

Interface Design - Practical Course

For Master MMT
Winter Semester 2016/17

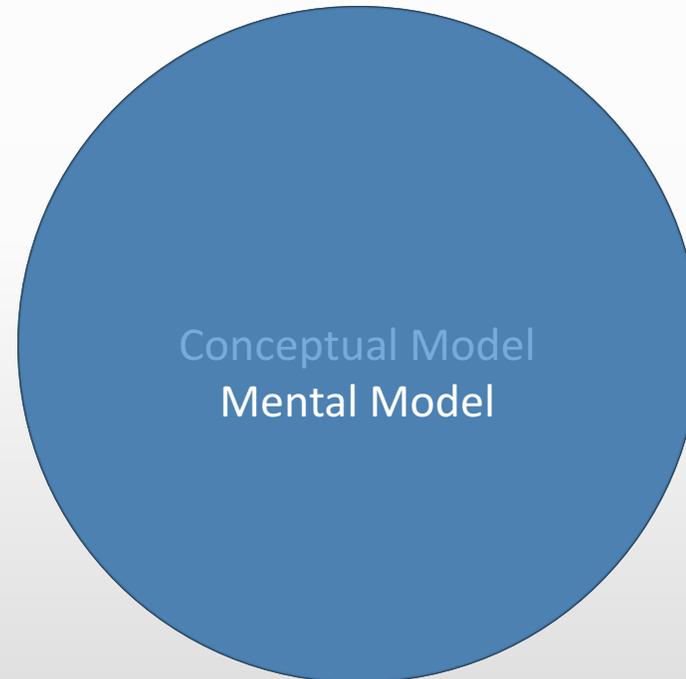
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The mental model



- What is a mental model?

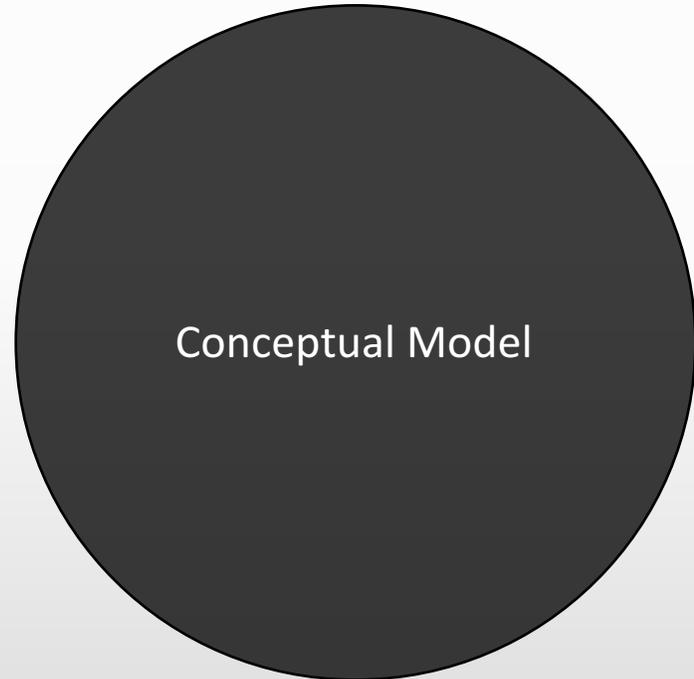
The mental model



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The goal is to create a streamlined workflow



Online

vs.

offline

Mobile Phone App

vs.

In-store

Both experiences have to be in sync!

The mental model: use case



- What is the mental model of a furniture assembly task?

The user journey should be seamless between the devices



- Mobile Phone App
- Web Presence
- Tablet



The user journey should be seamless between the offline actors



Next week...

- What is the mental model of the task that your current idea involves?

It is important to create an experience that satisfies all personas



- Casual User
- Frequent User

- Basic
- Premium User