

The Design of Everyday Things

Donald A. Norman

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 lies in product design that ignores the needs of users and the principles of cognitive psychology. A best-seller in the United States, this bible on the cognitive aspects of design contains examples of both good and bad design and simple rules that designers can use to improve the usability of objects as diverse as cars, computers, doors, and telephones.

Donald A. Norman has been an executive at Hewlett-Packard and a Vice President and Apple Fellow at Apple Computer, where he headed the Apple Research Laboratories. He is Professor Emeritus of Cognitive Science at the University of California at San Diego and the author of many books, including *Things That Make Us Smart* and *The Invisible Computer: Why Good Products Can Fail, the Personal Computer Is So Complex, and Information Appliances Are the Solution* (MIT Press, 1998).

"Provocative."

Time

"Norman . . . makes a strong case for the needlessness of badly conceived and badly designed everyday objects. . . . [T]his book may herald the beginning of a change in user habits and expectations, a change that manufacturers would be obliged to respond to. But-ton pushers of the world, unite."

Los Angeles Times

"[A] thoughtful exploration of Man vs. Machine."

People

"We are all victimized by the natural perversity of inanimate objects. Here is a book at last that strikes back both at the objects and at the designers, manufacturers, and assorted human beings who originate and maintain this perversity. It will do your heart good and may even point the way to correcting matters."

Isaac Asimov

The MIT Press Massachusetts Institute of Technology Cambridge, Massachusetts 02142

<http://mitpress.mit.edu>

NORDP 0-262-64037-6



90000

