

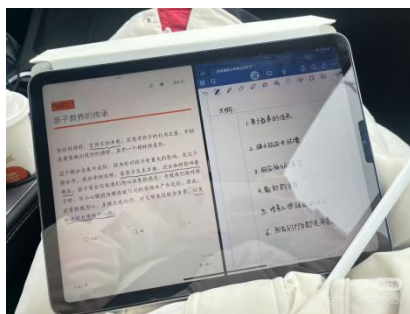
Affordance is a core concept in human-computer interaction (HCI) and design, introduced and developed by Donald Norman. Availability refers to the "executable behavior" implied or provided by the design itself. A design with good usability that allows users to intuitively understand "how to use this thing" without the need for instructions or additional learning.

Unlike 'usability', availability does not focus on whether the usage is efficient, but on whether users can understand how to operate it at a glance. For example, a button that looks like it can be pressed and an icon that looks like it can be clicked are all behavioral cues that design conveys to users through visual, morphological, and interactive means. Norman also emphasized 'Perceived Affordability' and 'Signafier', meaning that the design should clearly tell users' what you can do here '.

The core availability of iPhone comes from its small touchscreen and icon based interface. Application icons, buttons, and gesture operations (such as clicking, sliding, and long pressing) all visually suggest that users can directly operate with their fingers. This design encourages fast, instant, and fragmented interaction, suitable for receiving information, taking photos, socializing, and creating short content anytime, anywhere.

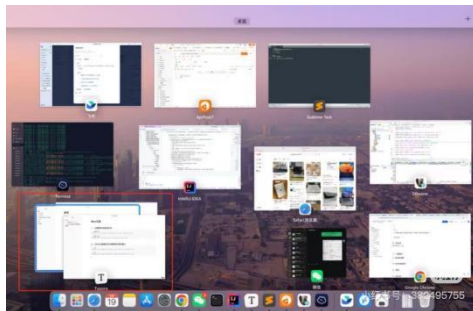


The iPad combines touch operation with larger screen space, and its availability is between that of a phone and a computer. A larger display area implies that users can perform reading, drawing, writing, and multitasking operations. Split screen view, Apple Pencil support, and keyboard accessories are all designed to convey to users that 'this is not just a device for browsing, but also for creation'.



The availability of MacBook mainly comes from its physical keyboard, touchpad, and windowed

operating system. The keyboard implies long and precise text input, while the cursor and menu structure imply complex control and multitasking. This design guides users to engage in specialized and continuous content creation, such as writing, design, editing, and programming.



By comparing iPhone, iPad, and MacBook, it can be found that different devices guide users to adopt different usage behaviors and communication methods through their respective availability. Good availability reduces the cognitive burden on users, enabling devices to play a greater role in information dissemination, content creation, and communication. This precisely reflects Donald Norman's emphasis that design should make "how to use" obvious.

Device Type	function	Remarks
smartphone (iPhone)	Touch screen, handheld portable, mobile network, photography, instant interaction	Users expect to use it anytime, anywhere, and device size and touch logic are particularly important.
tablet (iPad)	Larger screen touch, multimedia consumption/creation, support for handwriting or keyboard attachments	In information dissemination and creation, screen space brings greater flexibility.
laptop (MacBook)	Keyboard input, rich operating system, multitasking, software installation	Used for more professional content creation and complex dissemination tasks, users expect stronger performance and control.