YOU ARE LIKE YOUR USERS

When designing a website, it’s easy to assume that everybody is like you. However, this leads to a strong bias and often ends in an inefficient design. You evidently know a lot about your services and your website; you’re passionate about them. Your users, on the other hand, are likely to not care that much. They have different attitudes and goals, and just want to get things done on your website.

To avoid this bias, you need to learn about your users, involve them in the design process, and interact with them.

MYTH 14

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.

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