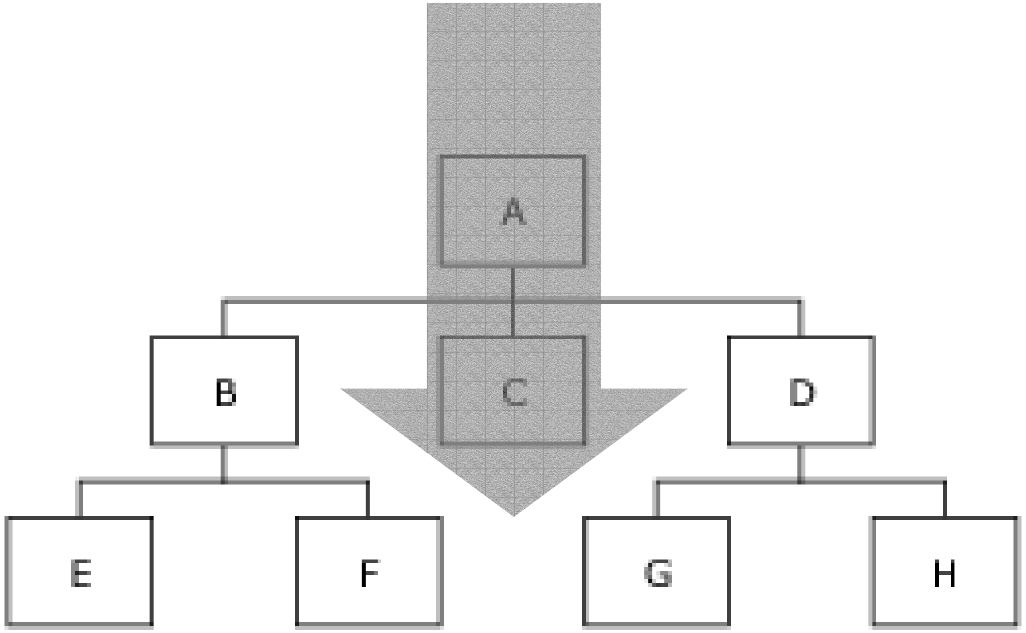
Mental Model

Basis für eine nachhaltige Informationsarchitektur

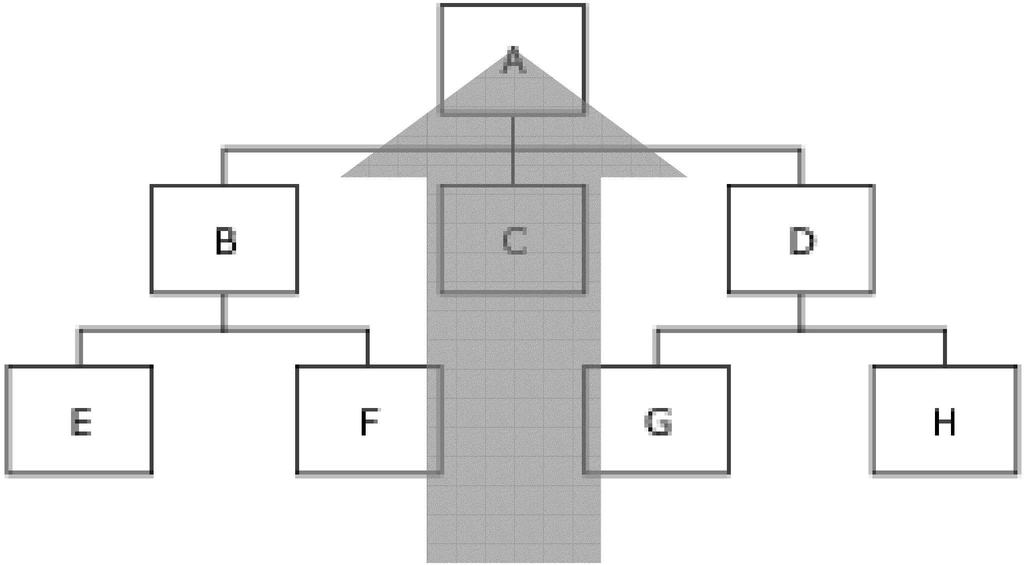
NetFlow - Karen Lindemann

Wie meistens vorgegangen wird...

Top-down



© Jesse James Garrett



Bottom-up

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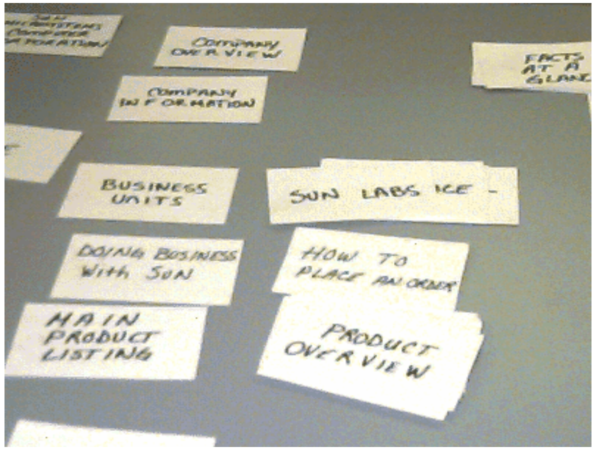
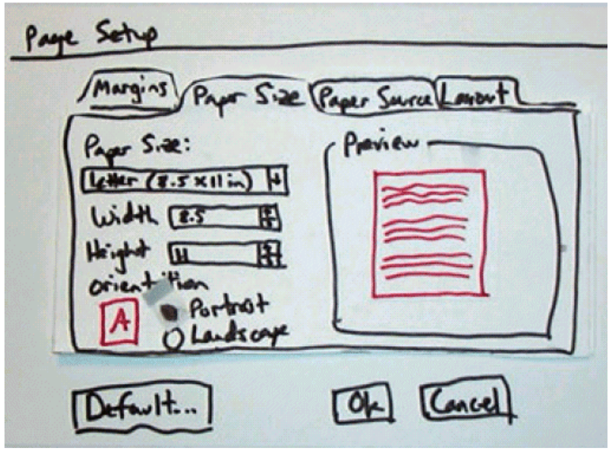
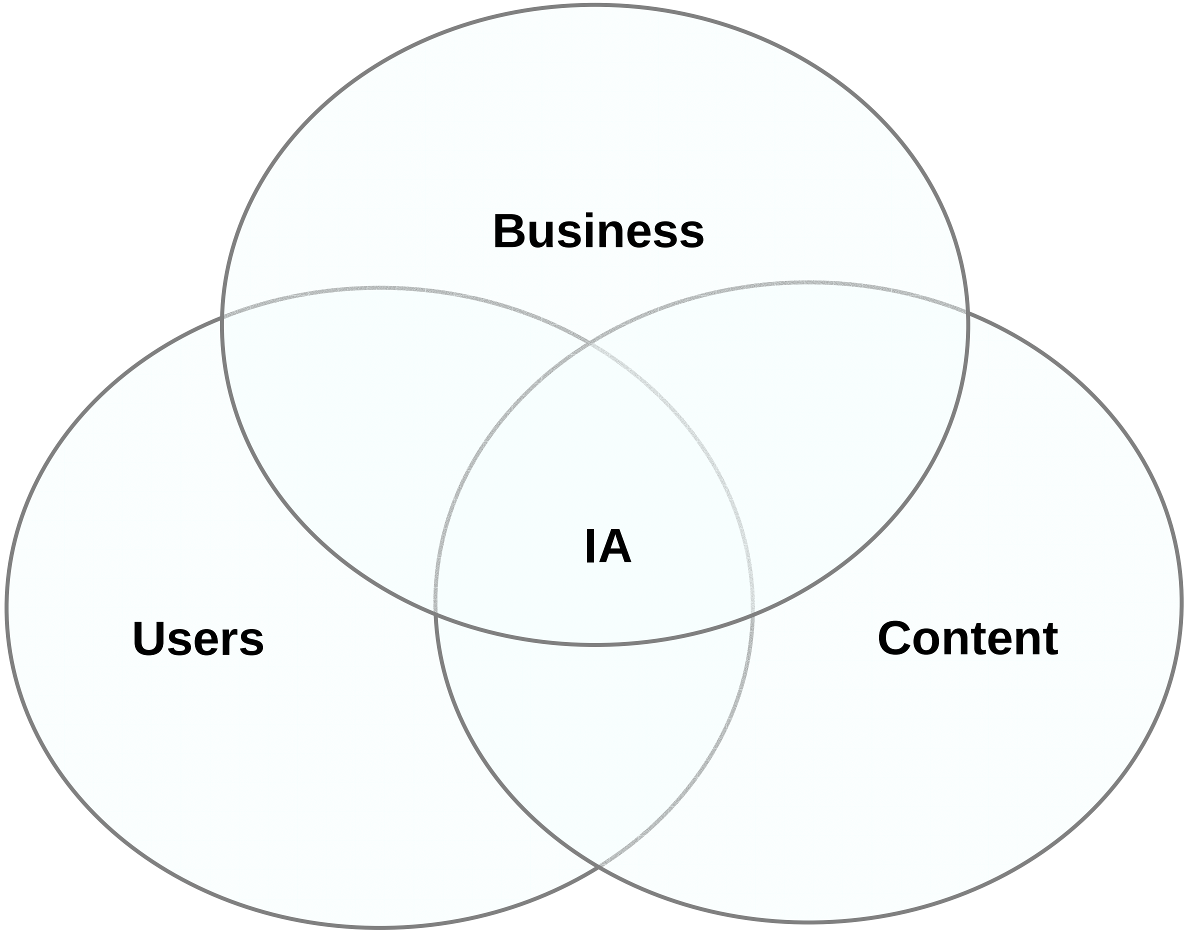
Evaluation

- Card-Sorting
- Rapid Prototyping
- Usability-Test


Company Overview
Facts At A Glance
Company Information
Business Units
Sun Labs ICE -
Doing Business With Sun
How To Place An Order
Main Product Listing
Product Overview


Page Setup
Margins
Paper Size
Paper Source
Layout
Paper Size:
Letter (8.5 x 11 in)
Width 8.5
Height 11
Orientation
A
Portrait
Landscape
Preview
Default...
Ok
Cancel

