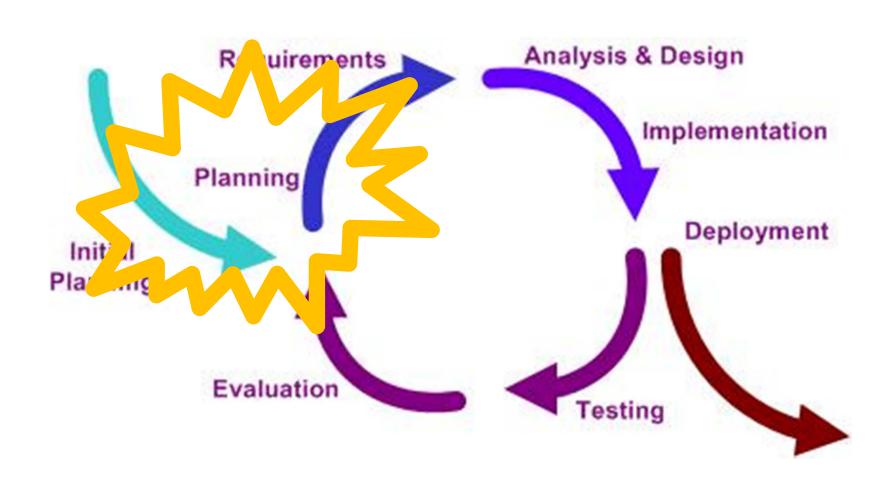
Flossing sucks

Problem spaces in getting kids to floss:

- Remembering to floss is difficult
- Flossing has to be done in a certain way to be effective
- Flossing is uncomfortable.
- Flossing takes a lot of time
- It's tough to convince kids that flossing is necessary
- Flossing is very uncool in general.

http://piratepad.net/interdes



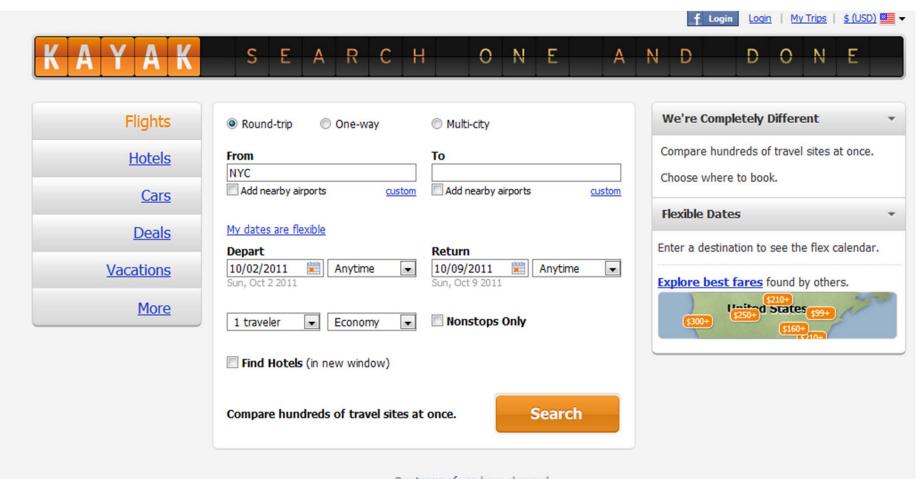
Cognating all over the place!

Experiential – The automatic, expertise stuff

Reflective – The tough, creative, problem-solving stuff

Cognitive processes. They look so....familiar!

- Attention (Making information present when you need it and easy to find, avoiding clutter)
- Perception (Making information and graphics legible, appropriate and easy to understand, grouping information properly)
- Memory (Not overloading users with complicated procedures, promoting recognition using images, icons, and consistency)
- Learning (Encouraging exploration, guiding the users to select appropriate actions)
- Problem solving (Supporting choosing different options, comparing trade-offs, and discovering other ideas.)



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9/15/2011 At 7:20 PM

\$67.48 | View Order

(currently closed)

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Friend House

106 3rd Ave.

9/12/2011 At 9:37 PM \$40.69 | View Order

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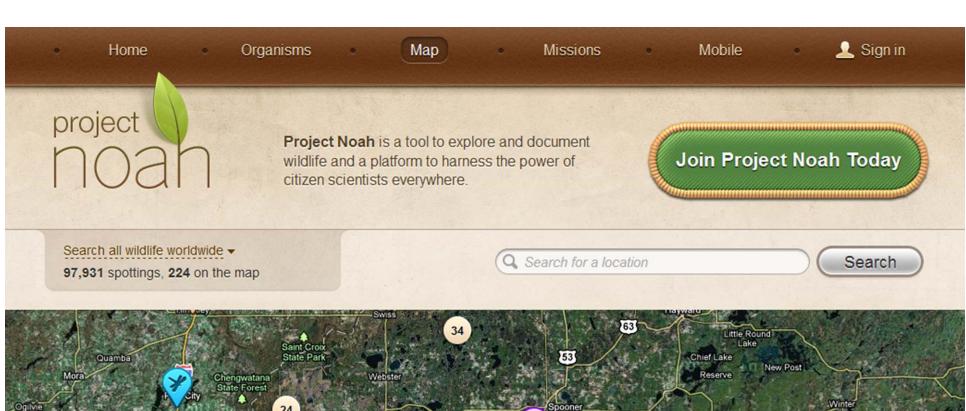


