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Weinschenk combines real science and research citations with practical examples to make her 100 MORE Things engaging, persuasive, easy to read, accessible, and useful. 100 MORE Things Every Designer Needs to Know About People is not just another "design guidelines" book because it explains the WHY behind the guidelines, providing concrete examples and prescriptions that can be easily and instantly applied.

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100 Things Every Designer Needs to Know about People is a good introductory book to design and psychology. It covers a range of well known ideas in psychology as they relate to design. That said, I did not like the self promotion in the book.

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100 MORE Things Every Designer Needs to Know About People continues the journey into human psychology, neuroscience, and brain research to provide you with bite-sized, practical advice you can use to create intuitive and engaging work that resonates with how people really behave.

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## **100 more things every designer needs to know about people ...**

Weinschenk is the author of several books, including How To Get People To Do Stuff, 100 Things Every Presenter Needs To Know About People, 100 Things Every Designer Needs She applies neuroscience to predict, understand, and explain what motivates people and how to get people to take action.

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## **(PDF) 100 Things Every Designer Needs To Know About People ...**

100 things every designer needs to know about people is the first UX book I've ever read. I have got this awesome fountain of knowledge on my first weekend with UX Well in Brno.

## **Book review: 100 things every designer needs to know about ...**

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## **there is 100 MORE Things Every Designer Needs to Know ...**

This article introduces a sample chapter from the authors' new book, 100 Things Every Designer Needs to Know About People. You can download two sample chapters, entitled "How People See" and "What Motivates People," and you can also enter to win one of five free copies in a UX Magazine giveaway. Whether you're designing a website, a medical device, or something somewhere in between, your audience is comprised of the people who will benefit from that design.

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Architect Michael Sorkin recently died from coronavirus, and in a tribute to his beautiful piece 250 Things an Architect Should Know, I've compiled a list of 100 things a UX/UI designer should know.. Some are practical, some are poetic; all pay homage to the wonderful complexity of designing things for our fellow human beings.

## **100 Things a UX/UI Designer Should Know - Learn UI Design**

1 Book Summary - 100 Things Every Designer Needs to Know About People by Susan Weinschenk. 1.1 Key Insights; 1.2 Key Points. 1.2.1 People see with both their central and peripheral vision and find patterns in everything. 1.2.2 Everyone is forgetful. To help people remember, break information down into groups of four. 1.2.3 Stories stick with us ...

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