Interface Design - Practical Course

For Master MMT
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The mental model

• What is a mental model?
The mental model
The mental model
The mental model

Conceptual Model

Mental Model
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