# Ego and Design

In most crafts, we know if we should have an opinion

- plumbing
- construction
- medical care (topical!)
- rocket science

# Design is different (kinda)

We all *use* things.

- We are qualified to say if it makes sense to us
- We can tell if it "looks good"

# Design isn't different

*true for you* is not *generally true*

- Familiarity **very impactful**
- People are different
- Trends exist and can be studied
  - Have you studied?
  - Has whoever else has an opinion?

# Sample studied design elements

- "serif" fonts better for physical media
- "sans serif" fonts better for screen
- All caps reduces reading speed and comprehension
- Responses slower than 0.1 seconds feel "laggy"

# Attachment

Once we like something, hard to stop

Artists learn not to love their work

We need to consider

- is this **attractive** to all?
- is this **functional** for all?
- is this **guiding** for all?
- is this **accessible** to all?

# Let it go

- Can't design based on "looks good"
- Can't defend designs on that basis
- Shouldn't change solely on that argument

But we will do all of these when lacking data

Focus on better reasons, better data, better logic