

CHAPTER 9

Recognition is Easy; Recall is Hard

Designing with the Mind in Mind – Jeff Johnson
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Recognition is easy

- Recognition is the act of identifying or acknowledging the existence of something based on our previous experiences.
- The human brain evolved to recognize quickly
- Recognition is perception and long-term memory working together
- Recognition allows us to assess situations quickly

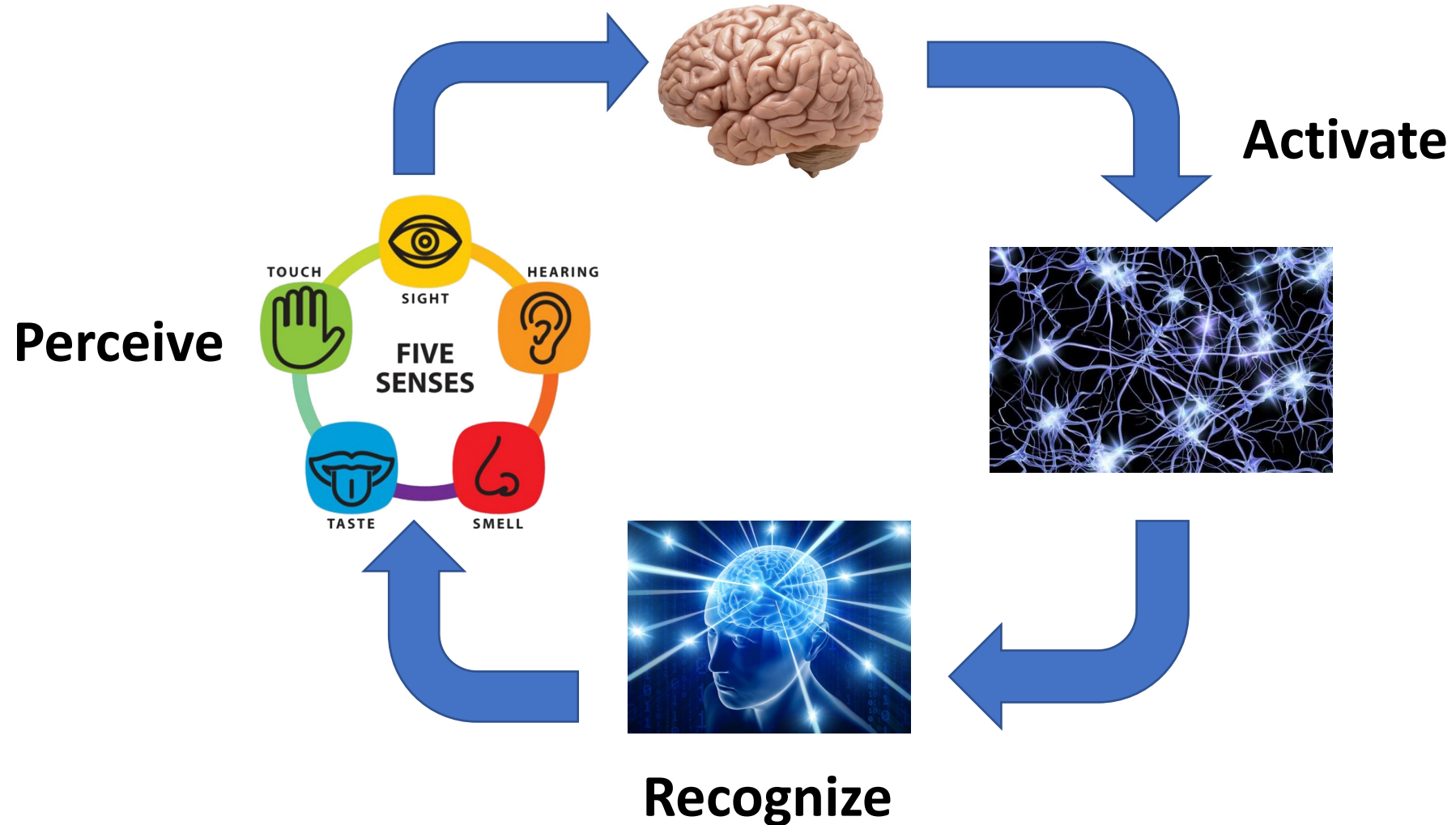


Do you recognize him?

How do we recognize?



How do we recognize?



