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THE
DESIGN
OF
EVERYDAY
THINGS

Previously published as *THE PSYCHOLOGY OF EVERYDAY THINGS*

DONALD A. NORMAN

AUTHOR OF *EMOTIONAL DESIGN*

THE
DESIGN
OF EVERYDAY
THINGS

Donald A. Norman



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of visibility, appropriate clues, and feedback of one's actions. These principles constitute a form of psychology—the psychology of how people interact with things. A British designer once noted that the kinds of materials used in the construction of passenger shelters affected the way vandals responded. He suggested that there might be a psychology of materials.

AFFORDANCES

"In one case, the reinforced glass used to panel shelters (for railroad passengers) erected by British Rail was smashed by vandals as fast as it was renewed. When the reinforced glass was replaced by plywood boarding, however, little further damage occurred, although no extra force would have been required to produce it. Thus British Rail managed to elevate the desire for defacement to those who could write, albeit in somewhat limited terms. Nobody has, as yet, considered whether there is a kind of psychology of materials. But on the evidence, there could well be!"²

There already exists the start of a psychology of materials and of things, the study of affordances of objects. When used in this sense, the term *affordance* refers to the perceived and actual properties of the thing, primarily those fundamental properties that determine just how the thing could possibly be used (see figures 1.5 and 1.6). A chair affords ("is for") support and, therefore, affords sitting. A chair can also be carried. Glass is for seeing through, and for breaking. Wood is normally used for solidity, opacity, support, or carving. Flat, porous, smooth surfaces are for writing on. So wood is also for writing on. Hence the problem for British Rail: when the shelters had glass, vandals smashed it; when they had plywood, vandals wrote on and carved it. The planners were trapped by the affordances of their materials.³

Affordances provide strong clues to the operations of things. Plates are for pushing. Knobs are for turning. Slots are for inserting things into. Balls are for throwing or bouncing. When affordances are taken advantage of, the user knows what to do just by looking; no picture, label, or instruction is required. Complex things may require explanation, but simple things should not. When simple things need pictures, labels, or instructions, the design has failed.

A psychology of causality is also at work as we use everyday things.