

UX Design Basics: The Intersection of Psychology and Design

GoSkills online course syllabus

Skill level

Beginner

Lessons

23

Accredited by

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Pre-requisites

No prior experience needed

Video duration

1h 22m

Estimated study time

1h 22m

Instructor

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Introduction

1 Intro to design psychology

A good user experience is a necessary foundation for creating successful products.

Design Psychology

2 Types of psychology

Psychology provides a map of the human mind.

3 ROI of design psychology

Successfully learning and implementing design psychology can take time and money.

The Human Brain

4 Two processing models

For years, it's been assumed humans are rational beings making rational decisions.

5 Cognitive overload

Your brain can only absorb so much information at once.

6 Cognitive biases

Your brain uses mental shortcuts all the time. After watching this lesson, you'll be able to ethically apply common mental shortcuts to your designs.

Directing Attention

7 Attention is limited
Human attention is focused and limited.

8 Distractions everywhere
People are easily distracted. After watching this lesson, you'll be able to reduce distraction to a minimum to maximize engagement levels.

Understanding Vision Systems

9 How we see the world
Your vision system guides your attention.

10 Gestalt psychology
Humans are hard-wired to look for patterns.

11 Banner blindness
Your customers have trained their eyes to ignore areas they've deemed unimportant.

12 Reading is hard
Reading requires a lot of mental effort. After watching this lesson, you'll be able to make the task easier for your customers.

Supporting Memory Limitations

13 Different types of memory
Memory is not just a warehouse -- your long-term and short-term memory are interconnected.

14 Supporting memory
Intentional recalling information is difficult and unpredictable.

Influence of Emotions

15 Emotional decision-making
Emotions are at the core of most, if not all, of your decisions.

16 **Mood influences**
Mood can influence how you perceive the world.

17 **Emotions and persuasion**
Humans are emotional beings, and you can access your customer's emotions for ethical persuasion.

Ethics of Design Psychology

18 **Using ethical nudges**
Behavioral design aims to change consumers' behavior for their own good.

19 **Deceiving patterns**
When a gentle nudge becomes a shove, you are manipulating your customers.

20 **Benefits of ethical design**
Ethical design is good for business as well as customers.

21 **T.A.R.E.S. test**
How do you know your design is ethical? After watching this lesson, you'll be able to apply the T.A.R.E.S. test to your design.

22 **Ethical guidelines**
There are many ethical guidelines you can use when you design.

Conclusion

23 **Next steps and resources**
Thank you for watching this course! Now you're ready to apply psychology to design to create intuitive and profitable user experiences.

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