



Der Griff nach dem Intuitiven Praxis, Positionen, Perspektiven

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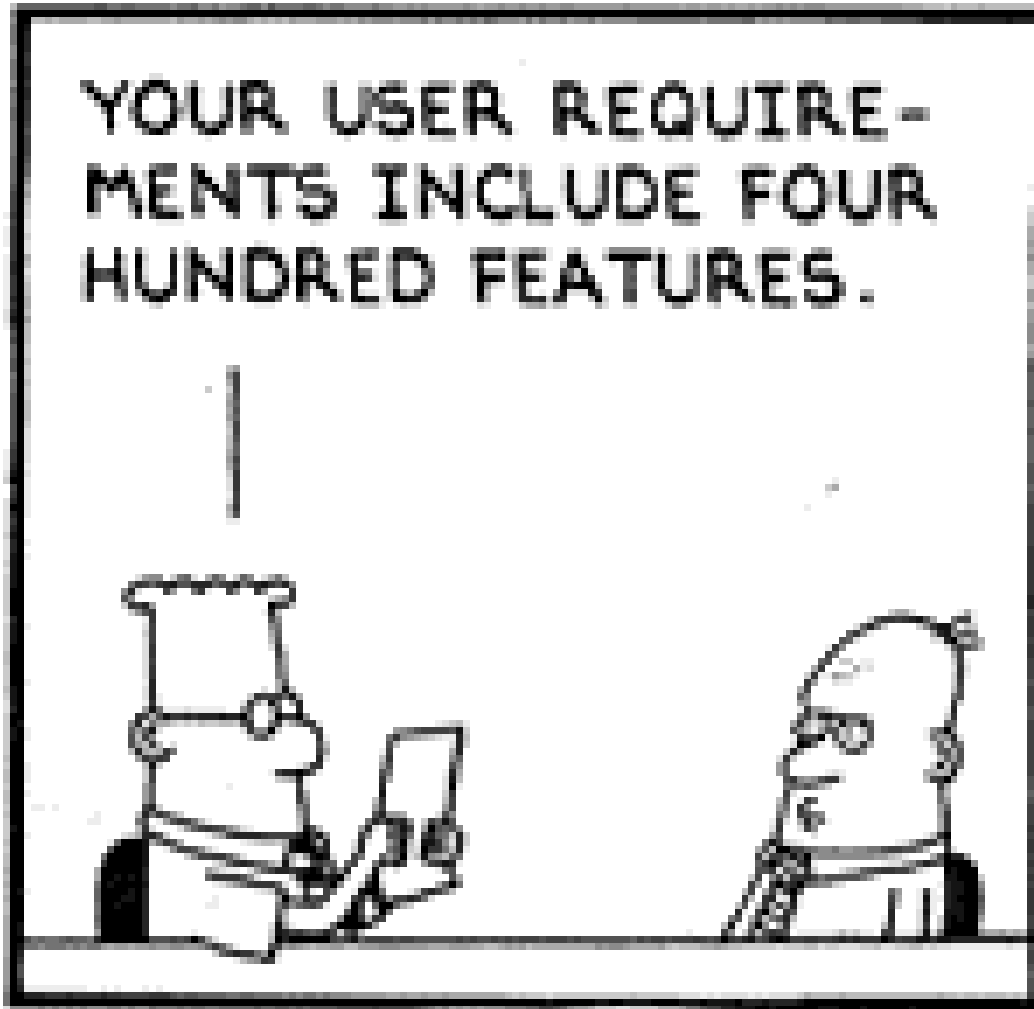
Übersicht



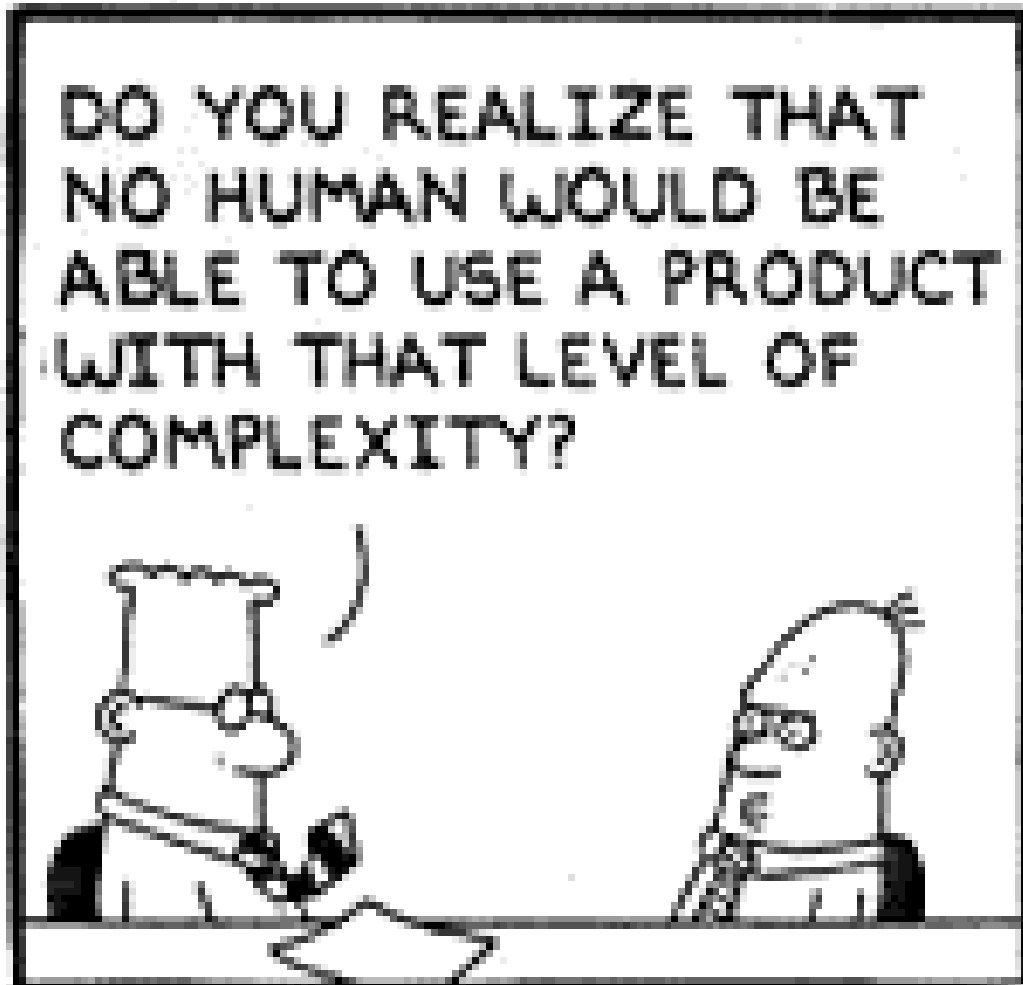
- Einleitung
- Sprachgebrauch im Sachgebiet Technik
- Psychologie und “Intuitivität”
- Die drei Ebenen der Verhaltensregulation
- Rasmussen-Modell revisited



Dilbert



Featuritis...



Featuritis... +1



IUUI = EUUI ?



