

Mental Models

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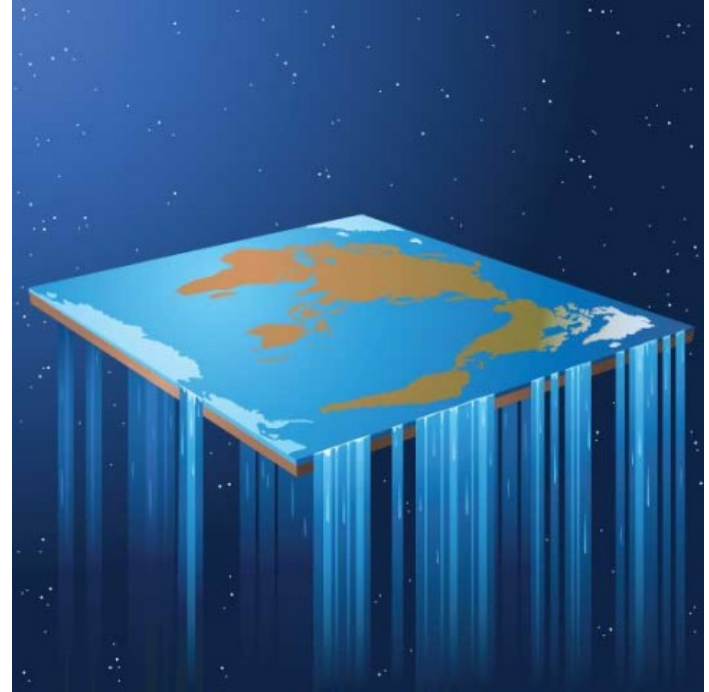
"In interacting with the environment, with others, and with the artifacts of technology, people form internal, mental models of themselves and of the things with which they are interacting. These models provide predictive and explanatory power for understanding the interaction."

Don Norman

Based on this Evidence, is the World Flat?



