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.

**PEOPLE ALWAYS USE YOUR PRODUCT THE WAY YOU IMAGINED THEY WOULD**

Even if a product was designed to fulfill specific and known user needs, customers don’t always use it the way and for the purpose the product was originally intended. In many cases, users don’t care or don’t understand how a product works, and once they find a way to use it, they’ll stick to it. Many people, for example, type URLs into the Google search bar instead of the browser’s address bar.

You should, therefore, never take your design for granted and always collect feedback on how your product is actually used to reveal the real user needs and to get ideas of innovation.

**MYTH 24**

creativity by www.thatscom.it