Deutscher Sprachgebrauch



Signifikante Kookkurrenzen für intuitiv:

erfassen (28), Bedienung (27), sie (21), eher (20), bedienbar (19), zu (17), erfaßt (16), was (16), spontan (15), Benutzeroberfläche (14), bedienen (13), er (13), Entscheidungen (13), Künstler (13), das (12), erkennt (12), bedienenden (12), ist (12), bedienende (12), richtig (11), erspürten (11), rational (11), richtige (11), verstehen (11), oft (10), gestaltet (10), RAF-Umfeld (10), gespürt (10), Gefühl (10), wir (9), Bilder (9), Verstandes (9), begriffen (9), so (9), Fähigkeit (9), erschaffenen (9), erfassende (9), Umgang (9), ganz (9), sondern (9), logisch (9), begreift (9), intellektuell (8), rein (8), nicht (8), Einsteigern (8), Handhabung (8), Icons (8), arbeitet (8), erfaßbar (8)



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Signifikante linke Nachbarn von intuitiv:

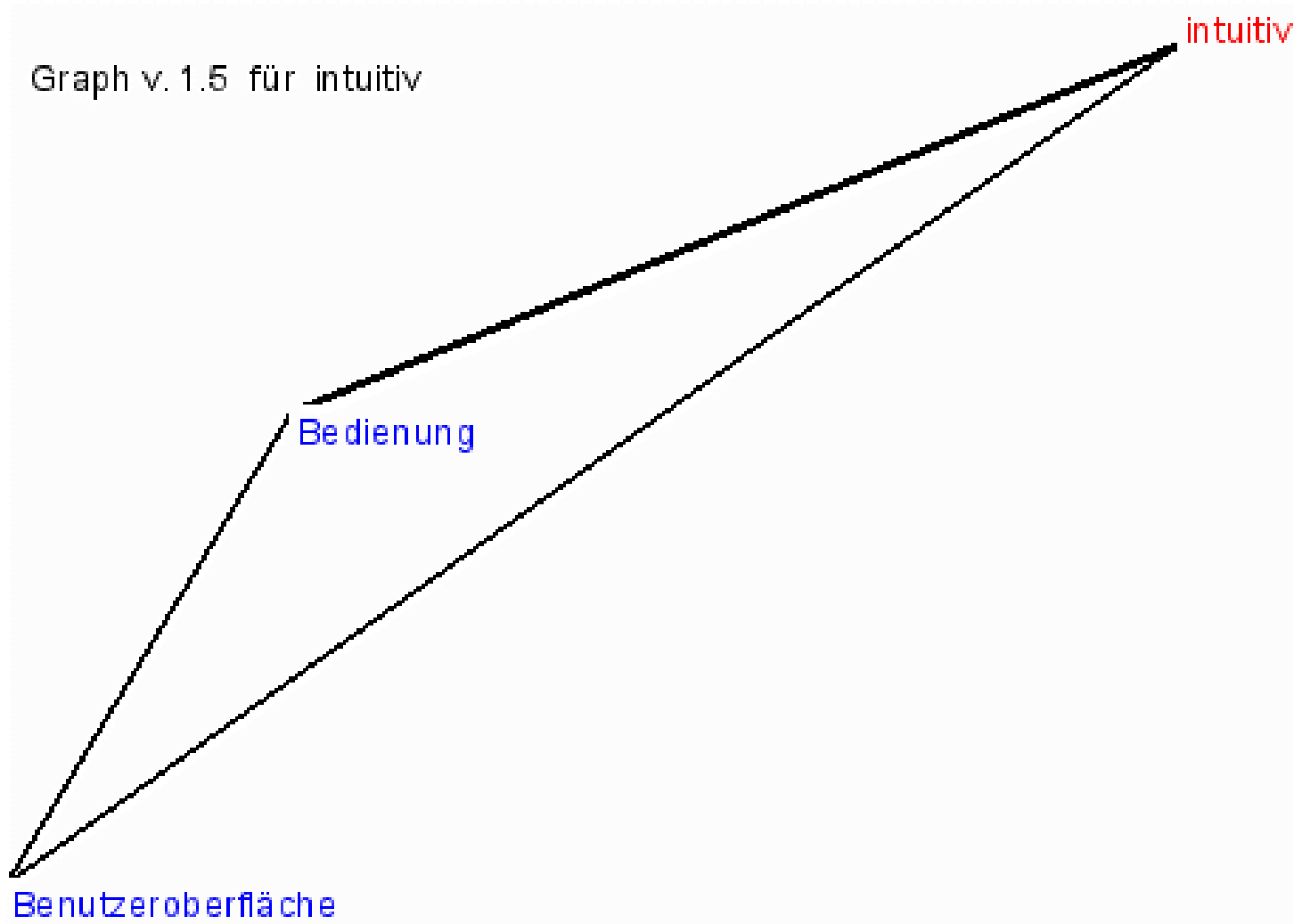
eher (10), rein (8), ganz (6), begreift (4), Rein (4), Programmen (4)

Signifikante rechte Nachbarn von intuitiv:

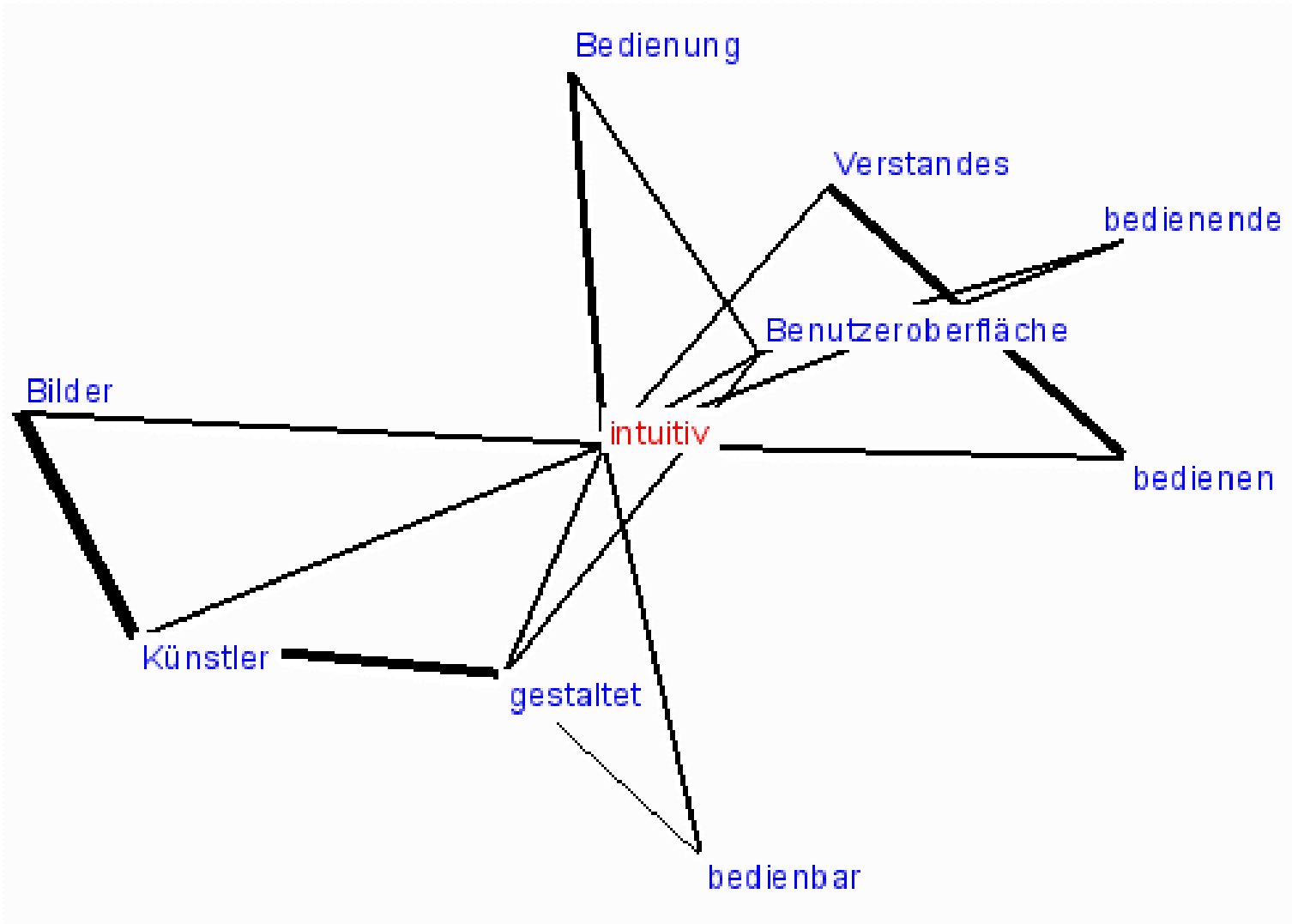
bedienbar (19), erfaßt (9), erahnt (7), umgehen (6), erfassen (6),
erfaßte (5), richtig (4), kreativ (4), gespürt (4), zugänglich (3)



