In this week’s “Things”, they were a continuation of what motivates people and the beginning of people being social animals. Within the readings of #61-98, “Things”, from the book “100 Things Every Designer Needs to Know About People”, I will be looking closer and elaborating upon #64 “People are hard wired for imitation and empathy” and #68 “Speakers’ Brains and Listeners’ Brains Sync Up During Communication” (Susan M. Weinschenk, 2020).

Starting this week with #64, “People are hard wired for imitation and empathy”, we are drawn to visuals or physical persons emotions. I feel this is a great “thing” to implement within web design for taking visitors on a journey. An example in the book is trying to get kids to eat vegetables, then have a video or visual of kid(s) eating vegetables that are in great emotional state. This really reminds me of all the pharmaceutical drug commercials where the person is going about life in the happiest way possible, as they state how the drug can get you back to normalcy. Here is an example of how the actresses smiling kind of takes away the focus on all the side effects, which to me sound worse than diagnoses.

<https://www.youtube.com/watch?v=ldEeP6U9PL0&list=PLicsaciI0yWz3rXSdQNowghZZB-mKUvVg&index=2>

The second “thing” I will touching on this week is #68, “Speakers’ Brains and Listeners’ Brains Sync Up During Communication”. I really thought this one was interesting, and I totally understand it. I have even seen this type of communication shift within tutorials on how to use applications or play a game. Tutorials that are more interactive and not just contextual will be much easier for end user to comprehend, also giving them the confidence to perform the task. This even goes into #62, “People are motivated by autonomy”. So, when designing websites or applications, try to use video or at least visuals on how to perform specific tasks. Here is a great article on how to use in-application tutorials.

https://www.chameleon.io/blog/in-app-tutorials

# References

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