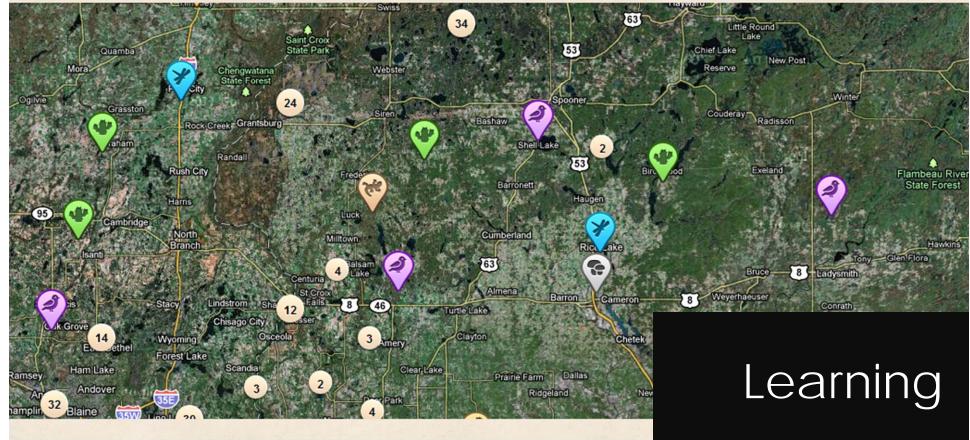


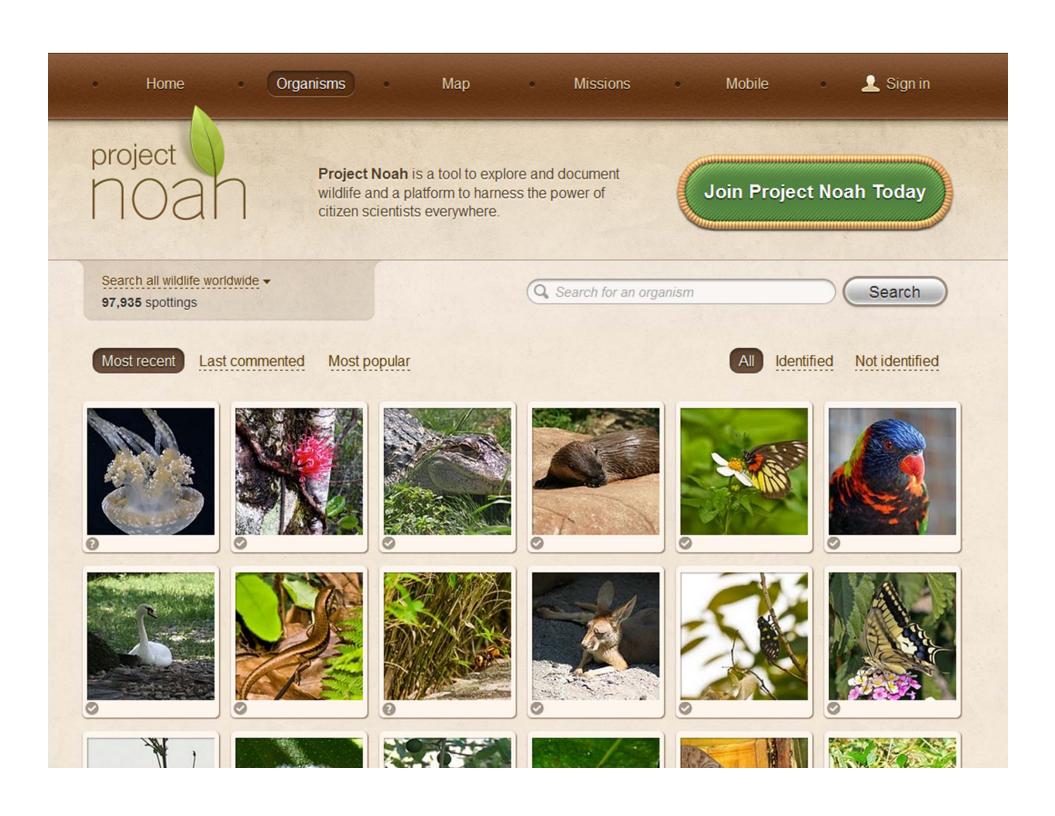




Memory







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****** (1)

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> Show only Fruit Roll-Ups items

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本本本企会 ▼ (1)

Prime

3 Show only Betty Crocker items

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Natural

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Subscribe & Save: Get it by Tuesday,

Only 9 left in stock

ANACACA VI

Prime

Show only Fruit R



Betty Crocker Variety Pack, Gushers, Fruit Roll-Ups, Fruit By The Foot May Vary), 8-Count Pouches (Pack of 6)

