**Reflexión 4**

**“Don’t reinvent the wheel, just make it rounder”**

**The idea of user centered design, tends to sound like a complex development strategy mainly because it has a name, by this I mean, if we call design the process of deciding how is going to be the UI and then we hear that besides the idea of design there exists something called user centered design that follows new rules and approaches, the first thing someone thinks is *“User centered design is like an evolved kind of design, I have to study and do a lot of research in order to use it in my projects”*.**

**But the reality couldn’t be more different, I could say that, obviating the general knowledge in project design, the only thing that you need to apply user centered design is common sense, that’s because user centered design isn’t more than creating things in a way that you don’t make users life harder, just that. If you know that the user is used to do something in a certain way, just let your product work in the same way, don’t overthink about how you can make your interface fancier because at the end is the user who is going to use it, not your ego.**

**In few words, user centered design is knowing what is more comfortable for the user and apply that information in your design instead of trying to force the user to learn something new, even if you are convinced that is better.**