**#13 People’s Memory is Fallible**

**Embellishment**:  
This one really stood out because memory isn't just a matter of forgetting—it's about how people's brains reconstruct information. It’s important to remember that people are not always reliable when it comes to recalling details, and that’s crucial when designing interfaces. For example, users might not always recall exactly where they saw a button or what a specific color meant. This is why consistency and repetition are vital in design: the more users interact with similar elements, the easier it is for them to remember where to find them. Additionally, integrating simple cues like tooltips or subtle animations can help guide users back to critical actions or sections they may have forgotten.  
Another aspect of memory that wasn't mentioned directly is the impact of cognitive load. When users have to remember too many things, their ability to process new information decreases, so reducing unnecessary steps in a process can help prevent mental overload. This is why streamlined designs often perform better than overly complex ones.

**Visual Example for #13 - People’s Memory is Fallible**

This example shows a simple design that relies heavily on consistency for memory recall. In the top navigation bar, the user can clearly remember where key items are because they are consistently placed and structured. Simple, familiar icons reinforce memory, and the consistent placement across different pages reduces cognitive load.

A screenshot of a device

AI-generated content may be incorrect.

A screenshot of a computer

AI-generated content may be incorrect.

**#36 Time is Relative**

**Embellishment**:  
This concept of time is fascinating because it applies to both the perception of time in user experience and the way time is allocated in the design process. While the reading focused on how fast or slow people perceive time depending on activity or engagement, it doesn’t go into how time pressures can influence design decisions. When people are pressed for time (e.g., in a checkout process), they are more likely to opt for simplicity and quicker paths, which is why speed and accessibility are critical in those situations. Also, in long processes, if time is perceived as dragging, consider adding progress indicators or interactive elements that make users feel like they’re moving forward, even if it's just a psychological trick.

For instance, in forms or applications that take more time to complete, breaking down tasks into small, manageable steps (like a step-by-step progress bar) can ease the perception of time. A user might feel more comfortable taking their time because they see the end in sight, which creates a smoother user experience.

**Visual Example for #36 - Time is Relative**

This is an example of a progress bar that visually represents time, helping users feel like they’re moving forward. This small design change can drastically improve a user’s perception of how long a task is taking. It’s more than just a "progress" indicator—it’s about managing user expectations of time.