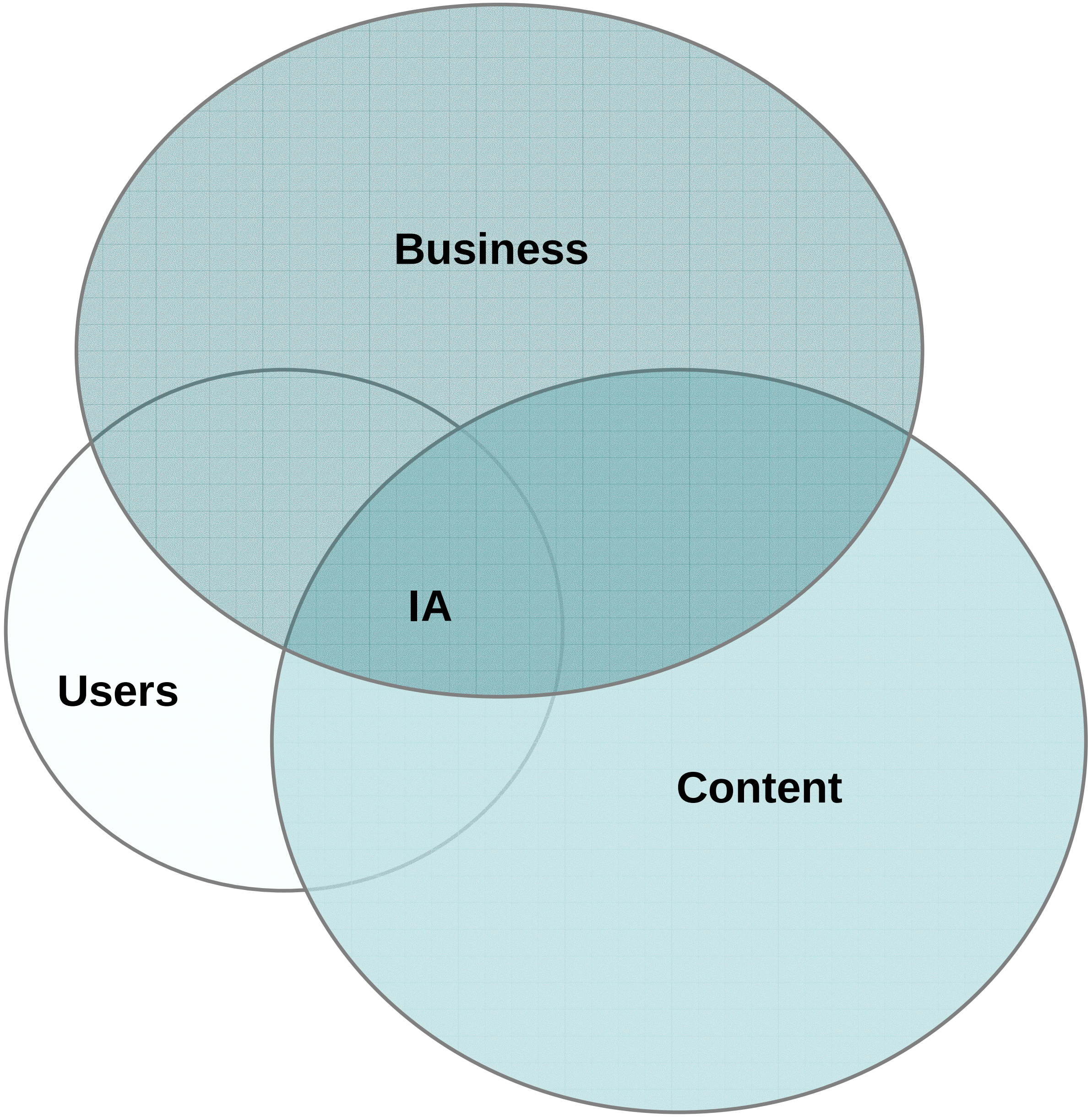


Business

IA

Users

Content


Business
IA
Users
Content

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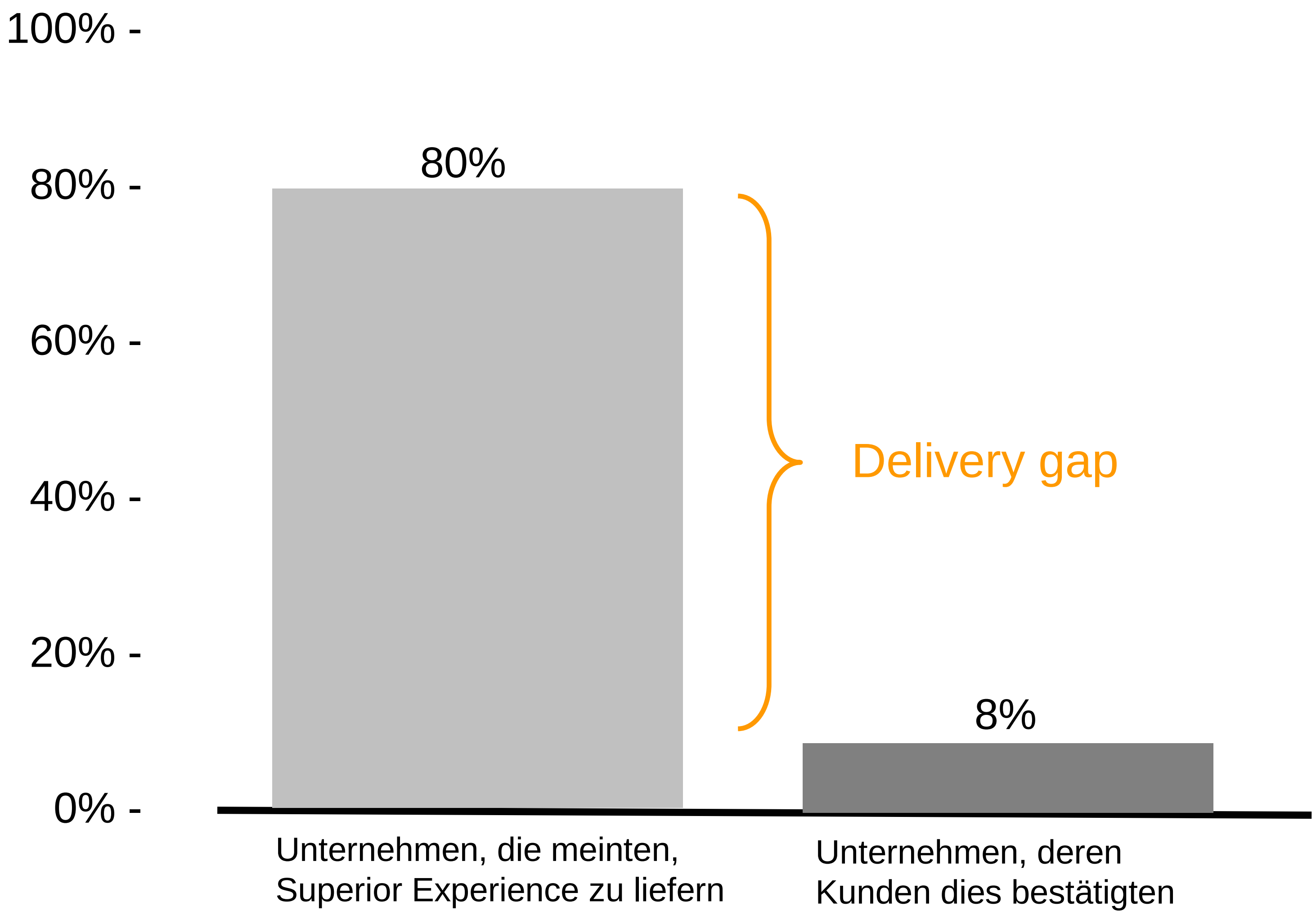
„The problem is that everybody thinks they‘re customer focused.“ (James Allen)



Quelle: Bain Customer-Led Growth diagnostic questionaire, 2005

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	Methoden	**Anwendung**
Generativ Mentales Modell, Gefühle, Motivationen	Tiefeninterviews Ethnographische Studien Contextual Inquiry Mental Model Tagebuch Studie	Innovation Designstrategie Gap-Analyse Konzeption Informationsarchitektur
Evaluativ Verhalten und Erwartungen	Rapid Prototyping Usability-Test Cardsorting Webanalytic A/B Testing	Testung und Optimierung von: - Interaktionsdesign - Prozessen - Informationsarchitektur - Content
Präferenz Meinungen, Vorlieben, Wünsche	Fragebogen Fokusgruppe Moodboard Voice of the Customer	Testung von: - Marketingmaßnahmen - Produktdesign - Marktanalyse

Dies ist nur ein Ausschnitt der möglichen Methoden sowie Anwendungsfälle.

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Mental Model

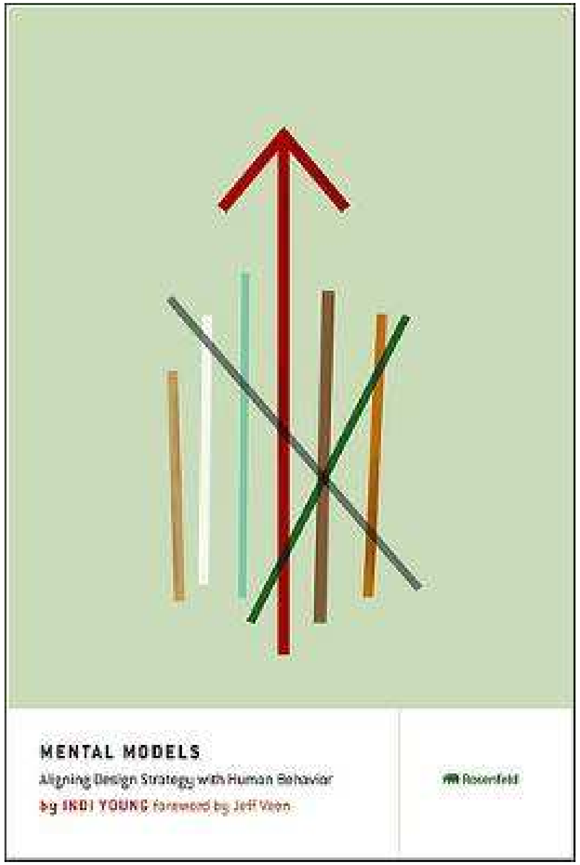
Mental Model

„If the organism carries a **‚small-scale model‘ of external reality and of its own possible actions within its head**, it is able to try out various alternatives, conclude which is the best of them, react to future situations before they arise, utilize the knowledge of the past events in dealing with the present and the future, and in every day to react in a much fuller, safer, and more competent manner to the emergencies which face it.“

Kenneth Craik

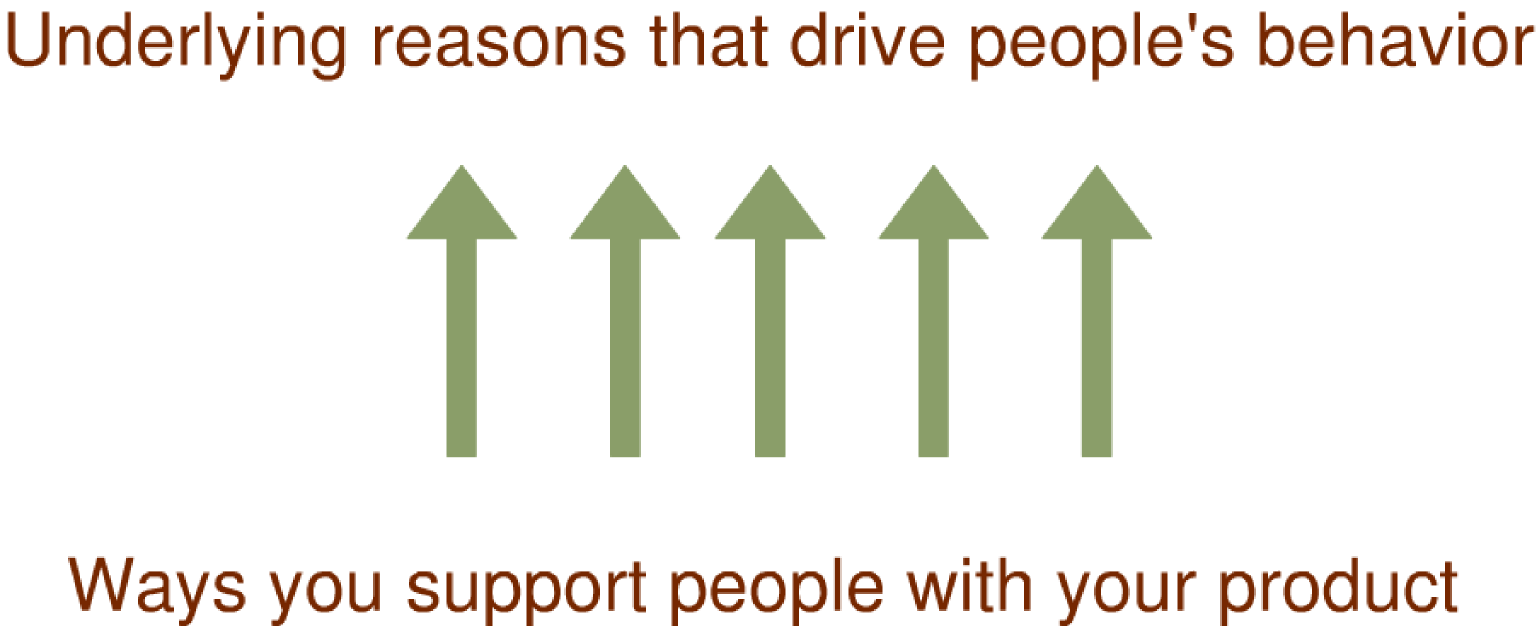
(Craik, *The Nature of Explanation*, 1943, p. 61)

„Mental Models – Aligning Design Strategy with Human Behavior“ von Indi Young (2008, Rosenfeld Media)


