**Reflexión 2**

**“Affordance, evolution of human’s primal instinct”**

**Sometimes, the best way to make someone do something, is not asking them but tricking them into doing it, that’s because even if in humans the term instinct isn’t as valid as in other animals, every person is born with the ability to interpret the features of everything and so they can get a vague idea of how their environment works. This capacity of interpretation mustn’t be underestimated when a user design is made, that’s because it is the first reaction of the people in an unknown situation. Before someone takes a deep breath and starts thinking logically the stream of toughs and suppositions that flows in their mind obeys this *instinct* described before, and as we know, the first impression might be the most important. That’s why even if is not mandatory that a good design must satisfy this perk of human nature, going against it and creating a design that forces the user to act in a way that they feel unnatural, probably will lead to an unpleasant result.**