DIANAH AMIMO
CYTONN TECHNOLOGIES
31ST MAY 2017

Author: ASIDES

Source: CO.DESIGN

What designers can learn from the debate over escalator etiquette

An escalator is one of the implemented technologies that makes the lives of human beings easier and efficient. It saves on time and effort that would otherwise be spent if it wasn't in existence. Despite it being designed perfectly, there are some conditions under which it operates to its optimum when effectively used. For instance, standing two-by-two on the escalator is more efficient than standing to the left adjacent to another person on the right of the escalator. However, the latter is common when we make use of the escalators despite the fact that we know its efficient operating conditions.

The same case applies when it comes to designing systems. The programmers can design the best system, but they can't force people to use it that way. The behavioral psychology of users is a major component that should be put into consideration when designing a system. The complexity of user behaviors should be analyzed closely by the designers before embarking on the system design. As seen in the escalator scenario, users do not always act in the most efficient manner possible, even when they know they should. Developers can design the perfect system and optimize it down to the second, but they cannot force people to use it that way.

The Cytonn Technologies team can benefit a lot by embracing behavioral psychology in designing their systems/applications. This will provide room for creation of an efficient system that will be used by the users in the intended manner. For instance, optimizing the escalator isn't so hard, but optimizing the people is almost impossible. In the same case, optimizing the code to be at its peak will always be possible but getting the users to be at per with the system will almost be impossible. Therefore, prioritizing behavioral psychology before designing a system is a good practice that should be highly embraced, more so by the designers in Cytonn Technologies.