

10. Human Factors (Part 1)

1. Explain how the principle of **Affordance** is demonstrated in Legos.
2. How do web sites use the principle **Entry Points**? Give examples.
3. Give an example of the **Expectation Effect** in the design of a product.
4. Give 2 examples of **Mapping**: Effective/Good & Ineffective/Confusing
5. How can culture influence **Mental Models** & why does this affect design?
6. Give one example for the three types of **Mimicry** listed in the book: Surface, Behavioral, and Functional.

Test Guidelines

- Start with the text book, *Universal Principles of Design*
- Answer according to your understanding of the tested principles
- Refer to text, class notes, and additional research might be required.
- Grades are based on student's ability to demonstrate a thorough understanding of the design principle and not copying definitions from the text or web.
- Each test is worth 100 points and will be graded for accuracy as described in assigned text and referenced materials, and a demonstration of understanding.
- When an original image is requested, this means a photo taken and submitted by the student and not copied from a web page or taken from textbook.

Save completed test with your name & course number as file name and email to scott@utdbox.com for credit. Grades will be posted on UTD Orion. Student is allowed to resubmit test to improve grade.