



# Mental Model

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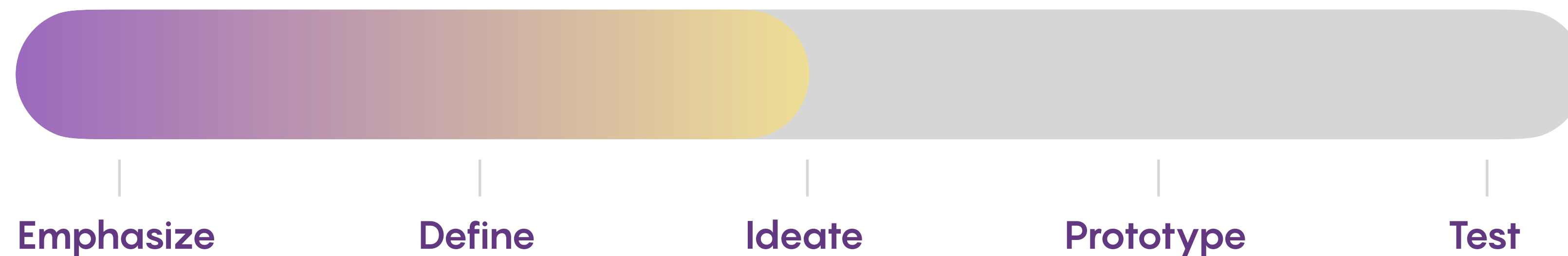
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It is the representation of how something works.

We use these models to simplify the complex into understandable and organizable chunks.

# Introduction

## Design Phases





# Introduction

They shape the connections and opportunities that we see.

Mental models are how we simplify complexity, why we consider some things more relevant than others, and how we reason.

Mental models can be constructed from perception, imagination, or the comprehension of discourse



## Introduction – When to use it

When you completely understand what a person wants to get done.

When explaining things better and making labels clearer to make the UI more transparent

While considering usability problems in your design A mental model is internal to each user's brain, and different users might construct different mental models of the same user interface.

# Instructions

## Discover

- a. How to coordinate with the customers
- b. How people are using our service or product
- c. Are we providing what users actually want ?
- d. Conduct user interviews and workshops to gather real data



# Instructions

## Define

- a. Identifying the gaps between the users and service
- b. Ways to improve the user satisfaction on design and quality
- c. Are we providing what users actually want ?
- d. Creating many affinity diagrams to explore all the ways and methods



# Instructions

## Direct

- a. Implementing the most priority items to reduce the needs of the users
- b. Defining the evaluation criterias and methods to analyse the needs
- c. How to provide the features based only upon the user satisfaction and point of view.





## Strengths:

Guarantees design satisfaction when expectations are met with a tool. Helps designers and researchers to understand users.

## Weaknesses:

A lot of data, takes much time to sort out and create the mental model. Might differ from mental model users would define (gets mixed up or misunderstood)



# Links

<https://boxesandarrows.com/files/banda/what-is-your-mental/Excerpt.MentalModels.IndiYoung.pdf>

<https://www.nngroup.com/articles/mental-models/>

<https://www.julian.com/blog/mental-model-examples>



# Contact

[usability-siegen.de](https://usability-siegen.de)

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