Chapter 1 – Riddles for the Information Age

- What do you get when you cross a computer with a/an...
  - Airplane
  - Camera
  - Alarm clock
  - Car
  - Bank
  - Warship

- Computers make it easy to get into trouble
- Commercial software suffers, too
- Techno rage:

  An industry in denial!

New math:
Other reading

- If you found Cooper’s opening story provocative, then I recommend...


Also...


Chapter 7:
- The Ethnic Theory of Plane Crashes
- “Captain, the weather radar has helped us a lot.” (p. 216).
- Translation: *Captain, there’s trouble ahead!*
- See also Hofstede’s Cultural Dimensions Theory (link below)

http://en.wikipedia.org/wiki/Hofstede%27s_cultural_dimensions_theory
Chapter 2 – Cognitive Friction

- Behavior unconnected to physical forces
- Design is a big word
- Relationship between programmers and designers
- Most software is designed by accident

Continued…

Chapter 2 – Cognitive Friction

- “Interaction” versus “interface” design
  - Why software-based products are different
  - The dancing bear
  - The cost of features
  - Apologists and survivors
  - How we react to cognitive friction

1 Today: User Experience (UX) Design

Continued…
Chapter 2 – Cognitive Friction

- The democratization of consumer power
- Blaming the user
- Software apartheid

Each user learns the smallest set of features that he needs to get his work done, and he abandons the rest. (p. 33)

Cognitive Friction Example
Chapter 3 – Wasting Money

- Deadline management
- What does “done” look like?
  - Parkinson’s law
  - The product that never ships
- Shipping late doesn’t hurt
- Feature list bargaining
  - Programmers are in control
- Features are not necessarily good
- Iteration and the myth of the unpredictable market
- The hidden costs of bad software
  - The only thing more expensive that writing software is writing bad software
  - Opportunity cost
- The cost of programming

Shipped “late”, Fewer Features

- 1992
  - Feature laden
  - Failure
- 1996
  - Minimum features
  - Success
Chapter 4 – The Dancing Bear

- If it were a problem, wouldn’t it have been solved by now?
- Consumer electronics victim (video recording)
- How email programs fail (threads)
- How calendar software fails (travel time)
- Mass web hysteria (installation)

- What’s wrong with software
  - Software forgets
  - Software is lazy
  - Software is parsimonious (stingy) with information
  - Software is inflexible
  - Software blames users
  - Software won’t take responsibility

Chapter 5 – Customer Disloyalty

- Desirability
- A comparison (Novell, Microsoft, Apple)
  - Novel: customer base motivated by need, not desire
  - Microsoft products: technically competent, rarely innovative
  - Apple: products infused with sense of design, customers are loyal
- Time to market
Also by Alan Cooper

- About face: The essentials of user interface design (1995)
- About face 2.0 (2003)
Next Topic…