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**** (1)

> Show only Fruit Gushers items

Gifts & Seasonal



Decision-Making

##04040 & Up (29) Price

Brand

Fruit Roll-Ups (23)

Betty Crocker (13)

Fruit Gushers (3)

Stretch Island (5) Joray (1)

Fruit By The FOOT (1) Fruit by the Foot (2)) See more... Avg. Customer Review ** & Up (24) *** & Up (28) ***** & Up (28)

Under \$10 (6)

\$10 to \$20 (28)

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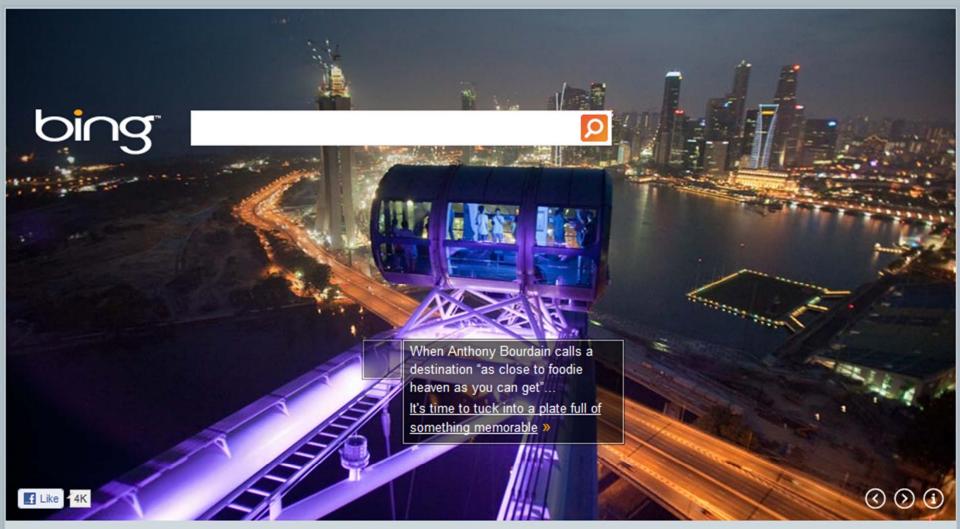
\$50 & Above (2)



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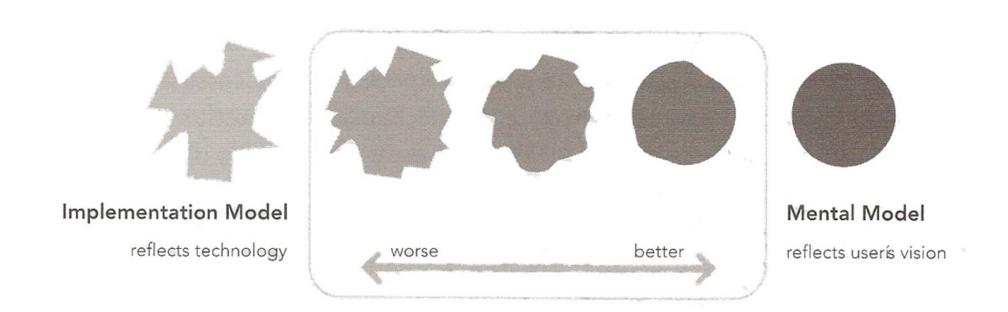
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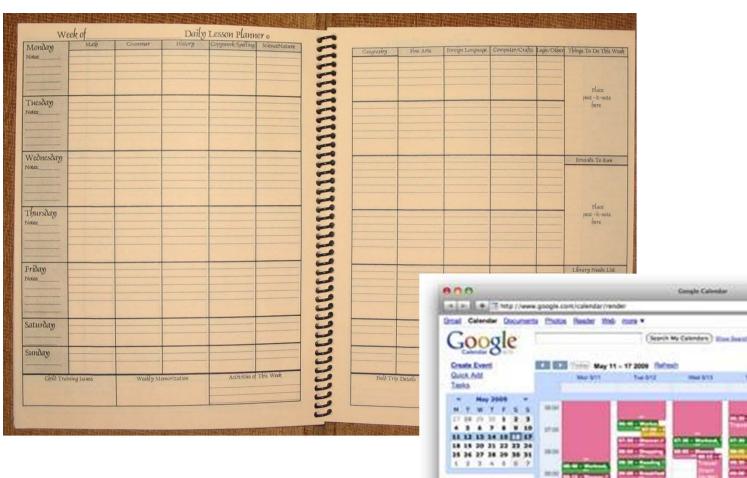
Mental models (are nifty)





Sidenote.
Zoomorphism is awesome.



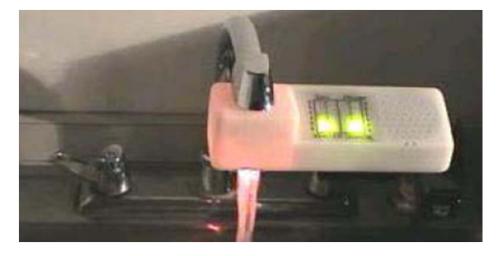




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