

## 100 Things Every Designer Needs To Know About People Voices That Matter

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Weinschenk's new book, 100 MORE Things Every Designer Needs To Know About People applies the latest research in psychology, neuroscience, brain research, and social psychology to the design of technology products, including websites, apps, wearables, and artificial intelligence.

[100 More Things Every Designer Needs to Know About People ...](#)

100 Things Every Designer Needs to Know About People In today's over-saturated media world, it's outstanding that someone still teaches these principles. Young designers are getting their education from YouTube, tutorial pushers and tens of thousands of unqualified bloggers.

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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.

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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.

[Amazon.com: 100 Things Every Designer Needs to Know About ...](#)

Thousands of designers, marketers, and product managers have come to rely on Susan Weinschenk's original 100 Things Every Designer Needs To Know About People as a "go-to book" for practical advice on how to use the latest findings in psychology and neuroscience to directly inform and improve their designs, brands, and products.

[100 More Things Every Designer Needs to Know about People ...](#)

I'd really recommend adding 100 Things Every Designer Needs to Know About People: What Makes Them Tick? to your reading list along with Steve Krug's Don't Make Me Think and Don Norman's The Design of Everyday Things. Read more. 4 people found this helpful. Helpful. Comment Report abuse.

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We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs.

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In 100 Things Every Designer Needs to Know About People, 2nd Edition, Dr. Susan Weinschenk shows design and web professionals how to apply the latest research in cognitive, perceptual, and social psychology to create more effective web sites and apps. Dr.