DWTMIM: Chapter 8. Limits on Attention Shape Our Thought and Action By: Jeff Johnson

Addison Walling 10/24/2022

How do you take notes?
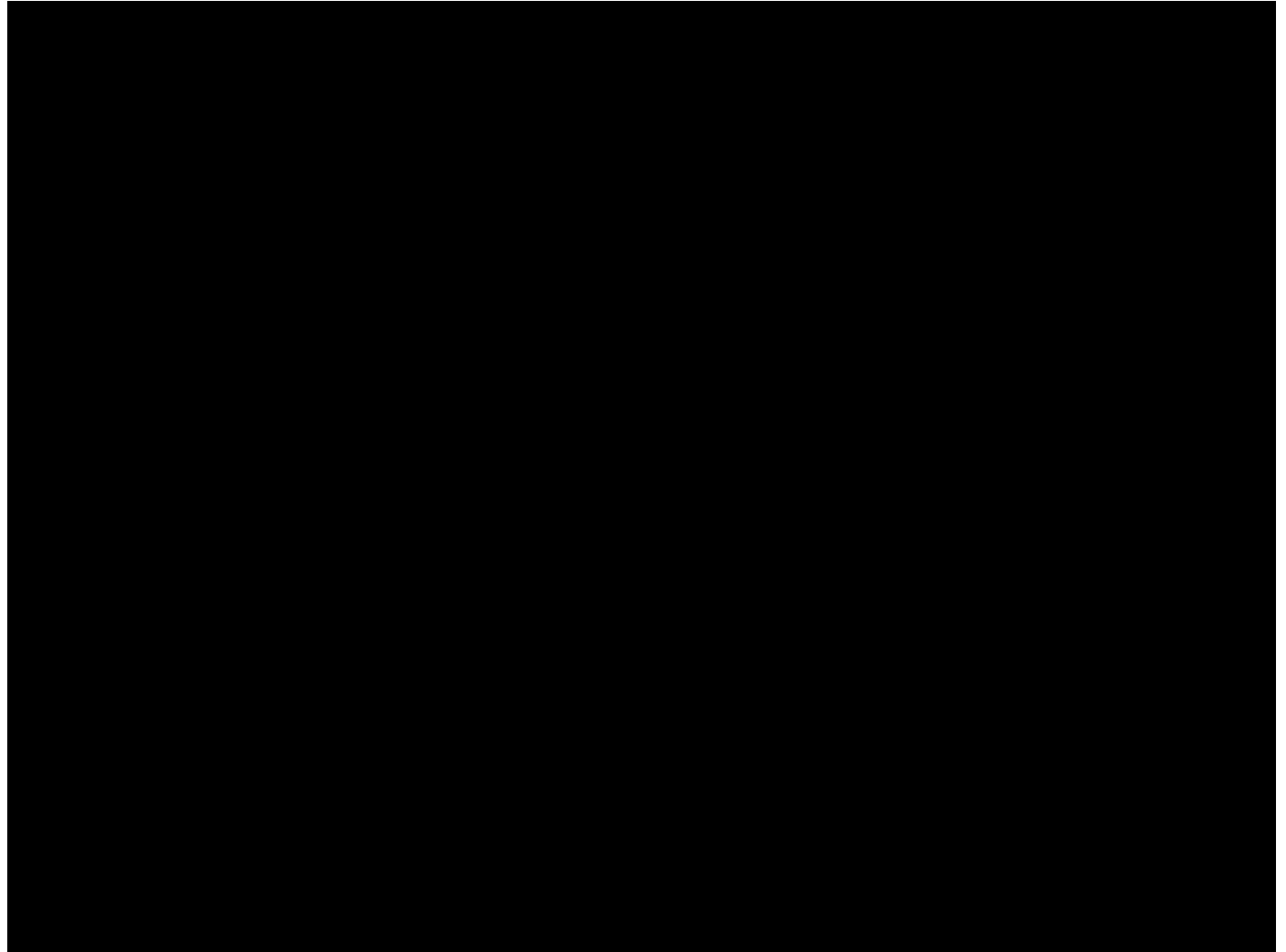
Goals over Tools

- We have a limited-capacity for attention
- People focus on their goals not the tools.

