Design and Patterns of Human Behavior

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What is design really about?
Another key to great design ...

... is understanding patterns of human behavior
Pattern 1: Safe Exploration

“Let me explore without getting lost or getting into trouble.”
Pattern 2: Instant Gratification

“I want to accomplish something now, not later.”
Pattern 3: Satisficing

“This is good enough. I don’t want to spend more time learning to do it better.”
Pattern 4: Changes in Midstream

“I changed my mind about what I was doing.”
Pattern 5: Deferred Choices

“I don’t want to answer that now; just let me finish!”
Pattern 6: Incremental Construction

“Let me change this. That doesn’t look right; let me change it again. That’s better.”
Comic of the Day...

Dogbert’s Tech Support

Yes, we do claim that our software is idiot-proof.

If you bought it, that’s proof you’re an idiot.

High five!
Pattern 7: Habituation

“That gesture works everywhere else; why doesn’t it work here, too?”
Pattern 8: Spatial Memory

“I swear that button was here a minute ago. Where did it go?”
Pattern 9: Prospective Memory

“*I’m putting this here to remind myself to deal with it later.*”
Pattern 10: Streamlined Repetition

“I have to repeat this how many times?”
Pattern 11: Keyboard Only

“Please don’t make me use the mouse.”
Pattern 12: Other People’s Advice

“What did everyone else say about this?”
10 Commandments of Good Design*

*according to Dieter Rams, *Ten Principles for Good Design*
Server Error-404 Psychiatric Support Page

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Please try the following:

1. If you are obsessive-compulsive, please check the URL repeatedly.
2. If you are co-dependent, please ask someone to check the URL for you.
3. If you are paranoid-delusional, we know who you are and what you want. Just stay online until we can trace your computer.
4. If you are schizophrenic, listen carefully and a little voice will tell you the correct URL.
5. If you are manic-depressive, it doesn't matter what URL you pick. No one cares, and no one will give you the correct file.