MENTAL MODELS
Aligning Design Strategy with Human Behavior
by INDI YOUNG foreword by Jeff Veen
Rosenfeld

http://www.amazon.com/Indi-Young/e/B001JP01C2/ref=ntt_athr_dp_pel_pop_1

Mental Model



Underlying reasons that drive people's behavior

Ways you support people with your product

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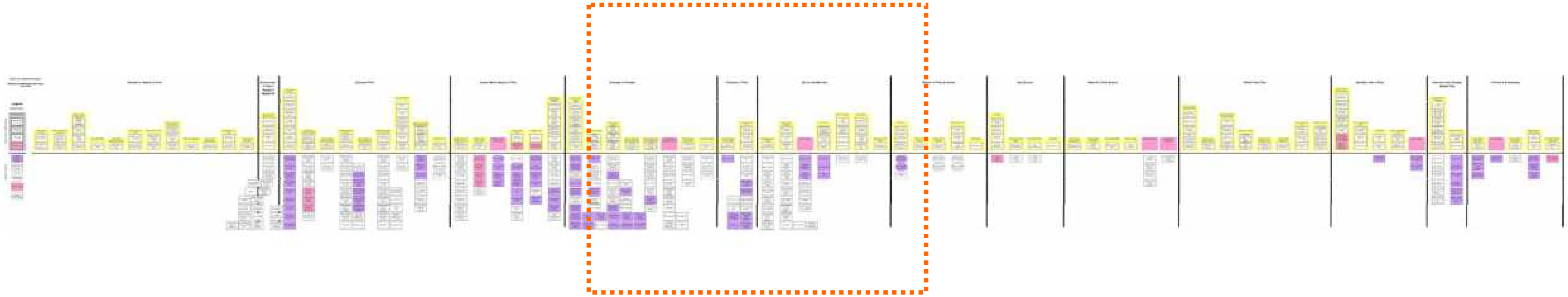
Mental Model „Movie goer“



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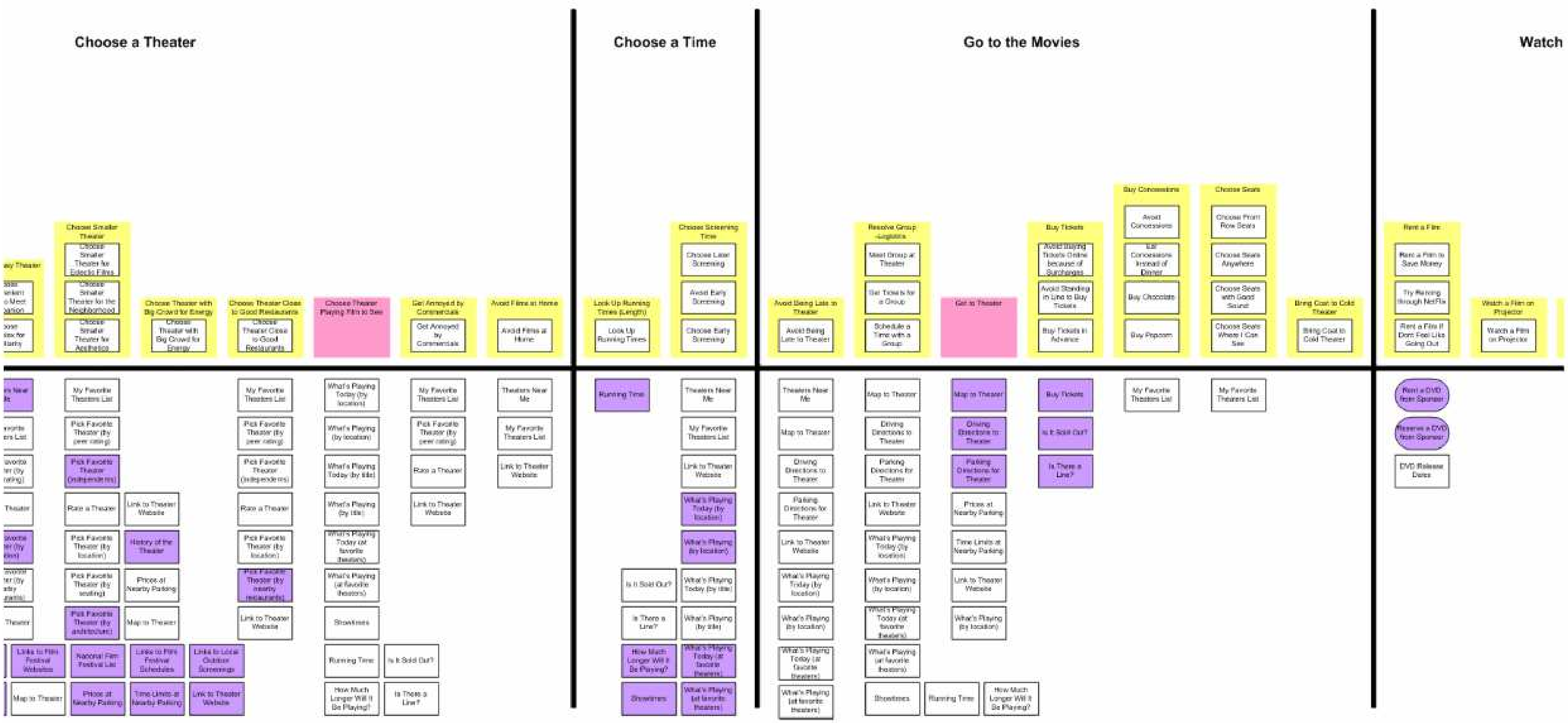
Mental Model - Ausschnitt


Choose a Theater
Choose a Time
Go to the Movies
Watch

http://www.slideshare.net/indi/innovation-with-mental-models

1. Stakeholder-Interviews und Rekrutierung

1. Step

- Stakeholder Interviews
- Festlegung des Scopes
- Segmentierung der Zielgruppe, hypothetische Personas
- Screener
- Rekrutierung

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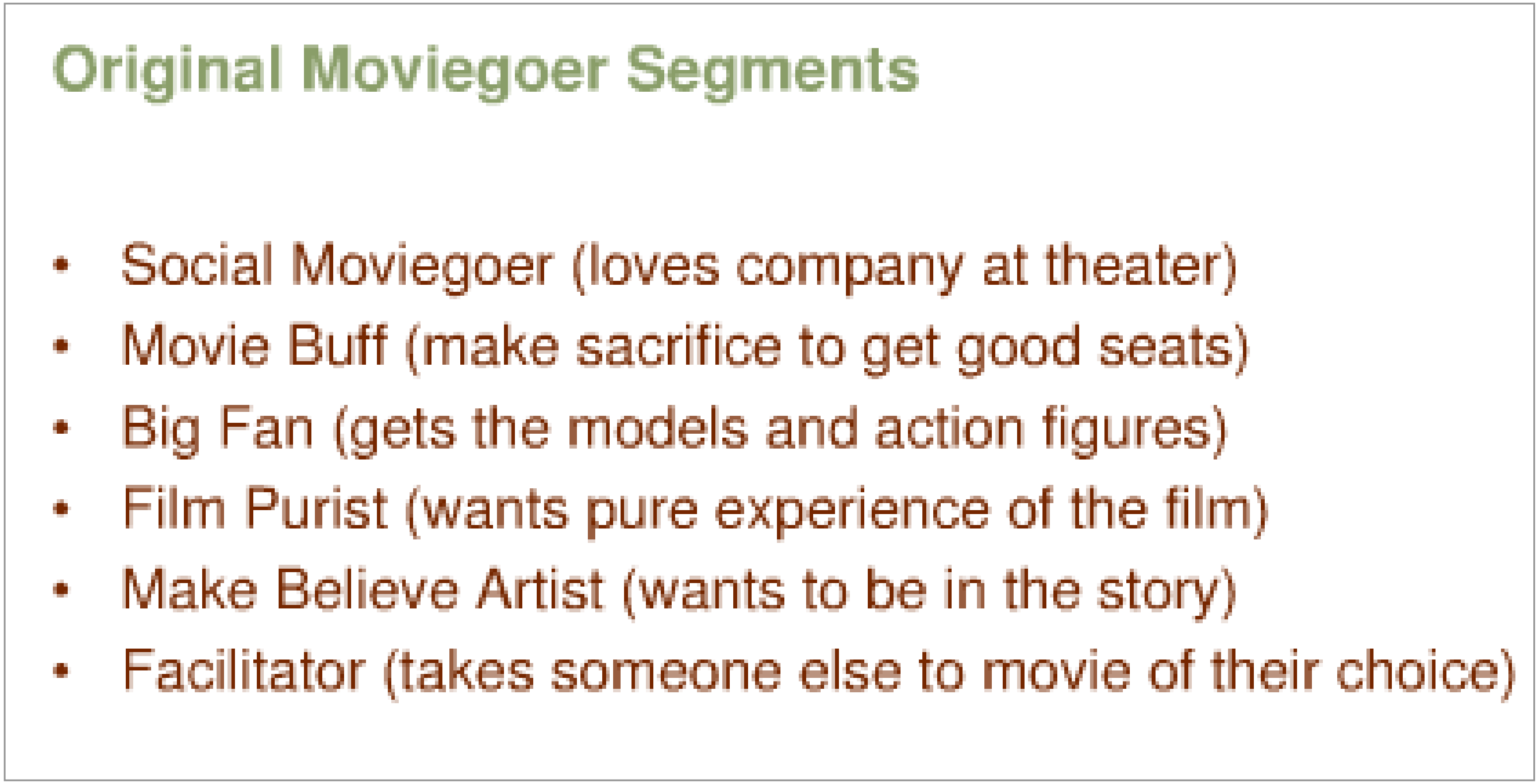

Original Moviegoer Segments

- Social Moviegoer (loves company at theater)
- Movie Buff (make sacrifice to get good seats)
- Big Fan (gets the models and action figures)
- Film Purist (wants pure experience of the film)
- Make Believe Artist (wants to be in the story)
- Facilitator (takes someone else to movie of their choice)

www.slideshare.net/indi/sparking-creativity-through-empathy-1498093

2. User Interviews

6 Regeln fürs Interview

1. Verhalten, Philosophien, Emotionen – keine Präferenzen
2. Nur offene Fragen
3. Keine „eigenen“ Begriffe vorgeben
4. Dem Gesprächsfluss folgen
5. Nicht über Produkte, Tools
6. Spezifische Erlebnisse

