

Day 19/30: ✓

Book: ✓ Weinschenk, S. (2011) 100 Things Every Designer Needs to Know About People.
Chapter 56 – 58

Article: ✗

What I learnt: Delay gratification is not just about willpower; it's also about having the right strategies to influence our decisions. People who struggle with delaying gratification might be more vulnerable to marketing tactics that uses scarcity, such as limited stock alerts.

Comparing different aspects like "Urgency", "Financial Impact", and "Pleasure from Purchase", can help one make a balanced decision.

Can you afford the Kindle without going into debt or affecting your financial stability? Do you need the Kindle now, or can it wait? Ensure the decision is not purely emotional. You might want to wait for a price drop during sales events or when newer models are released.

Individuals seek methods to accomplish tasks more swiftly and with minimal steps. Employing design conventions in software and web development can amplify the user experience by optimizing navigation and functionality.

Webpage Design Shortcuts:

- Hamburger Menu
- Navigation Bar
- Back to Top Button
- Footer Links: Commonly used links placed in the footer of a webpage for easy access.