Donald Norman’s model

- Seven stages
  - user establishes the goal
  - formulates intention
  - specifies actions at interface
  - executes action
  - perceives system state
  - interprets system state
  - evaluates system state with respect to goal

- Norman’s model concentrates on user’s view of the interface
Using Norman’s model

Some systems are harder to use than others

Gulf of Execution
user’s formulation of actions ≠ actions allowed by the system

Gulf of Evaluation
user’s expectation of changed system state ≠ actual presentation of this state

Human error - slips and mistakes

slip
- understand system and goal
- correct formulation of action
- incorrect action

mistake
- may not even have right goal!

Fixing things?
slip – better interface design
mistake – better understanding of system