

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

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100 Things Every Designer Needs to Know About People (Voices That Matter) Susan Weinschenk. Paperback. £16.30. Universal Principles of Design, Revised and Updated: 115 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design ... Design Decisions, and Teach through Design.

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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.

### [Book review: 100 things every designer needs to know about ...](#)

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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