

Affordance

Task (1)

After reading Don Norman's analysis and explanation of the affordance design concept, I was deeply impressed. Next, I will use the knowledge I have learned to explain the different functions of mobile phones, tablets, and laptops.

The older models of iPhone had a home button to control the phone to return to the home screen, but when the new iPhone X-style iPad Pro was launched, the home screen button was removed. (Blumenthal, E. 2018).



(Telstra, 2022)

The iPad has a larger screen, so it can support multitasking and split-screen features. What's more, it works with the Apple Pencil. This pencil makes interaction better for activities like drawing, taking notes and annotating documents. So the iPad is good for educational and creative tasks. (Apple Inc., 2023b; Apple Inc., 2024a).



(Apple Inc, n.d.)

The MacBook series combines tactile and visual functions. For instance, the touchpad can be slid, and the screen provides visual information and a more stable internal chip core. The MacBook is specifically designed for consumers who need it for professional work. It is more suitable for use in work and for improving efficiency.

(Hondo, 2024)



((PCMag UK, n.d.)

Apple's iPhone, iPad and MacBook show Don Norman's idea of intuitive affordance—good design lets users know how to use them naturally. The iPhone's touch interface works for easy mobile use. The iPad's bigger screen helps paperless learning and creativity. The MacBook has professional touch and visual features for hard work. They form a smooth cross-platform system, so users can switch easily.

References

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Task (2)

After searching and reviewing the materials, this is how I understand signifiers. The sign language symbol is a "visible and audible indication" that tells you how to use this thing. For example, when crossing a traffic light in the UK, the green light will make a sound to prompt pedestrians to cross quickly. The thumb placement area on the water filter pitcher used in daily life (as shown in the picture), or the concave circular shape of the fingerprint unlock button on the MacBook.

