

- ақпараттық жайлылық (оның ішінде ақпарат экологиясы мен медиа-технологиялар кеңістігі туралы да сөз болады);
 - коммуникациялық жайлылық;
 - қауіпсіздік жайлылығы;
 - тұрақты даму жайлылығы;
 - аумақ брендінің жайлылығы (оның бірегейлігі, эксклюзивтілігі және маңыздылығы)
- Демек, қалалық ортаның бейнесі осы ұстанымдарды ескере отырып жасалуы керек.

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The Design of Everyday Things

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Any person will feel stupid if they cannot figure out the interface of a simple thing: how to open a door, find a switch, turn on a stove. Former Apple vice president and one of the most influential designers in the world, Donald Norman, believes that bad design is to blame for user errors.

The article contains examples of the most ridiculous design decisions and rules that will help you avoid these types of mistakes. There are main principles from the book "The Design of Everyday Things" that every designer should remember.

Habits and arrangements

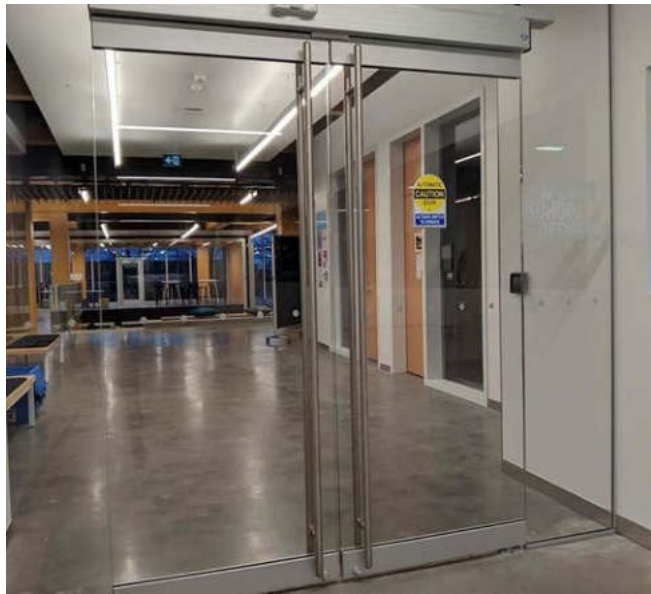
It is very difficult for people to get used to innovations in old systems: conditional agreements are violated and they have to learn something new. At the same time, no one cares about the advantages of the new system, only the fact of changes is important.

An example of how difficult it is to influence people's habits is the English measurement system with inches and feet. Almost the whole world has long switched to the metric system with centimeters and meters, but only the USA remained on the English one.

Changes upset people too much, who have to memorize a new system and purchase new tools and measuring devices. Such costs seem excessive. In fact, it is not as difficult to retrain as people think, and the tools are not so expensive, since the metric system is already widely used even in the United States.

"In general, we should try to adhere to uniformity. If the new way of doing something is only slightly better than the old one, it's worth sticking to the old way. But if something needs to change, everyone should change. Mixed systems only confuse everyone. If the new method is much better than the old one, then the advantages of the changes outweigh the difficulties associated with them. New doesn't necessarily mean "bad." If we always stuck to the old, we wouldn't be able to improve." - **Donald Norman**

In order for the user to feel confident, he must understand what the product is needed for, what states it can be in, how its management tools work. The author of the book, Donald Norman, recommends following this rule, even if you have to sacrifice aesthetics. Thanks to Norman, the phrase "Norman's Doors" appeared — these are doors that cannot be opened the first time. Surely you have seen many times how people make mistakes: first, they try to open from themselves, and then on themselves. Example of a door:



Vertical handles are more familiar to pull, but if you look closely at the fastening of the hinges, you will see that the door needs to be pushed. Naturally, because of the wrong handle, people are constantly making mistakes.

On some doors there are signs — "to yourself" or "from yourself", "move to the side", "lift", "ring the bell", "insert a card", "type a password", "smile", "rotate", "bow", "dance" or maybe, just "ask to open up". Actually, if you need to install a sign on such a simple device as a door, where it will be written, should you push it away from yourself, pull it towards yourself, or push it aside, you can argue that this is a failed, absolutely terrible design.

Mistakes If the user has done something wrong, he should immediately realize it, and he should be able to fix everything right away. Norman believes that if a user is left alone with his problems, it means that the designer did a bad job on the product.



A good way to prevent an error is to add limiters. For example, the holes for liquids in cars are never placed side by side, otherwise, drivers will endlessly make mistakes and pour engine oil into the gas tank:

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EMOTIONAL DESIGN

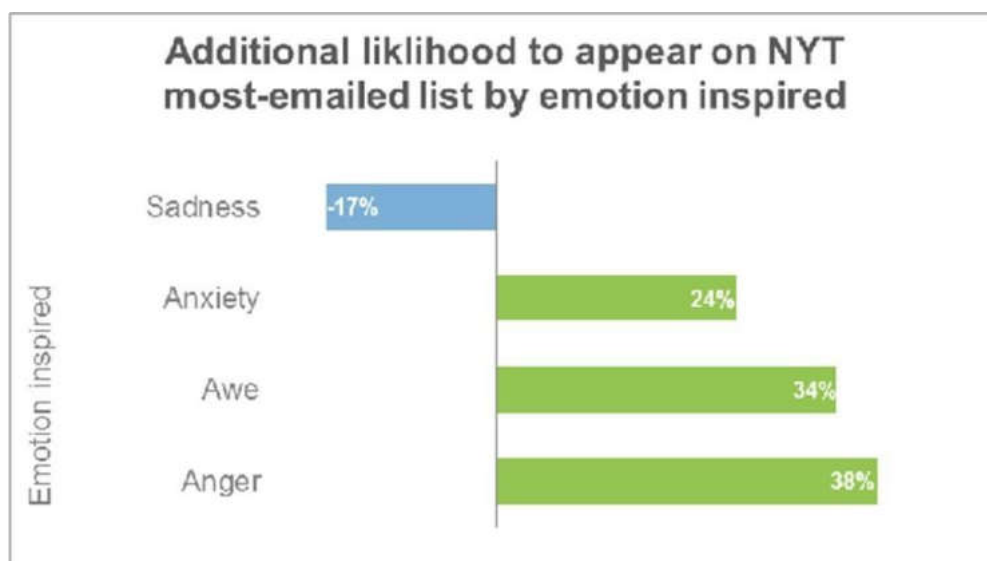
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It has never been a secret that the probability of a purchase or conversion increases after using emotion as components or approaches that evoke emotions in advertising materials and target pages. In retail, this method is particularly effective (shelf decoration, competent merchandising, etc.).

What role do emotions really play in online sales? If this method plays a big role, then how to achieve the maximum effect? This article answers all questions about the use of emotional design in Internet Marketing.

The role of emotional perception

Before I talk about the role of emotions in sales, we need to look a little more broadly and see how emotional perception affects the distribution of content in general. As it turned out, yes. A study conducted by two professors at the University of Pennsylvania found that the most popular content on the New York Times website had strong emotional shades (picture 1.1)—anxiety (anxiety), fear, tremor (tremor), anger.



Statistic of additional likelihood to appear on NYT most-emailed list by emotion