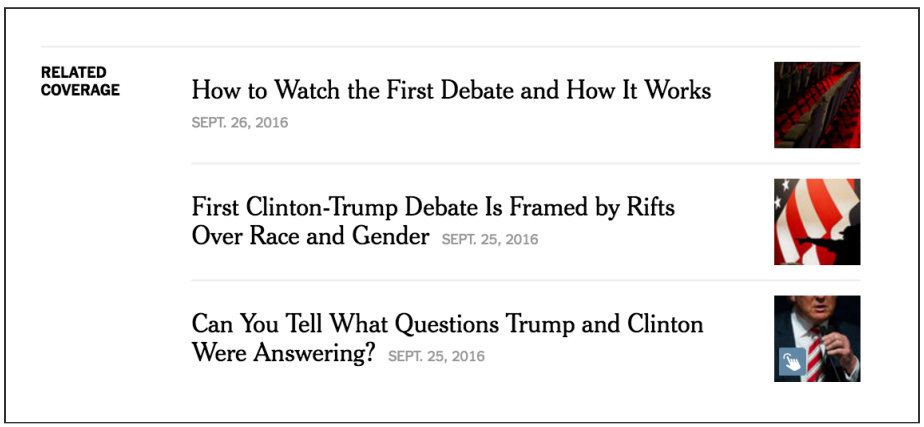
Let them easily find what they're looking for

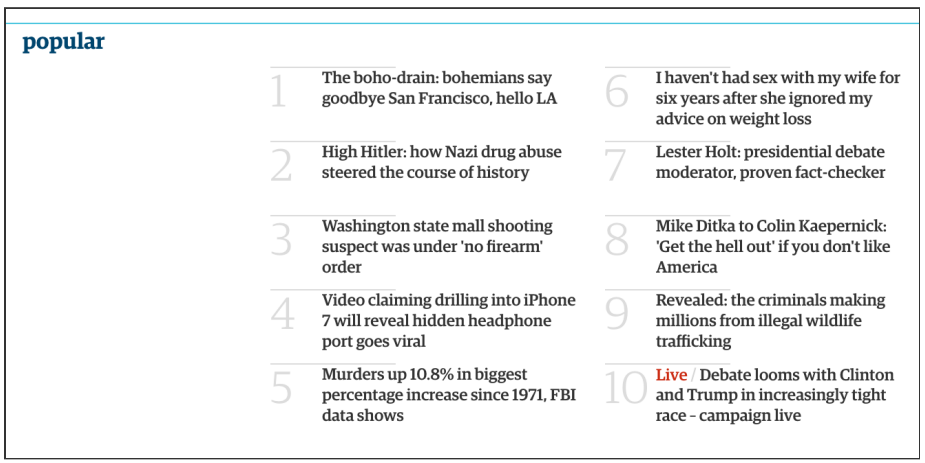


Let the user know when things go wrong



Let them know where to go next





Provide feedback for actions

LOADING.....

If you are Female Male and Hispanic Black Asian White* Native American and LGB Heterosexual and under 45 45-64 over 64

and have not attended college some college associate's degree bachelor's degree higher degree

There are 534 people in congress like you

(Does not include one open seat, up for special election)

If you are Female Male and Hispanic Black Asian White* Native American and LGB Heterosexual and under 45 45-64 over 64

and have not attended college some college associate's degree bachelor's degree higher degree

There are 104 people in congress like you

(Does not include one open seat, up for special election)