

## Terms

**Lotus of attention:** where your attention is for any given task. Note you can only attend to ONE THING AT A TIME. This is where your focus is.

**Mode (modal):** different spaces on the interface where similar actions have similar meanings. These spaces may not be ANNOUNCED or CLARIED to the user.

**Visibility:** enhanced by lotus of attention and focus. How well you see the execution of your goal through an interface.

**Mapping:** flow; takes advantage of natural constraints as well as natural visual cues. Done well it should anticipate your expectation in execution to your goal.

**Direct manipulation:** unhampered ability to act on the environment without intermediaries.

**Constraints:** a flow that moves the user through the interface toward their goal with particular restrictions.

**Standardization:** consistencies through all interfaces adopted by interface designers.

**Focus:** where your attention is at any given moment whether it is what you are looking at or whether it is what the user interface is calling your attention to.

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## Goals

**Users have goals...**

**Designers have goals...**

**Designers need to know the User's goal and design for it!**

A designer might want to create a web site that promotes artistic works. The user's goal might be to view those works. If the designer's goal is to make a complex and beautiful animation which transitions between images then the designer is successful in fulfilling their own goals BUT if it also deliberately holds back the user from seeing a quick sequence of images then the user's goal is diminished. **Be careful.**