

This edition looks at User Friendly by Cliff Kuang and Robert Fabricant.

- a collection of visual literature reviews combining research, reflection, and design.
 This project reimagines academic literature reviews as something personal, tactile, and creative.
 Each zine in the series explores a single book or theme through illustrated spreads, diagrams, and design elements rooted in fieldwork, annotation, and care.


THE LIT REVIEW PROJECT



In the B-17 Flying Fortress, the toggle to engage the landing gear was exactly the same as the wing flaps. During a 32-month period of the war, the Air Force reported 457 airplane crashes caused by that confusion.
 ↳ This was the first time we called a design error by name by American Designer Airhouse Chapman.
 ↳ This innovation still governs landing gear & wing flaps in every airplane today.
 We see it in other appliances now today! Keyboards, remote controls, cars, smartphones.

CHAPMAN'S proposed shape-coding the knobs in a cockpit so a pilot could know what he was touching by feel alone. That innovation still governs landing gear & wing flaps in every airplane today. We see it in other appliances now today! Keyboards, remote controls, cars, smartphones.



Feedback is the keystone of the user-friendly world. It's what allows designers to communicate w/ users in a language w/out words. When you push a lever on a toaster, it clicks. The click is confirmation. W/out it you may be left wondering "did it work?" In our natural we see feedback. In the designed world, the feedback has to be built. 

WE BUILT MACHINES for us humans to operate, however, everyone has different ways of learning how to use them.
 USER FRIENDLY DESIGN MEANS DESIGNING FOR A VARIETY OF NEEDS.
 There has been for a long time a paradox of user-friendly design where we create & need to "fix" what we create.

THE BEST USER-FRIENDLY DESIGNS DISAPPEARS
 ↳ When you don't think about objects like a door handle, or the interface of an app. You just do what you want & IT WORKS. That invisibility took decades to figure out. IT IS STILL IN THE DESIGN WORLD.
UNFINISHED WORK



this zine is part of the lit review project find or learn more @ zahrabaxi.com/ thelitreviewproject



or scan me :)

zine #18 - designed & illustrated by zahra baxi

DESIGNED for YOU
 The Lit Review Project #18
 CLIFF KUANG & ROBERT FABRICANT'S
 "User Friendly: How hidden rules of design are changing the way we live, work & play"
