exercise: has Apple gone rogue?
invisible controls

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remember to print this

In the Beginning was the Command Line.pdf
What’s New in Keynote

- New “view only” setting lets you share presentations you want others to view but not edit
- Improved Presenter Display layouts and labels
- New transitions and builds: Object Revolve, Drift and Scale, and Skid
- Apply motion blur to animations
- Improved Magic Move including text morphing
- Show rulers as a percentage of document size
- Improved Instant Alpha image editing
- Media Browser Improvements, including search
- Directly specify start and end points of movies
- Create custom data formats
- Export to PPTX format

Continue
ambivalent scrollbars
what are you waiting for?
exercise: applying heuristics

select one UI feature
that chooses ‘beauty over usability’
from the examples I’ve just given
[ invisible controls, ambivalent scrollbars, hidden progress ]

identify one or more heuristics violated
and suggest how it might be fixed

- Fitts’s Law
- Perceptual fusion
- Gestalt principles of grouping
- Speak the user’s language
- Consistent naming & icons
- Information scent
- Follow conventions
- Show location & structure
- Accelerators
- Keep paths short
- Undo & cancel
- Recognition vs recall
- Anticipation & context