Psychology of Everyday Things

Pathological designs

Many human errors result from design errors

Designers decide on a range of users as the design audience

But design is difficult for a variety of reasons that go beyond design

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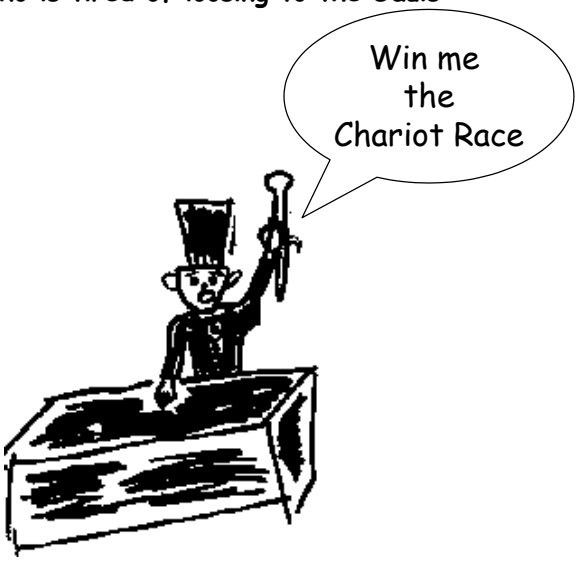
41 B.C.

Head Goucho is tired of loosing to the Gauls



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Advisor Intuitively Finds A Solution...

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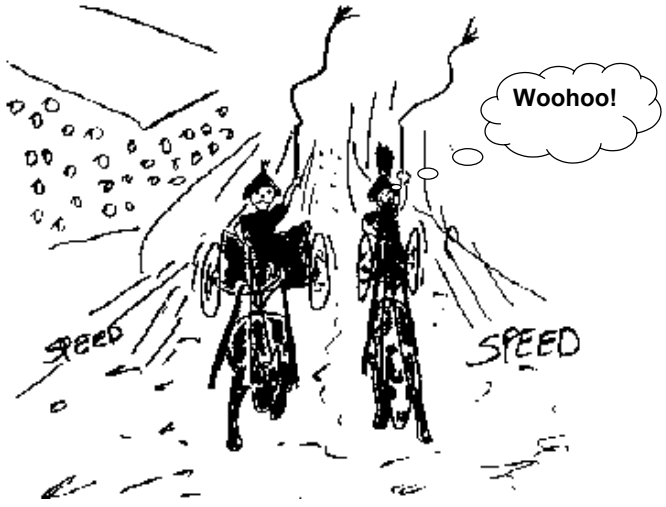
Chariot Race, 40 B.C.

Notice the aerodynamic efficiency of the faster chariot



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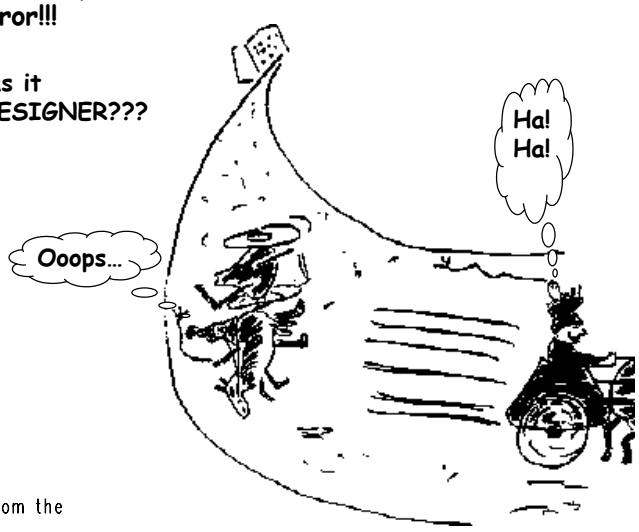
Oops…I Think I Forgot Something!

But, in maneuvering for position on the turn, the DRIVER makes an error!!!

Or was it the DESIGNER???



Wav files from the "Simpsons"

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Human Factors Engineered Chariot

(Boadiceaised as well)

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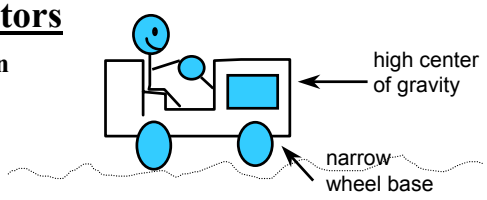
Early Tractors

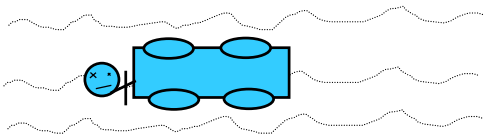
Original design



Terrain

- un-surfaced
- rough
- hilly

Result



Used to be called "Driver's Error" *but*
accidents now infrequent as designs now have
low center of gravity, wider wheel bases

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Human Factors

Lesson 1

- Most failures of human-machine system are due to poor designs that don't recognize peoples' capabilities and fallibility's
- This leads to apparent machine misuse and "human error"

Lesson 2

- Good design always accounts for human capabilities.

