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# Designing with the Mind in Mind

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CHAPTERS 7, 8 AND 9

READING SUMMARY

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## Chapter 7

### Our Attention is Limited Our Memory is Imperfect

Short vs Long term

Long term

Short term

Implications of short term memory

Modes

Search Results

Instructions

Characteristics of Long term memory

Error prone

Weighted by emotions

Retroactively alterable

Implications of long term memory

## Chapter 8

### Limits on Attention, Shape, Thought and Action

We focus on our goals, not our tools

We use external aids

We follow information scent toward our goal

We prefer familiar paths

Our thought cycle: Goal, Execute, Evaluate

After we achieve a task, we forget cleanup

## Chapter 9

### Recognition Easy, Recall hard

Recognition is Easy

Recall is hard

Recognition vs Recall

Use thumbnail images to depict full-sized images

The larger the number of people who will use a function, the more visible the function should be

Use visual cues to let users recognize where they are

Make authentication information easy to recall