Introduction to the Psychology of Design

Susan Weinschenk

PID_00196753
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Susan Weinschenk has a Ph.D. in Psychology and over 30 years of experience as a human-computer interaction consultant and author. Dr. Weinschenk is the author of several books, including How To Get People To Do Stuff, 100 Things Every Presenter Needs To Know About People, 100 Things Every Designer Needs To Know About People and Neuro Web Design: What makes them click? Dr. Weinschenk is a consultant and keynote speaker for Fortune 1000 companies, start-ups, non-profit agencies, educational institutions and conferences. She is the founder of the Weinschenk Institute.

The assignment and creation of this teaching material have been coordinated by the lecturer: Enric Mor Pera (2013)
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