

JON CLANCY

COST-BENEFIT




An activity will be pursued only if its benefits are equal to or greater than the costs

COST-BENEFIT

"A Man Who Has Made an Unwise Purchase",
The Art of Dr. Seuss


Review your trip

✓ **Nice Job! You picked one of our best value flights.**
Book now so you don't miss out on this price!

 **Get \$10 in Orbucks**
Join Rewards, earn instantly! Cash in your Orbucks to save on your next hotel. [Join](#)

Oct 17, 2018

From **Raleigh - Durham Intl. (RDU)**
To **Auckland Intl. (AKL)**

 Alaska Airlines

Best Value

7:20pm
RDU



5:30am
AKL

41h 10m, 1 stop
SFO
Arrives Sat, Oct 20

[Show flight and baggage fee details](#)

Oct 21, 2018

From **Auckland Intl. (AKL)**
To **Raleigh - Durham Intl. (RDU)**

 Air New Zealand

Cheapest

7:30pm
AKL



11:44pm
RDU

21h 14m, 1 stop
IAH

[Show flight and baggage fee details](#)

Trip Summary

Departure: Arrives on 10/20/2018

Traveler 1: Adult	\$1,745.94
Flight	\$1,611.00
Taxes & Fees	\$134.94
Traveler 2: Adult	\$1,745.94
Flight	\$1,611.00
Taxes & Fees	\$134.94
Booking Fee	\$15.00

Trip Total: **\$3,506^{.88}**

Price Guarantee

Only 4 tickets left at this price!

Rates are quoted in US dollars

16450 customers protected their flight in the last 7 days. Add flight protection when you check out.

Important Flight Information

We want you to know the airline you're travelling with has the following restrictions regarding your flight.

- Tickets are **non-refundable** 24 hours after booking and **non transferable**. Name changes are not allowed.

THINGS TO CONSIDER FROM A DESIGN PERSPECTIVE

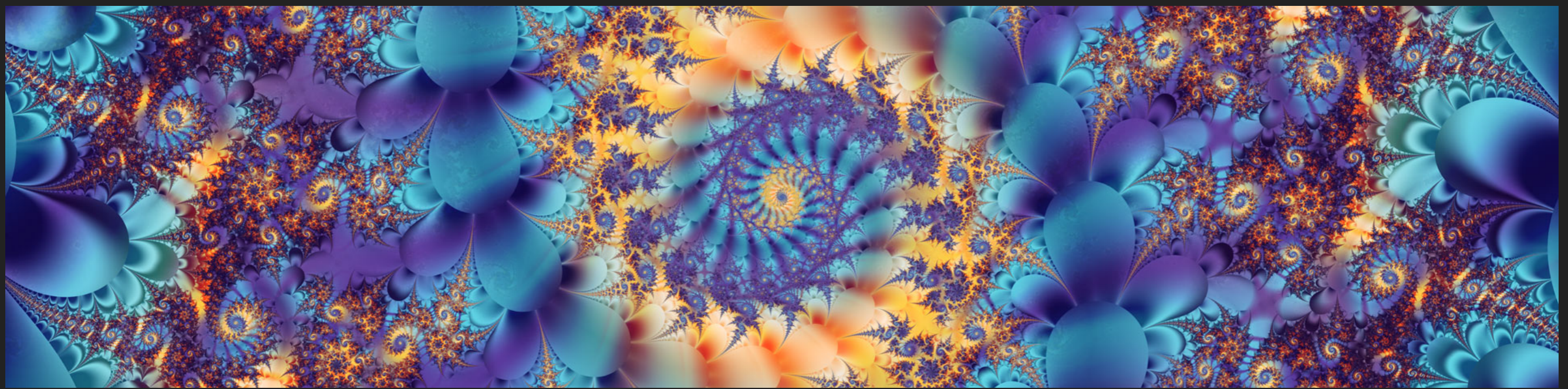
- ▶ Attractiveness vs usability
- ▶ page load time vs content value
 - ▶ 10 seconds is too long
- ▶ Download time vs content value
 - ▶ this is more flexible, but it has to feel worth it
- ▶ Attempts to up-sell a product are often viewed as an annoyance and can cost you users
- ▶ Voice processing accuracy vs pulling out your phone
- ▶ 'Listen carefully to menu options' vs pressing '0'

Welcome to

MY WEBSITE!

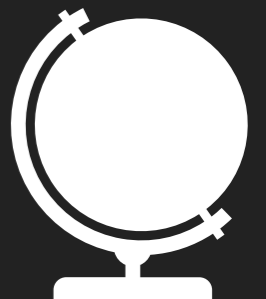
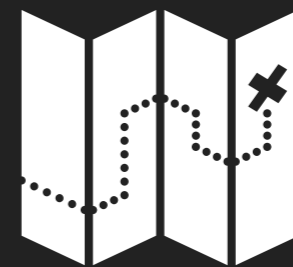
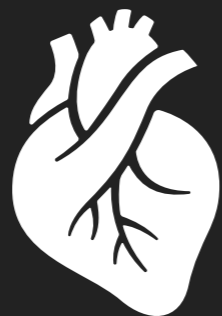
Focused on something you care about






My webpage

Focused on something you care about, that takes space on the homepage to offer guidance, uses legible fonts, and (hopefully) does not irritate the senses.



CHALLENGES

- ▶ Designers don't know what a user will perceive as a value add
- ▶ new features often go unused by existing customers while adding complexity to the system
- ▶ 'cost' is a relative term that is inherently flawed
 - ▶ low cost labor overseas can be a way to save 'cost', or get your product boycotted
 - ▶ environmental ramifications of your product are really hard to calculate



iLove my Apple

I just wish it came in **Green.**
greenmyapple.org

This advertisement features a woman's silhouette on a bright green background. She is holding a white apple, and a white cord extends from it, forming a heart shape. The text 'iLove my Apple' is written in white. To the right, on a black background, is the text 'I just wish it came in Green.' with 'Green.' in green, and the website 'greenmyapple.org' below it.



GreenMyApple

www.greenpeace.org/apple

This advertisement features a woman's silhouette on a pink background. She is wearing earbuds and holding two white iPods. A large pile of white iPods is shown at the bottom left. In the top left corner, there is a green apple with a bite taken out of it, and the text 'GreenMyApple' next to it. The website 'www.greenpeace.org/apple' is at the bottom right.



QUESTIONS?

BIBLIOGRAPHY

- ▶ Lidwell, W., Holden, K., Butler, J., Universal Principles of Design, Revised and Updated, pg. 68-69
- ▶ orbitz.com
- ▶ greenmyapple.org
- ▶ Geisel (Dr. Seuss), Ted, "A Man Who Has Made an Unwise Purchase" 1967