An illustrated summary of:

Mental Models
Aligning Design Strategy with Human Behavior
by Indi Young

DATE: May 28th, 2011

ILLUSTRATIONS BY: Henken Bean
What is a mental model?

Empathy = Understanding

- Situation
- Emotion
- Behavior
- Environment

Mental Model
How do you use a mental model?

1 study

PERSON

BEHAVIOR

EMOTION

BUSINESS

FEATURES

STRATEGY

GREAT EXPERIENCE

PERSON = happy

BUSINESS = happy

2 analyze

3 deliver
How is this relevant to business?

Business Strategy + User Experience Strategy

Experience Strategy

- Happy Customers
- Competitive Edge
- Financial Gain
Deliverable Framework

THE MODEL

USER TYPES

USER ACTIONS

FEATURES

SERVICES

PRODUCTS

FEATURES

STRATEGY

DESIGN SOLUTION

ROADMAP PRIORITY

MARKET DEFINITION
What does the deliverable look like?

USER TYPE

task 1 → task 2 → task 3 → task ... n

BEHAVIOR

PRODUCT

SERVICE

FEATURE

PRODUCT

BEHAVIOR

PRODUCT

SERVICE

PRODUCT

FEATURE

STRATEGY
Types of Research

<table>
<thead>
<tr>
<th>type</th>
<th>use</th>
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</table>
| PREFERENCE
  desires | VISUAL DESIGN |
| EVALUATIVE
  accomplishments | MARKET ANALYSIS |
| GENERATIVE
  mental environment | INTERACTION DESIGN |
| *MENTAL MODELS | INFORMATION ARCHITECTURE |
|               | USER FLOW |
|               | CONTEXT |
Task-based Audiences
(TV consumption)

- Infomercial Consumers
- Work Commuters
- Movie Night Dates
- Daily Soaps
- Internet Addicts
- Watch 6PM News
- TV Always On in Background
- Sports Fan

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- Decisive Watchers
  - When I Want
- Passive Watchers
  - Anytime of Day
- Social Watchers
  - Nighttime
Continuums
(TV consumption)

- background noise
- channel flipper
- I know what I want

DECISIVENESS

- morning news
- daily soap
- game after work
- date night

TIME OF DAY

- me time
- mom + dad
- glee party

SOCIAL SCOPE
Interview Planning

- Stakeholders
- Target User Types

Business Goals

Topics

Plan

- Recruitment
- Timeline
- Script
Interview Analysis

**Tasks**
- I turn on the TV with my remote.
- My wife records her favorite shows.
- I look at shows on my computer.

**Feelings**
- I can't find something to watch.
- I wish there were more sports.
- The price of cable should be the same as my internet.

**Quantitative**

**Qualitative**
Find Patterns from Tasks

**FIND**
- "Press channel UP and DOWN."
- "Look for the purple cells"
- "Find kids programs On Demand"

**WATCH**
- "We watch the game every week"
- "I can watch the latest episode"
- "I pressed PLAY on my remote"

**SCHEDULE**
- "I always DVR that show"
- "She calls me when its on"
- "I make sure I'm free Monday nights"

**MANAGE**
- "I know three channels by heart"
- "I clear out my DVR on Sundays"
- "I set my alarm for Tuesday at 4"

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**FIND** + **WATCH** + **SCHEDULE** + **MANAGE**

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**FIND** + **WATCH** + **PLAN**
Put it All Together

**FIND**
- Search for a Title.
- Browse through the free movies.
- Flip channels.

**WATCH**
- Turn on Oprah during the commercials
- Listen to news while cooking.
- Tune in for the latest episode.
- Snuggle up with kids for Dora.
- Watch Mad Men on the train.

**PLAN**
- Download a movie for the car.
- Remind oneself when its on.

**COMMENT**
- Follow an actor on twitter
- Talk to friends about episode.
- Blog about a movie.

Additional Features:
- Remote control redesign.
- iPhone app
- DVR
- Online browse updates.
- Solidify content providers.
- Reminders
- Reorganize channels.
- New software for cable boxes.
- Favorite Channels
- Network enhancements.
- Advertisement sales.
- Facebook Connect
- User Movie Rating
Socialize + Strategize

<table>
<thead>
<tr>
<th>DO NEXT</th>
<th>DO NOW!</th>
</tr>
</thead>
<tbody>
<tr>
<td>DON'T DO</td>
<td>PUT OFF</td>
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<table>
<thead>
<tr>
<th>THIS YEAR</th>
<th>NEXT YEAR</th>
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<tbody>
<tr>
<td>Q1 Q2 Q3 Q4</td>
<td>Q1 Q2 Q3</td>
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DO NOW!

DO NEXT
Source:


Now go read the book!