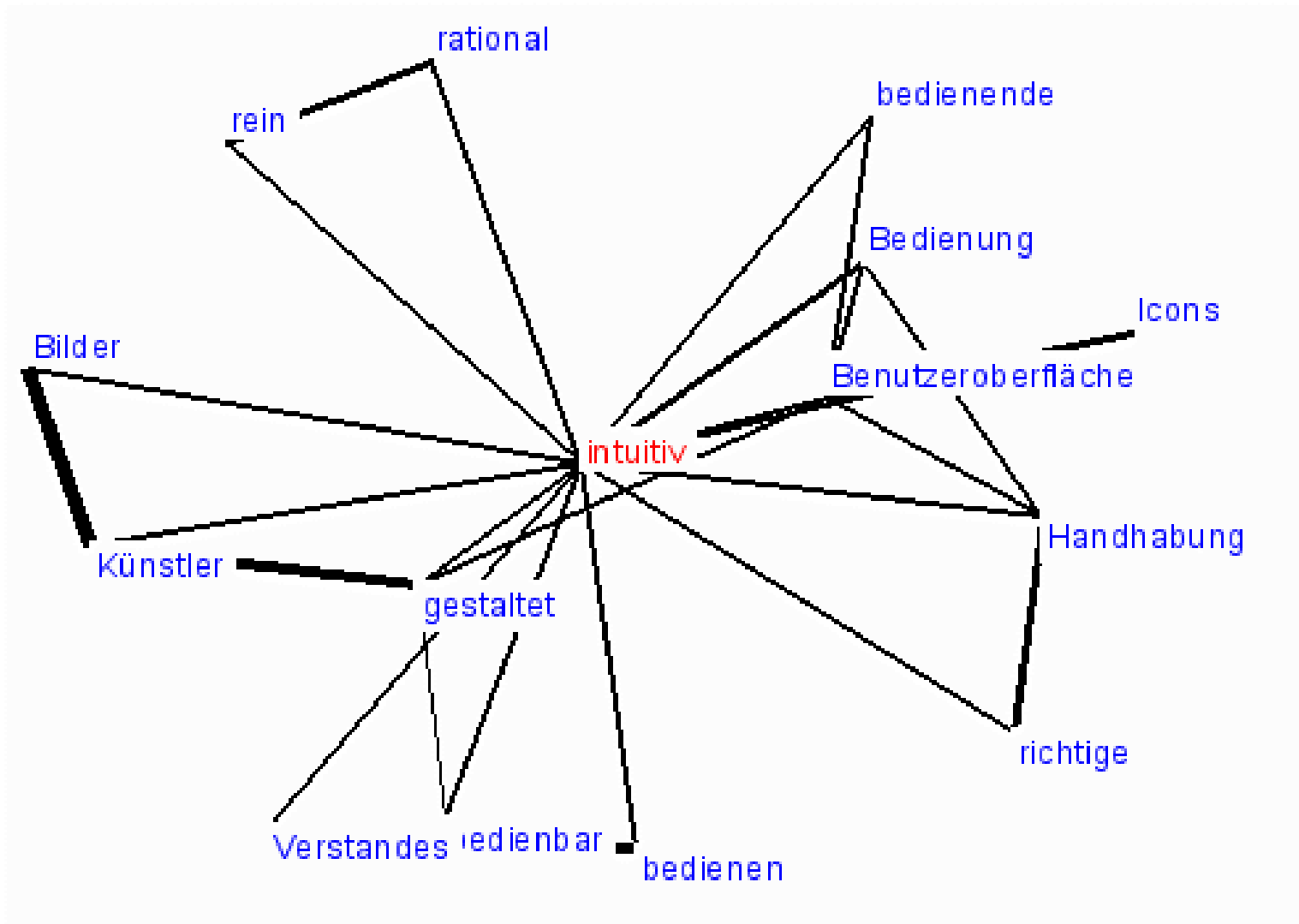
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significant cooccurrences of intuitive:

interface (500), user (152), easy (116), use (76), more (68), graphical (66), users (62), menus (59), Windows (58), simple (54), features (48), program (45), menu (45), an (40), very (33), learn (33), powerful (31), tools (27), pull-down (25), commands (25), manual (24), fairly (24), icons (23), makes (22), easier (21), provides (19), help (19), interfaces (19), offers (19), program's (18), applications (17), mouse (16), documentation (16), structure (16), Mac (16), context-sensitive (16), Macintosh (15), user-friendly (15), easy-to-use (15), software (15), command (14), tool (14), ease (14), functions (14), on-line (14), menu-driven (14), flexible (14), most (14), visual (14), feel (13), operation (13), environment (13), approach (13), package (13), less (13), GUI (13), reasonably (12), Its (12), metaphor (12), design (12), way (12), process (12), find (12), creating (11), graphics (11), dialog (11), make (11), lacks (11), graphic (11), highly (11), application (10), fast (10), it's (10), feature (10), familiar (10), word (10), method (10), logical (10), programming (10), create (9)



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significant left neighbours of intuitive:

more (200), an (178), very (70), and (40), less (34), fairly (33), not (23), most (22), is (21), highly (20), reasonably (18), particularly (16), always (14), as (14), so (13), quite (12), completely (10), extremely (9), relatively (8), entirely (6), An (6), its (6), exactly (6), wonderfully (5), totally (5), truly (5), program's (5), Its (4), nor (4), provides (4)

significant right neighbours of intuitive:

