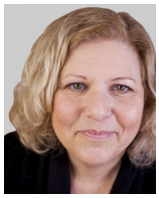
Introduction to the Psychology of Design

Susan Weinschenk

PID_00196753

UOC teaching material

Universitat Oberta de Catalunya



Susan Weinschenk

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)

First edition: october 2013
© Susan Weinschenk
All rights reserved
© of this edition, FUOC, 2013
Av. Tibidabo, 39-43, 08035 Barcelona
Design: Manel Andreu
Publishing: Eureca Media, SL

The texts and images contained in this publication are subject -except where indicated to the contrary- to an Attribution-ShareAlike license (BY-SA) v.3.0 Spain by Creative Commons. This work can be modified, reproduced, distributed and publicly disseminated as long as the author and the source are quoted (FUOC. Fundació per a la Universitat Oberta de Catalunya), and as long as the derived work is subject to the same license as the original material. The full terms of the license can be viewed at http://creativecommons.org/licenses/by-sa/3.0/es/legalcode.ca

Contents

Module 1
Introduction to the Psychology of Design
Susan Weinschenk

1. Vision
2. Memory
3. Cognition
4. Context
5. Decision-making