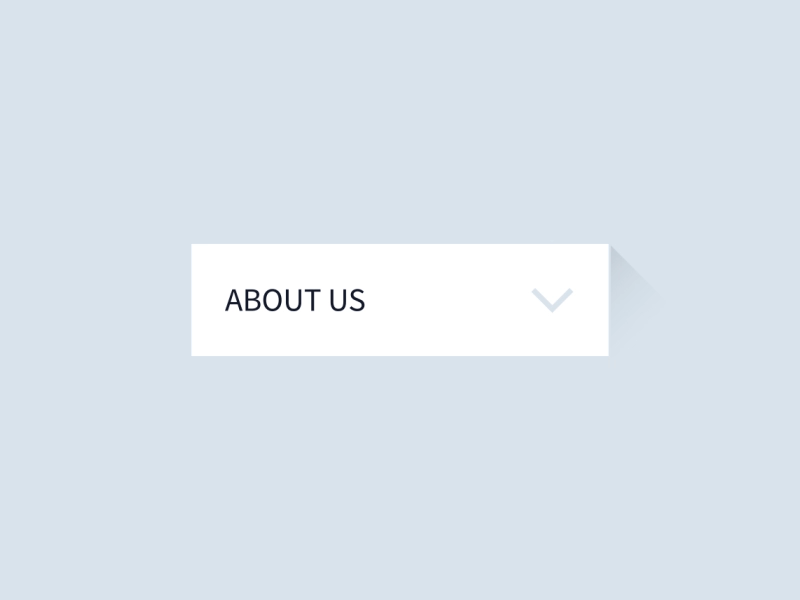
This week the discussion will be looking at #21-28, “Things” about how people remember, from the book “100 Things Every Designer Needs to Know About People”. I will be looking closer and elaborating upon #22 “It’s Easier to Recognize Information Than Recall It” and #25 “It’s a Good Thing That People Forget” (Susan M. Weinschenk, 2020).

Starting with “It’s Easier to Recognize Information Than Recall It” explains that humans do not have great short term memory for recollection, however, if you are asked to recognize something that was in your short term memory, you are more likely to get it right. The example they used was a list of words at the beginning of the chapter. If you just look at them and read, then if you are asked to recall and write down it will prove to be a difficult task. However, if you get a list of words that contain the ones from the beginning of chapter, you are more likely to be able to pick them out. This recognition model can be beneficial within programming as well. The main one mentioned in the book are drop down lists and auto-fill capabilities to reduce need for users to remember and have to recall. This changes the task to a recognition item, making it much easier for end user to perform. Here are examples of dropdown lists and auto-filling capabilities.

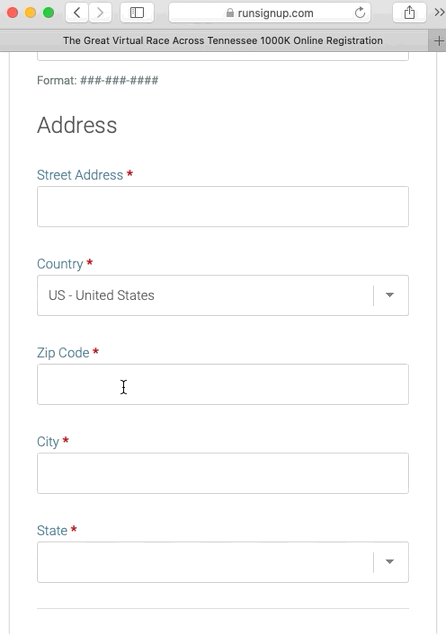
**Dropdown Lists:**

<https://dribbble.com/shots/3545208-Dropdown-Menu-Animation/attachments/9884902?mode=media>