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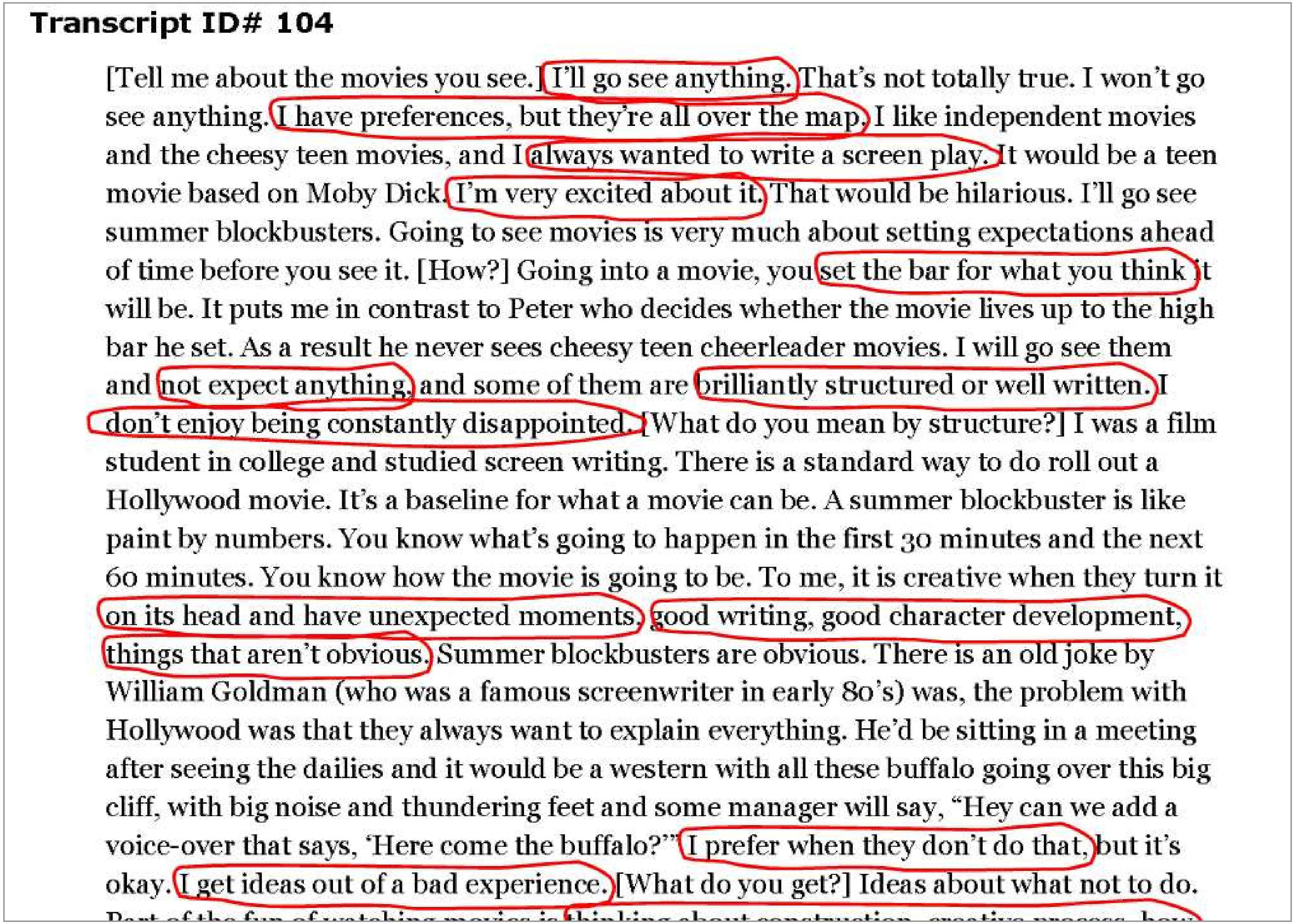
3. Combing



Transcript ID# 104

[Tell me about the movies you see.] I'll go see anything. That's not totally true. I won't go see anything. I have preferences, but they're all over the map. I like independent movies and the cheesy teen movies, and I always wanted to write a screen play. It would be a teen movie based on Moby Dick. I'm very excited about it. That would be hilarious. I'll go see summer blockbusters. Going to see movies is very much about setting expectations ahead of time before you see it. [How?] Going into a movie, you set the bar for what you think it will be. It puts me in contrast to Peter who decides whether the movie lives up to the high bar he set. As a result he never sees cheesy teen cheerleader movies. I will go see them and not expect anything, and some of them are brilliantly structured or well written. I don't enjoy being constantly disappointed. [What do you mean by structure?] I was a film student in college and studied screen writing. There is a standard way to do roll out a Hollywood movie. It's a baseline for what a movie can be. A summer blockbuster is like paint by numbers. You know what's going to happen in the first 30 minutes and the next 60 minutes. You know how the movie is going to be. To me, it is creative when they turn it on its head and have unexpected moments, good writing, good character development, things that aren't obvious. Summer blockbusters are obvious. There is an old joke by William Goldman (who was a famous screenwriter in early 80's) was, the problem with Hollywood was that they always want to explain everything. He'd be sitting in a meeting after seeing the dailies and it would be a western with all these buffalo going over this big cliff, with big noise and thundering feet and some manager will say, "Hey can we add a voice-over that says, 'Here come the buffalo?'" I prefer when they don't do that, but it's okay. I get ideas out of a bad experience. [What do you get?] Ideas about what not to do. Part of the fun of watching movies is thinking about construction, creative process, how

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Atomic Tasks

1. Verhalten, Philosophien, Gefühle
2. Verb (1. Pers. Sing.) + Nomen
3. Granularität – The Hallway Test

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http://commons.wikimedia.org/wiki/File:Hallway,_Palacio_Real,_Madrid_2.jpg

Atomic Task	ID	Quote
Buy Tickets in Advance to Ensure I Get In	105	We will buy in advance (over the internet … for movies we expect big crowds for, like a new release
Choose Later Screening to Get Good Seats	105	We prefer not to go because it’s too crowded. You can’t choose your seat or you have to get there early to choose your seat.
Avoid Waiting in Line to Get in the Theater	105	It’s extra hassle standing around waiting for them to let you into the movie theater.
Watch a Film to Relax	105	we want it to be as easy an experience as possible … don’t have to think about any part of the experience … just go and relax.

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4. Analyse und Pattern

Discuss Film Afterward

Atomic Task	ID	Quote
Discuss Film Right After Seeing It	105	My friend really likes talking about the movie, so we'll end up talking.
	110	I like to have someone to talk with afterwards. What we like or dislike, whether it was good or not.
	113	They'll have a comment. I'm interested in hearing it after.
Discuss Film with Friends Later	103	We do that a lot over lunch. We'll talk about movies we have seen over the weekend.

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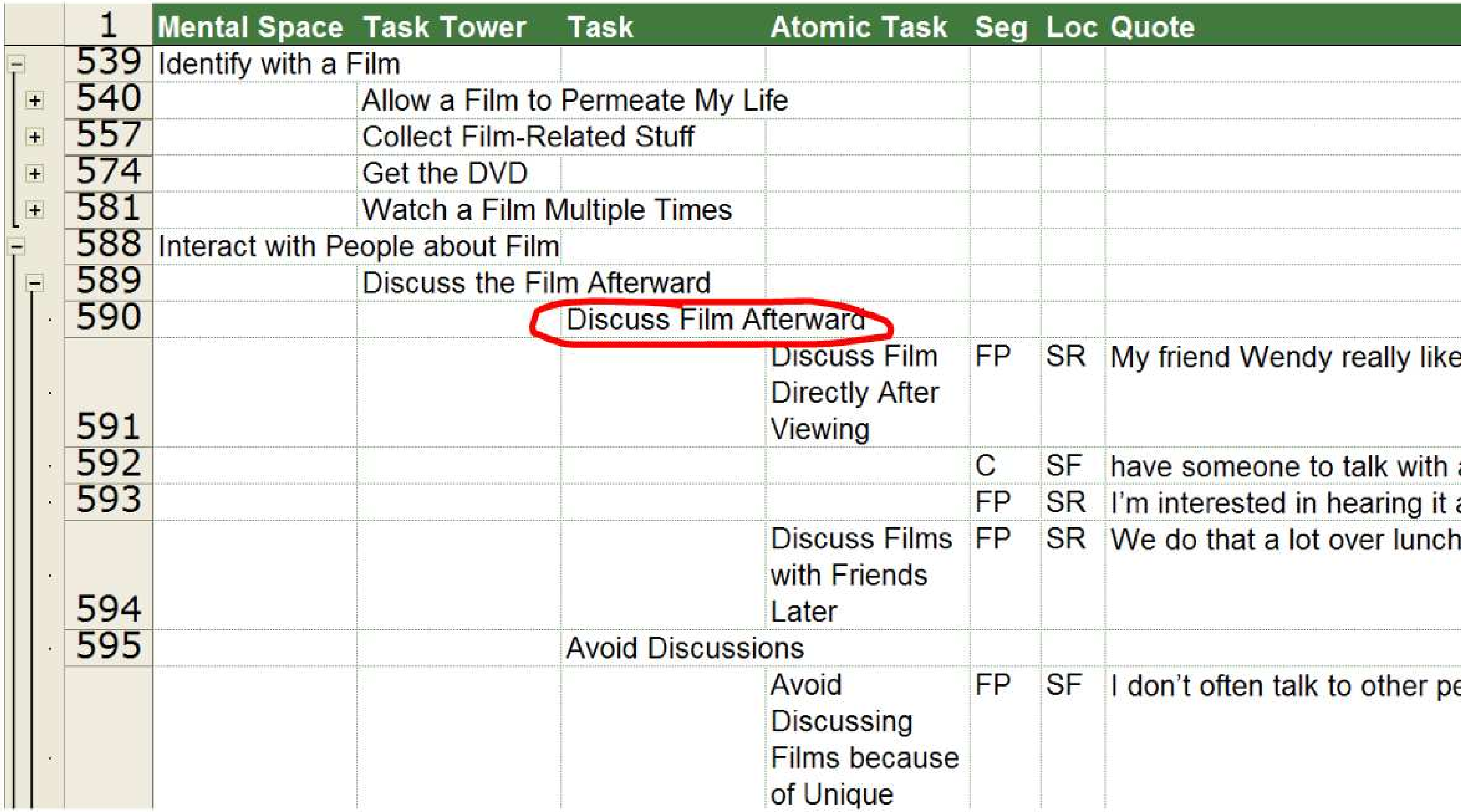

1	Mental Space	Task Tower	Task	Atomic Task	Seg	Loc	Quote
539	Identify with a Film						
540		Allow a Film to Permeate My Life					
557		Collect Film-Related Stuff					
574		Get the DVD					
581		Watch a Film Multiple Times					
588	Interact with People about Film						
589		Discuss the Film Afterward					
590			Discuss Film Afterward				
591				Discuss Film Directly After Viewing	FP	SR	My friend Wendy really like
592					C	SF	have someone to talk with
593					FP	SR	I'm interested in hearing it
594				Discuss Films with Friends Later	FP	SR	We do that a lot over lunch
595			Avoid Discussions				
				Avoid Discussing Films because of Unique	FP	SF	I don't often talk to other pe

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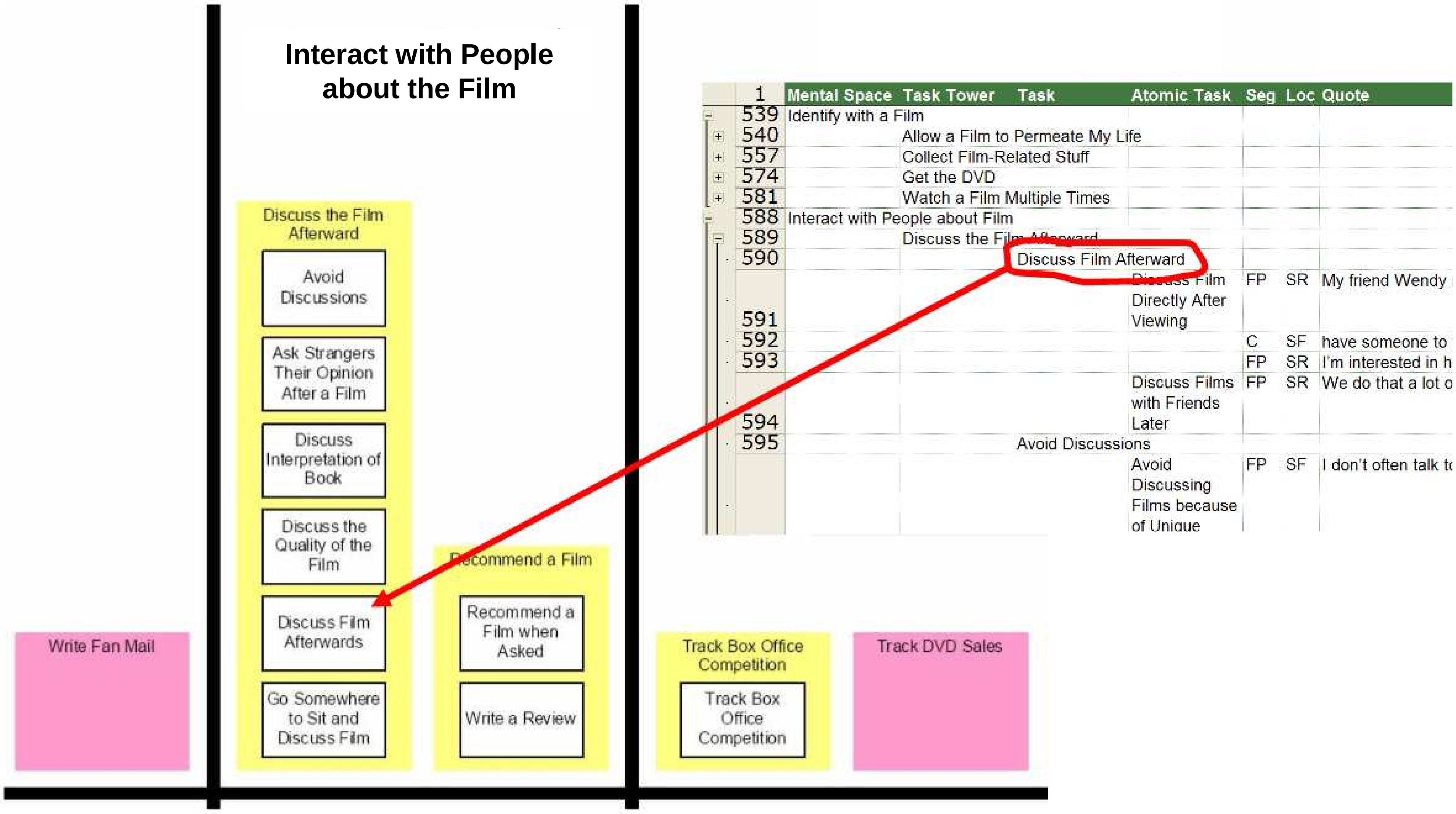
Interact with People about the Film



