

[Designing an experience]

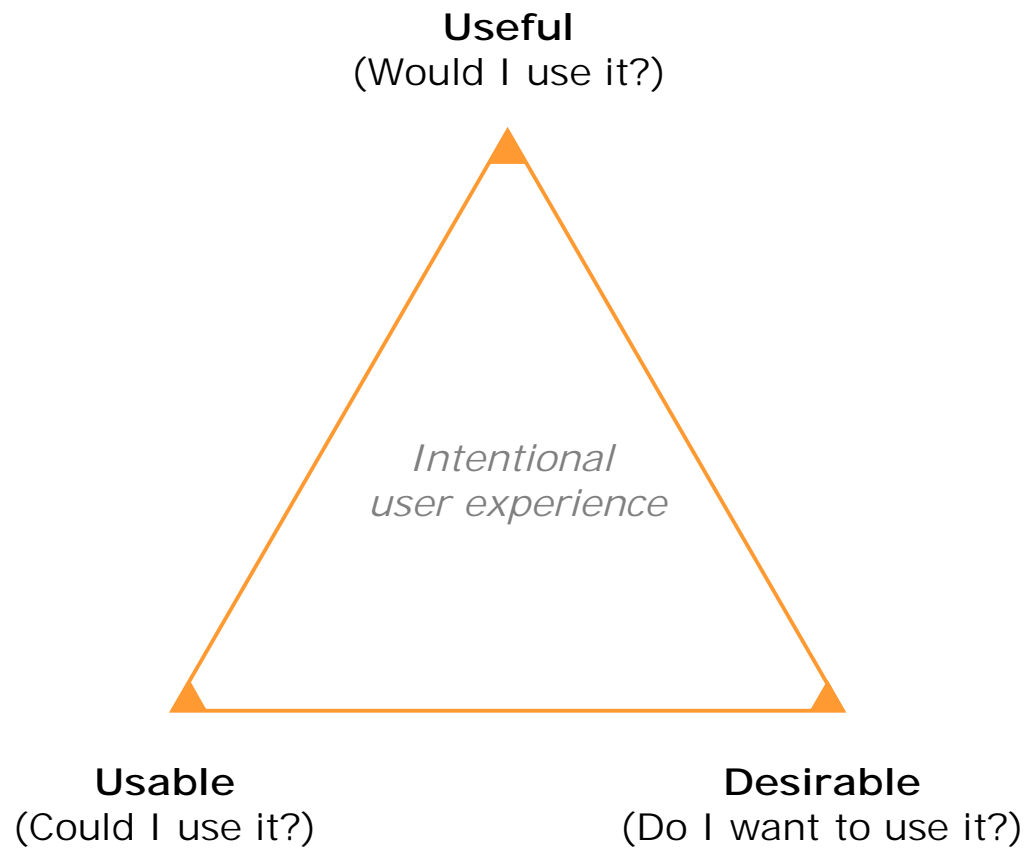
February 11, 2003



LEGO teams

- How did you begin?
 - Did you disagree? How did you resolve the issue?
 - Did you have to start over?
 - Did the exercise make you doubt your ability to construct the model?
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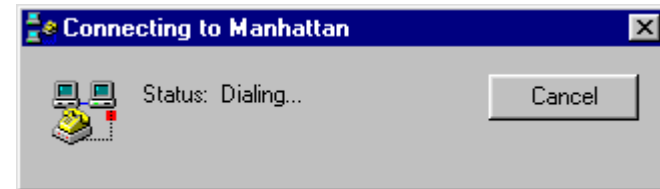
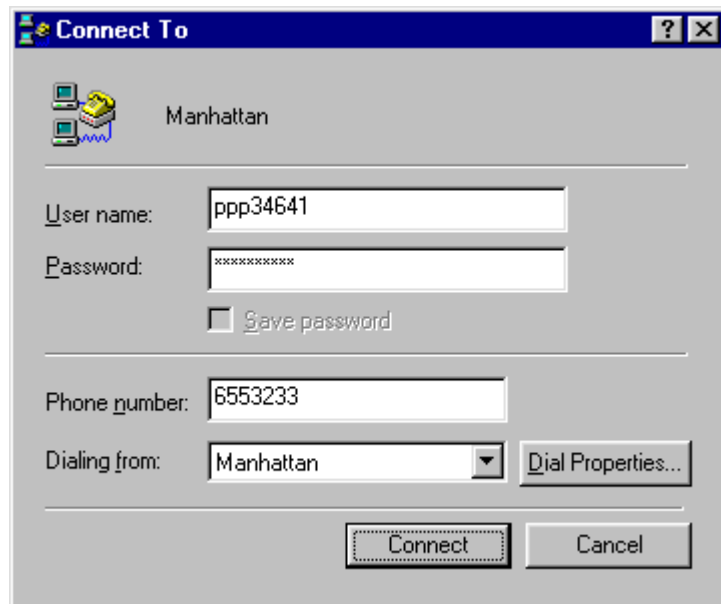
Creating user experiences