**Auto-Filling:**

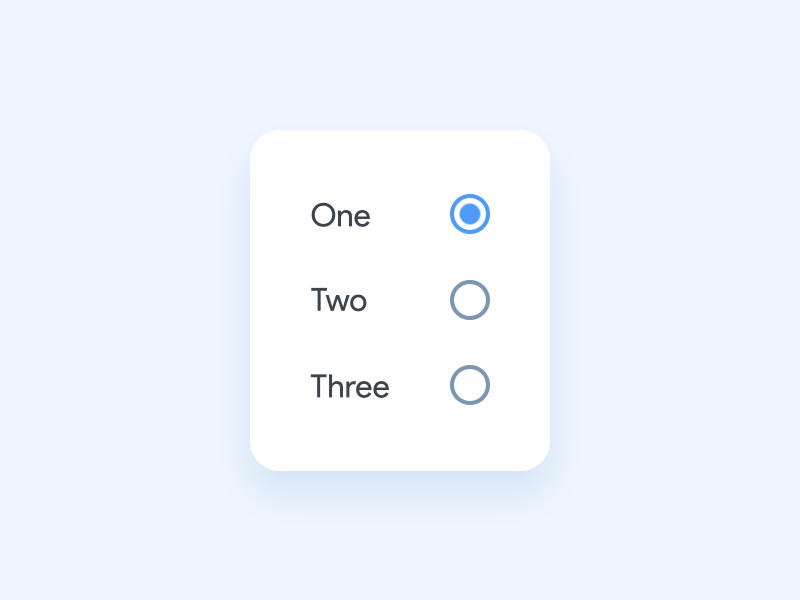
<http://blog.zipcodeapi.com/reduce-user-drop-off/>



The second “Thing” we will discuss is #25 “It’s a Good Thing That People Forget”. This emphasizes that retention period of memory is proportional to time element. This means that our minds forget things over time, unless stored in long-term memory, but the reason is to free up capacity for other memories. I chose this one because it really goes hand in hand with the prior “Thing”. We, as programmers/designers, need to understand that people will forget, therefore, we need to make our interactions simple and as convenient as possible. This means keeping requirements to a minimum and fill in everything possible systematically for user to just review. Just like the prior, give user only specific selection options. Since we already looked at dropdowns and auto-filling designs, another feature that is helpful can be option (radio) buttons or even calendar interface that prevents user from having to type. This prevents possible errors on format, etc. Here are some examples of option selection and date picker.

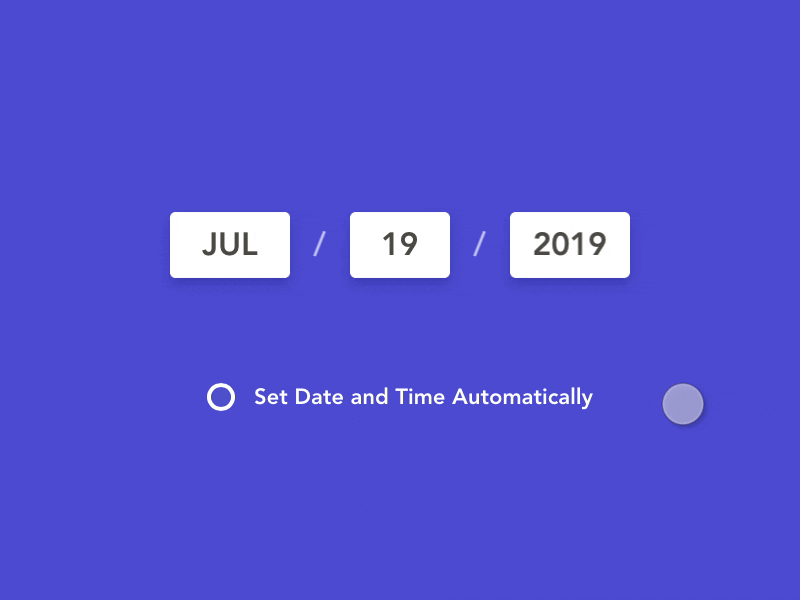
**Option (Radio) Buttons:**

<https://dribbble.com/shots/4214518-Radio-button>



**Date Picker:**

<https://dribbble.com/shots/5281886-Date-Picker>



# References

Susan M. Weinschenk, P. (2020). *100 Things Every Designer Needs To Know About People.* New Riders; 2nd edition.