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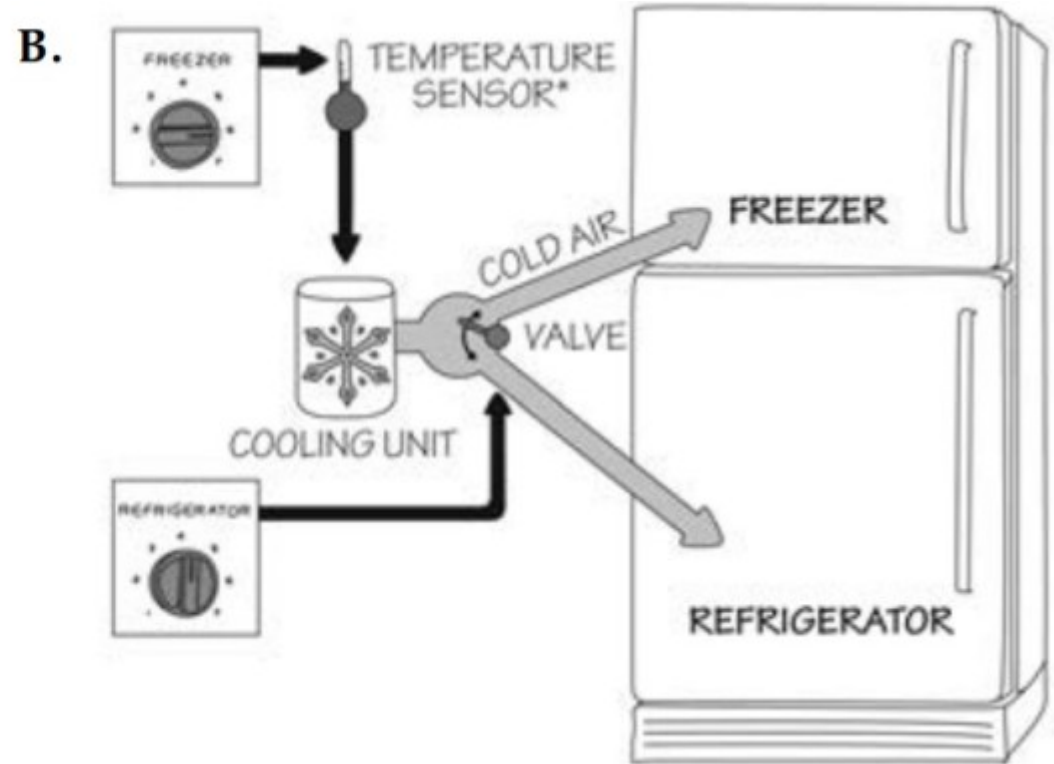
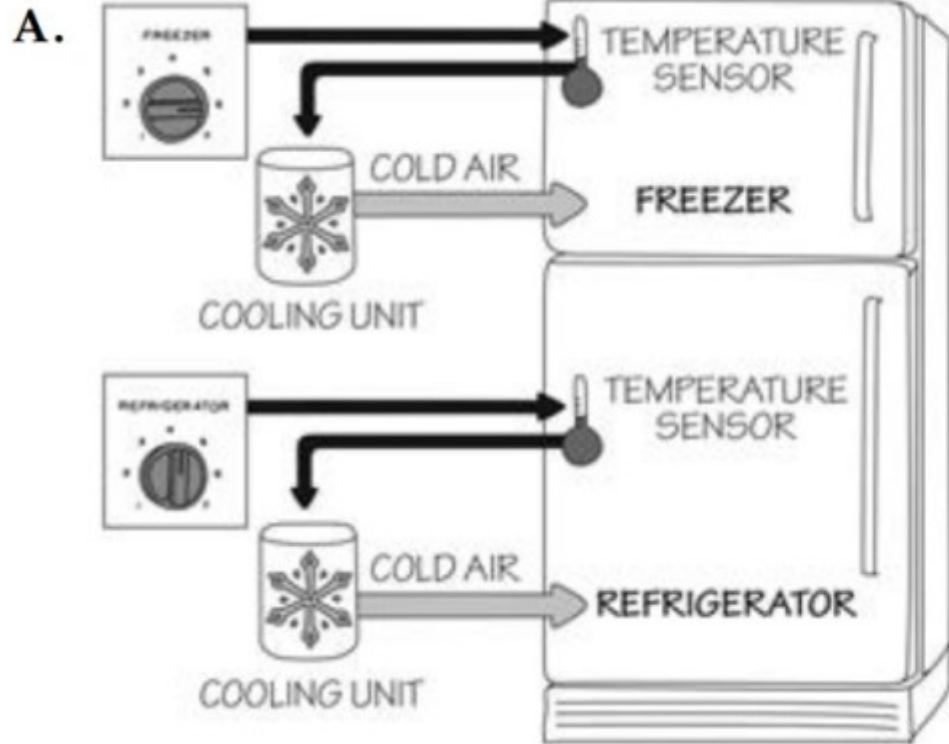
Norman Doors



Mental Model: Adjusting Freezer Temperature



Mental Model: Adjusting Freezer Temperature



“None of these computers have the internet!”



mac os x 10.2 jaguar



mac os x 10.3 panther

We (CS people) *probably* have different mental models, than our users...

someone once came into our retail store and asked to buy a wind proof router because "the wind keeps blowing my wifi signal away"

pretty sure my eyes started bleeding

Telling everyone when they come into work that the internet is down because she can't view a particular website.

This woman called my college helpdesk (a professor), and she told me her dead brother-in-law was controlling her PC.

She also wanted to tell me that she is not crazy!

Turns out her batteries were going in her wireless mouse and the cursor was just moving around kinda funny.

64 yo. colleague: I've just had it with this computer! I can't even find the Internet.

Me: You're using it right now to see your Gmail.

Colleague: No no, this is my Google. I need the Internet.

I wrote a script to do some maintenance on the computers on the network after hours (clear temp / garbage files, defrag etc..)...

Monday morning all hell breaks loose. Apparently the #2 in the office had been storing all of her important files in the recycle bin. Not on the network share like everyone else but files created on the desktop and then deleted. In which she would open the recycle bin undelete and they would be back on the desktop.

"My memory stick comes up as FAT32, does that mean I've got too much stuff on it? Is it saying its too fat?"