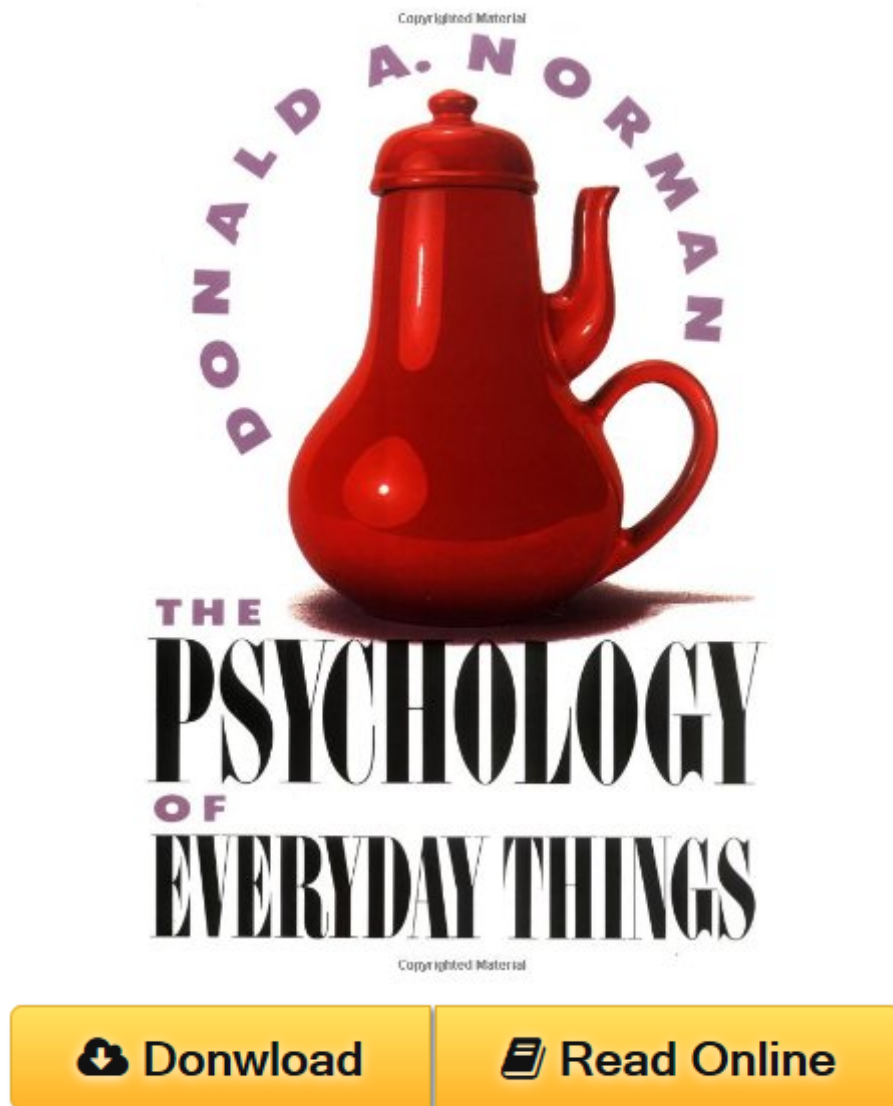


The Psychology Of Everyday Things PDF



The Psychology Of Everyday Things by Don Norman ISBN 0465067093

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this fascinating, ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The book presents examples aplenty—among them, the VCR, computer, and office telephone, all models of how not to design for people. But good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. But the designer must care. The author is a world-famous psychologist and pioneer in the application of cognitive science. His aim is to raise the consciousness of both consumers and

designers to the delights of products that are easy to use and understand.

The Psychology Of Everyday Things Review

This The Psychology Of Everyday Things book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of The Psychology Of Everyday Things without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry The Psychology Of Everyday Things can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This The Psychology Of Everyday Things having great arrangement in word and layout, so you will not really feel uninterested in reading.