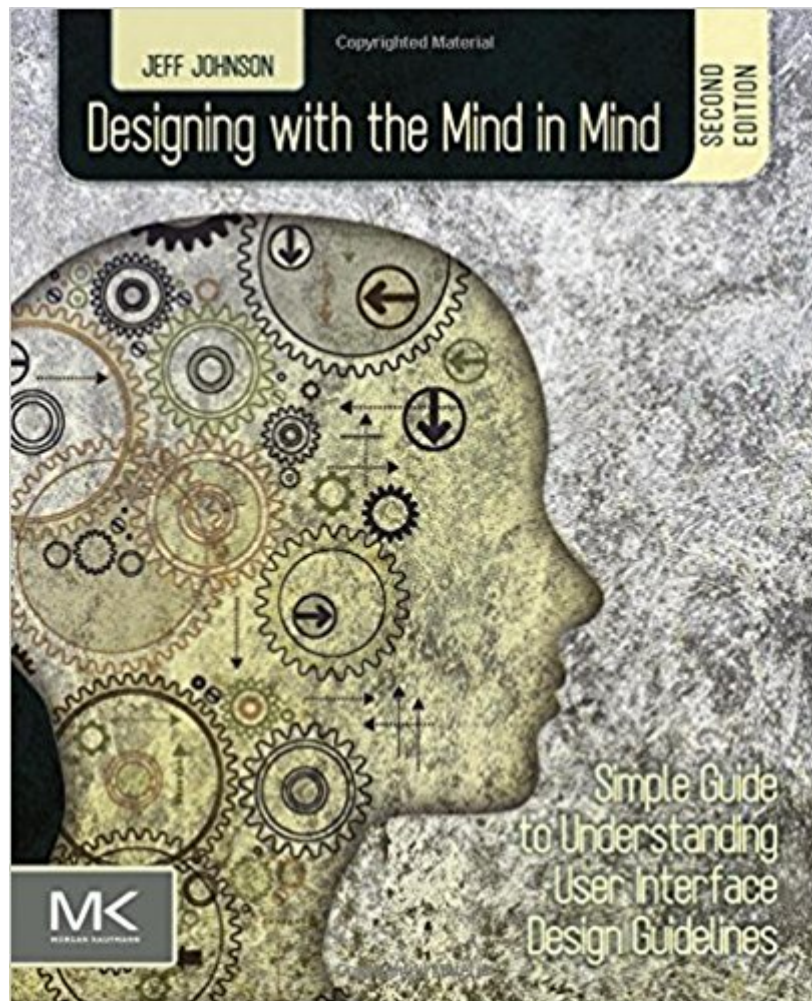# Designing With The Mind In Mind, Second Edition: Simple Guide To Understanding User Interface Design Guidelines

Synopsis

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 themArms 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 pressuresCompletely 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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Customer Reviews

Neurologists and brain scientists are in agreement that in truth, we know very little about how the

human brain works. In the just released second edition of Designing with the Mind in Mind, a Simple Guide to Understanding User Interface Design Guidelines, author and UI expert Jeff Johnson provides a fascinating introduction to the fundamentals of perceptual and cognitive psychology for effective user interface (UI) design and creation. UI is a facet of human-computer interaction (HCI), of which HCI involves the study, planning, design and uses of the interaction between people and the computers and devices they are using.This second edition is a completely updated edition, which has new chapters on human choice & decision making and hand-eye coordination & attention, as well as new examples, figures and explanations.Johnson heads up a consulting firm that specializes in evaluating and designing UI and brings significant experience to every chapter. He writes that following user-interface design guidelines is not as straightforward as something like following a cooking recipe; even though people often compare the two. Design rules often describe goals rather than actions, as they are purposefully very general to make them broadly applicable. The downside to that is that it means that their exact meaning and applicability to specific design situations is open to interpretation.With that, the book provides an exceptional foundation on how to ensure effective usability is successfully implemented. The book spends a long time detailing how users make decisions and choices.

Here is a quick review of Jeff Johnson's Designing with the Mind in Mind, 2nd Ed. As always, the best part of Johnson's books is the examples, most of which are drawn from real life. This is the basis for his Bloopers series and makes for reading that is both enlightening and entertaining. In Mind in Mind he does not fail us. Some of the examples are so obviously flawed that the reader is almost incredulous. Yet they are real. So the need for books like this makes itself clear. (I just hope he doesn't point his eagle eye at GUIs I've written...)His eye is sharp and his pen is ruthless. We are the better for both. For example, on p. 30 he redesigns an unforgivably bad DMV web page to make it usable... I guess they were obliged to go with the lowest bidder.Especially valuable is the appendix, a summary of the acknowledged UI gurus' sets of design principles. It's great to see them collected and summarized so cleanly. In four pages, Johnson reviews everything we know about UI design. Kudos!As an honest reviewer, I should find some details to criticize but the truth is that Johnson's work is extraordinary. When it gets a little preachy (e.g. the borrowed cartoon on p. 36 about a boss who is clueless about losing customers due to unreasonable demands about home page design) I just turn the pages a little faster. On p. 32 he tells us (something everyone knows) that punctuating long numbers (phone, credit card, Social Security, etc.) makes them more usable. I guess the book is intended for both novice and expert audiences.The book takes its own advice:

different types of content are presented differently, each appropriate for what it seeks to convey.

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