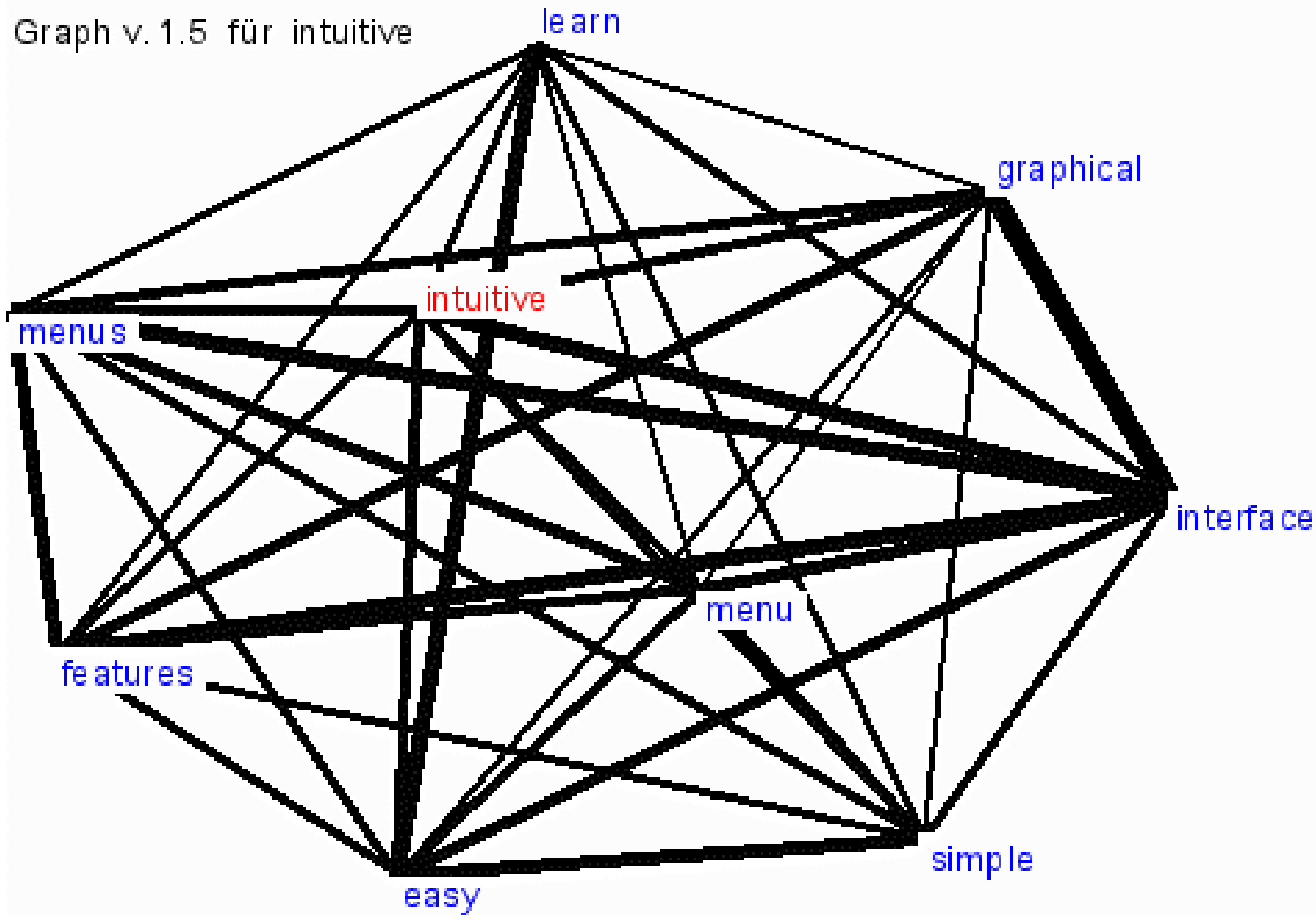
interface (195), user (71), and (38), graphical (27), than (24), way (22), feel (18), approach (17), menu (15), understanding (15), sense (11), design (11), as (11), menus (10), operation (10), interfaces (9), manner (9), enough (8), nature (8), fashion (7), ways (7), windowing (5), point-and-shoot (5), leaps (5), icon-based (5), commands (5), appeal (5), method (4), grasp (4), access (4)



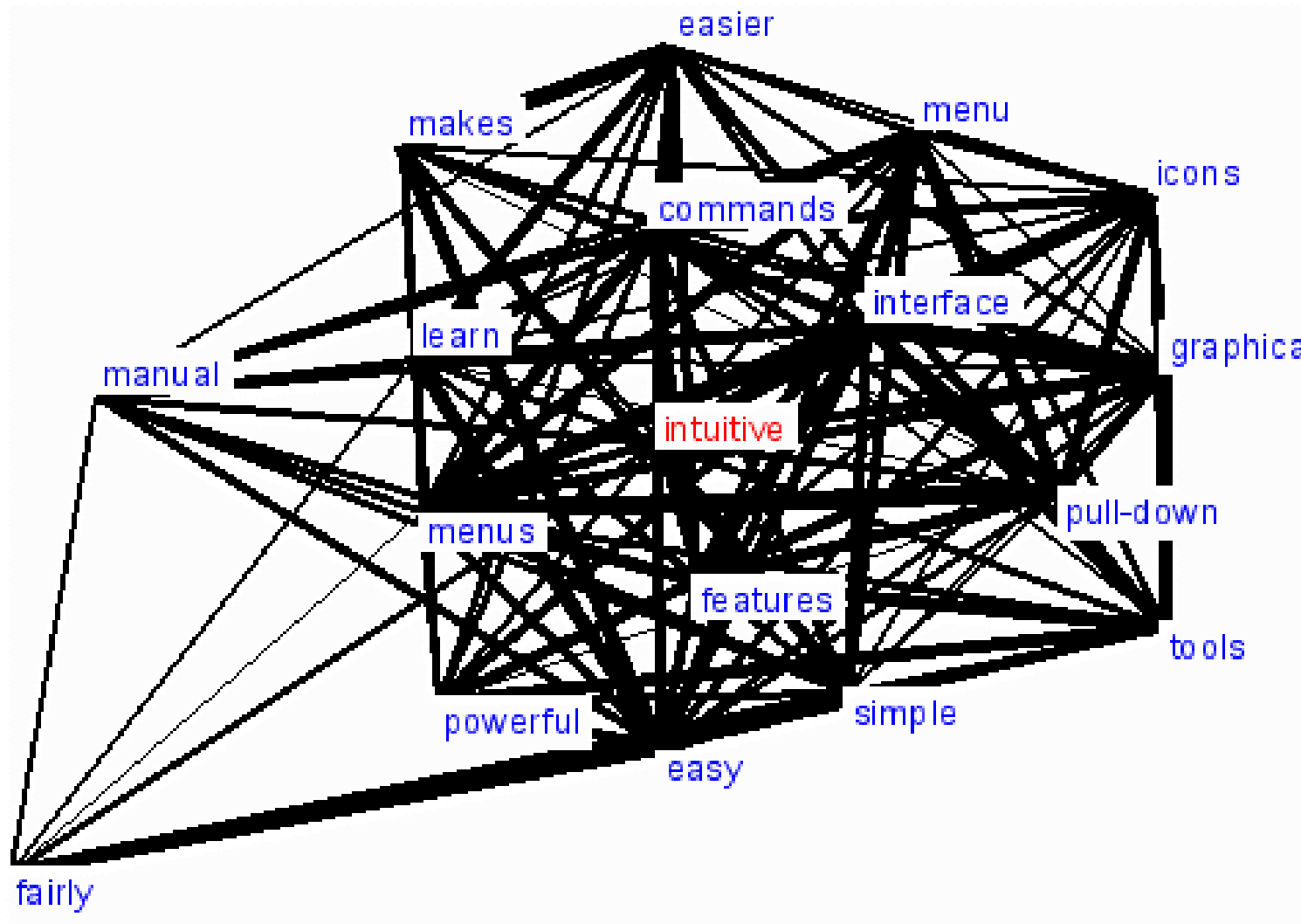
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Graph v. 1.5 für intuitive



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280.000 Seiten für „intuitive Bedienung“



The screenshot shows a Google search interface. At the top left is the Google logo. To its right are navigation links: Web, Bilder, Groups, News, Produkte, Desktop, and Mehr ». Below these is a search input field containing the text "intuitive Bedienung". To the right of the input field is a "Suche" button. Further right are links for "Erweiterte Suche" and "Einstellungen". Below the search bar, there are radio buttons for "Suche: Das Web", "Seiten auf Deutsch" (which is selected), and "Seiten aus Deutschland".

