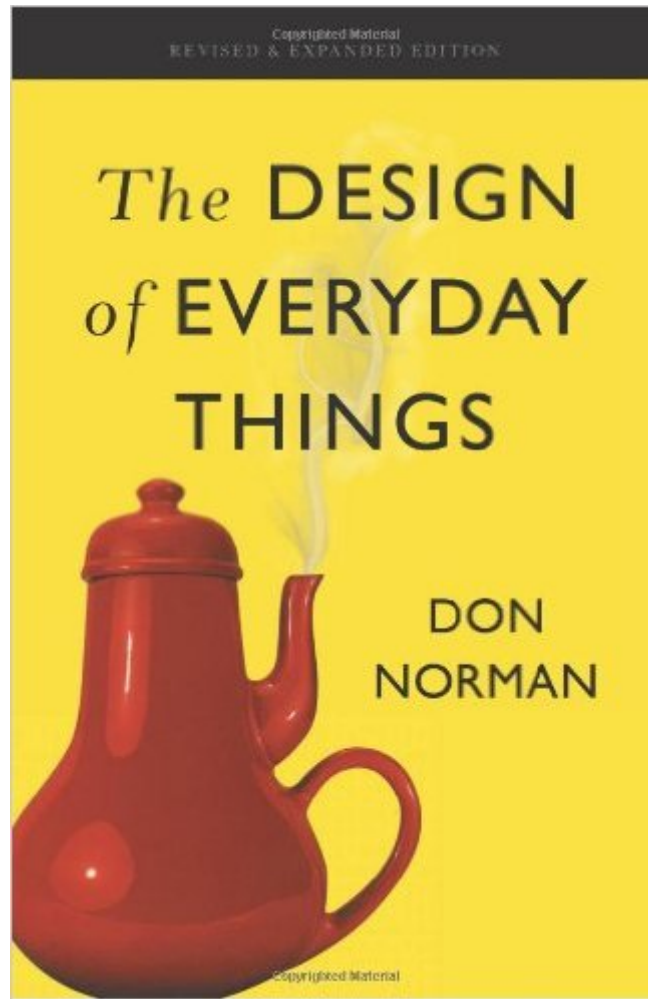


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# The Design Of Everyday Things: Revised And Expanded Edition



## Synopsis

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—and liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. *The Design of Everyday Things* shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, *The Design of Everyday Things* is a powerful primer on how—and why—some products satisfy customers while others only frustrate them.

## Book Information

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## Customer Reviews

*The Design of Everyday Things: Revised and Expanded Edition* by Don Norman — *The Design of Everyday Things* • is a very good sequel to the first edition of this book, — *The Psychology of Everyday Things* • published in 1988. In this informative and enjoyable edition, educator and cognitive engineer, Don Norman provides readers with an interesting look at what constitutes good

design. An advocate for user-centered design this is a helpful introduction to the world of design. This enlightening 370-page book includes the following seven chapters: 1. The Psychopathology of Everyday Things, 2. The Psychology of Everyday Actions, 3. Knowledge in the Head and in the World, 4. Knowing What to Do: Constraints Discoverability, and Feedback, 5. Human Error? No, Bad Design, 6. Design Thinking, and 7. Design in the World of Business. Positives: 1. An accessible and well-researched book. Excellent resource for professionals in the field but intended for all to enjoy. 2. The interesting topic of design in everyday products. 3. Don Norman's credentials are outstanding and his mastery of the topic is manifested from his astute observations based on experiences in engineering, cognitive science and business. "My experiences in industry have taught me about the complexities of the real world, how cost and schedules are critical, the need to pay attention to competition, and the importance of multidisciplinary teams." 4. A very good format. The book starts with a clear preface on where the book is going to take you. 5. Good use of tables and charts to complement the narrative. 6. Throughout the book there is an emphasis on what constitutes good design. It all starts with asking the right questions and Norman does a wonderful job of that.

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