

# Acknowledgments

Although I am listed as the author of this book, I could not have written it without a lot of help and support from many people.

First are the students of the human-computer interaction course I taught as an Erskine Fellow at the University of Canterbury in New Zealand in 2006. It was for them that I developed a lecture providing a brief background in perceptual and cognitive psychology—just enough to enable them to understand and apply user-interface design guidelines. I expanded that lecture into a professional development course to present at conferences and client companies, then further expanded it to produce the first edition of *Designing with the Mind in Mind*.

In 2013, I had another Erskine Fellowship at the University of Canterbury and used the first edition to teach another human-computer interaction course there as well as give computer science department lectures at the UoC, the University of Waikato, and the CHI-NZ 2013 conference. I especially thank my colleagues at the University of Canterbury who provided ideas and illustrations for the second edition's new chapter on Fitts' law: Professor Andy Cockburn, Dr. Sylvain Malacria, and Mathieu Nancel. I also thank my colleague and friend Professor Tim Bell for sharing user-interface examples and for other help and support while I was writing the second edition. The feedback I received motivated me to add more comprehensive psychological background material, expand the topics covered, improve the explanations, and update the examples in producing the second edition, which was published in 2014.

I used the second edition as the basis for conference keynotes, guest lectures, and conference tutorials in the USA and elsewhere. In August 2016, I joined the Computer Science faculty of the University of San Francisco and now use the book in an upper-division UX design course I teach there.

By 2019, it became clear that *Designing with the Mind in Mind* needed updating again. Not only were many examples again looking dated, but digital technology had entered a new era in which mobile, artificial intelligence, and speech technology are much more prominent. It also was clear that the book, originally intended mainly for professional UI/UX designers, was being widely used as a college textbook. I suppose that should not have been surprising, since teaching college students was my inspiration for writing the first edition and is the main way I currently use the book.

The reviewers of all three editions made helpful comments and suggestions that allowed me to greatly improve the book:

- Edition 1: Susan Fowler, Robin Jeffries, Tim McCoy, and Jon Meads.
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