What (Gestalt-)Psychology Has To Do With Software Development

Jochen Wolters
What your users think they purchase

Image by Flickr/Philips Communications
What your users may experience

Image by Flickr/*Crazy Diamond*
Then again, sometimes...
What makes the Difference?
UI = System

To the user,
the UI is the system
Gestalt

-noun, [guh-shtahl't, -shtawl't], (German):
The essence or shape of an entity’s complete form.
Sniff....!
Closure
Similarity
Proximity
**Working on multiple computers?** Synchronize your files across computers with **ViceVersa PRO**. [Click Here To Find Out More ...]

114 Objects (111 Selected)  
Favourite
What you should do!
Donald Norman
The Design of Everyday Things
Bruce “Tog” Tognazzini’s
First Principles of Interaction Design
http://www.asktog.com/basics/firstPrinciples.html

Jakob Nielsen’s
Ten Usability Heuristics
http://www.useit.com/papers/heuristic/heuristic_list.html

Ben Shneiderman’s
Eight Golden Rules of Interface Design
http://faculty.washington.edu/jtenenbg/courses/360/f04/sessions/schneidermanGoldenRules.html
Ben Shneiderman’s

Eight Golden Rules of Interface Design

1. Strive for consistency
2. Enable frequent users to use shortcuts
3. Offer informative feedback
4. Design dialog to yield closure
5. Offer simple error handling
6. Permit easy reversal of actions
7. Support internal locus of control
8. Reduce short-term memory load
The First-Impression Goal

\[
\frac{n_{\text{Aha!}}}{n_{\text{Huh?}}} \geq 2
\]
Any programmer who writes UI code must grok UID basics.

Discuss!
Jochen Wolters
@jochenwolters
http://uiobservatory.com