The reading of “100 Things Every Designer Should Know About People” was a bit confusing to me initially on how it would relate to this class. Once I began reading however, I immediately recognized how insightful these 100 things can be to any user of your application. I will be elaborating and looking at number 5, “There’s a special part of the brain for processing simple visual features”, and number 7, “People see cues that tell them what to do with an object”.

Firstly we will look at the simplicity of visual features and how it relates easier to an end user of application. Recent research shows that a person is mostly processing color and orientation within the small bits of visual information received. This essentially means that if there are a slew of colors and distortions, then it becomes complex for the mind to pick out anything specific. However, if less colors and angles are used, this makes it easier to purposely direct ones focus, resorting in a great way to direct a user experience through an application. Here is a visual example; would you rather use the application interface on the left, or right?

Graphical user interface, text, application

Description automatically generated Graphical user interface, application

Description automatically generated

The second “Thing” I would like to discuss is the ability to add cues to give someone direction or understanding of an objects purpose or state. There is an example called out in the book regarding buttons and giving them visual effect of height on screen with shadow. This gives the perception to the user that this can be clicked. I thought it was very interesting to hear that these affordances are becoming more subtle, which really makes me wonder if that is through choice or lack of understanding of importance.

I am throughly glad that this course have included this book, as it is the most captivated read since I began my academics at Belleveue University. I enjoy seeing how our design can really help with end user experience. If the rest of the book is like these first 12 “Things”, I may start reading ahead.