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Psychopathology Of Everyday Things

Typical frustrations

- The engineer who founded DEC confessed at the annual meeting that he can't figure out how to heat a cup of coffee in the company's microwave oven

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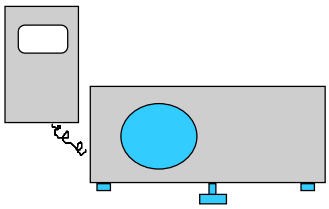
Other Pathological Examples:

Remote control from Leitz slide projector

- How do you forward/reverse?



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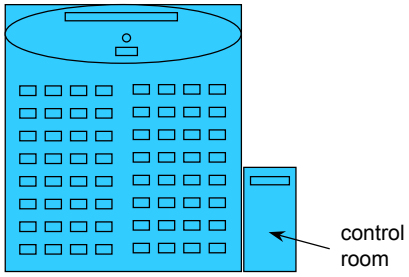
Other Pathological Examples:

Amphitheater Louis-Laird in Sorbonne

- beautiful room with murals on ceiling
  - but murals are right side up only for lecturer!
- electric projection screen
  - controls in other room out of sight of screen!



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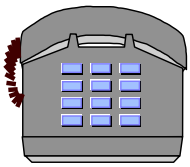
Still More Pathological Examples

Modern telephone systems

- standard number pad
- two additional buttons * and #



Problem

- many hidden functions
- operations and outcome completely invisible
  - *72+number = call forward
    can I remember that combination?
    if I enter it, how do I know it caught?
    how can I remember if my phone is still forwarded?
  - Ok, I'll read the manual
    but what does "call park" mean? what's a link?
    where is that manual anyway?

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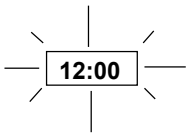
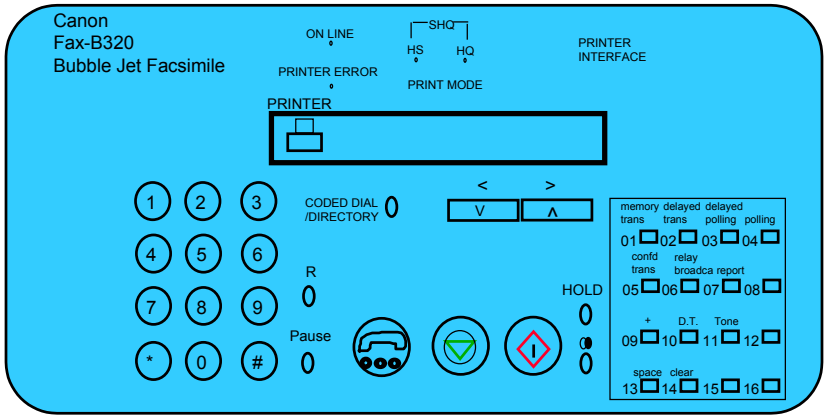
Still More Pathological Examples

VCR's, camcorders, fax machines, ...

- most people learn only basic functions
- some people refuse to go near them (sounds familiar?)
- most functionality goes untouched





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Design Has Always Been An Issue

Chinese Seun Poon

Pascal's calculating machine (picture from IBM)

The ENIAC (picture from IBM)

The PDP-11

A modern super computer

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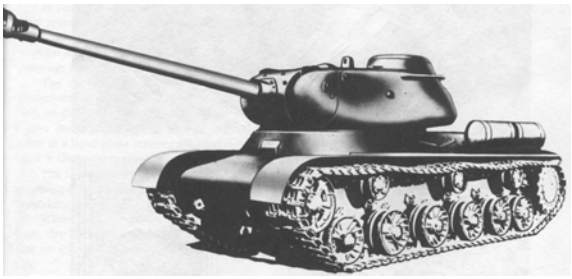
Tank Designs From The Second World War

KV-II (from "Great Weapons of World War II")



Joseph Stalin Tank "JS-1" (from "Great Weapons of World War II")

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Getting Serious About Designing For People

Started during the second World War

- invention of machines (airplanes, submarines...) that taxed people's abilities to control them
- even after high degree of training, frequent errors (often fatal) occurred

Example airplane errors:

- if booster pump fails, turn on fuel valve within 3 seconds
  - test shows it took at least five seconds to actually do it!