Web Ergebnisse 1 - 10 von ungefähr 280.000 Seiten auf Deutsch für "intuitive Bedienung" . (0,10 Sekunden)

[XACTI - Sanyo - XACTI VPC-S6](#)
Intuitive Bedienung. Intuitive Bedienung, übersichtliche Menüführung sowie die integrierte Hilfe-Funktion machen das Fotografieren einfach.
www.sanyo-xacti.de/produkte/features.asp?Xacti=S6 - 7k - [Im Cache](#) - [Ähnliche Seiten](#) - [Filter](#)

[Computer 1998, Prozessoren, Preise, intuitive Bedienung ...](#)
Damit aber wird die **intuitive Bedienung** sehr erschwert. 'Intuitive Bedienung' ist das Stichwort für die Zukunft: Wie kann man solche hoch komplexen ...
www.storyal.de/story1998/compu98.htm - 9k - [Im Cache](#) - [Ähnliche Seiten](#) - [Filter](#)

[Intuitive Bedienung | Kommunikation und Technik von übermorgen](#)
Datenkompression um den Faktor 6000 ermöglicht TV über GSM-Handynetze, E-Books der zweiten Generation lösen das Papier ab. Doch ohne **intuitive Bedienung** ...
www.techchannel.de/kommunikation/extra/402452/index8.html - 61k - [Im Cache](#) - [Ähnliche Seiten](#) - [Filter](#)

[ComputerWorks: 01 | Intuitive Bedienung](#)
01 | Extrem einfache und wirklich **intuitive Bedienung**. Das Beste ist, wenn alles so



1.830.000 Seiten für „intuitive interface“



The screenshot shows a Google search interface. At the top left is the Google logo. To its right are navigation links: Web, Bilder, Groups, News, Produkte, Desktop, and Mehr ». Below these is a search bar containing the text "intuitive interface" and a 'Suche' button. To the right of the search bar are links for 'Erweiterte Suche' and 'Einstellungen'. Below the search bar are radio buttons for search preferences: 'Suche: Das Web Seiten auf Deutsch Seiten aus Deutschland Anpassen'. A blue horizontal bar below the search bar displays the search results summary: 'Web Ergebnisse 1 - 10 von ungefähr 1.830.000 Seiten auf Englisch für "intuitive interface" . (0,10 Sekunden)'. Below this bar are four search results, each with a blue title, a snippet of text, and a green URL with additional links like 'Im Cache', 'Ähnliche Seiten', and 'Filter'.

Web Ergebnisse 1 - 10 von ungefähr **1.830.000** Seiten auf **Englisch** für **"intuitive interface"** . (0,10 Sekunden)

[What Makes a Design Seem 'Intuitive'?](#) - [[Diese Seite übersetzen](#)]
When someone is asking for an **intuitive interface**, what they are really asking for is an interface that they, themselves, can intuit easily. ...
www.ue.com/articles/design_intuitive/ - 20k - [Im Cache](#) - [Ähnliche Seiten](#) - [Filter](#)

[Intuitive Interface LLC :: Creative Solutions in Web and Graphic](#) - [[Diese Seite übersetzen](#)]
At **Intuitive Interface** (ll), we create graphic design that solves our clients' problems effectively and effortlessly. We design and develop unique websites ...
www.intuitive-interface.com/ - 6k - [Im Cache](#) - [Ähnliche Seiten](#) - [Filter](#)

[The Only Intuitive Interface Is The Nipple](#) - [[Diese Seite übersetzen](#)]
I can get back as far as August 1994, where Scott Francis suggests the nipple as the only **intuitive interface**, in response to "There really is no user ..."
www.greenend.org.uk/rjk/2002/08/nipple.html - 5k - [Im Cache](#) - [Ähnliche Seiten](#) - [Filter](#)

[The Universal Intuitive Interface](#) - [[Diese Seite übersetzen](#)]
The Universal **Intuitive Interface** of the future. ... The Universal **Intuitive Interface**. By: Sam



Intuitive Man-Machine Cooperation (*"Future"*)



People's interaction with the computer - using standard user interfaces, keyboard and mouse - will one day be replaced by intuitive user interfaces. Before using that new mobile phone, DVD recorder or digital camera, you must these days set aside a few hours to first study the operating instructions. This will soon change. New intuitive man-machine interfaces will give us video recorders that react to voice commands, computers that scan our eyes to determine what we want and robots that move when we merely point a finger. In the future, man will simply engage machines through speech, facial expressions and gestures.

H.-J. Bullinger



Intuitive usability („Sell“)



Today, "intuitive usability" is a pivotal customer requirement. **Awkward** services and functions must become **simple** enough for all customers to use.

Deutsche Telekom Laboratories



Intuitivity as good usability (" Research")



Good usability, or, "intuitivity", you might say. Ah, that wondrous neverland concept to which all operating systems and applications aspire. **How does one define good usability?**

Pages tagged with "intuition" on del.icio.us



Intuitive as compliment



One of the most common terms of praise for an interface is to say that it is “intuitive”.

Jef Raskin



INTUITIVE EQUALS FAMILIAR



Intuitive = uses readily transferred, existing skills.

Jef Raskin



Super duper easy to learn



I like what Don Norman says: there is no such thing as an “intuitive” design for the Web.

Humans weren't wired to intuit things related to technology. The question is how quickly they can learn it.

“Intuitive” really means (in this context) that it's super duper easy to learn (or that it's like you've already learned it).

Peter Merholz



Bye bye „ease of use“ ?



Let us stop talking about vague concepts like “ease of use” and “user friendly”. A more productive formulation of what we are trying to do is accelerate the process whereby novices begin to perform like experts.

Bill Buxton



Fünf-Stufen-Modell zum Fertigkeitserwerb



- 1) Neuling (Anfänger)
- 2) Fortgeschrittener Anfänger
- 3) Kompetenz
- 4) Könnertum
- 5) Expertentum

H. L. Dreyfus und S. E. Dreyfus (1986)



Design around existing skills



Performance is the exhibition of skilled behavior. While skills are difficult to acquire, new users don't come to a system completely vacant in this regard.

Bill Buxton



New look on “know the User”

