




Day 10/30: 

Book:  Weinschenk, S. (2011) 100 Things Every Designer Needs to Know About People.
Chapter 25 - 28

Article: 

What I learnt: Design with forgetting in mind. Create designs that can learn and adapt to the user's behaviour over time, making interactions more intuitive and reducing the need for memory.

Providing too much information at once can be an issue in design. Over time, repetitive and unnecessary cues can become annoying, causing users to leave a website or mute the site altogether. Aim to provide a seamless, non-intrusive user experience.

When designing a website, product, or application you are making a trade-off. Clicks can be a step towards conversion (e.g., making a purchase, signing up for a newsletter). Clicks might bring quantity traffic, but not necessarily quality engagement. It's crucial to also look at what users do after clicking - whether they engage with the content, bounce back, or proceed to take a desired action.

There are three different demands or loads that you can make on a person:

- Cognitive
- Visual
- Motor

An example of increasing a load is to apply puzzle games, strategy games, or role-playing games to your product.

This pushes the customer to engage with high cognitive loads - think critically, plan, and solve complex problems to progress.

Visual load can be increased through complex graphics, fast-moving objects, or intricate visual puzzles.

Motor load is increased in games that require precise timing, coordination, and control.