

Perceived Affordance

The perceived properties of the object that suggest how one could use it



chairs are for sitting
table for placing things on



knobs are for turning



slots are for inserting
handles are for turning



buttons are for pressing



switch for toggling



computer for...

Perceived Affordances

Product design

- perceived affordances:
 - design invites people to take possible actions
- actual affordances:
 - the actual actionable properties of the product

Problems occur when

- these are not the same,
- people's perceptions are not what the designer expects



Perceived Affordances

