

UX Design Basics: The Intersection of Psychology and Design

GoSkills online course syllabus

Skill level

Beginner

Lessons

23

Pre-requisites

No prior experience needed

Video duration

1h 22m

Estimated study time

1h 22m

Instructor

Tiziana d'Agostino

Introduction

1 Intro to design psychology

A good user experience is a necessary foundation for creating successful products.

Design Psychology

2 Types of psychology

Psychology provides a map of the human mind.

3 ROI of design psychology

Successfully learning and implementing design psychology can take time and money.

The Human Brain

4 Two processing models

For years, it's been assumed humans are rational beings making rational decisions.

5 Cognitive overload

Your brain can only absorb so much information at once.

6 Cognitive biases

Your brain uses mental shortcuts all the time. After watching this lesson, you'll be able to ethically apply common mental shortcuts to your designs.

Directing Attention

7 **Attention is limited**
Human attention is focused and limited.

8 **Distractions everywhere**
People are easily distracted. After watching this lesson, you'll be able to reduce distraction to a minimum to maximize engagement levels.

Understanding Vision Systems

9 **How we see the world**
Your vision system guides your attention.

10 **Gestalt psychology**
Humans are hard-wired to look for patterns.

11 **Banner blindness**
Your customers have trained their eyes to ignore areas they've deemed unimportant.

12 **Reading is hard**
Reading requires a lot of mental effort. After watching this lesson, you'll be able to make the task easier for your customers.

Supporting Memory Limitations

13 **Different types of memory**
Memory is not just a warehouse -- your long-term and short-term memory are interconnected.

14 **Supporting memory**
Intentional recalling information is difficult and unpredictable.

Influence of Emotions

15 **Emotional decision-making**
Emotions are at the core of most, if not all, of your decisions.

16 **Mood influences**
Mood can influence how you perceive the world.

17 **Emotions and persuasion**
Humans are emotional beings, and you can access your customer's emotions for ethical persuasion.

Ethics of Design Psychology

18 **Using ethical nudges**
Behavioral design aims to change consumers' behavior for their own good.

19 **Deceiving patterns**
When a gentle nudge becomes a shove, you are manipulating your customers.

20 **Benefits of ethical design**
Ethical design is good for business as well as customers.

21 **T.A.R.E.S. test**
How do you know your design is ethical? After watching this lesson, you'll be able to apply the T.A.R.E.S. test to your design.

22 **Ethical guidelines**
There are many ethical guidelines you can use when you design.

Conclusion

23 **Next steps and resources**
Thank you for watching this course! Now you're ready to apply psychology to design to create intuitive and profitable user experiences.

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