

# [ Designing an experience ]

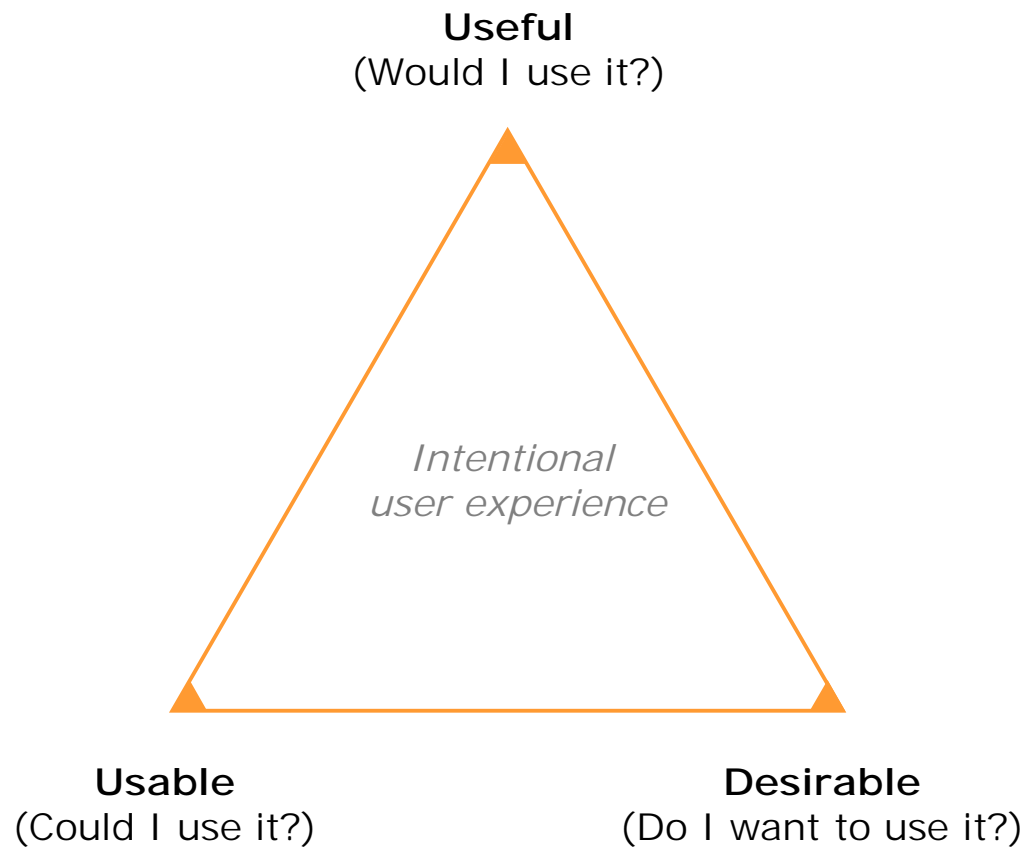
February 11, 2003



## 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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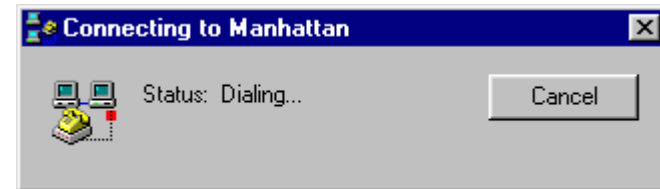
# Creating user experiences



