

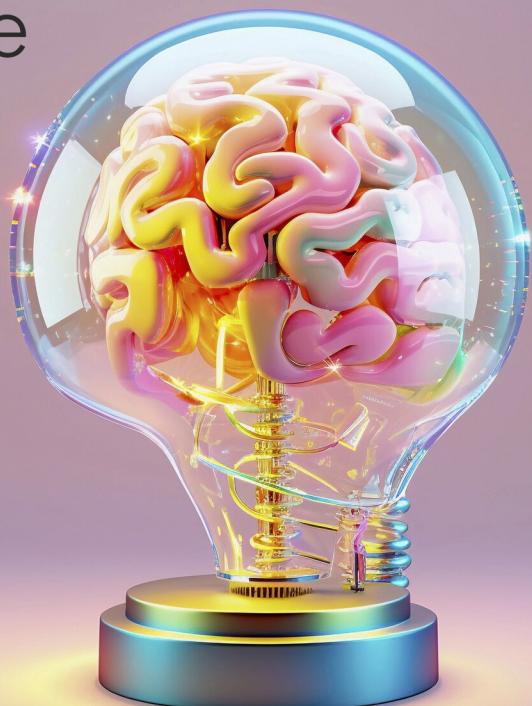
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# Demystifying Mental Models:

## A Beginner's Guide

Understanding UX  
& Product Design



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# **What's a Mental Model?**

*Mental models are like brain  
shortcuts for how we expect things to work.*



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# Mental Models in Everyday Life

Mental models help us navigate new and familiar situations, like understanding traffic lights.



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## Designing with Mental Models in Mind

Products should match users' mental models to feel intuitive.



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# Building Bridges with User-Centered Mental Models

Designers research to align their  
creations with what users expect

Designers

Users



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# The Blueprint for Good Design

Good design is like arranging furniture; everything should be where you expect it.

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# Mental Models on Autopilot

Once learned, mental models work automatically, like typing without looking.

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## ***When Mental Models Clash***

*A design that doesn't match mental models can lead to frustration.*

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# Your Brain's Software Updates

Mental models update with new experiences, like learning to use a smartphone.



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# Designing for Humans

Good design respects mental models, making products easy and intuitive.





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# Want to learn more about UX?

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