The Timex dual-alarm clock radio/CD player:

It has two buttons on the top-left of the clock for setting the time (both time-of-day and alarm):

- Rewind/Minute Button
- F. Forward/Hour Button
The button configuration has the minute-set button on the left (which doubles as a Rewind button when in CD mode), offset in back of the hour-set button (which doubles as a Fast Forward button when in CD mode). Hitting a button once advances the number by one. Holding in either button cycles through the numbers (1 to 12 for the hour, 00 to 59 for the minutes).

**Problem:** The orientation has the set buttons with minutes on the left and hours on the right, which is the opposite of how time is displayed (hours left, minutes right). The effect is that the user’s mental model of time associates hours with left and minutes with right. As a result, the user often makes mistakes setting the time by hitting the minute button when trying to change the hour, or hitting the hour button when trying to change the minutes.

**Solution:** change the buttons to match the display orientation.