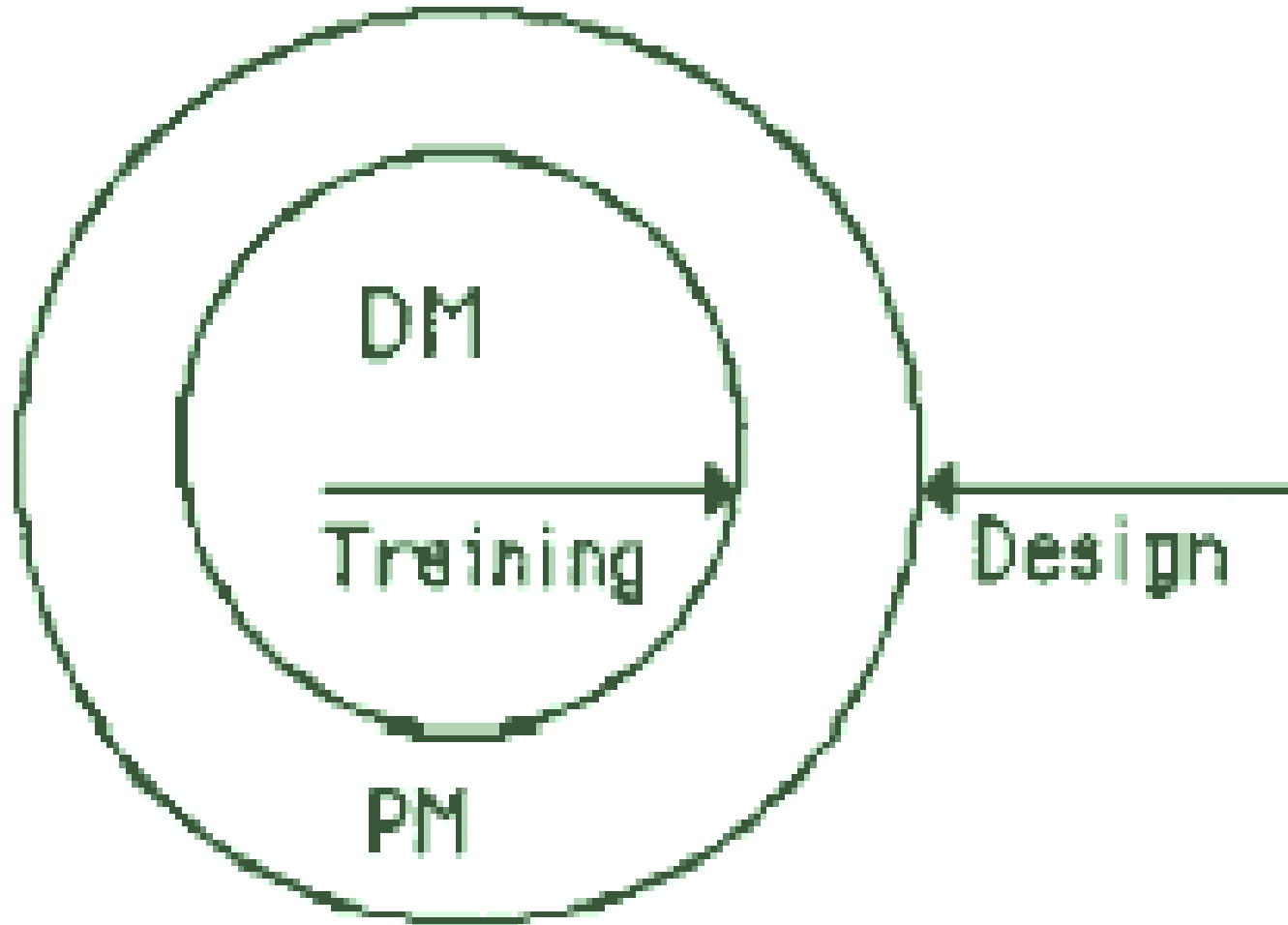


Analyzing the target population with respect to possible exploitable skills gives a whole new direction and bite to the often-heard platitude, “know the user”.

Bill Buxton



Two set screws: Training and Design



Bill Buxton



Theory



A desire to make systems easier to use is a good starting point, but we can't get very far without a theory of how to do so.

Bill Buxton



Intuition & Psychology



Historically, psychologists have ignored the notion of intuition.

Also today, intuition is not used as technical term in the discourse of the scientific community.

Conceptual development thus remains poor and elusive.



No pains, no gains.



Psychologists don't deny, that sudden inspiration can happen. However, they are convinced that this can only be a result of preceding learning processes.

No „Aha“-experience without a period of incubation, no skill without training, no work without effort.



Aha!

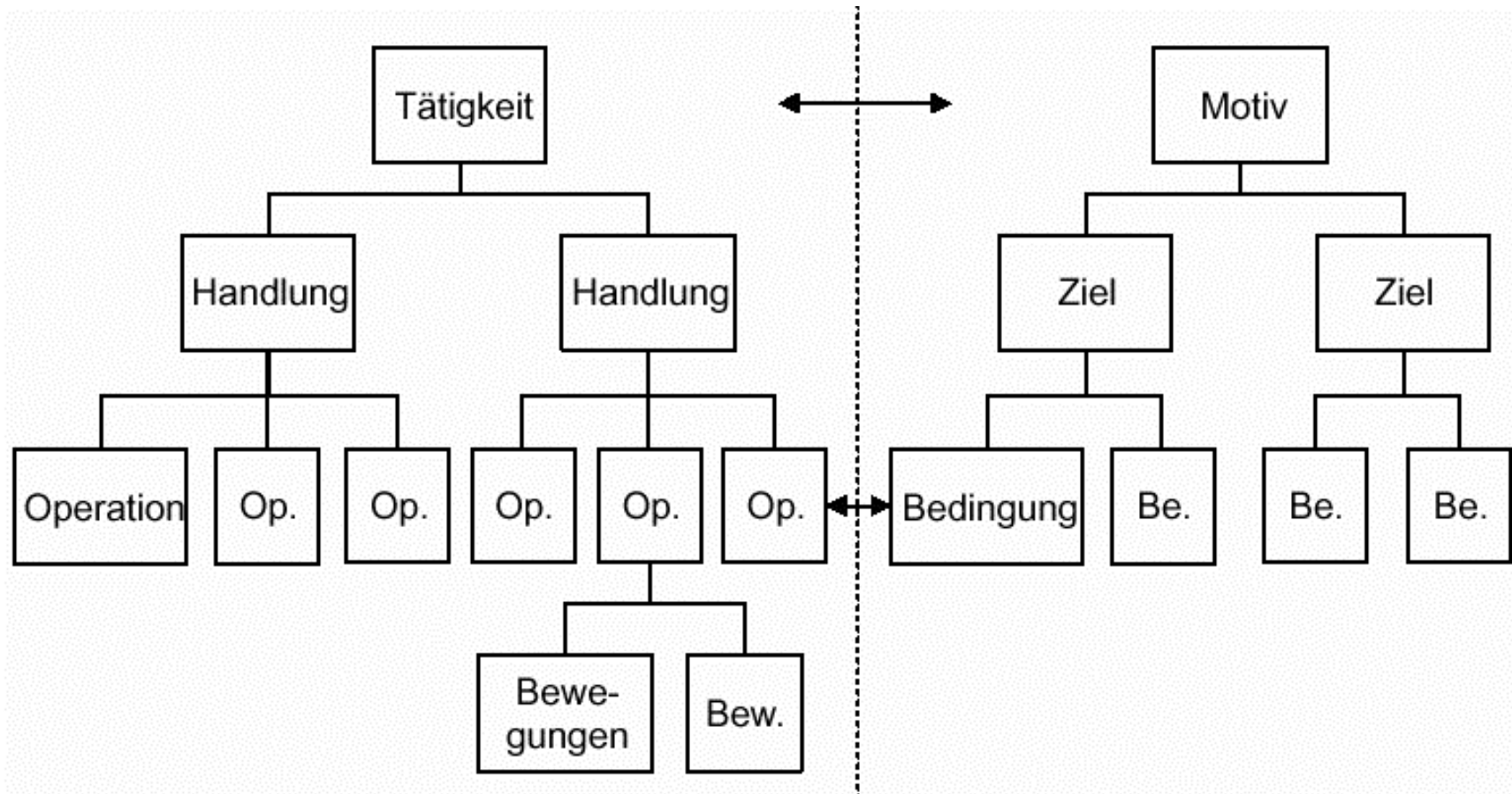


Using the notion intuition is suspected to neglect preparatory work.

