

# The Design of Everyday Things

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Chapter 6 and 7

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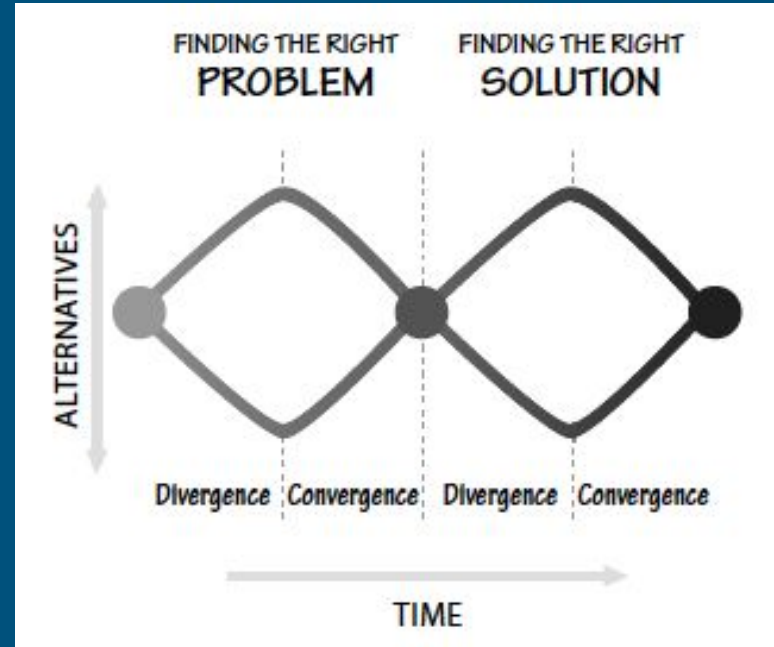
# Chapter 6

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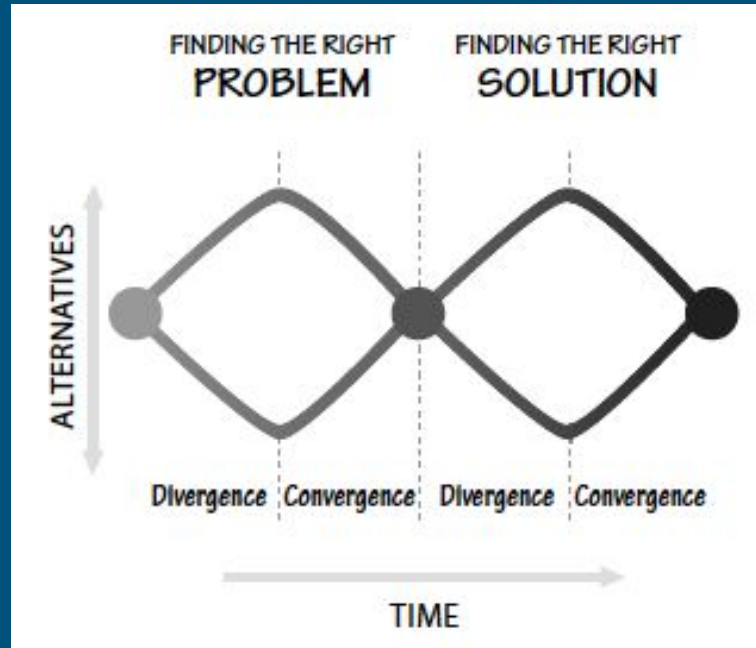
- Solve the correct problem
- What is human centered design?
- The theory and practice of design
- Lessons for design

# Solve the Correct Problem

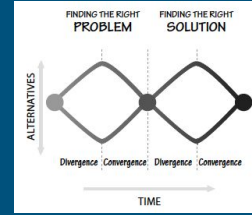
- The stated problem is a suggestion, you must dig deep to find the **real** problem
- Iterative process
- the Five Whys



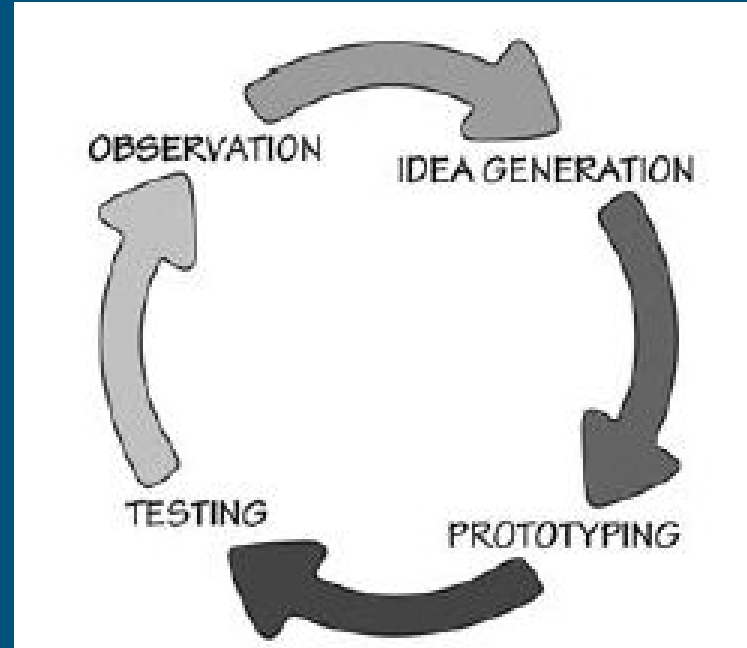
# Examples of when the “original” problem was not the actual problem



# Human Centered Design



- Creates things that:
  - Meet people's needs
  - Are understandable and usable
  - Accomplish desired tasks
  - Are a positive experience and enjoyable



# Questions

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- What is the difference between marketing and design?
- How does Norman compare **tasks** to **activities**, and which should you design for?
- Iterative design method vs waterfall (gated, linear) design method

# The Theory and Practice of Design

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“In theory, there is no difference between theory and practice. In practice, there is.” (p.236)

# Lessons

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- Norman's Law of Product Development- "The day a product development process starts, it is behind schedule and above budget." (p.237 )
  - Aim for the ideal, but be flexible
- Design does not only focus on users
- Have a well-balanced design team
- The hardest part is management
- Complexity is necessary, confusion is undesired
- Some improvements come via technology improvements, and some through standardization



## Chapter 7

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# In the world of Business

Things just got REAL!



# Competitive Forces



Price , Features and Quality

# Deadly Temptation



Let us add new features!

# Technological Factors



One Change Impacts a lot!



# Types of Innovation

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# Discussion Time!





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Technology Changes Rapidly. Will  
people do ?

Examples ??

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## Moral Obligation ?

- More durable devices ?
- Unnecessary features - manipulating users