This week the discussion will be looking at how people think. Within the readings of #29-36, “Things”, from the book “100 Things Every Designer Needs to Know About People”, I will be looking closer and elaborating upon #34 “People Learn Best from Examples” and #36 “Time if Relative” (Susan M. Weinschenk, 2020).

Starting with the 34th “Thing”, “People Learn Best from Examples”, really makes me think of the statement people say “I am a visual learner”. Seeing and experiencing how something works really helps with adoption of said task, and this would be true for most people. The example outlined in the book runs through a list of 9 steps to perform a specific task, however, it can become very convoluted and confusing to someone by just reading. Seeing screenshots or a video of the same task would make the process much simpler to understand and retain. My biggest takeaway on this “Thing” for UI design is utilize visual elements that may steer a user in the correct way to assist in completion of a task. An example is to use how to videos or screen captures of buttons, etc. that helps user navigate. Small gif images can be extremely useful when showing a textually complex task as an easier to understand process. I found a great resource for helping with screenshots on job aids that may help others as well.

<https://blog.screensteps.com/tips-add-screenshots-job-aids-procedures>

The second “Thing” I will be discussing is #36, “Time Is Relative”. We have all experienced this first hand, where something may feel like eternity due to typical timing of process. For example, if I always go to the same website every morning to check the news, taking approximately 30 seconds to load main page, that will be my expectation for experience. So if one day it takes 60 seconds, I may get frustrated and perhaps walk away completely. When it comes to UI design, there are some things we as designers can do to help alleviate this frustration, especially where timing may be slightly sporadic. One of the best things we can give is a clear understanding of how long approximately is left. This can be achieved through progress bars. With a progress bar, this sets the expectation of user to the realistic timing of a specific event. I was curious how easy or difficult this would be within HTML/CSS and found a great resource that walks through how to create: <https://www.youtube.com/watch?v=8ULg-7SvP2o>

# References

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