

- Pre-knowledge: Human Factors course... check this out
- Apply heuristics and rules of thumb that are gained from history and experience
- Weakness bias = How we tend to remember things differently than from how they happened
- Human perception is biased
- How we organise memories in our mind is personal and based upon our past experiences
- There are natural and cultural artefacts around us
- ?
- Designers use mental models of users to develop artefacts (their own preconceived ideas)... inherently flawed
- The design exploits constraints
- There are physical, cultural, environmental, and psychological/cognitive constraints
- Affordance = Introduced by James Gibson. The perceived and actual properties of a thing...?
- 1983: Introduction of cash machines, but after 3 months they had to retire the machines because so many people (3000 cards) forgot to take their card after they received the money
- Usability has four factors: Efficiency, Effectiveness, Satisfaction, and Context of use
- ????
- The properties of a system emerge from the interactions of its parts
- Product = system with its components and functions... Successful product = same as before but designed to be proficiently used in specific contexts
- To understand sociotechnical systems... understand the stakeholders!
 - Stakeholder identification
 - Process Mapping
 - Inter-operability
 - Context of Use
 - Task Analysis
- Our perceptions are heavily biased by:
 - The Past: our experience
 - The Present: our current context
 - The Future: our goals
- Rods are responsible for scotopic vision (vision at low light levels)
- Never use one variable to convey information (e.g. traffic light has both colors, and the position the lights they are in, so that color blind people can see which position is lit up, not which color)
- To calibrate the warning (type and power), never forget the context — end users can find a way to turn off warnings
- Five fundamental fallacies:
 - The design is satisfactory for me, so it will be satisfactory for everyone else
 - The design is satisfactory for the average person (is there an average person? nope), so it will be satisfactory for everyone else
 - The variability of people is so great that they cannot be possibly catered for in any design — but since people are adaptable it doesn't matter anyway
 - Products are purchased on appearance, so ergonomics can be ignored (as it is expensive to do)
 - I use ergonomics intuitively and rely on common sense, so I do not need experimental studies or tables of data