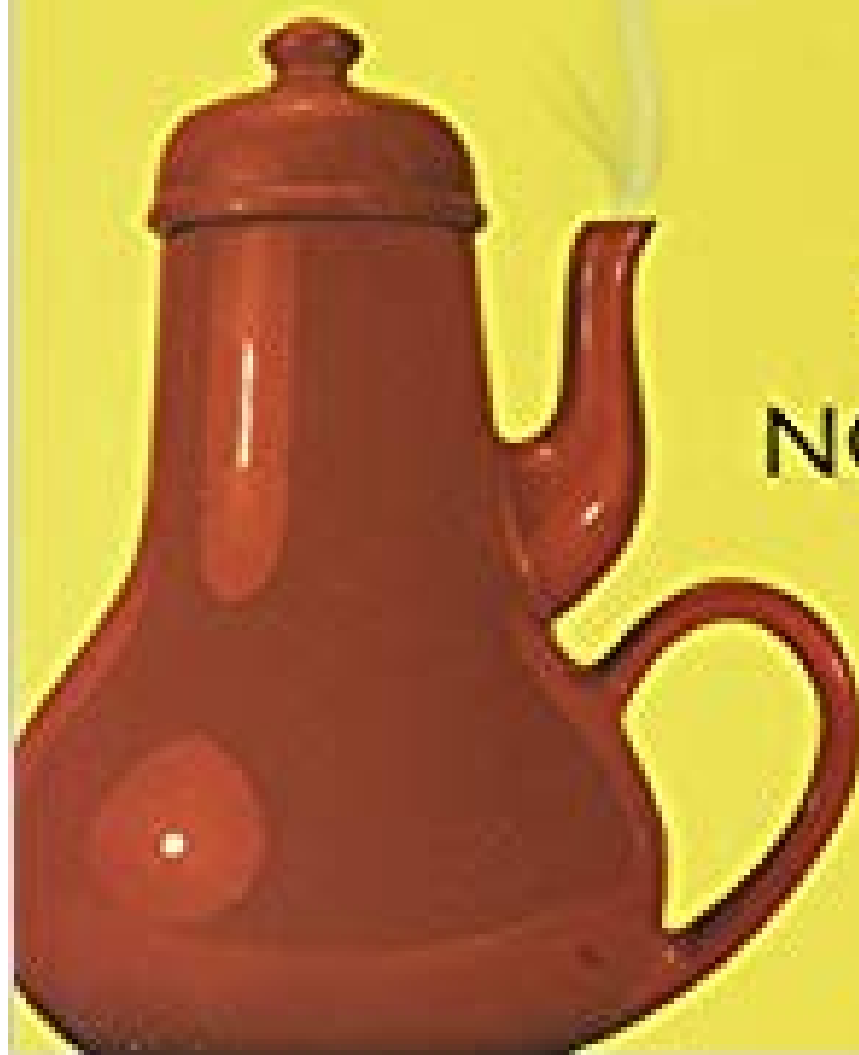


REVISED & EXPANDED EDITION

# *The* DESIGN *of* EVERYDAY THINGS

DON  
NORMAN



Don Norman

## The Design of Everyday Things: Revised and Expanded Edition



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The best guide to human-centered style Even the smartest in our midst can feel inept as we fail to figure out which light switch or oven burner to carefully turn on, or whether to push, pull, or slide a door. The target: guide the user effortlessly to the right action on the right control at the right time. The guidelines are simple: make items visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The Design of Everyday Things shows that good, usable design can be done. The problems range from ambiguous and hidden settings to arbitrary interactions between controls and features, coupled with a lack of feedback or various other assistance and unreasonable needs on memorization. The fault, argues this ingenious-actually liberating-book, lies not in ourselves, however in product style that ignores the requires of users and the principles of cognitive psychology. The Design of Everyday Things is a powerful primer on how--and why--some products satisfy customers while others only frustrate them.



