The Design of Everyday Things: Revised and Expanded Edition

By Don Norman

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Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. *The Design of Everyday Things* shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time.

In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, *The Design of Everyday Things* is a powerful primer on how—and why—some products satisfy customers while others only frustrate them.

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Review

Choice

"Even classics can be updated and improved… Highly recommended."

"This book changed the field of design. As the pace of technological change accelerates, the principles in this book are increasingly important. The new examples and ideas about design and product development make it essential reading."**—Patrick Whitney, Dean, Institute of Design, and Steelcase/Robert C. Pew Professor of Design, Illinois Institute of Technology**

"Twenty-five years ago *The Design of Everyday Things* was instrumental in orienting my approach to design. With this latest revised and expanded edition, Don Norman has given me a host of new ideas to explore as well as reminding me of the fundamental principles of great and meaningful design. Part operating manual for designers and part manifesto on the power of designing for people, *The Design of Everyday Things* is even more relevant today than it was when first published."**—Tim Brown, CEO, IDEO, and author of** *Change by Design*

About the Author
Don Norman is co-founder of the Nielsen Norman Group, an executive consulting firm that helps companies produce human-centered products and services. He is Breed Professor of Design Emeritus at Northwestern University and Professor Emeritus at the University of California, San Diego, where he was founding chair of the Department of Cognitive Science and chair of the Department of Psychology. He has served as Vice President of Apple Computer's Advanced Technology Group, and his many books include "Emotional Design," "The Design of Future Things," and most recently, "Living with Complexity."

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