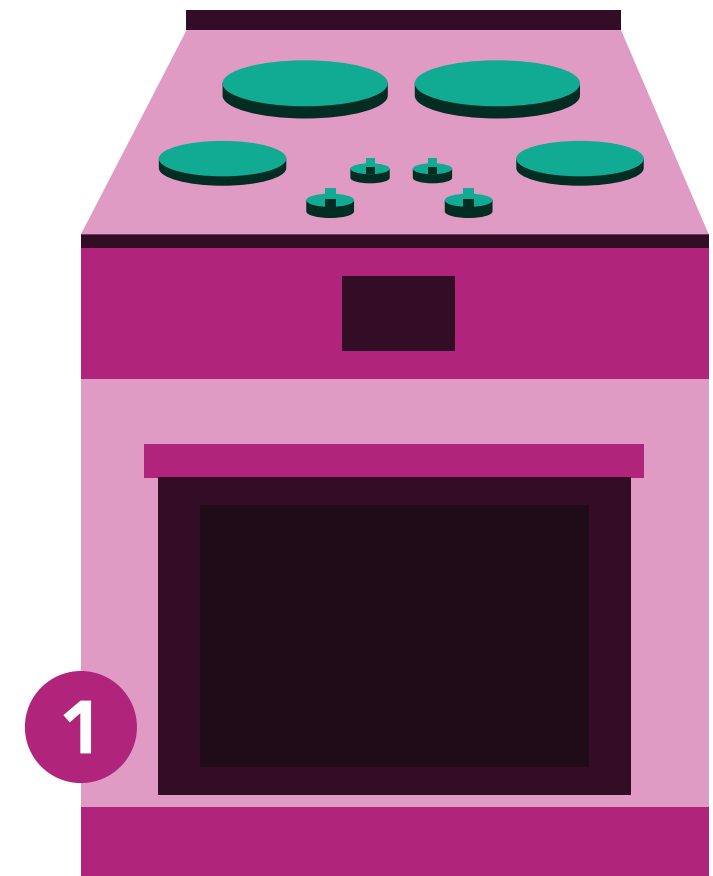




2 Match between System and the Real World

Definition The design should speak the users' language. Use words, phrases, and concepts **familiar to the user**, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.



The language you should use depends very much on your specific users.

Tip: Ensure users can *understand* meaning without having to go look up a word's definition.

Tip: Never *assume* your understanding of words or concepts will match those of your users.

Tip: User research will help you uncover your users' familiar terminology, as well as their mental models around important concepts.

1 Stovetop controls

When stovetop controls match the layout of heating elements, users can quickly understand which control maps to each heating element.

2 "Car" vs. "automobile"

If users think about this object as a "car," use that as the label instead.

3 Shopping cart icon

A shopping cart icon is easily recognizable because that feature serves the same purpose as its real-life counterpart.

