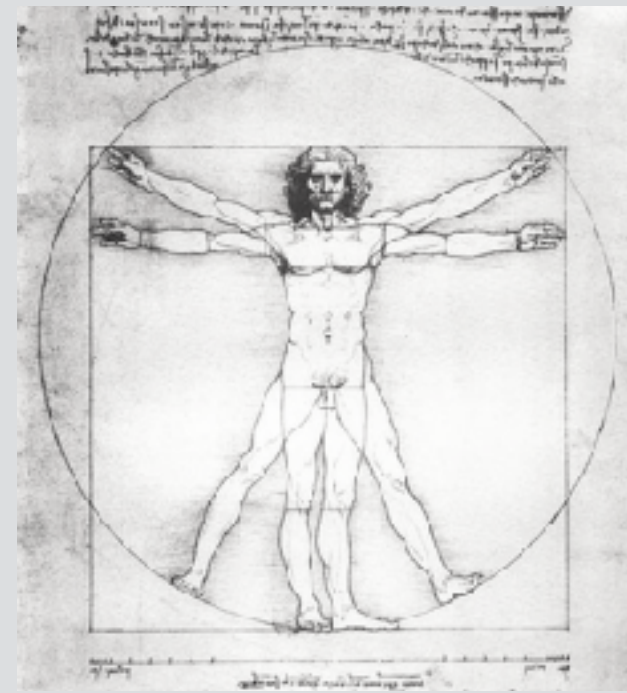


# levels of UX design



physical

color, size, layout,  
type, touch, sound

*eg: Fitt's Law*



linguistic

icons, labels, tooltips,  
site structure

*eg: consistent icons*



conceptual

semantics, actions,  
data model, purpose

*eg: good mental model*

concrete

abstract



# my529: how do you login?

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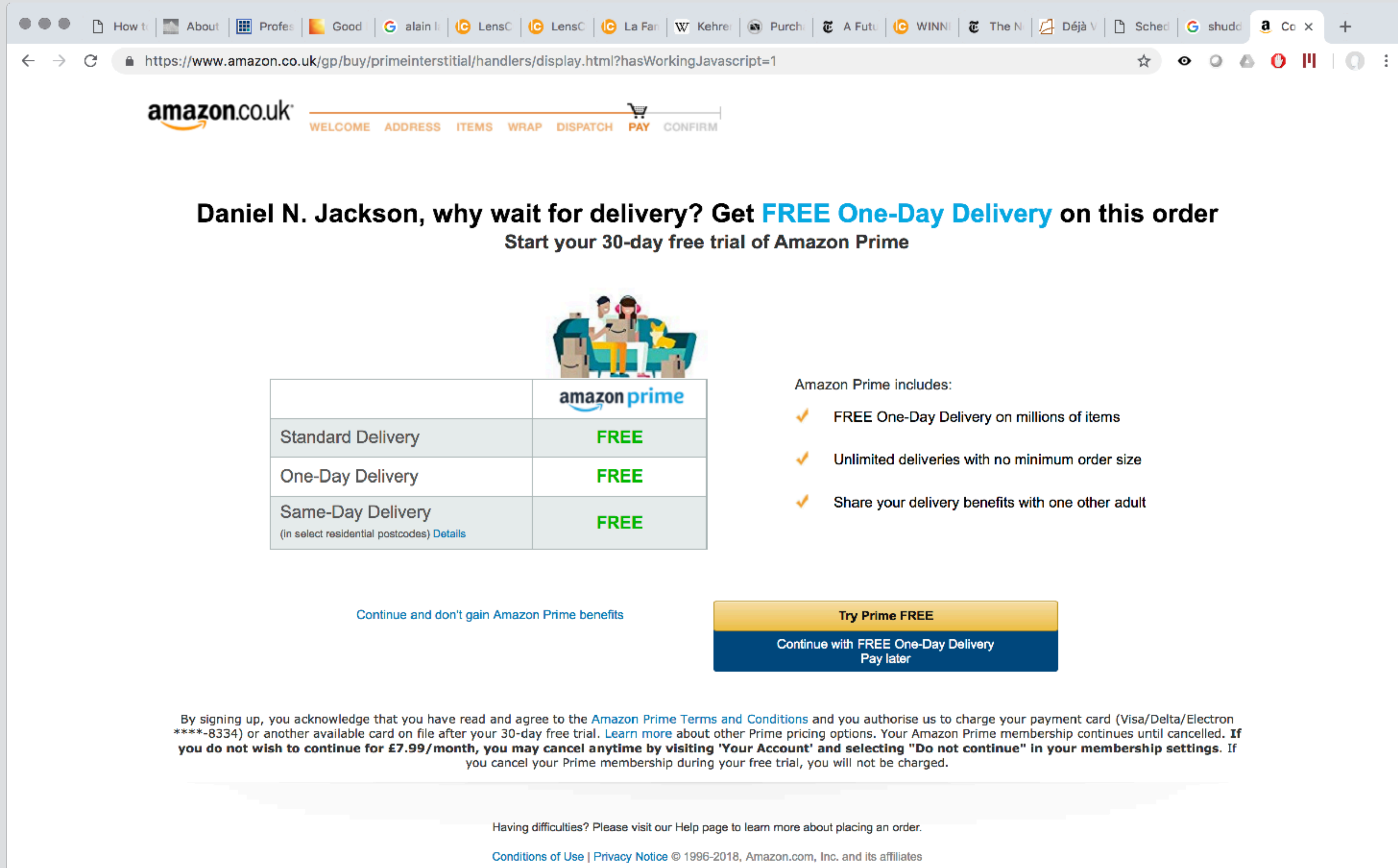
MAKE

