Guiding Principle #1 - Don't Make Me Think

- Make your interfaces self-evident enough so that your neighbour can say "Oh, it's a _____."

- A couple of things that make us think

  - Labels

  - Things that don't look like what they are
    This concept is called affordances (see Don Norman's Design of Everyday Things)

Click

Results

Hmm.
*[Milliseconds of thought]*
I guess that's a button.
Click

Results

Hmm.
Is that a button?

▶ **Results**

You may be thinking, "Well, it doesn't take much effort to figure out whether something's clickable. If you point the cursor at it, it'll change from an arrow to a pointing hand. What's the big deal?"

▶ Results

▶ Results

Why is it so important to not make me think?

- It's not this...
  On the Internet, the competition is just one click away, so if you frustrate users they'll head somewhere else.

- It's more this...
  Making pages self-evident makes everything *seem* better.

- And this...
  People are going to spend far less time looking at the pages we design than we'd like to think.