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.

Many organizations still rely on asking people what changes they’d like to see in their website or service, neglecting historical research failures like the New Coke or the Aeron chair. When asking people, you have to be aware that people make confident but false predictions about their future behavior, especially when presented with a new and unfamiliar design.

There’s a huge difference between imagining using something and actually using it. In addition, human preferences are rather unstable. That’s not to say you should quit listening to your customers. But make sure you know what to ask and how to interpret the answers.

People can tell you what they want...