Result

- human factors became critically important

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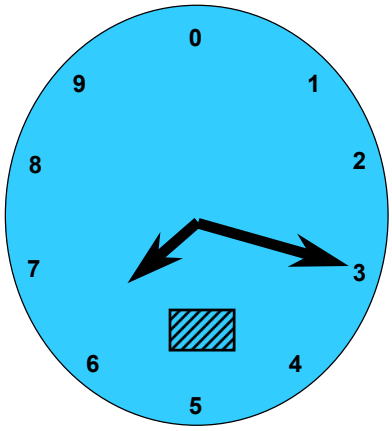
What Is The Altitude?



- Early days (< 1000'):
  - only one needle needed
- As ceilings increased over 1000'
  - small needle added
- As they increased beyond 10,000'
  - box indicated 10,000' increment through color change

< 10,000'

> 10,000'

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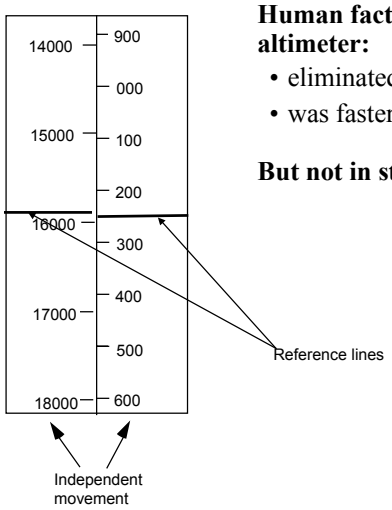
An Alternative Altimeter (Tape)



Human factors test showed that this altimeter:

- eliminated reading errors
- was faster to read

But not in standard use! Why?

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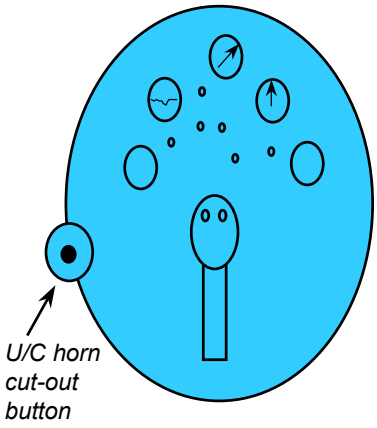
The Harvard Control Panel



Problem #1: Conditioned response

stall -> push button; therefore stimulus nullified

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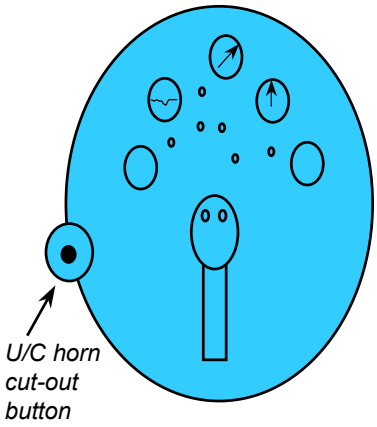
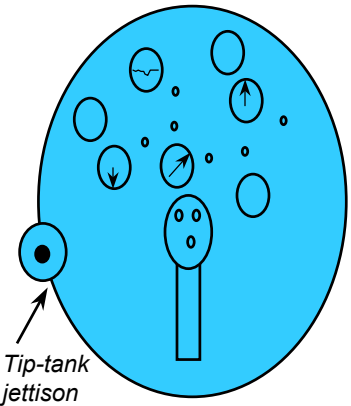
The Harvard Control Panel



The T-33 Control Panel



Problem #2: Negative transfer

T-33's: tip-tank jettison button in same location

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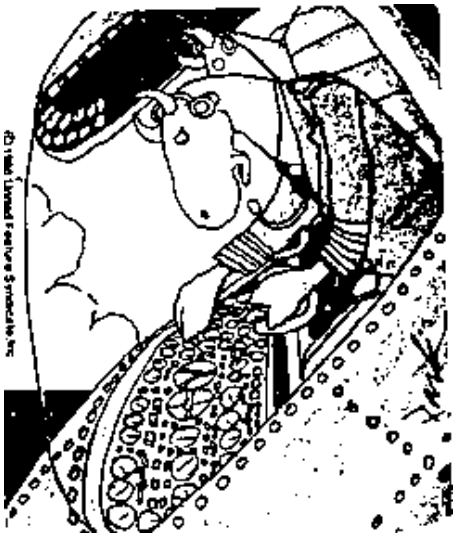

Darn these hooves! I hit the wrong switch again!
Who designs these instrument panels, raccoons?