Write Fan Mail

Discuss the Film Afterward
- Avoid Discussions
- Ask Strangers Their Opinion After a Film
- Discuss Interpretation of Book
- Discuss the Quality of the Film
- Discuss Film Afterwards
- Go Somewhere to Sit and Discuss Film

Recommend a Film
- Recommend a Film when Asked
- Write a Review

Track Box Office Competition
- Track Box Office Competition

Track DVD Sales

1	Mental Space	Task Tower	Task	Atomic Task	Seg	Loc	Quote
539	Identify with a Film						
540		Allow a Film to Permeate My Life					
557		Collect Film-Related Stuff					
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592					C	SF	have someone to
593					FP	SR	I'm interested in h
594				Discuss Films with Friends Later	FP	SR	We do that a lot o
595			Avoid Discussions				
				Avoid Discussing Films because of Unique	FP	SF	I don't often talk t

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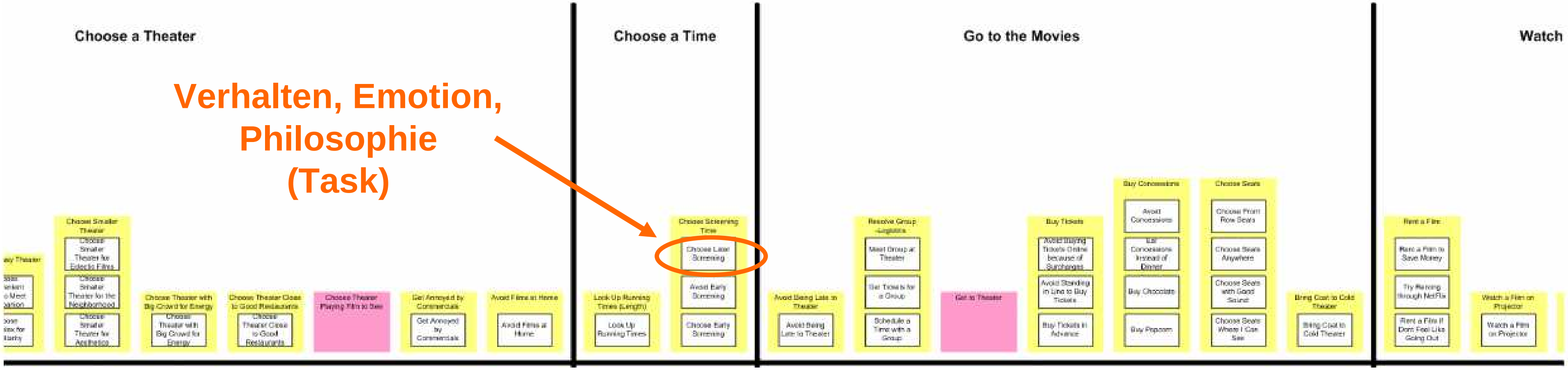
http://www.flickr.com/photos/rosenfeldmedia/2125035293/in/set-72157603511616271/

5. Content-Model und Fertigstellung des Diagramms

Obere Hälfte des Mental Models


Choose a Theater
Choose a Time
Go to the Movies
Watch
Choose Smaller Theater
Choose Smaller Theater for Eclectic Films
Choose Smaller Theater for the Neighborhood
Choose Smaller Theater for Aesthetics
Choose Theater with Big Crowd for Energy
Choose Theater with Big Crowd for Energy
Choose Theater Close to Good Restaurants
Choose Theater Close to Good Restaurants
Choose Theater Playing Film to See
Get Annoyed by Commercials
Get Annoyed by Commercials
Avoid Films at Home
Avoid Films at Home
Look Up Running Times (Length)
Look Up Running Times
Choose Screening Time
Choose Later Screening
Avoid Early Screening
Choose Early Screening
Avoid Being Late to Theater
Avoid Being Late to Theater
Resolve Group Logistics
Meet Group at Theater
Get Tickets for a Group
Schedule a Time with a Group
Get to Theater
Buy Tickets
Avoid Buying Tickets Online because of Surcharges
Avoid Standing in Line to Buy Tickets
Buy Tickets in Advance
Buy Concessions
Avoid Concessions
Eat Concessions Instead of Dinner
Buy Chocolate
Buy Popcorn
Choose Seats
Choose Front Row Seats
Choose Seats Anywhere
Choose Seats with Good Sound
Choose Seats Where I Can See
Bring Coat to Cold Theater
Bring Coat to Cold Theater
Rent a Film
Rent a Film to Save Money
Try Renting through NetFlix
Rent a Film If Dont Feel Like Going Out
Watch a Film on Projector
Watch a Film on Projector

Verhalten, Emotion, Philosophie (Task)

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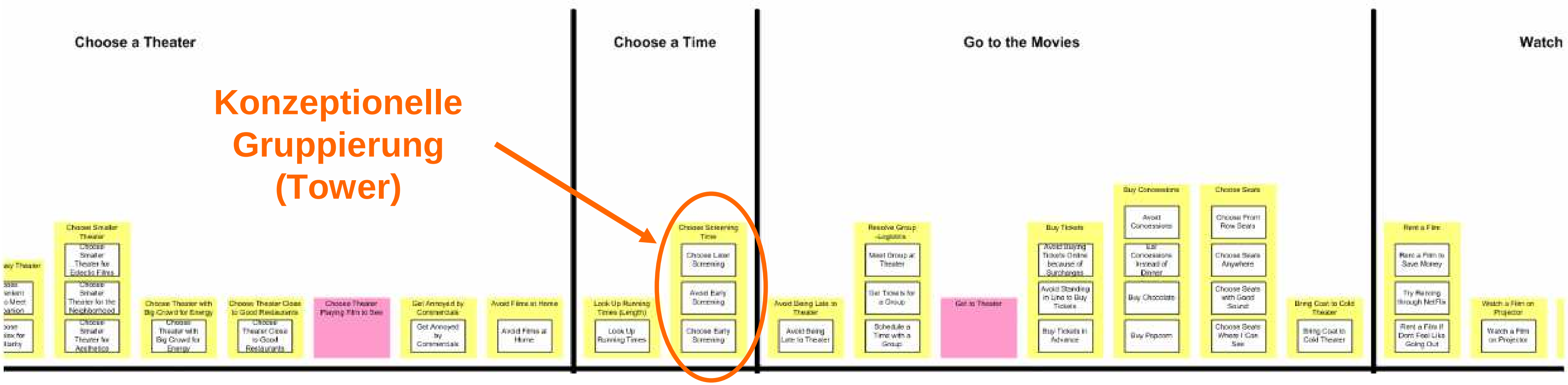
Obere Hälfte des Mental Models


Choose a Theater
Choose a Time
Go to the Movies
Watch
Choose Smaller Theater
Choose Smaller Theater for Eclectic Films
Choose Smaller Theater for the Neighborhood
Choose Smaller Theater for Aesthetics
Choose Theater with Big Crowd for Energy
Choose Theater with Big Crowd for Energy
Choose Theater Close to Good Restaurants
Choose Theater Close to Good Restaurants
Choose Theater Playing Film to See
Get Annoyed by Commercials
Get Annoyed by Commercials
Avoid Films at Home
Avoid Films at Home
Look Up Running Times (Length)
Look Up Running Times
Choose Screening Time
Choose Later Screening
Avoid Early Screening
Choose Early Screening
Avoid Being Late to Theater
Avoid Being Late to Theater
Resolve Group Logistics
Meet Group at Theater
Get Tickets for a Group
Schedule a Time with a Group
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Avoid Standing in Line to Buy Tickets
Buy Tickets in Advance
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Avoid Concessions
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Choose Seats Where I Can See
Bring Coat to Cold Theater
Bring Coat to Cold Theater
Rent a Film
Rent a Film to Save Money
Try Renting through NetFlix
Rent a Film If Dont Feel Like Going Out
Watch a Film on Projector
Watch a Film on Projector

Konzeptionelle Gruppierung (Tower)

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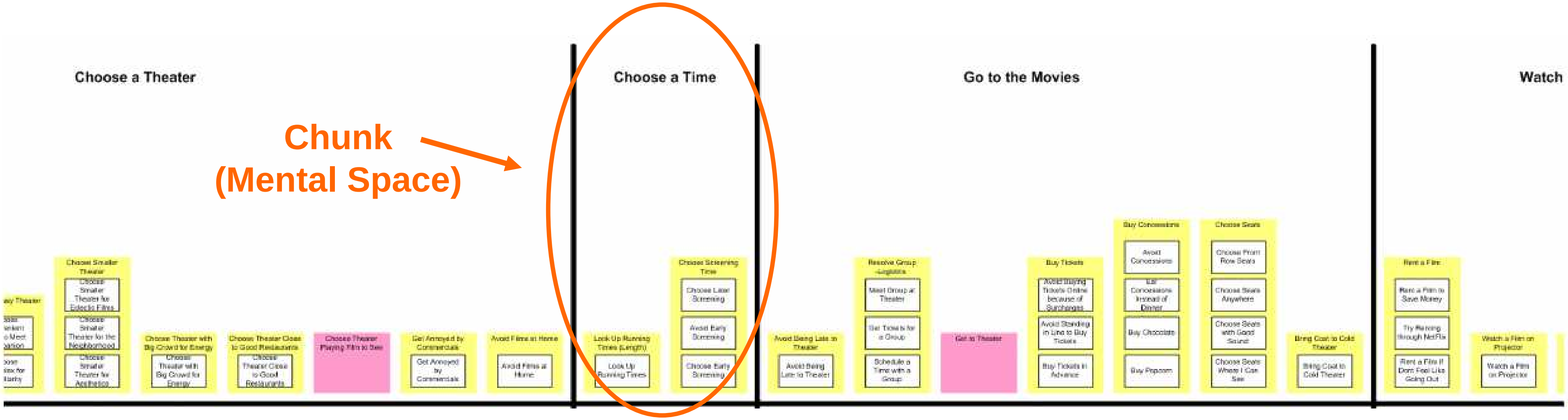
Obere Hälfte des Mental Models


Choose a Theater
Choose a Time
Go to the Movies
Watch
Choose Smaller Theater
Choose Smaller Theater for Eclectic Films
Choose Smaller Theater for the Neighborhood
Choose Smaller Theater for Aesthetics
Choose Theater with Big Crowd for Energy
Choose Theater with Big Crowd for Energy
Choose Theater Close to Good Restaurants
Choose Theater Close to Good Restaurants
Choose Theater Playing Film to See
Get Annoyed by Commercials
Get Annoyed by Commercials
Avoid Films at Home
Avoid Films at Home
Look Up Running Times (Length)
Look Up Running Times
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Choose Later Screening
Avoid Early Screening
Choose Early Screening
Avoid Being Late to Theater
Avoid Being Late to Theater
Resolve Group Logistics
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Buy Tickets
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Avoid Concessions
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Choose Seats with Good Sound
Choose Seats Where I Can See
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Bring Coat to Cold Theater
Rent a Film
Rent a Film to Save Money
Try Renting through NetFlix
Rent a Film If Dont Feel Like Going Out
Watch a Film on Projector
Watch a Film on Projector

