



SNS COLLEGE OF TECHNOLOGY



Coimbatore-36.

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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

COURSE NAME 19CSE315 – UI/UX DESIGN

IIIYEAR/ VI SEMESTER

UNIT – I UX & ITS ELEMENTS OF DESIGN

Topic: Mental model

Mr. N. Selvakumar

Assistant Professor

Department of Computer Science and Engineering



Mental model

Mental model is a model of what users know (or think they know) about a system such as your website. Users form their predictions about the system based on their mental models and plan their future actions accordingly. A prime goal for designers is to ensure that the user interface clearly communicates the nature of the system so that users form accurate (and thus useful) mental models.



Mental model

User Mental Models

Understanding and aligning the interface with users' existing mental models.

Perception and Attention

Designing for how users perceive and attend to visual elements within the interface.

Information Processing

Optimizing the presentation of information to match users' cognitive abilities for efficient processing.



Mental model

Feedback Mechanisms:

Providing real-time feedback to confirm users' actions and reinforce their mental model of the system.

User Personas: Creating user personas to represent different mental models within the target audience.

Task Flows Matching Mental Models: Structuring task flows in a way that mirrors users' mental models for smoother navigation.

Progressive Disclosure: Gradually revealing information and features in alignment with users' mental models, avoiding information overload.



Mental model

Accessibility Considerations:

Ensuring accessibility features are integrated to accommodate diverse user needs and mental models.

Storytelling in Design:

Using storytelling elements in the design to guide users through a narrative that aligns with their mental models.

Cognitive Walkthroughs:

Conducting cognitive walkthroughs during the design process to assess how well the interface aligns with users' mental models at each step



Thank
you