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Conceptually interesting, somewhat badly written. In the initial half of the book, the writer basically gives 30 types of why human mistake is caused by bad design choices. Further, if you've gone through any psychology or behavioral economics before, there's little to be learned right here. It lends some great inspirational food-for-thought for the aspiring designer. I certainly became even more aware of the types of poor design choices outlined and certainly discovered a few things which will be helpful in my own communications and systems development role at the job. Finally, the writing itself is rather poor. If you are a artist, industrial developer, graphic designer, tech industry professional, or simply a curious human, read this reserve. It's not very engaging. The personal anecdotes, as other reviews have noted, frequently feel forced and just a little self-congratulatory. An improved editor could have helped, too. It does shed some light on the difficulties with design and displays complications from another perspective and it must be rightfully regarded as one of the crucial books regarding design generally. A UX Bible A UX researcher's or designer's bible. So far, the content is informative and interesting. your professors, peers, and co-workers will reference this publication and Don Norman. I keep this on my desk at work and continue to utilize it when explaining heuristics to clients, engineers or data scientists. This Book Will Change How You View Everything in Your Environment I am currently an engineering pupil so perhaps I am biased, but I believe this is a fantastic book. There were quite a few instances of little annoyances such as using "much less" where "fewer" was needed, or an overabundance of "consequently" towards the end. However, It's quite shallow and the writer doesn't go into much of a detail. Do not get me wrong, I am not really a literary critic or not as a European, the design is not a solid match. People, who are used to the American design of literature will be fine, but sometimes there is too much repetition of tips and a bit deeper evaluation of the problem would be beneficial. To sum up. Satisfied. But I'd go into a little more detail. Essential reading for just about any designer of any kind This is essential and timeless reading for just about any designer. We neglect that many stuff such as stovetop controls have a tendency to be complicated and mistake prone. Well, browse the book and discover! This book will alter the way you start to see the world. The principles are still completely relevant rather than dependent on fads or changing technology. I read nonfiction almost exclusively, so I don't think it's the technical character of the content; Don't allow the Norman door hit you on the way out. There are plenty of broad principles, each with endless opportunities for lesson programs and teaching materials. But Donald Norman is normally brilliant and the suggestions are sound. Suggest to everyone who is thinking about product design and commercial design. Heavy on theory. This book is more of an INTRO or PRE-101 to user/human-centered design. Norman is actually good at introducing ideas and painting it with examples. Basic language tell the look truth Very plain language to tell the building blocks knowledge about UX. However, I would think a book about design will be well designed. It sensed like he was giving us the cheat-sheet without doing what great teachers perform: use creative means to present the info. This book is a primer, if you are expecting some sick UX skill-based guidelines, you are out of good fortune. The text is foundational information that helps create a thought-leading designer. Satisfied. The explanations of the psychology behind product interaction are, to me, poorly organized and explained. (What does that also mean? Essential for all Creators Its an excellent book with great examples. I would argue that the idea processes involved are extensible beyond engineering or what most people consider to become design. I would recommend this reserve to anyone thinking of studying engineering, anyone involved with design processes in market, and as something special for your cousin who's often complaining about how poorly the items around him are designed. P. Good, but repetitive Makes good points on the subject of our tendency at

fault ourselves when we encounter poor design and introduced a few ideas in design. If you enjoy this book, I would recommend a podcast called 99% Invisible that's made by Roman Mars. Must read for just about any designer We was assigned to read a chapter during my master's study. Consider that the original book was written long before the internet and that the revised edition in the late 90's or early 00's hadn't actually gone outdated. What makes a gadget easy or hard to use? It's tough to get through, ironically because it's a reserve about usability and accessibility in design and it's just oceans upon oceans of text message. But do they have to be confusing? That is so annoying if you ask me I don't know if I can finish . He also explores the complex economic and social problems at the main of very much of the poor design encircling us.. Don Norman provides useful heuristics and models of human behavior that may instruction us to usable designs.Highly recommended.. If studying human elements engineering, human computer conversation, or any additional related field; There could have been often he could have shown the information in fun, amusing, and even trivial methods. I wish the writer spent additional time explaining how good design works. This is so annoying if you ask me I don't understand if I can finish reading it. Obtain it! It's challenging to have confidence in the author's expertise when so little thought is placed into the presentation.S. But, the main point is made again and again. The section headings on the left sided pages are so far to the correct I must crack the spine all the way open to read many of them. It's not 300 pages worth of information. Why is everything so difficult to use? Essential read for any designer, like the ones carrying out screen-heavy work. Probably the most fundamentals books of UX That book made me understand something extremely profound, which is that I'm a usability freak! Loved to read all those small good examples that demonstrated me that I am not crazy & there are various other crazy people like me :)))) NOT BAD Items stated are helpful. But a lot of paragraphs are as well repetitive, rendering it frustrating to read. Don Norman! The summary of design principles referred to in the first half of the book are interesting. I acquired it following the first example nonetheless it was beaten into my mind so many times that I lost tolerance and stopped reading. This is one of the premier primers on design. Very repetitive book I know this book is meant to be always a classic but I really don't get it. This is one of the premier primers on style. The small, grainy images are also dismaying. The contribution of the author in the field of proper and functional design is large and the terminology utilized is vital for understanding the key principles of design is definitely paramount. In a classroom placing, using this book will be fantastic. I just wish that this book picked our brains more.) AN EXCELLENT Primer and Intro. It's a bible of design.



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