Julio Pochet – Module 3 Discussion Post

**Recognition & Bite-Sized Learning in UX and Software Engineering**

Understanding how people process information can greatly affect usability and efficiency when designing software or websites. Two key principles from *100 Things Every Designer Needs to Know About People* are:

**#22: It's Easier to Recognize Information Than Recall It**

People struggle with recalling details from memory but can **easily recognize familiar visuals**. This is why software engineers and designers prioritize recognizable elements like **icons, buttons, and menus** in user interfaces. For example, when logging into a website, users may forget their username/password but will quickly recognize login options like **Google, Facebook, or Twitter**.

🔹 *Embellishment:*  
A real-world example is how **mobile apps use bottom navigation bars** instead of hidden menus. Apps like Instagram and YouTube ensure that **home, search, notifications, and profile icons remain visible**, so users don’t have to remember where things are. This boosts usability and engagement. 🔹

*Visual Example:*  
Check out this **social media login demo** that demonstrates the power of recognition:

A screenshot of a login screen

AI-generated content may be incorrect.

**#27: People Process Information Better in Bite-Sized Chunks**

Our brains handle **smaller pieces of information** more efficiently than large, overwhelming ones. This concept applies to both **UX design** and **code structure in software engineering**.

🔹 *Embellishment:*  
This principle is why developers follow **modular programming**—breaking code into **small functions** instead of writing massive, unreadable blocks. Similarly, **multi-step forms** are used in web design instead of long forms that discourage users from completing them.

🔹 *Visual Example:*  
A great example of bite-sized information in web forms:

A screenshot of a computer screen

AI-generated content may be incorrect.

A screenshot of a computer screen

AI-generated content may be incorrect.

A screenshot of a form

AI-generated content may be incorrect.

**Final Thoughts**

Both principles are crucial for software engineers and UX designers. Whether **using familiar UI elements to reduce cognitive load** or **breaking down information into digestible parts**, these techniques **improve user experience and make technology easier to use**.