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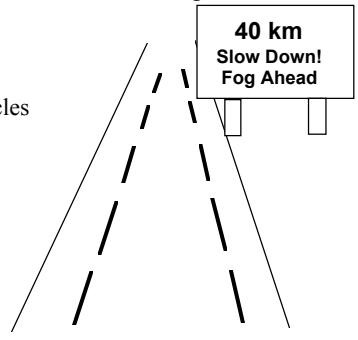
The Psychopathology Of Computers

Britain has (had) a Motorway Communications System operating 40% of it's highways

- The system receives control information from Police
  - changes lane signs, direction signs, speed limits, etc
  - occurs on the motorway itself in real time
- On December 10th 1976, police, using the system, failed to change the speed limit signs when fog descended
  - 34 vehicles crashed
  - 3 people were killed
  - 11 people were injured and trapped in their vehicles for several hours
  - motorway closed for 6.5 hours



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Some Quotes

Police (at inquest)
- "The system did not accept the instruction"

Dept of Transport (after examining computer activity logs)
- "There is no evidence of technical failure"

Designers of system
- after emphasizing that they have no responsibility for the system:
  - "We supplied it over 5 years ago and we have never been called to look at that problem"

The Coroner's Court
- after examining the evidence, claimed it was "operator error"
  - the police operator:
    "failed to follow written instructions for entering the relevant data"

Where have we heard this before?

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Example system problems and recommendations

Cryptic input codes, error-prone
- Example: XR300/1
  - "change (X) sign 300 on highway M5 (R) to code 1"
  - i.e., change particular sign to indicate fog condition

Cryptic error messages
- "Error code 7"

Teletype machine was old, text illegible
- No feedback
  - people could not see what they entered into system, or system's reply

Operator overloaded with other chores
- also handled radio and telephone traffic

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Other Computer Psychopathologies

from *Science* magazine

- In 1988, the Soviet Union's Phobos 1 satellite was lost on its way to Mars, when it went into a tumble from which it never recovered.

"not long after the launch, a ground controller omitted a single letter in a series of digital commands sent to the spacecraft. And *by malignant bad luck*, that omission caused the code to be mistranslated in such a way as to trigger the [ROM] test sequence [that was intended to be used only during checkout of the spacecraft on the ground]"

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When An Obsolete Design Proved To Be Best

Photos from "Great Weapons of World War II"

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When An Obsolete Design Proved To Be Best (Continued)

Photos from "Great Weapons of World War II"

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Design: The Right Design For The Right Situation

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A Very Old Joke: The PC Cup Holder

A True (?) Story from a Novell NetWire SysOp

Caller: "Hello, is this Tech Support?"

Tech Rep: "Yes, it is. How may I help you?"

Caller: "The cup holder on my PC is broken and I am within my warranty period. How do I go about getting that fixed?"

Tech Rep: "I'm sorry, but did you say a cup holder?"

Caller: "Yes, it's attached to the front of my computer."

Tech Rep: "Please excuse me if I seem a bit stumped, it's because I am. Did you receive this as part of a promotional, at a trade show? How did you get this cup holder? Does it have any trademark on it?"

Caller: "It came with my computer, I don't know anything about a promotional. It just has '4X' on it."

At this point the Tech Rep had to mute the caller, because he couldn't stand it.
The caller had been using the load drawer of the CD-ROMdrive as a cup holder, and snapped it off the drive.

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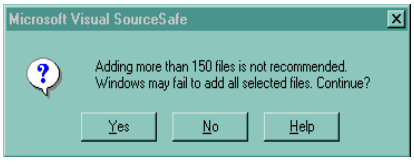
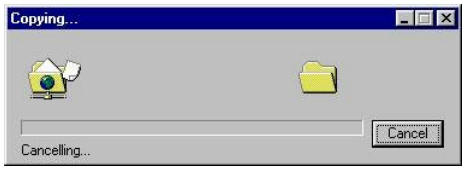
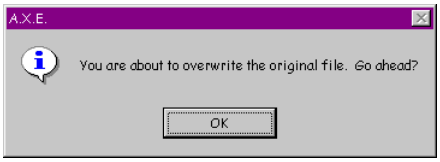
Inane Dialog Boxes



Umm, thanks for the warning, but what should I do?



What happens when you cancel a cancelled operation?