**Chunk
(Mental Space)**

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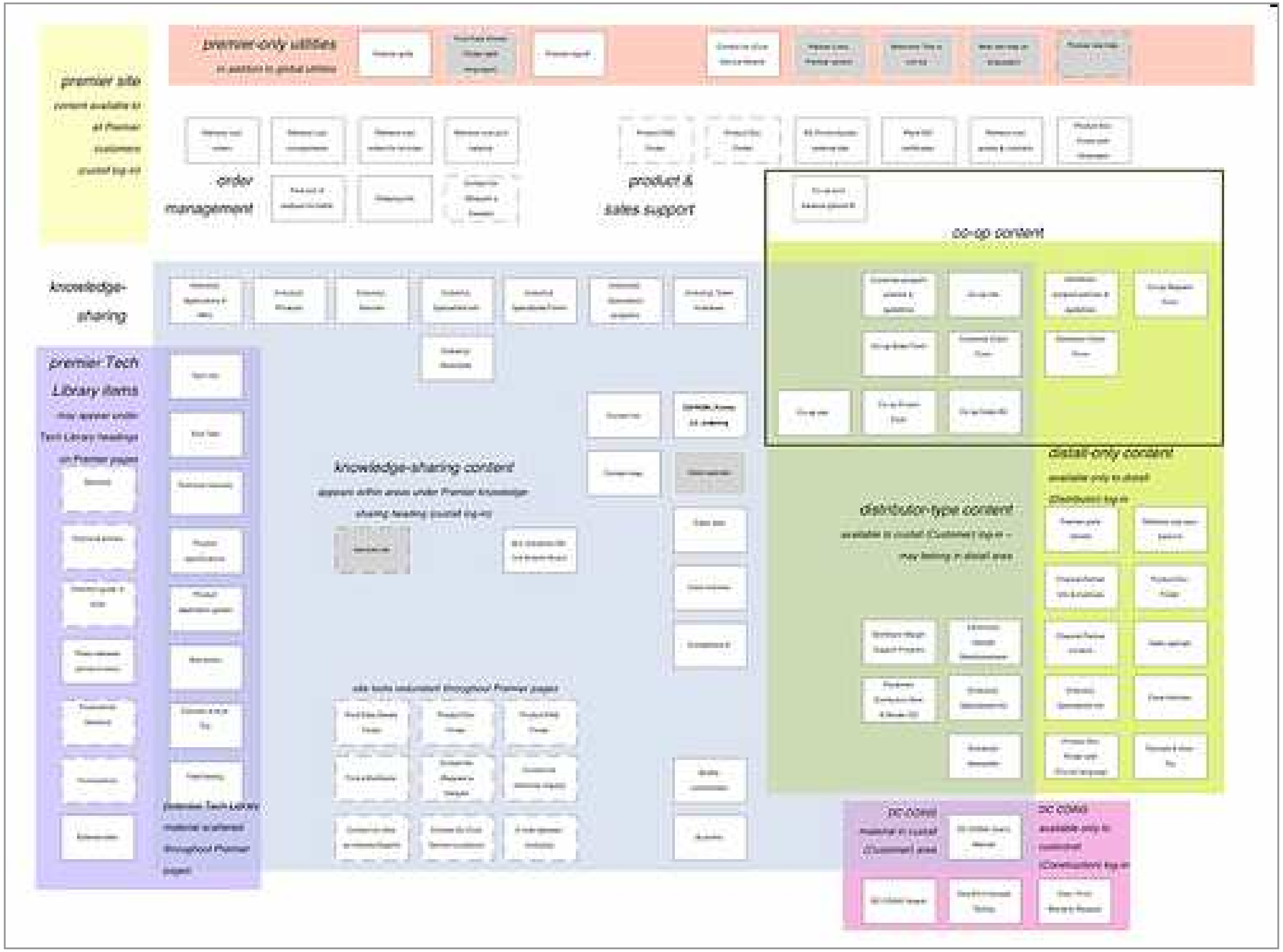
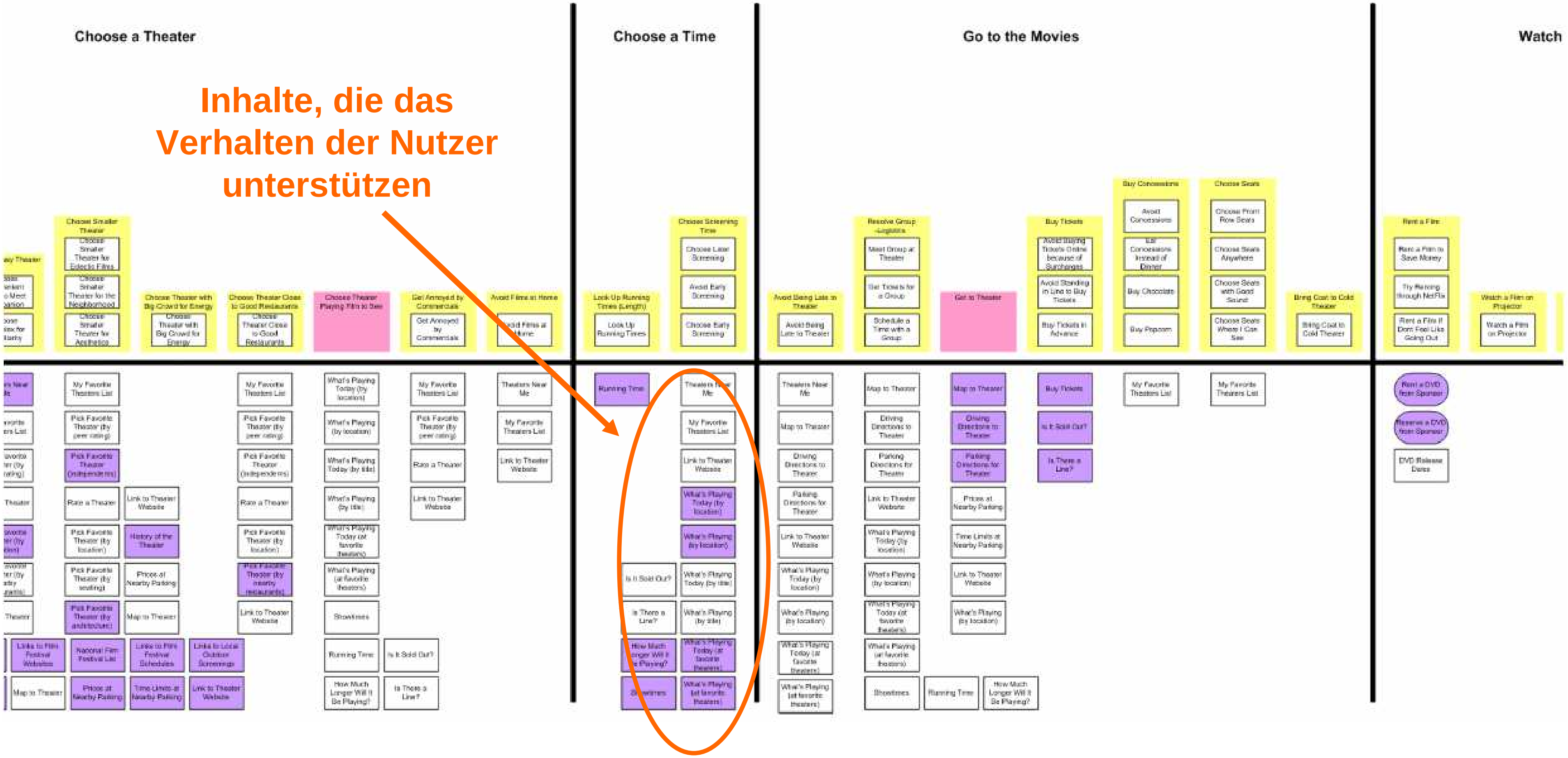
Content Model


premier site
premier-only utilities
order management
product & sales support
knowledge-sharing
co-op content
premier Tech Library items
may appear under Tech Library headings on Premier pages
knowledge-sharing content
distributor-type content

Vollständiges Model


Choose a Theater
Choose a Time
Go to the Movies
Watch

Inhalte, die das Verhalten der Nutzer unterstützen

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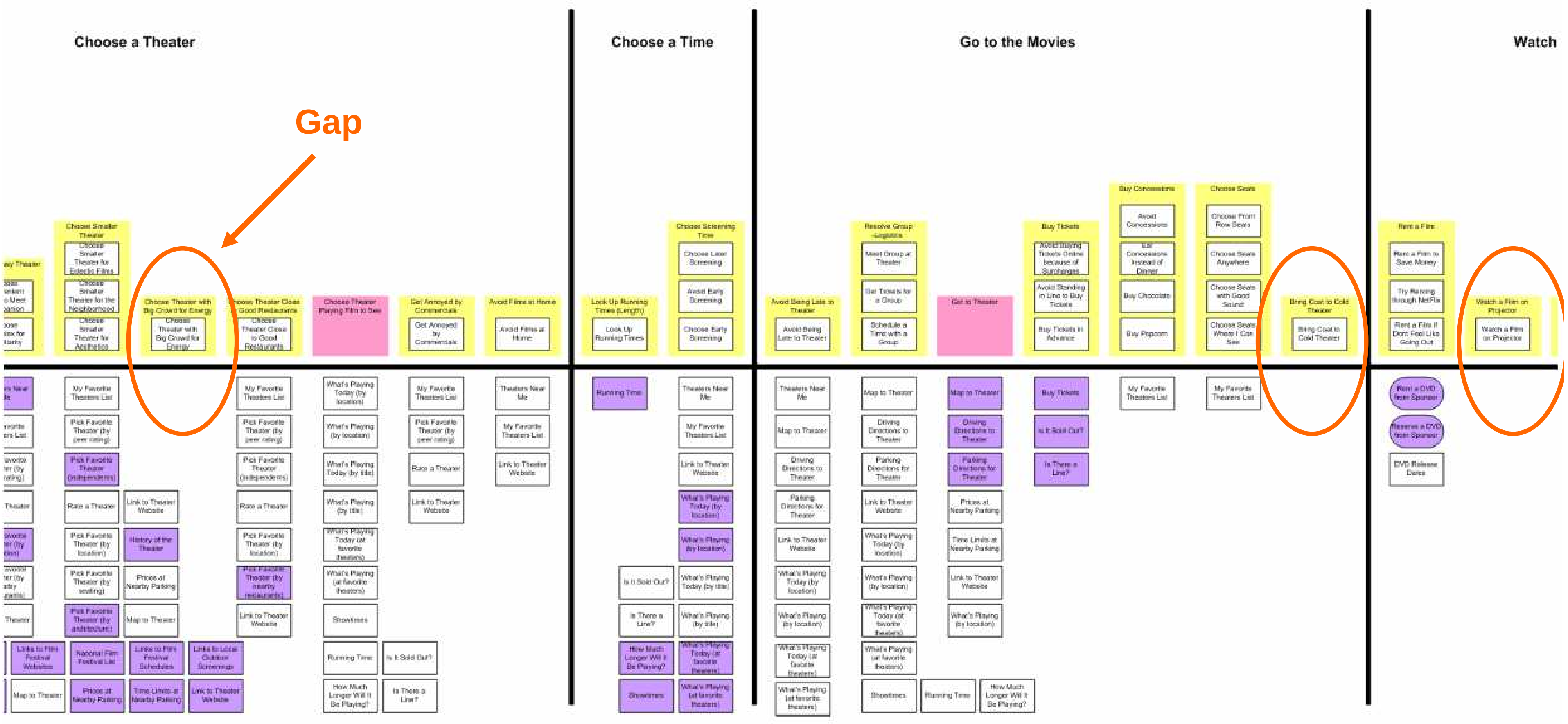
Analyse des Mental Models