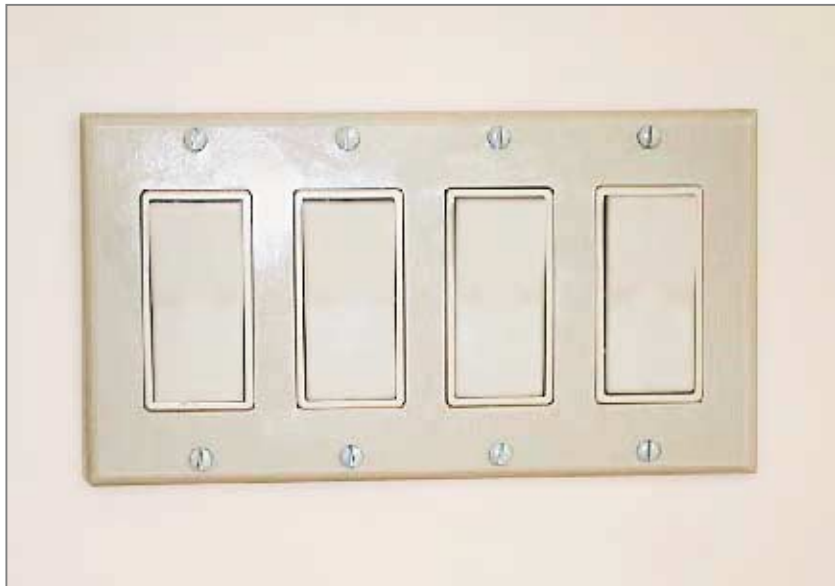
## 10 Usability Heuristics

- 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



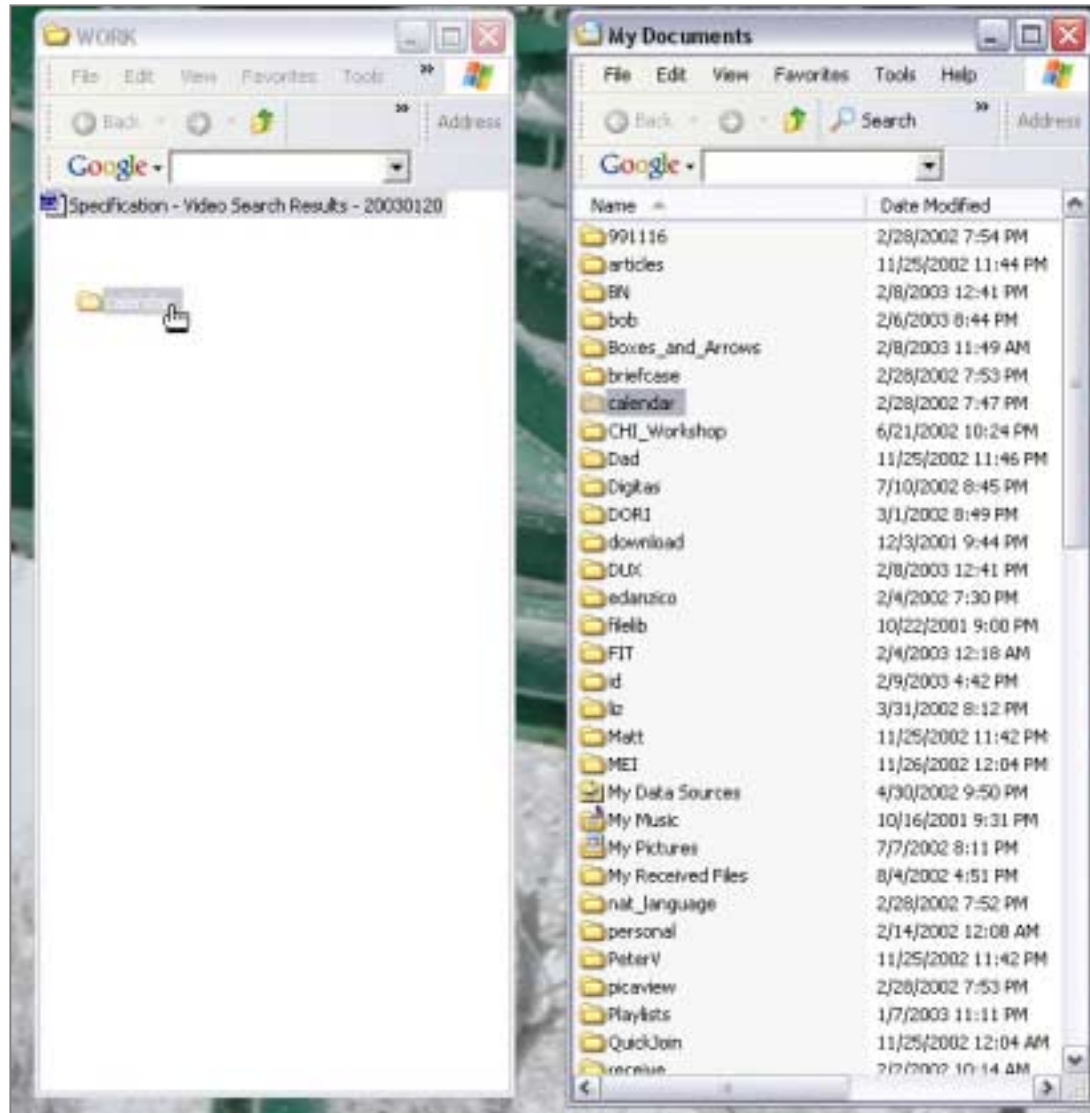
# Match between system and real world



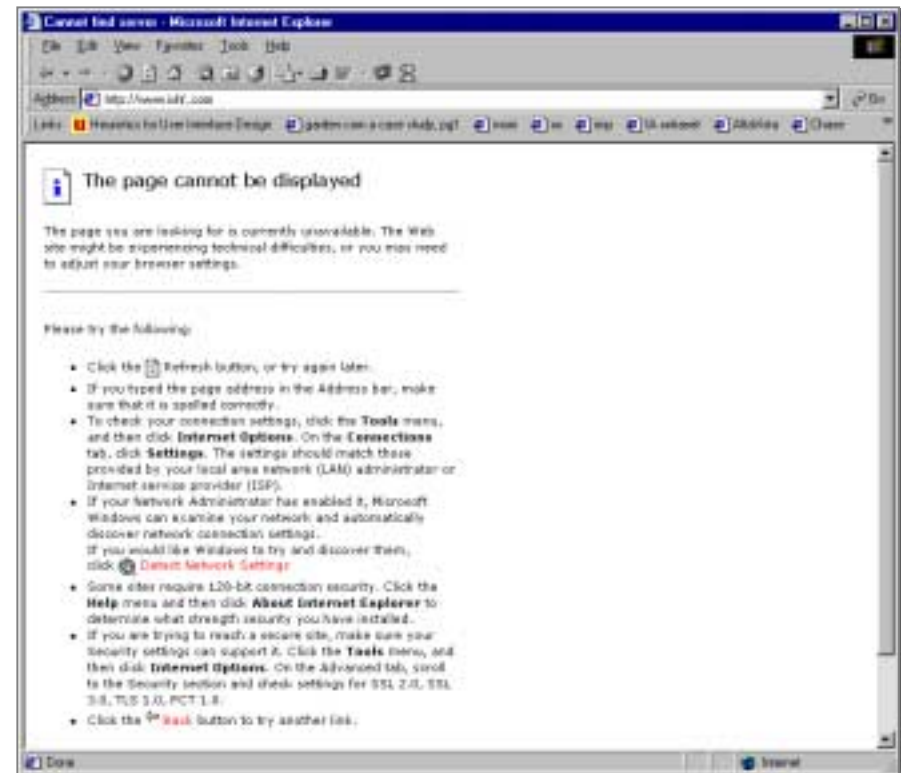