Do I have any choice in this?

Uhhh..I.give.up.on.this.one.

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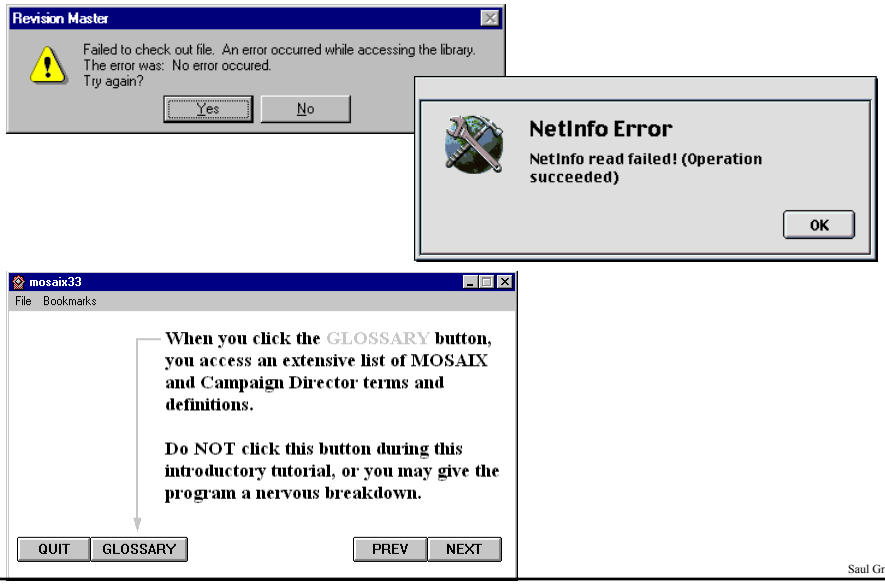
Inane Dialog Boxes (2)

These are too good not to show



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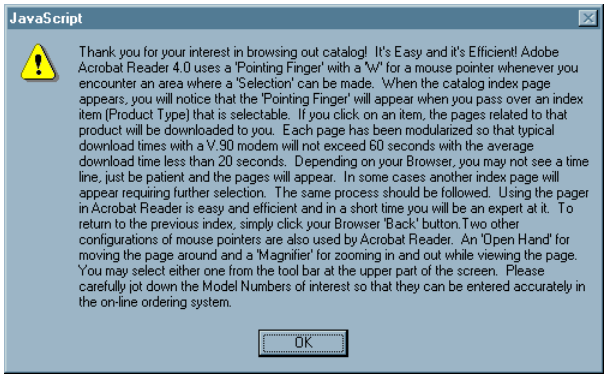
Silly Help

Midwest Microwave's online catalog



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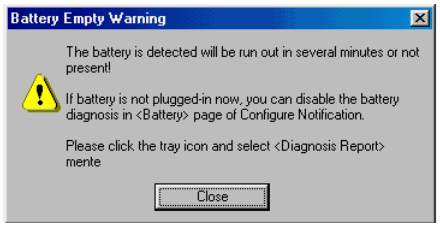
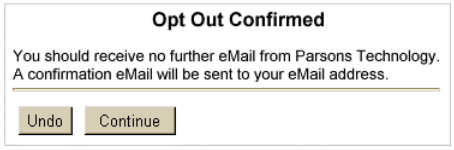
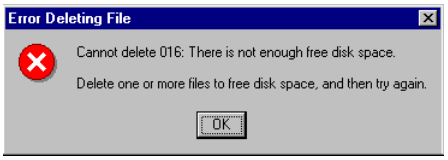
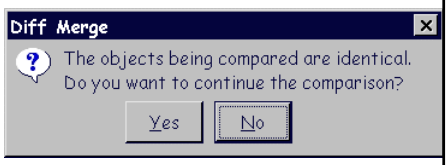
A Few More…I Couldn't Resist.

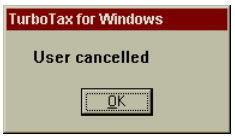








ClearCase, a source-code control system from Rational Software



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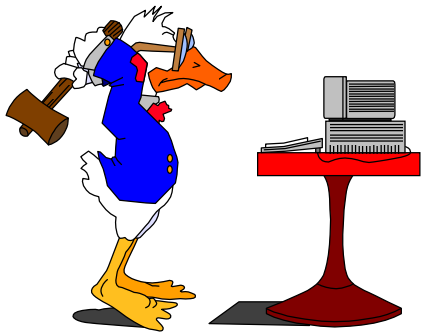

"HIT ANY KEY TO CONTINUE"

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