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*

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**concrete**

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**abstract**
my529: how do you login?
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a google apps puzzle: what does the keypad do?
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