

Psychology with design

TWO THEORIES WITH ONE EXAMPLE

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Psychology in design

During the lesson we learned that there is a bunch of psychology after different design choices. For example making a button stand out for you to subscribe to or that the premium subscription is more visible than the rest.

In this document I will dive deeper in two theories or effects that I am interested in and I will give one example of design that is related to that theory.

Perception

Perception has everything to do with senses and the ability to capture some process to make it more sense for us as human to understand.

A great example is a game controller such as the PlayStation 5 Controller. It has some features like rumbling and adaptive triggers which trigger your touch sense, it then has an effect for you that you feel the rumbling or feel that the triggers have some kind of resistance. For a user who has never hold an controller or anything in that region has no idea what this rumbling means but since you capture that moment then most people have the perception that something is happening when you feel the controller rumble. For instance when you get hurt in a game with the controller rumbling then the user will connect this to getting hurt without looking at the controller.



Inside this image you can see a character move over a rocky area, the controller gives you feedback on this rocky area with its rumbling feature. This triggers your sense for touch and the perception is that you feel the rocky road and not only see it.

Cognition

Cognition involves the study of human information processing such as memory and attention.

A great example of this is inattentional blindness which means that we do not see everything in digital products. We see what we want and what our attention is at, if for example a logo is on the top left then we take full attention to this and decide if we want to stay on this website or not.

Another example is word recognition. When we see a sentence with some changed letters our minds will automatically make it look like a good sentence which makes sense but in reality it does not say that sentence but something totally different.

Another process of cognition is thinking. "The average person can only keep 7 (plus or minus 2) items in their working memory"(Miller's Law[1]). This is found by George Miller which had a theory that you only have an average of 7 items in your memory. If you add more than 7 items in your list then you will get overloaded with memory and tend to forget some important items you already needed to remember.

Sources

1. (Miller's Law | laws of UX. (n.d.). Lawsofux. Retrieved September 11, 2021, from <https://lawsofux.com/millers-law/>)