Recall is hard

- Recall is long-term memory reactivating old neural patterns without immediate similar perceptual input
- Recall often fails due to the likelihood of activating
- People have their own ways to make recalling easier. Ex: mnemonic devices
- External aids help us recall. Ex: contact list and planners



How do we make use of this
in UI design?

See and choose is easier than recall and type.

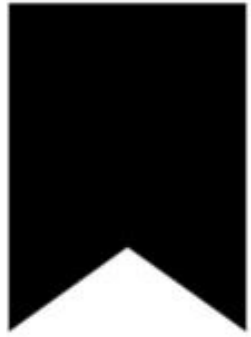
- Use UI elements to aid the user where recall is required.

Which candidate do you vote for *

- Steve Urkel
- Ronald McDonald
- Harry Potter
- Walter White

Which candidate do you vote for

Your answer

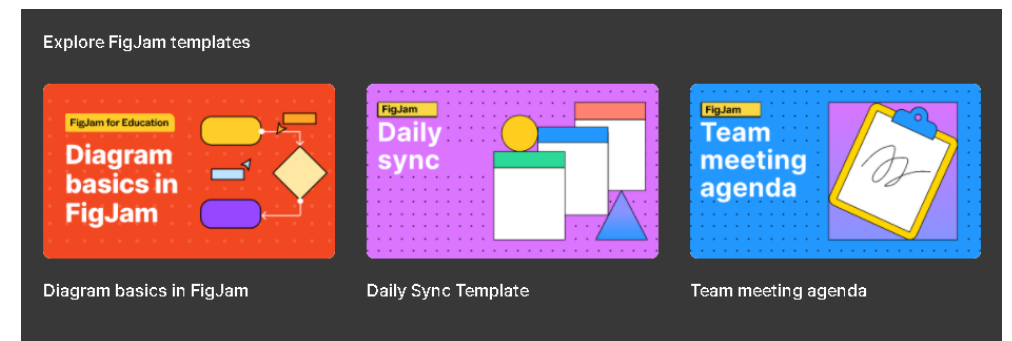
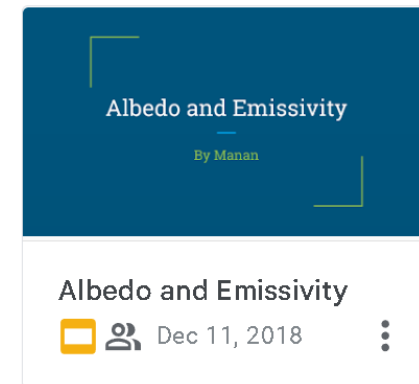


Use pictures where possible to convey function.

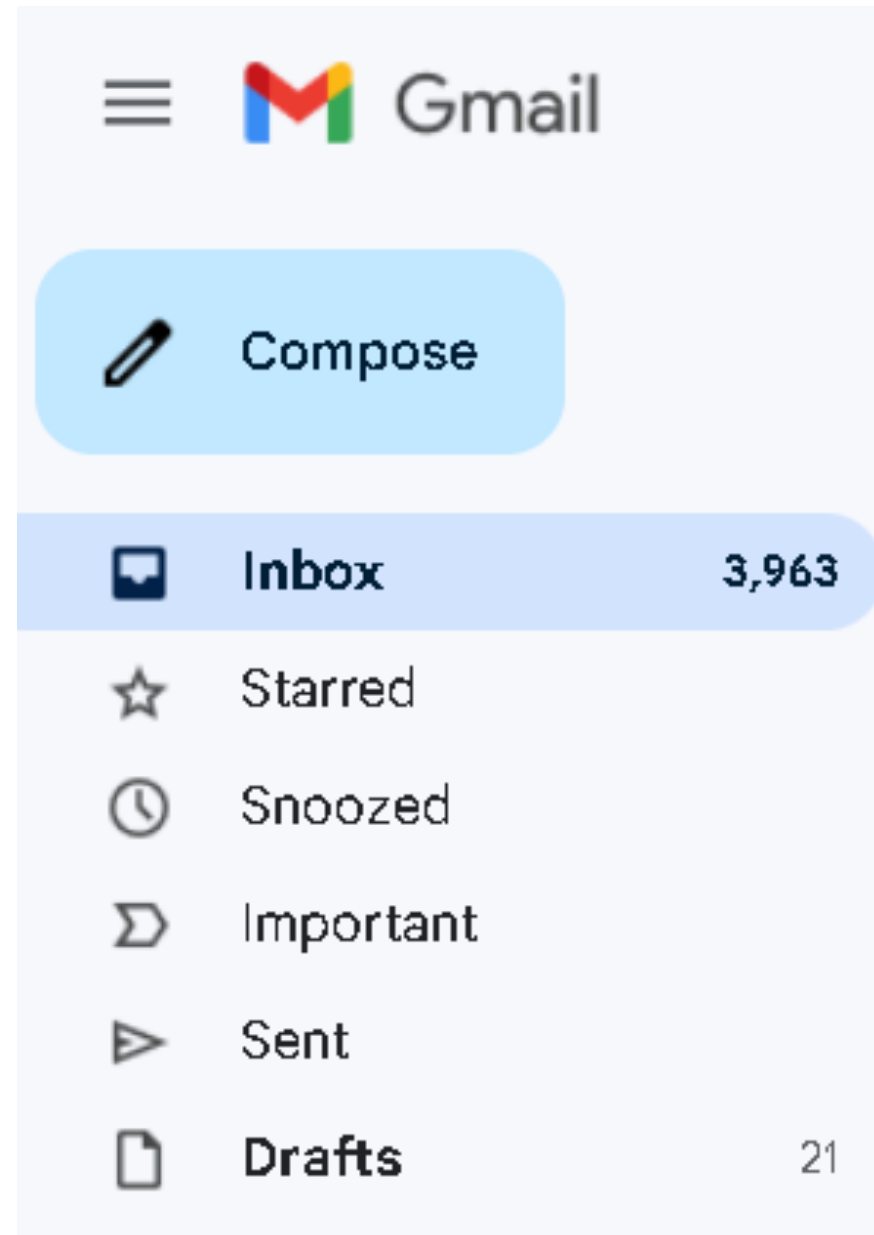
- People recognize pictures easily
- Make use of cultural knowledge and conventions

