

Donald Norman

Task 2 EDIT 6100
Presented by
Jackie Thomas
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Donald Norman



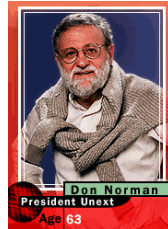
I'm a technology enthusiast annoyed by unnecessary complexity of today's products. My goal is to humanize technology, to make it disappear from sight, replaced by a human-centered, activity-based family of information appliances. Easy to learn, easy to use. Powerful, enjoyable.
<http://www.jnd.org>

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Donald Norman

You don't think about the process of how a light switch works when you turn it on. It just works. That's what needs to happen to computers in order for people to get the most out of them.

From an interview with Michael Martinez, ABC News Oct 99



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Donald Norman in Academe

- Massachusetts Institute of Technology, BS (Electrical Engineering), 1957
- University of Pennsylvania, MS (Electrical Engineering), 1959
- University of Pennsylvania, PhD (Mathematical Psychology), 1962
- National Science Foundation Postdoctoral Fellow at Center for Cognitive Studies, Harvard University, 1962-1964

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Donald Norman in Academe

- Lecturer and Research Fellow, Department of Psychology and Center for Cognitive Studies, Harvard University, 1963-1966
- University of California, San Diego, since 1966
- Professor Emeritus, Department of Cognitive Science, University of California, San Diego, 1993 - present

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Donald Norman in Industry

- Vice President and Apple Fellow, Advanced Technology Group, Apple Computer Inc., Cupertino, CA. 1995 - 1997
- Head, Appliance Design Center, Consumer Products Group, Hewlett-Packard, Palo Alto, CA. 1997 - 1998
- Power Macintosh
- Computer designs, such as putting function keys where people expect to find them, and standard design across product lines

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Donald Norman in Design

- Assisted in the investigation of the Three Mile Island nuclear power plant accident in 1979
- "It hit me when we first looked at the control rooms," Norman says. "If you wanted to design something that would cause error, you couldn't do a better job."
- His books are considered essential texts for the current generation of industrial designers

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•Users may say they **want features**, but they **need better interfaces**.

•Publishing is the wrong model. The Web is better suited to **dynamic interaction**.

•**Focus groups** are great for selling cereal, but a bad way to gauge your site's usability.

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The Nielsen Norman Group www.nngroup.com

Clients: Sony, Fuji, Xerox, and many more.

Home base: Chicago

Money stream: \$6,000 to \$10,000 per day

How do you describe what you do?

I hate that question. I can never explain what I do, and if you ask me for my area of expertise, I hem and haw. I guess I've concluded that I'm really an expert in common sense.

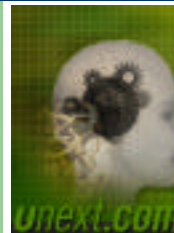
People pay for common sense?

They pay a lot for it.

www.guru.com

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www.jnd.org

jnd: just noticeable difference

In the field of psychophysics, that branch of experimental psychology that studies sensation and perception, a jnd is the amount that something must be changed for the difference to be noticeable, defined to mean that the change is detectable half the time. My goal is to make a noticeable difference -- many jnds worth -- in human-centered technology.

Don Norman

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Excerpts from my interview with Don Norman

Do what you enjoy, what you excel at. Do a careful, honest analysis of your own strengths and weaknesses: understand what you are not good at -- either avoid that domain or, if this is not possible, get better. (I used to be a horrible writer, but I soon discovered that I would not succeed unless I learned to write -so I spent several years, with good advisors, learning.)

continued...

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Above all, avoid taking a job because you "should": Do only what you enjoy, do only what you are good at. Persevere. In the long run, this will pay off, even if in the short run it seems like a dead end.

Email interview
Wed 1/19/00 10:23 PM

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