Goals Affect Our Perception

Inattentional Blindness
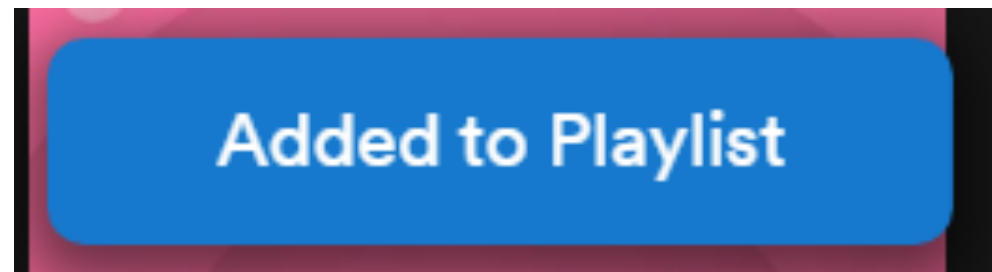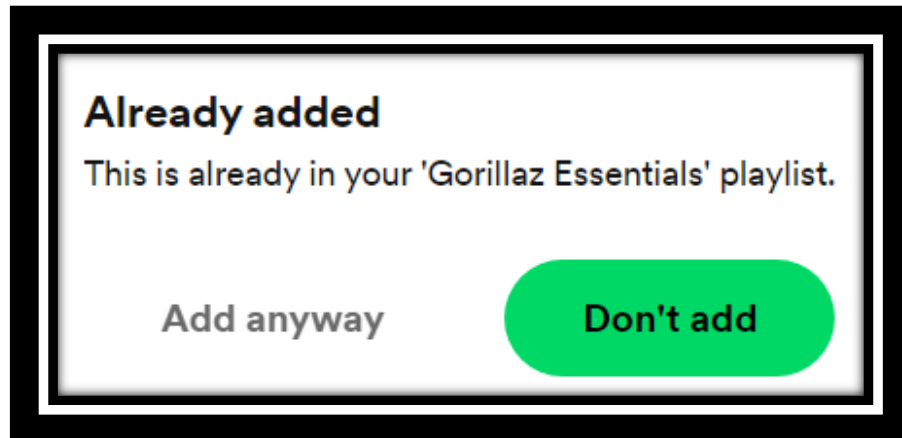
Goals affect what
you don't see

What changes do you see?

https://pavlov.tech/2014/11/03/jquery-change-blindness-task/

Change Blindness

- Goals affect what changes you see

- Draw users' attention to change

How this works in the brain

- We use the visual cortex when looking at things

  - Told to look for something

  - Told to ignore something

External Aids

- Counting
- Bookmarks
- Checklists

Interactive Systems use aids like checklists to help users remember where they are.

Information "Scent"

- When users have a goal in mind, they will follow words or other things that relate to their goal.
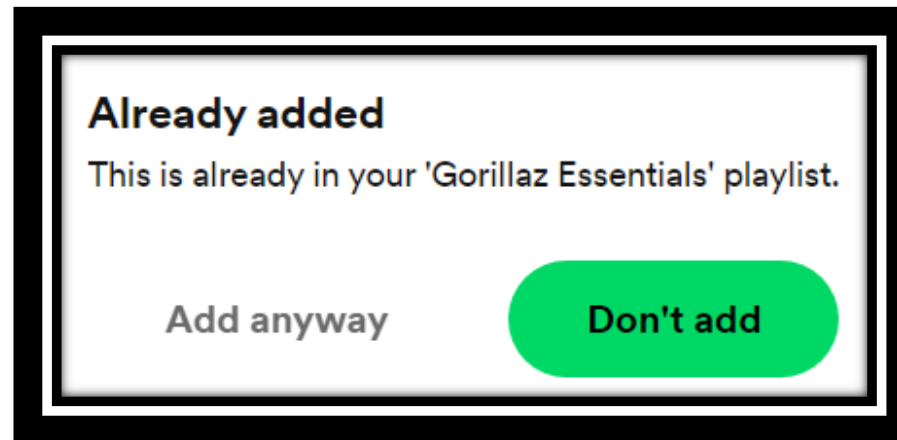
Have you ever done something the "long way" to save time?

Familiarity Over Efficiency

- Sometimes we do things the long way since it requires less conscious thinking

- It is important to guide users to their goals through the best paths

- After users are used to your software allow them to move more efficiently

Thought Cycle

- Goal

- Execute

- Evaluate

Don't Forget the Cleanup Steps

- Your brain frees any memory related to long-term goals that have been completes

- This leads to often forgetting Cleanup Steps (i.e., Turn stove burners and ovens off after use)

- If your software has easily forgotten Cleanup Steps design so users won't forget them or don't require users to remember them.

Thank you!

Questions?