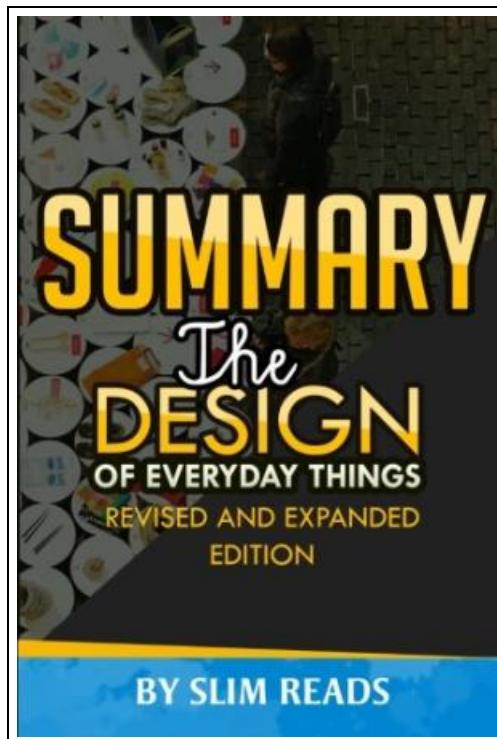


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The Design of Everyday Things is a powerful primer on how and why some products satisfy customers while others only frustrate them. Part operating manual for designers and part manifesto on the power of design, The Design of Everyday Things is even more relevant and influential today than it was when first published 20 years ago. In this entertaining and insightful analysis, cognitive scientist Donald A. Norman argues that designers and engineers should use visible clues and cognitive psychology to meet the needs of users, regain a competitive edge and influence consumer behavior. Form should follow function, and considering the brilliant, but deceptively simple designs of tea pots, toasters, scissors, doors and other Everyday Things, Norman hails the intelligent use of constraints to effortlessly guide the user, and the excellence of design as the cornerstone of tomorrow's innovations. Inside this SLIM READS SummaryReview: Summary of Each Chapter Highlights (Key Points) BONUS: Free Report about The Tidiest and Messiest Places on Earth - <http://sixfigureteen.com> This item ships from La Vergne, TN. Paperback.

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