Use thumbnail images to depict full-sized images compactly

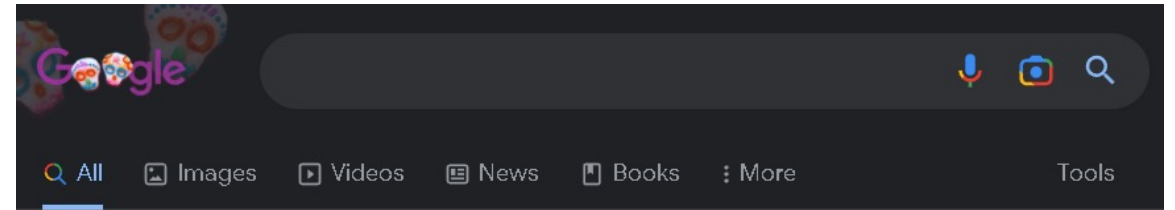
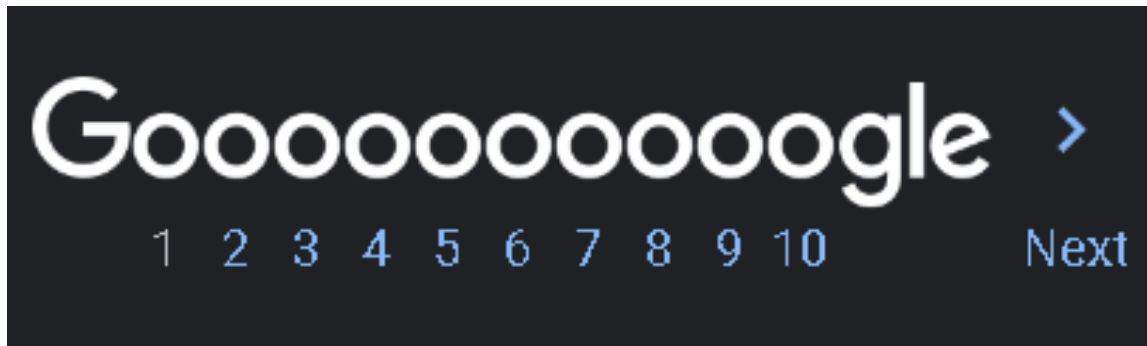
- Recognition is insensitive to size when objects and events are displayed
- allows people to see more of their options, their data, their history, etc., at once
- Can also be used to grab attention or as a preview.



If a function is frequently used, it should be more visible.



Use visual cues to let users recognize where they are



Make authentication information easy to recall



Have easy to remember security questions



Moving forward, authentication would be easier without having to recall