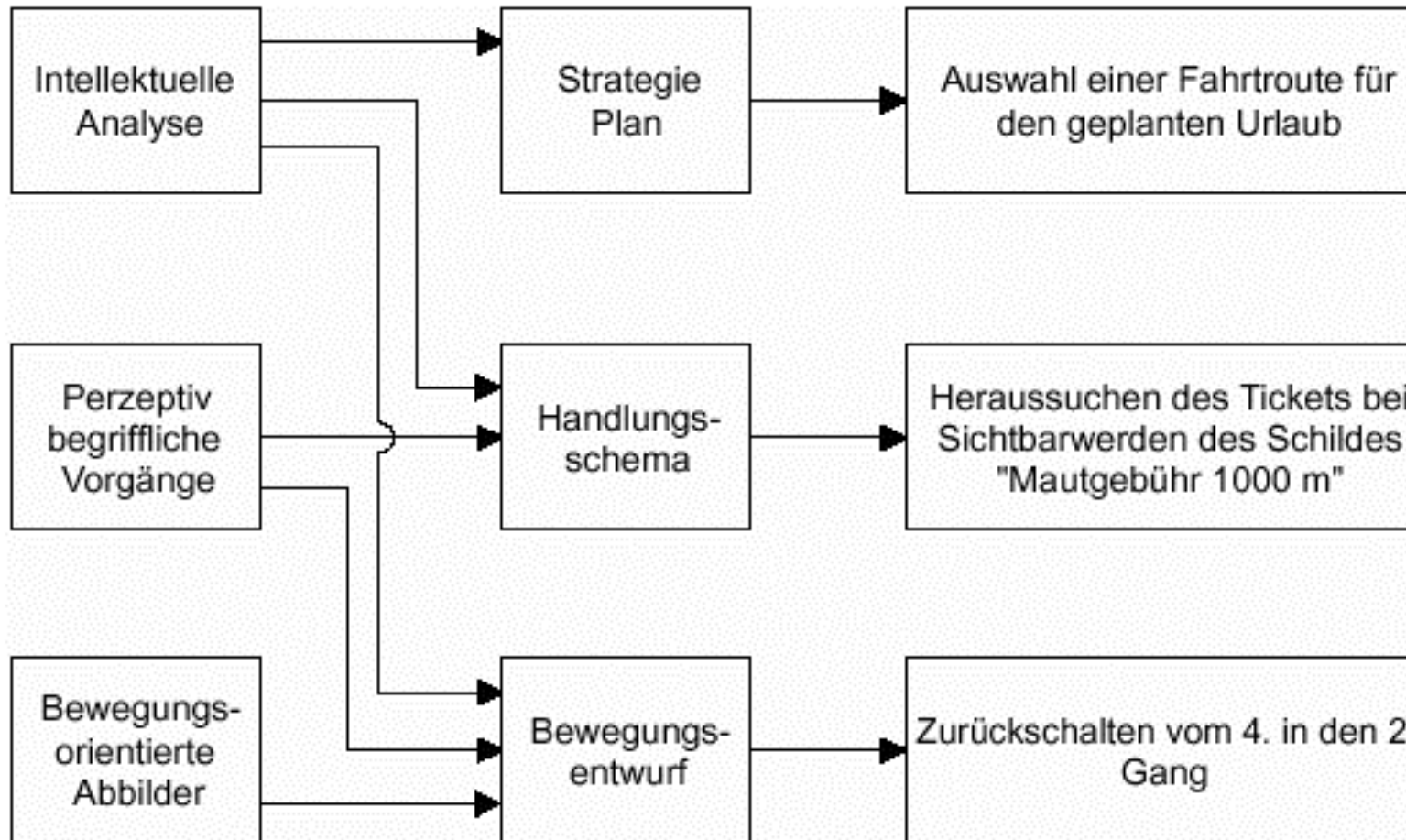
Observation and prediction of the influence of preparatory work/previous experiences is part of basic research in the fields „Learning, Memory and Cognition“, „Human Perception and Performance“, „Motivation and Emotion“ et al.



Makrostruktur einer Tätigkeit



Regulation: Komponenten u. Ebenen



Hacker (1973)



