UX Myths collects the most frequent user experience misconceptions and explains why they don’t hold true. And you don’t have to take our word for it, we’ll show you a lot of research findings and articles by design and usability gurus.

IF YOUR DESIGN IS GOOD, SMALL DETAILS DON’T MATTER

“The details are not the details. They make the design.” said Charles Eames. Fine details, such as an informative error message, a reassuring piece of microcopy, or the orders in which products are shown on a category page, strongly impact the user experience and the bottom line.

Small details go a long way. This is what Apple is all about: obsessive attention to details down to the smallest bits.

MYTH 10

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