Make

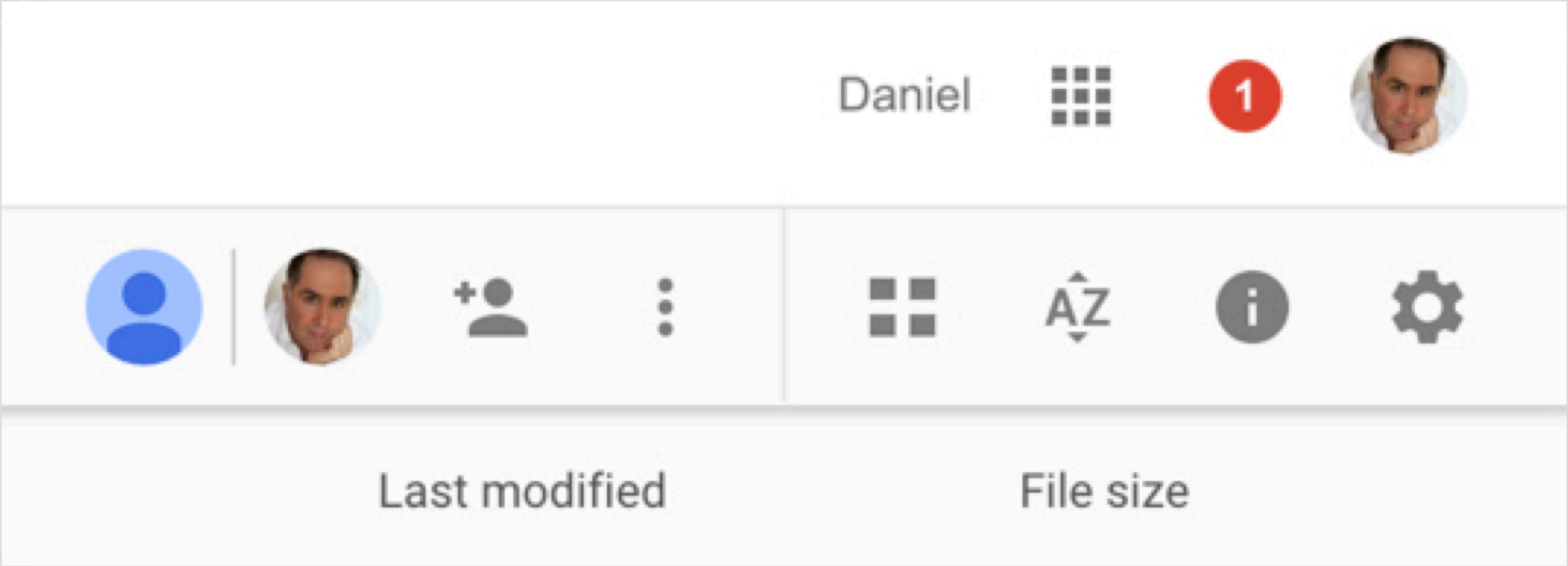
Students can



# amazon prime: how do you say no?



a google apps puzzle: what does the keypad do?



# your task

## **with your partner in your breakout room**

pick one of the three examples

study the user interface screenshot

try and figure out what's going on

identify a flaw and assign to a level (physical, linguistic, conceptual)

## **slides here**

## **later**

add something to the Piazza thread