

Class 10

Chapter 5

1. Two Types of knowledge
 - a. Information Gathering
 - b. User Interface design knowledge
2. User interface design knowledge
 - a. Design principles - guides
 - b. Design rules - instructions
3. Four Psychological principles
 - a. Users see what they expect to see
 - b. Users have difficulty focusing on more than one activity at a time
 - c. It is easier to perceive a structured layout
 - d. It is easier to recognize something than to recall it
4. Users see what they expect to see
 - a. Context
 - b. Principle of consistency
 - c. Principle of exploiting prior knowledge
5. Focusing on more than one activity at a time
 - a. Cocktail party effect
 - a. Perceptual Organization
 - b. Principle of importance
6. Structured layout
 - a. Gestalt psychology
 - a. Law of proximity
 - b. Law of similarity
 - c. Law of closure
 - d. Law of continuity
 - e. Law of symmetry
 - b. Figure - ground segregation
 - a. Banner blindness
7. Recognize rather than recall
 - a. Knowledge in the head
 - b. Knowledge in the world
 - c. Principle of recognition