

Cognitive psychology

Cognitive psychology helps us understand how people think, which is important for designing technology that people can use easily. We can use what we know about how people pay attention, remember things, and learn to create computer programs and apps that are easy to use.

For example, we can use what we know about affordance to create buttons and other things on the screen that are easy to understand. If something looks like a button, we expect to be able to push it to do something. We can also use colors and pictures to make important things stand out and make them easier to notice.

Memory is also important for designing computer programs and apps. People need to be able to remember how to use them. We can help by making things easy to remember, like using the same button in the same place every time. We can also use pictures and animations to help people remember what they learned.

We can use what we know about how people learn to make computer programs and apps that are easy to learn. We can use things like tutorials and feedback to help people learn how to use new things. And we can make things easy to learn by breaking them down into smaller steps.

Gestalt psychology is a way of thinking about how people make sense of what they see and hear. It says that people don't just see or hear individual things, but they put them together in their minds to make a whole picture. For example, if you see a bunch of dots, you don't just see a bunch of separate dots - you see them as a line or a shape. This way of thinking about perception is important for understanding how people experience the world around them.

Cognitive psychology helps us make technology that people can use more easily. But we need to remember that people are different and what works for one person might not work for another. So, we need to keep testing and improving our designs to make sure they work well for everyone.

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Judith Reitman Olson, Gary M. Olson,

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