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 don’t make purely rational decisions based on careful analysis of cost and expected utility, despite what classical economics taught us. Research findings confirm that our decisions are driven more by our emotions than logical and conscious thinking.

However, our irrationality is predictable. Good designers, therefore, can learn about human decision making and go beyond usability to create products that effectively influence our behavior.

MYTH 29