



# Designing with the Mind in Mind, Second Edition: Simple Guide to Understanding User Interface Design Guidelines

By Jeff Johnson

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In this completely updated and revised edition of *Designing with the Mind in Mind*, Jeff Johnson provides you with just enough background in perceptual and cognitive psychology that user interface (UI) design guidelines make intuitive sense rather than being just a list or rules to follow.

Early UI practitioners were trained in cognitive psychology, and developed UI design rules based on it. But as the field has evolved since the first edition of this book, designers enter the field from many disciplines. Practitioners today have enough experience in UI design that they have been exposed to design rules, but it is essential that they understand the psychology behind the rules in order to effectively apply them.

In this new edition, you'll find new chapters on human choice and decision making, hand-eye coordination and attention, as well as new examples, figures, and explanations throughout.

- Provides an essential source for user interface design rules and how, when, and why to apply them
- Arms designers with the science behind each design rule, allowing them to make informed decisions in projects, and to explain those decisions to others
- Equips readers with the knowledge to make educated tradeoffs between competing rules, project deadlines, and budget pressures
- Completely updated and revised, including additional coverage on human choice and decision making, hand-eye coordination and attention, and new mobile and touch-screen examples throughout

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### Editorial Review

#### Review

"The clear writing style, comprehensive coverage of common design decisions, and the reference to human psychology that provide the theoretical support for these decisions make it a solid addition to your personal or professional library."--*User Experience Magazine*, 2014

"Even if you are working for many years in the field of UX, it is worth reading this book...you learn a lot of interesting background information that can help one to question existing rules, to consider their own experiences and to establish well-founded decisions."--*UsabilityBlog.de*, July 10, 2014.

"...easy and captivating reading, something not commonly encountered in a nonfiction work on an important subject...software developers and anyone else who may be concerned with designing good user interfaces should read this book."--*ComputingReviews.com*, Aug 28, 2014.

"...the authors provide an excellent selection of topics and examples that constitutes necessary knowledge for everyone involved in designing user interfaces, and perhaps even all software engineers...The book is easy to read for novice audiences, students and particularly practitioners. It is well illustrated with plenty of examples."--*HCI International News*, May 2014

"...guide to user interface design based on the science of human perception and memory. Each chapter focus on a particular limiting aspect of the human mind, including priming or experience bias in our perceptions, looking for visual structure, poor quality of color and peripheral vision, the high cognitive load of reading..."--*ProtoView.com*, April 2014

"What's really good about the book is that Johnson provides ample details about the topic, but doesn't reduce it to so just a set of rules or mind-numbing (and thusly unreadable) checklists. His synopsis of the topics provides the reader with a broad understanding of the topic and what they need to do in order to ensure effective UI design is executed."--*SlashDot.org*, April 28, 2014

"In this valuable traversal of human cognition, Jeff Johnson illuminates its operation and exposes everyday fallacies and misunderstandings through examples and explanations. The results provide a useful education for everyone, but one that is essential for designers. If you are curious about the human mind, you will enjoy this book: if you are a designer, you need it."--*Don Norman, Nielsen Norman group and Author of Design of Everyday Things, revised and expanded edition*

"Need to know about how things really work in the mind of your users? Designing with the Mind in Mind is a treasure trove, packed with insightful information about the cognitive pitfalls, perceptual glitches, and usability errors that plague user interfaces. DWTMIM is a book every designer needs to read, if only to understand why your brilliant user experience might not actually work in reality, and what brain science suggests you do about fixing it."--*Dan Russell, Senior Research Scientist, Search Quality, Google*

"Several excellent books ago, Jeff Johnson figured out that the way to reveal user interface design is to emphasize concrete examples. This book is organized around 14 fundamental and wide-ranging insights about human psychology that are vividly grounded and applied in design examples. The book will be useful to professionals who can quickly inform or remind themselves of how user interface design guidelines work,

and it will engage and equip students entering this exciting area."--*John M. Carroll, Distinguished Professor of Information Sciences and Technology, The Pennsylvania State University*

From the Back Cover

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#### About the Author

Jeff Johnson is an Assistant Professor of Computer Science at the University of San Francisco. He is also a principal at Wiser Usability, a consultancy focused on elder usability. After earning B.A. and Ph.D. degrees from Yale and Stanford, he worked as a UI designer, implementer, manager, usability tester, and researcher at Cromemco, Xerox, US West, Hewlett-Packard, and Sun. He has taught at Stanford, Mills, and the University of Canterbury. He is a member of the ACM SIGCHI Academy and a recipient of SIGCHI's Lifetime Achievement in Practice Award. He has authored articles on a variety of topics in HCI, as well as the books *GUI Bloopers* (1st and 2nd eds.), *Web Bloopers*, *Designing with the Mind in Mind* (1st and 2nd eds.), *Conceptual Models: Core to Good Design* (with Austin Henderson), and *Designing User Interfaces for an Aging Population* (with Kate Finn).

#### Users Review

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Your reading sixth sense will not betray a person, why because this *Designing with the Mind in Mind, Second Edition: Simple Guide to Understanding User Interface Design Guidelines* guide written by well-

known writer whose to say well how to make book that could be understand by anyone who also read the book. Written inside good manner for you, still dripping wet every ideas and publishing skill only for eliminate your personal hunger then you still uncertainty Designing with the Mind in Mind, Second Edition: Simple Guide to Understanding User Interface Design Guidelines as good book not just by the cover but also with the content. This is one book that can break don't ascertain book by its handle, so do you still needing another sixth sense to pick that!? Oh come on your reading sixth sense already alerted you so why you have to listening to a different sixth sense.

**Scott Tucker:**

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