Choose a Theater
Choose a Time
Go to the Movies
Watch
Gap

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5. Informationsarchitektur

Kategorie 1

Kategorie 2

Kategorie 3

Mental Space 1

Mental Space 2

Mental Space 3

Mental Space n

Tower 1

Tower 2

Tower 3

Tower 4

Tower n

Task 2

Task 4

Task 6

Task 8

Task 10

Task 1

Task 3

Task 5

Task 7

Task 9

Task n

Interviews

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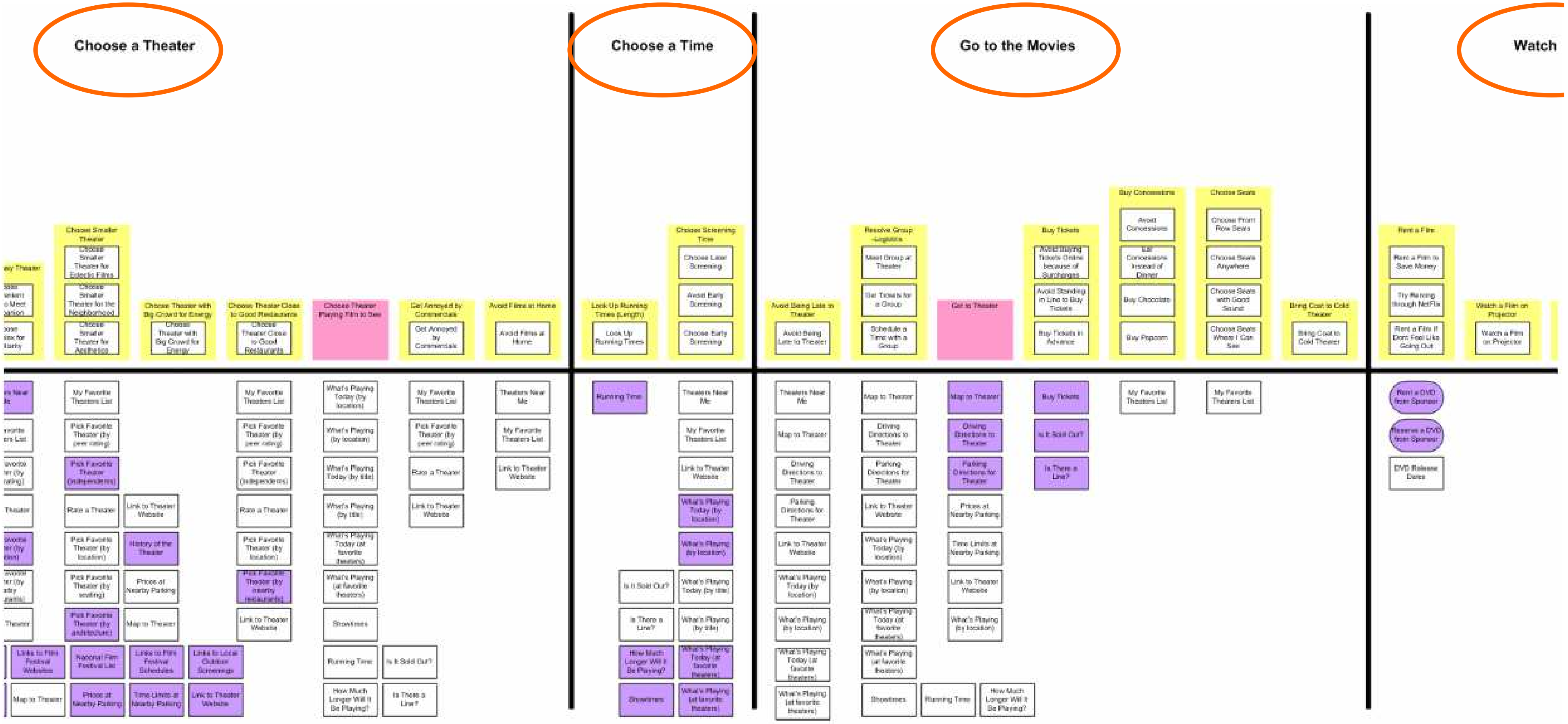
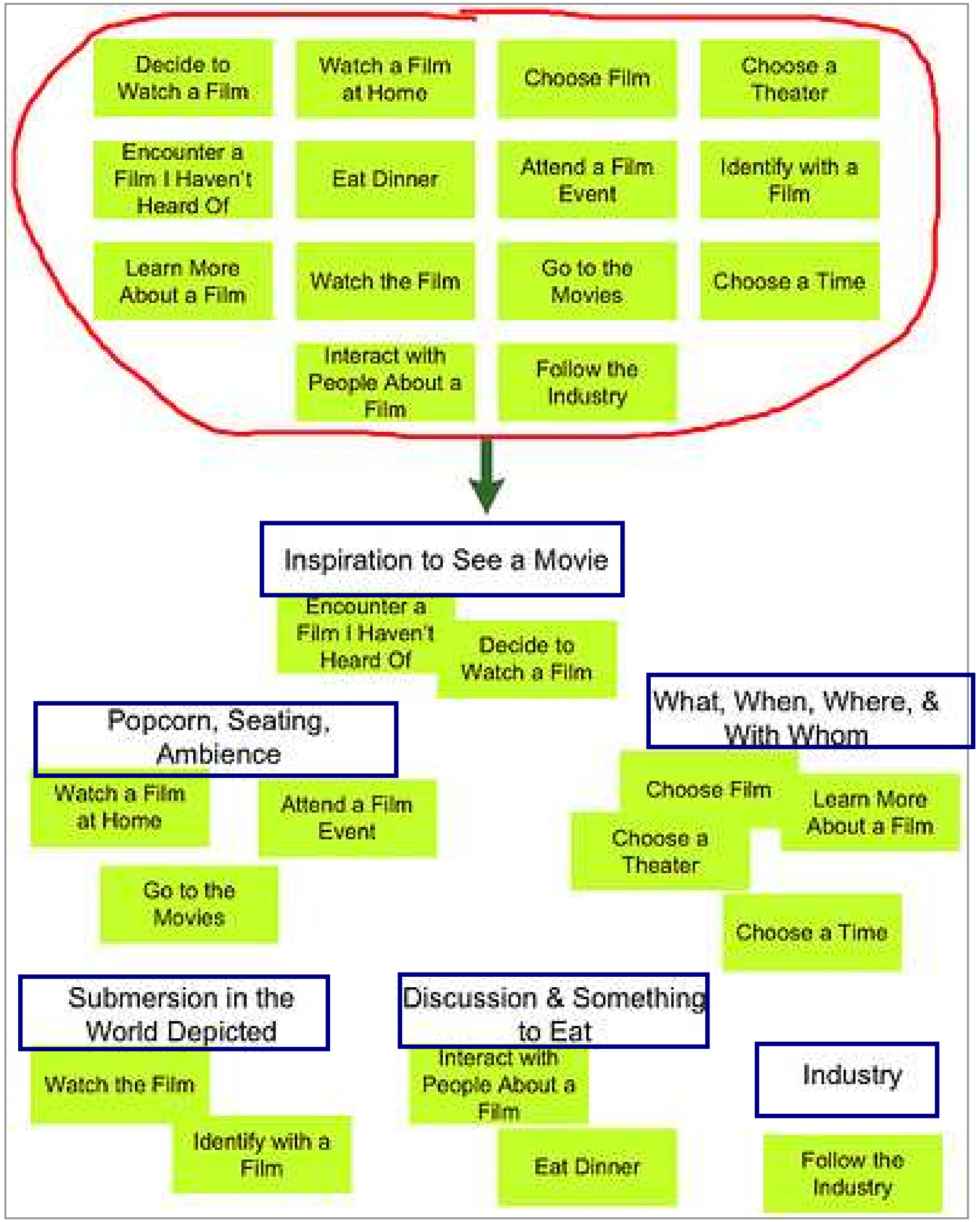
Mental Spaces


Choose a Theater
Choose a Time
Go to the Movies
Watch

http://www.slideshare.net/indi/innovation-with-mental-models


Decide to Watch a Film
Watch a Film at Home
Choose Film
Choose a Theater
Encounter a Film I Haven't Heard Of
Eat Dinner
Attend a Film Event
Identify with a Film
Learn More About a Film
Watch the Film
Go to the Movies
Choose a Time
Interact with People About a Film
Follow the Industry
Inspiration to See a Movie
Encounter a Film I Haven't Heard Of
Decide to Watch a Film
Popcorn, Seating, Ambience
Watch a Film at Home
Attend a Film Event
Go to the Movies
What, When, Where, & With Whom
Choose Film
Learn More About a Film
Choose a Theater
Choose a Time
Submersion in the World Depicted
Watch the Film
Identify with a Film
Discussion & Something to Eat
Interact with People About a Film
Eat Dinner
Industry
Follow the Industry

