

INF 133: User Interaction Software: The Human

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<http://www.ics.uci.edu/~djp3>

- “Aesthetic-Usability Effect” is a phenomenon
- aesthetic designs
 - are perceived as more usable
 - are more likely to be used
 - make people more tolerant of problems
- unaesthetic designs
 - may be more usable, but don't get used

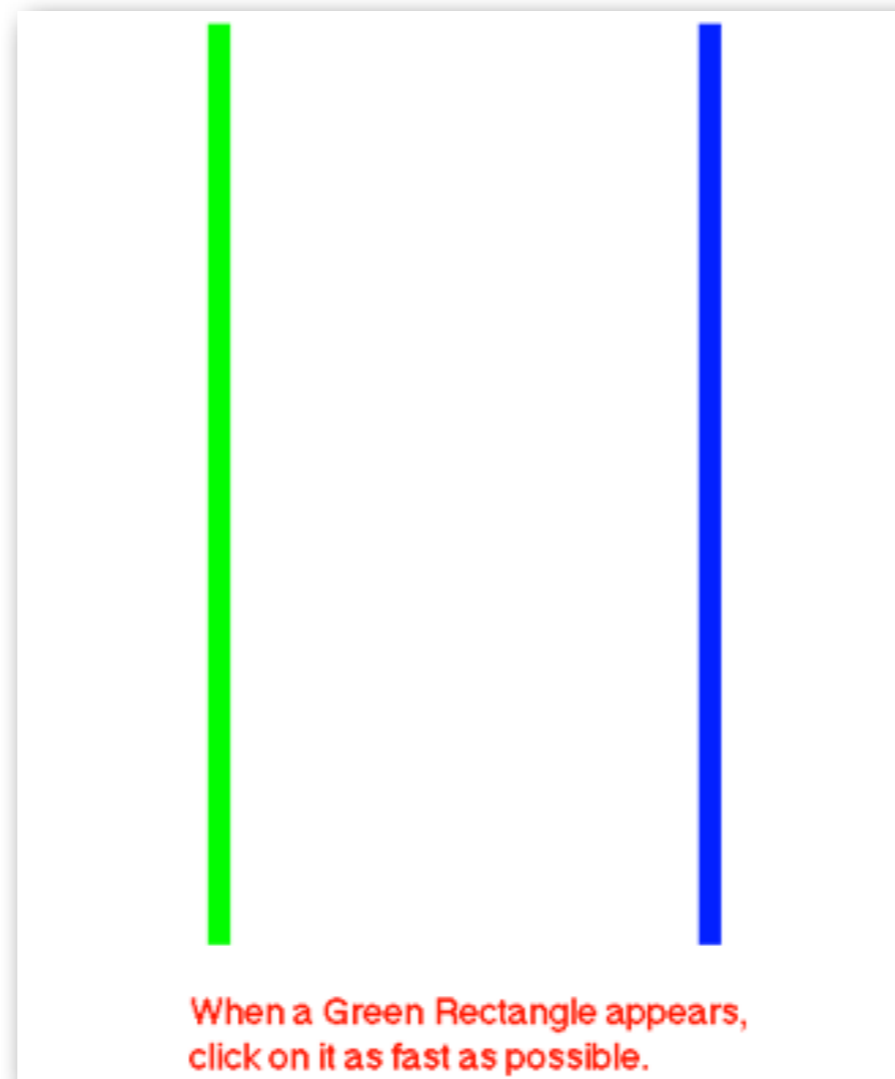


<http://youtu.be/ljiEAPUyqq4>

- Fitt's Law

- Empirical $[a+b \log_2(d/s + 1)]$

- <http://www.tele-actor.net/fitts/index.html>



- How does a theoretical model help us to innovate?
 - Exposé
 - <http://www.youtube.com/watch?v=899qGLXZ4Ak>
 - Bubble Cursors
 - <http://ieor.berkeley.edu/~anandk/bubbleCursor.html>

- 3 Theoretical Models of Humans
 - Model Human Processor
 - Theoretical
 - Flow
 - Design Concept
 - Fitt's Law
 - Empirical $[a+b \log_2(d/s + 1)]$
- Humans are heavily biased by expectations
 - From our biology to our cognitive response
- Think about design in terms of your actual real users
 - What are their capabilities?
 - What do they expect?

“Designing an object to be simple and clear takes at least twice as long as the usual way. It requires concentration at the outset on how a clear and simple system would work, followed by the steps required to make it come out that way -- steps which are often much harder and more complex than the ordinary ones. It also requires relentless pursuit of that simplicity even when obstacles appear which would seem to stand in the way of that simplicity.”

T.H. Nelson, 1977

Humans are limited in their capacity to process information.
This has important implications for design.