



To be able to create a good user experience, designers should be aware of the psychological processes that happen unconsciously in the user's brain

You probably read the title of this poster first, followed by this sentence you are reading right now. Correct? Most likely, you didn't make a conscious decision on this reading order. This is constantly happening in the everyday lives of people. The people you are designing for. As a designer, it is important to have knowledge of the processes that happen in the brain, so we can consciously steer unconscious behaviour.

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Users don't always know what they do or want. And if they do know, it might not be (completely) true

Psychology research tells us that people often idealize their needs and desires. Statements about personal preferences often don't correspond to actual needs, values, and behavior (Kuniavsky, Goodman, & Moed, 2012). When asking users for their thoughts, opinions and beliefs, the answers will be subjective. A user might say 'A' will happen, while in reality, 'B' is happening. It might also be that the user is unaware of some thoughts, feelings and behaviour. The task of much user research is not just to discover product requirements but to understand how people live—and how they might like to live differently (Kuniavsky, Goodman, & Moed, 2012). By finding the core of the behaviour of the user, designers can find new opportunities in the design space that allow them to create highly relevant products for their target group.



People are unconsciously influenced by the world around them

An experience is a story that emerges from the dialogue of a person with his world through action (Hassenzahl, z.d.). As a designer it is important to have knowledge about the user's decision-making process, which is influenced by the attitude, perceived norm, and the personal agency (Montaño, Kasprzyk, 2008). These factors play a crucial role in the lives of people, even though people are not fully aware of the decision-making process that is happening. Knowledge of the decision-making process is crucial in designing products that influence behaviour.



The brain of the user is overloaded with information

Currently, technology becomes more present in the everyday life of people. Due to accessible information at every time and place, people become information-overloaded. This influences the behaviour of people. For example, the information-overload disengages perfectionistic people to make decisions because they are provided with too many options (Schwartz, 2002). People are unaware of the influence the information-overload has on their behaviour. To decrease the information-overload, a designer should design systems that increase the accessibility of peripheral information and shift to the center of the attention of the user when needed. By doing so, the design takes the needs of the user into account, which results in more relevant information and a pleasant user experience (Juola, 2016).



Observing users is important to gain insights that are not filtered by the user or researcher himself

Sometimes the obvious is not always apparent. The obvious things don't bubble to the surface all the time. We can't limit our consideration of users' experiences to what seems directly relevant to the product (Kuniavsky, Goodman, & Moed, 2012). Observing can lead to new insights that would have been otherwise overlooked; because the researcher didn't think certain topics would be relevant or because of the subjective influence of the user. By taking out the intervention of subjectiveness and by observing the natural behaviour of the user instead, a researcher will gain unfiltered, unbiased insights about what is actually happening in certain situations

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