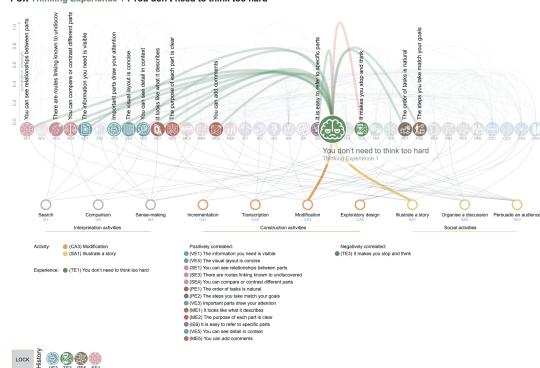
## PUX Thinking Experience 1 : You don't need to think too hard



You don't need to think too hard

Design minimizes cognitive load, aids focus and memory.

## Original Text:

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There is a lot of cognitive psychology literature exploring the limitations of the human eyes and brain – which things can be perceived and distinguished, how much we can remember with our eyes closed, or by silently repealing it to ourselves and so on. The number of independent to ourselves and so on. The number of independent a dozen words, and a couple of pictures. Design tricks to help the user include ensuring that everything they need is wishle (VE1, VE4, SE1, SE4). Hast actions correspond to what the user is already planning (PE1, PE2), and that they can recognise things by looking at the diagram, rather than having to remember them (VE3, ME1, ME2). Users also benefit from being able to focus their attention by referring to a particular part (IE6) or region (VE5), or making notes to themselves where they know it will be necessary to return to something in future (ME5). However, note that this usually desirable pattern may be directly contradicted (for some purposes) by TE31