Dreistufung der Verhaltensregulation

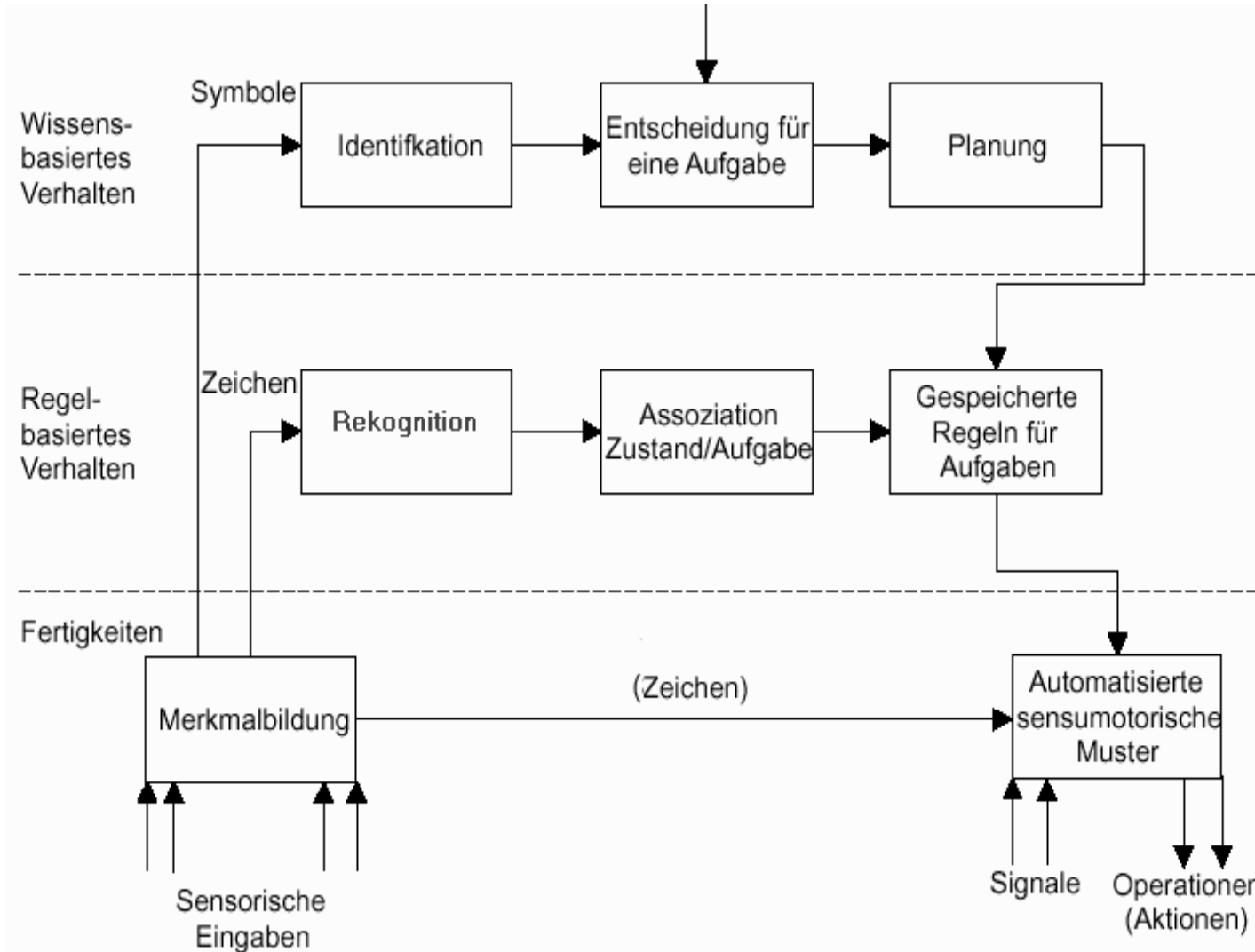


- Wissen
- Regeln
- Fertigkeiten

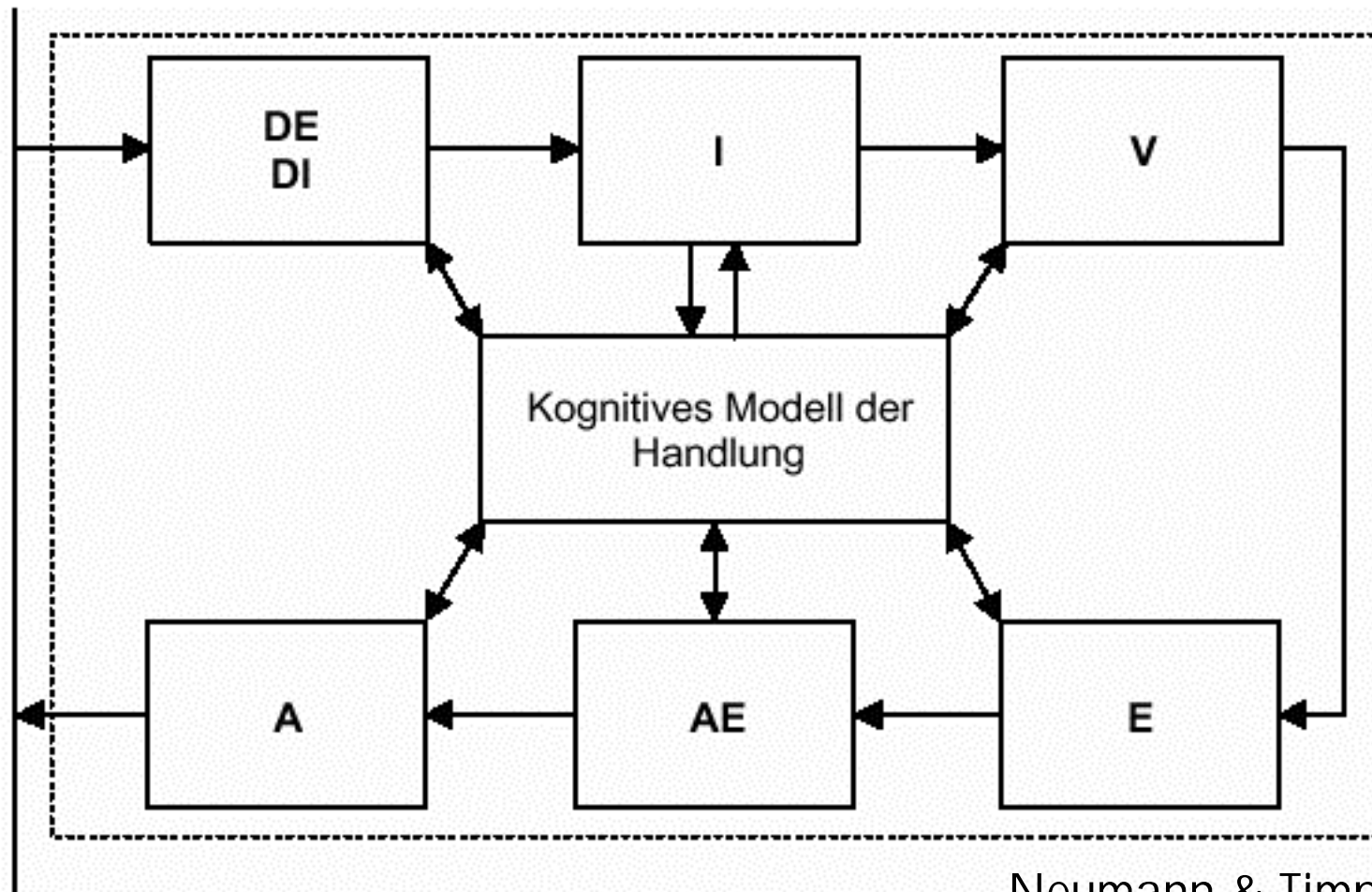
Jens Rasmussen (1983)



Rasmussen (1983)



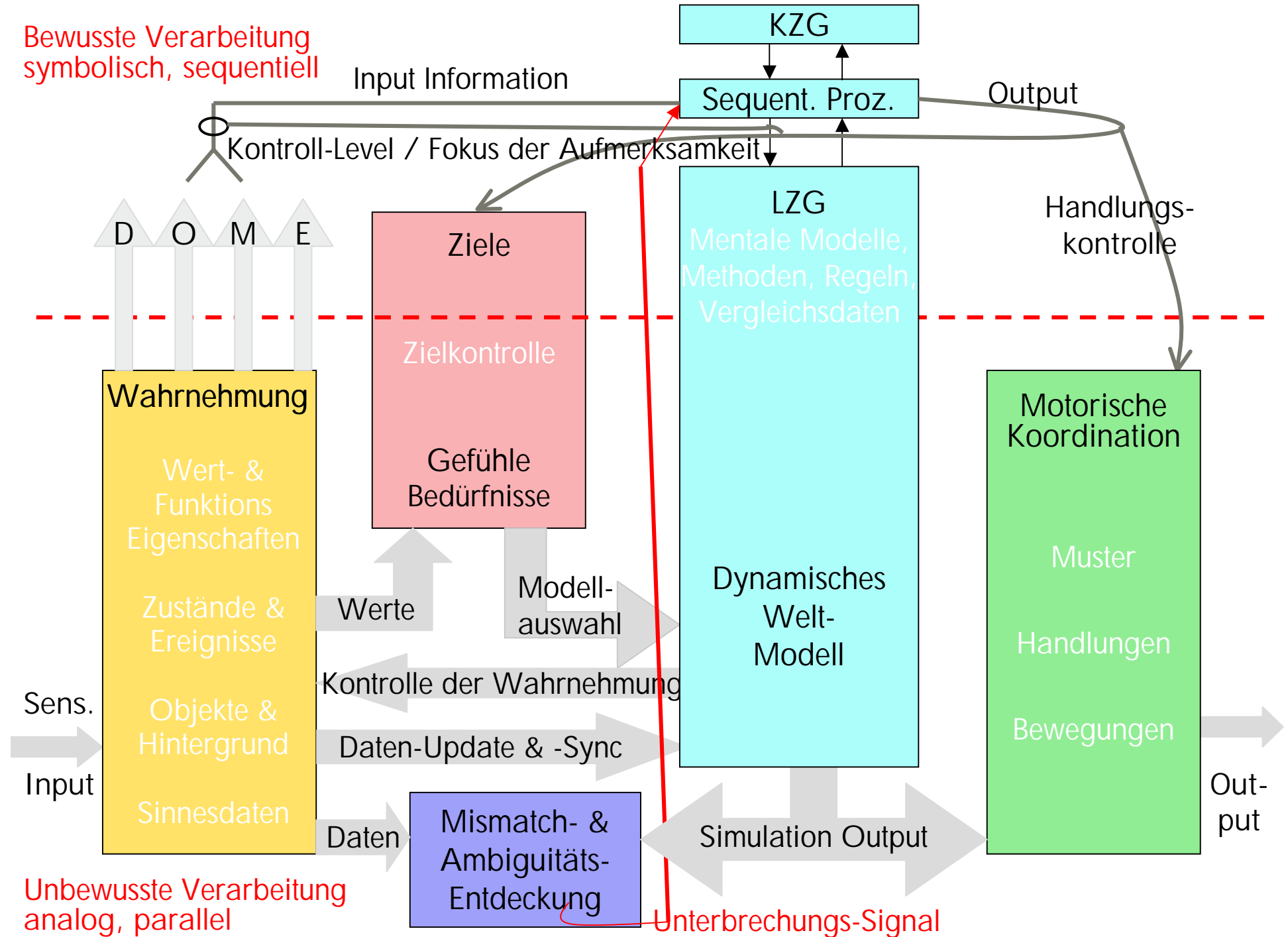
Kognitives Modell der Handlung



Neumann & Timpe (1976)



Bewusste Verarbeitung
symbolisch, sequentiell



Unbewusste Verarbeitung
analog, parallel

Das interne dynamische Weltmodell



- Kognitives Modell der Handlung (Lomow)
- Phänomenale Repräsentation (Bischof)
- OAS - Operative Abbildsystem (Hacker)
- Image (Miller)
- Inneres Auge-Funktion (Singer)



Vielen Dank für Ihre Aufmerksamkeit!