# Consistency and standards



# User control and freedom



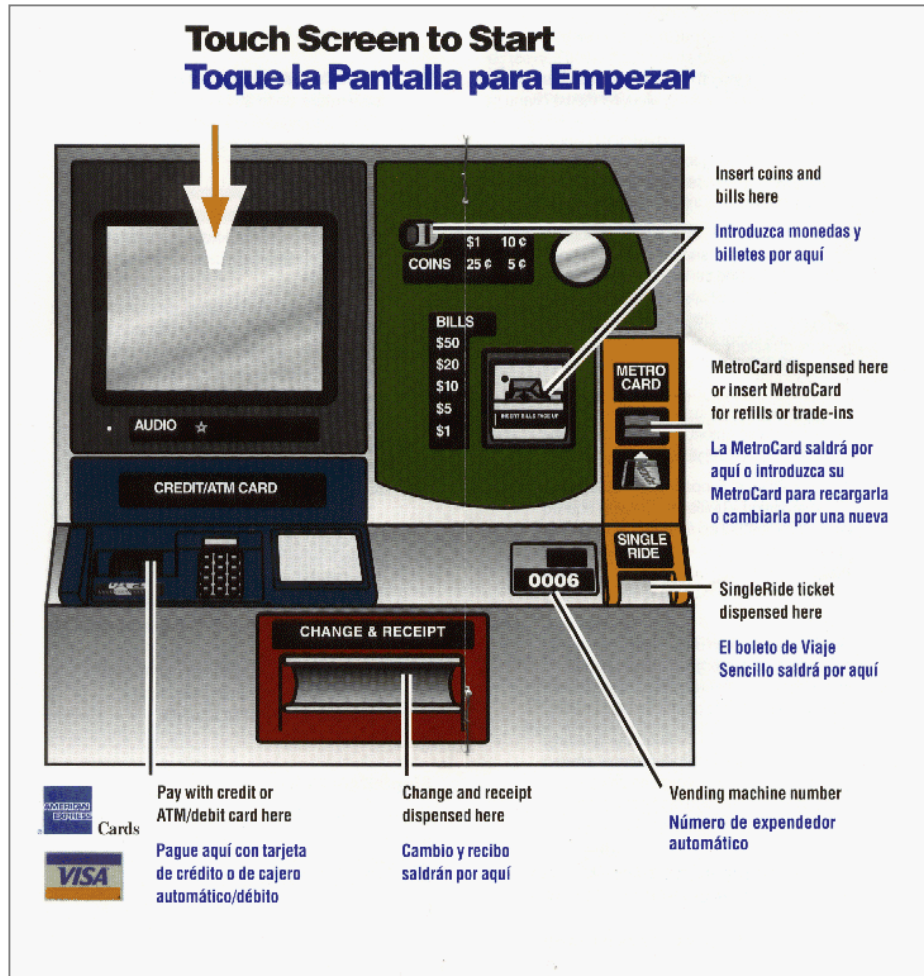
# Help users recognize, diagnose, and recover from error



# 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.