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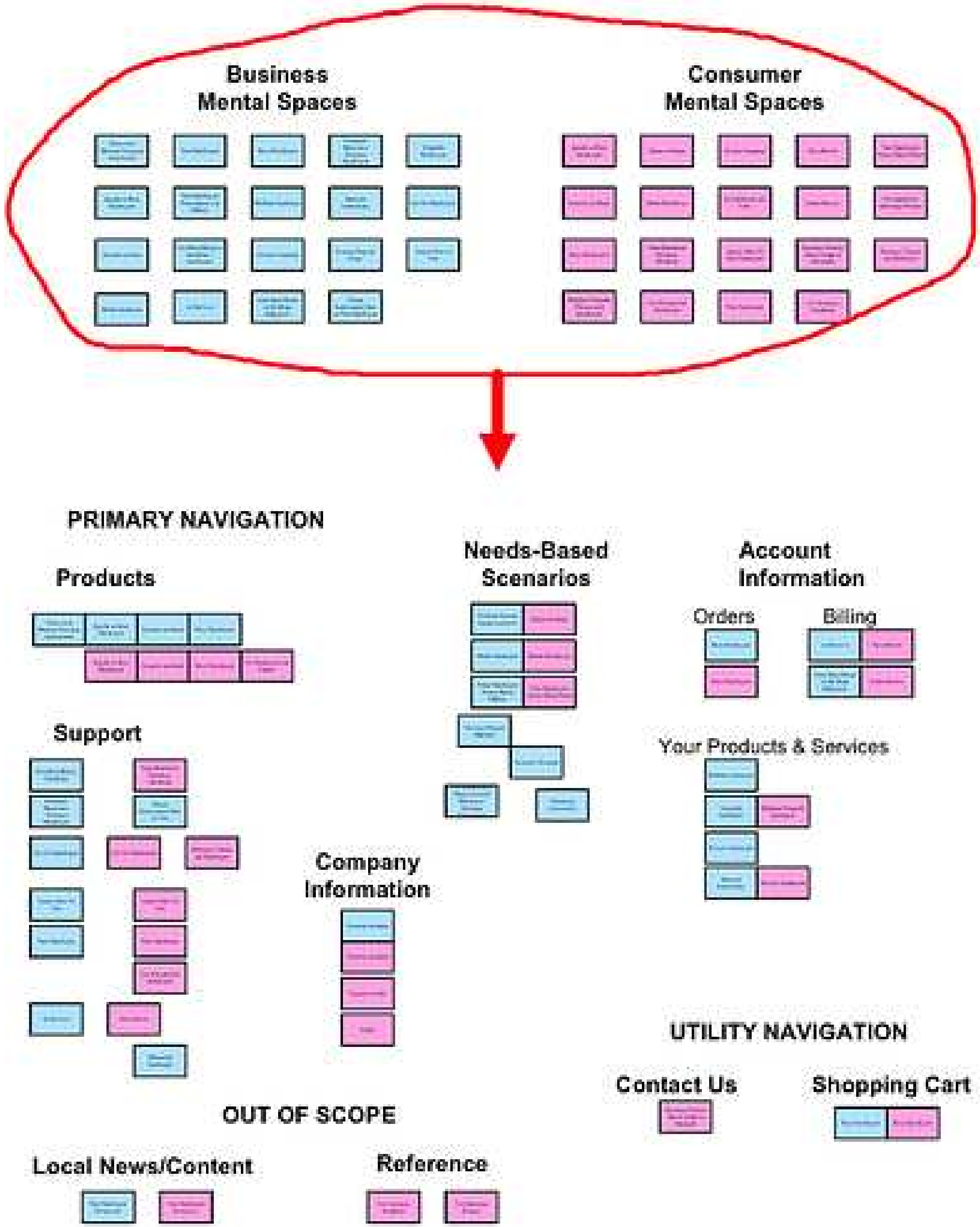
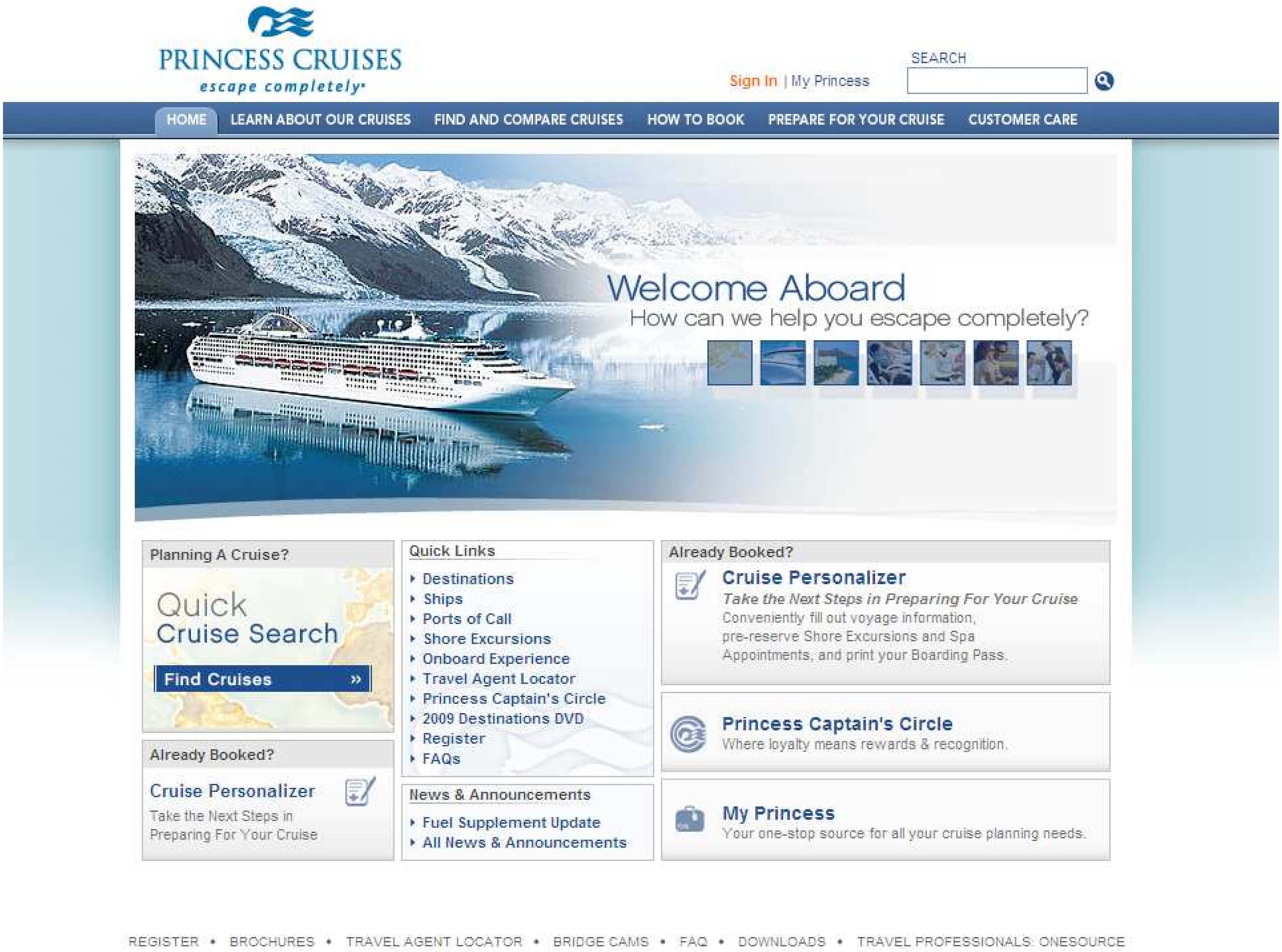

Business
Mental Spaces
Consumer
Mental Spaces
PRIMARY NAVIGATION
Products
Needs-Based
Scenarios
Account
Information
Orders
Billing
Support
Your Products & Services
Company
Information
UTILITY NAVIGATION
Contact Us
Shopping Cart
OUT OF SCOPE
Local News/Content
Reference

http://www.flickr.com/photos/rosenfeldmedia/2125025681/in/photostream/


PRINCESS CRUISES
escape completely
Sign In | My Princess
SEARCH
HOME
LEARN ABOUT OUR CRUISES
FIND AND COMPARE CRUISES
HOW TO BOOK
PREPARE FOR YOUR CRUISE
CUSTOMER CARE
Find Cruises »
REGISTER • BROCHURES • TRAVEL AGENT LOCATOR • BRIDGE CAMS • FAQ • DOWNLOADS • TRAVEL PROFESSIONALS: ONESOURCE

Welcome Aboard

How can we help you escape completely?

Planning A Cruise?

Quick Cruise Search

Already Booked?

Cruise Personalizer

Take the Next Steps in Preparing For Your Cruise

Quick Links

- Destinations
- Ships
- Ports of Call
- Shore Excursions
- Onboard Experience
- Travel Agent Locator
- Princess Captain's Circle
- 2009 Destinations DVD
- Register
- FAQs

News & Announcements

- Fuel Supplement Update
- All News & Announcements

Already Booked?

Cruise Personalizer

Take the Next Steps in Preparing For Your Cruise

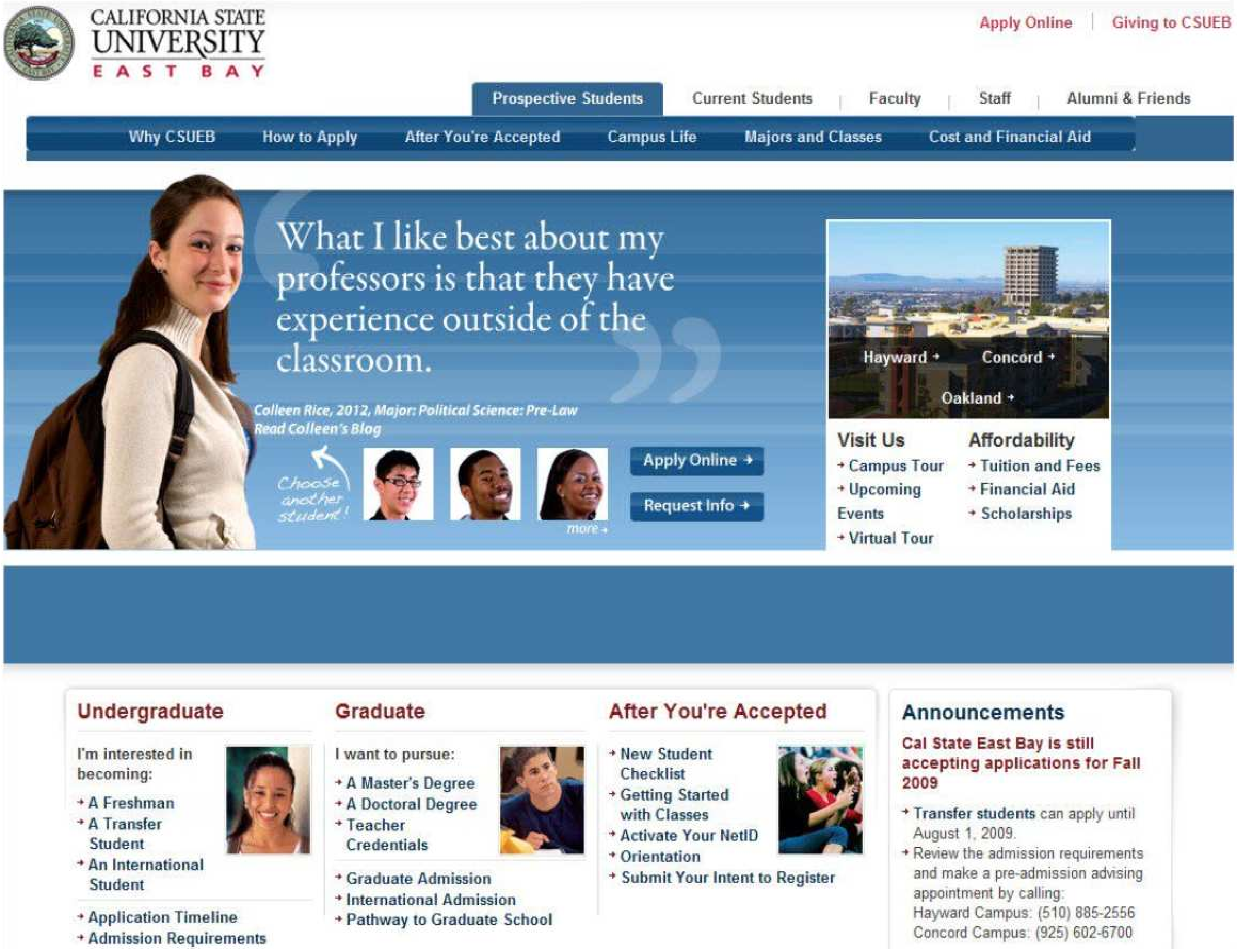
Conveniently fill out voyage information, pre-reserve Shore Excursions and Spa Appointments, and print your Boarding Pass.

Princess Captain's Circle

Where loyalty means rewards & recognition.

My Princess

Your one-stop source for all your cruise planning needs.


CALIFORNIA STATE UNIVERSITY EAST BAY
Apply Online | Giving to CSUEB
Prospective Students
Current Students | Faculty | Staff | Alumni & Friends
Why CSUEB
How to Apply
After You're Accepted
Campus Life
Majors and Classes
Cost and Financial Aid
Choose another student!
more
Apply Online
Request Info
Hayward
Concord
Oakland

What I like best about my professors is that they have experience outside of the classroom.

Colleen Rice, 2012, Major: Political Science: Pre-Law
Read Colleen's Blog

Visit Us
- Campus Tour
- Upcoming Events
- Virtual Tour

Affordability
- Tuition and Fees
- Financial Aid
- Scholarships

Undergraduate

I'm interested in becoming:
- A Freshman
- A Transfer Student
- An International Student

- Application Timeline
- Admission Requirements

Graduate

I want to pursue:
- A Master's Degree
- A Doctoral Degree
- Teacher Credentials

- Graduate Admission
- International Admission
- Pathway to Graduate School

After You're Accepted
- New Student Checklist
- Getting Started with Classes
- Activate Your NetID
- Orientation
- Submit Your Intent to Register

Announcements

Cal State East Bay is still accepting applications for Fall 2009
- **Transfer students** can apply until August 1, 2009.
- Review the admission requirements and make a pre-admission advising appointment by calling:
  Hayward Campus: (510) 885-2556
  Concord Campus: (925) 602-6700

Sie sind interessiert…

…Sie möchten wissen, wie wir Ihr Business unterstützen können:

- Mental Model
- Ethnographische Studien
- Emotionale Tiefeninterviews
- Contextual Inquiries
- Personas
- Card-Sorting
- Rapid-Prototyping Tests
- Usability-Tests
- Usability-Reviews
- Strategie und Konzeption
- Innovations-Workshops
- Coaching
- Workshops mit internationalen Referenten

Für **Referenzen** sehen Sie bitte auf www.netflow-lindemann.de

Vielen Dank!

Karen Lindemann
NetFlow – Analyse und Optimierung
von Websites & Software

www.netflow-lindemann.de