**Designs of everyday things**

Psychology of everyday actions

There is general psychology trend with people if there is simple and trivial task and people do fail to do, there tendency to do blame themselves. This is very true for the cases when user did not follow manual very well and make sure. If an error is possible, someone will make it. The designer must assume that all possible errors will occur and design so as to minimize the chance of the error in the first place, or its effects once it gets made. Errors should be easy to detect, they should have minimal consequences, and, if possible, their effects should be reversible.

People have erroneous theories; it is that everyone forms theories to explain what they have observed. This mental model have great impact on how people use devices/software systems. The author explains using example of thermostat where some people may set temperature to too high thinking it will quickly heat up room. In the absence of external information, people are free to let their imaginations run free as long as the mental models they develop account for the facts as they perceive them.

People do tend to find causes for events, and just what they assign as the cause varies. In part people tend to assign a causal relation whenever two things occur in succession. If I do some action *A* just prior to some result *R,* then I conclude that *A* must have caused *R,* even if, there really was no relationship between the two.

**Information Foraging: Why Google Makes People Leave Your Site Faster**

Information foraging uses the analogy of wild animals gathering food to analyze how humans collect information online. People like to get maximum benefit for minimum effort. That's what makes information foraging a useful tool for analyzing online media.

Users like to see Information Scent: Predicting a Path's Success - each page should clearly indicate that they're still on the path to the food.

Diet Selection: What to Eat- The two main strategies are to make your content look like a **nutritious meal**and signal that it's an **easy catch.**

Patch Leaving: When to Hunt Elsewhere- User tend to switch sites immediately once they there is no more useful information they can extract. It is designers responsibility to convince the user the user that it worth of their attention and also make easy for user once they arrive to find more useful information.

Now google kind of reverted this approach by improving quality in their search sorting.

Google and always-on connections have changed the most fruitful design strategy to one with three components:

Support short visits; be a snack

Encourage users to return; use mechanisms such as newsletters as a reminder

Emphasize search-engine visibility and other ways of increasing frequent visits by addressing users'immediate needs