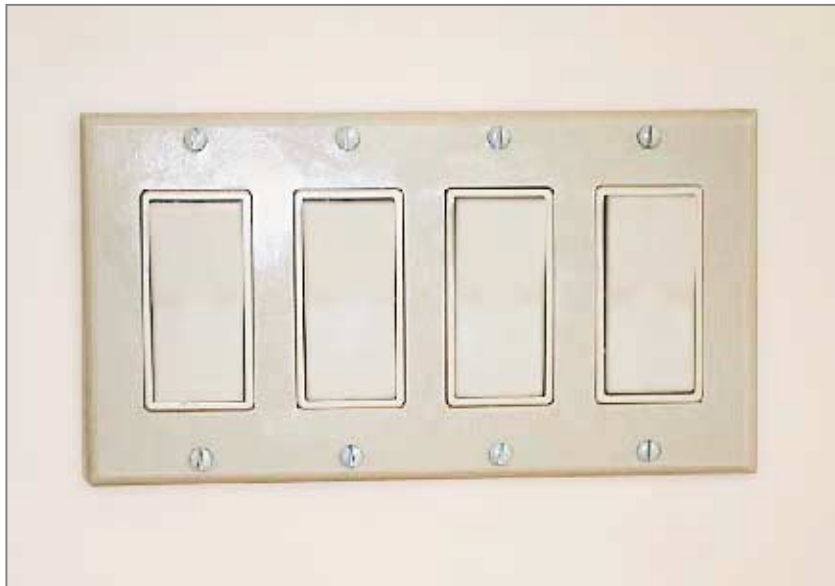
10 Usability Heuristics

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation

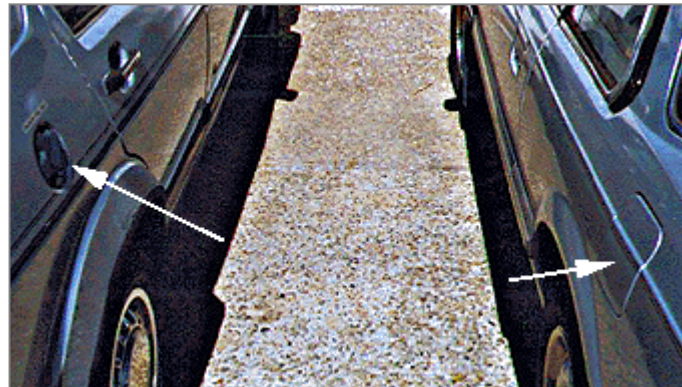
Visibility of system status



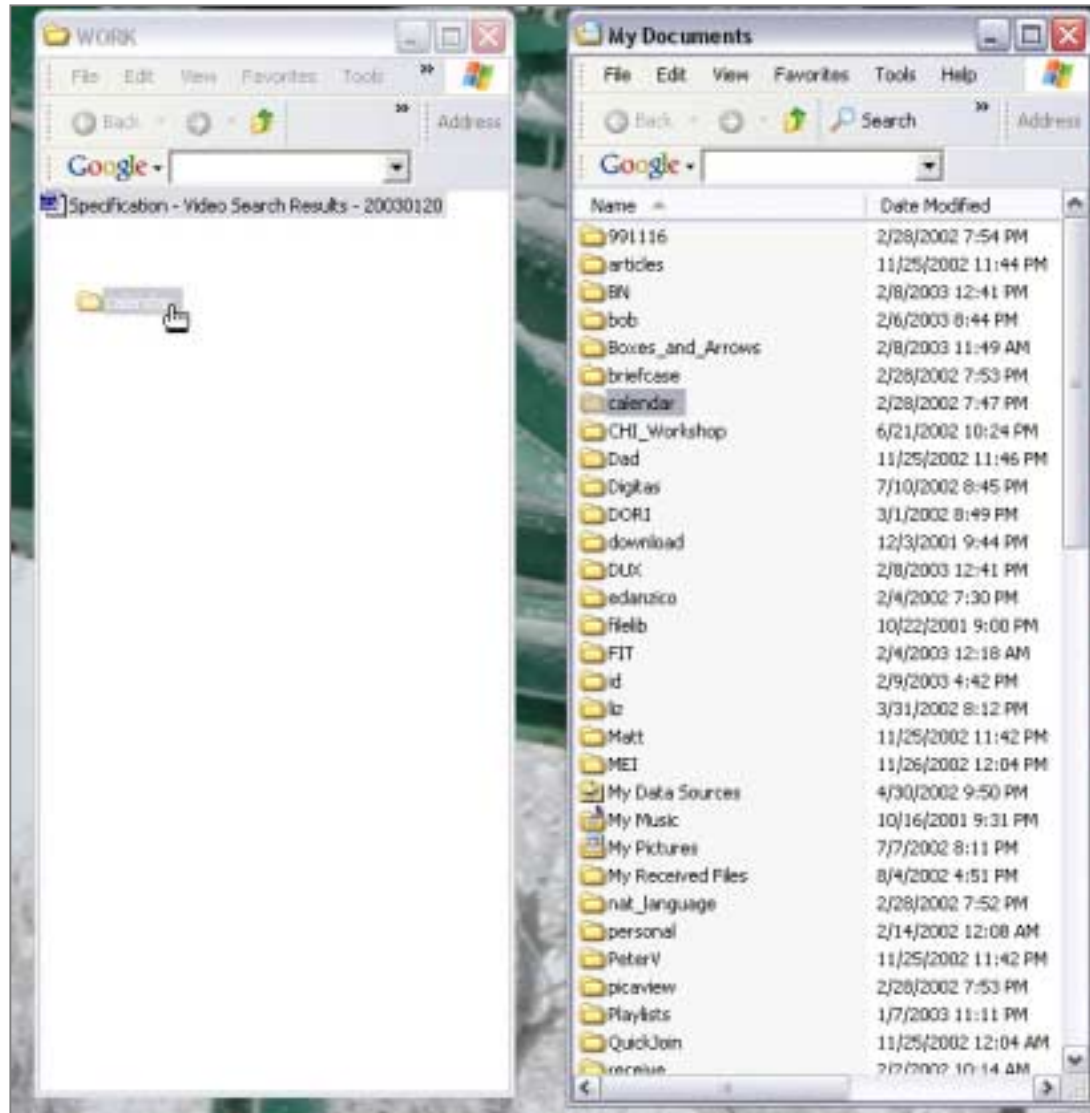
Match between system and real world



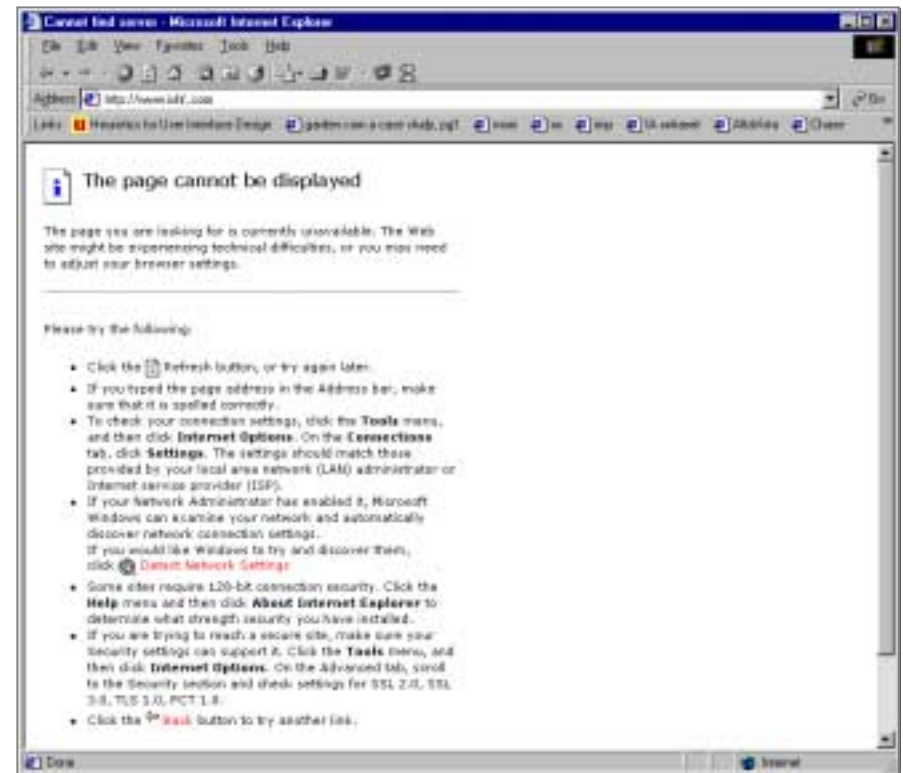
Consistency and standards



User control and freedom



Help users recognize, diagnose, and recover from error



ATM Experience



MetroCard Purchasing Experience



Why does this matter?

- Users think the interface *is* the program.
- Interface should not make the user feel stupid.
- Interface should not make the user think the device is stupid.

