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Autore	Johnson Jeff (Consultant)
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Sommario/riassunto

User interface (UI) design rules and guidelines, developed by early HCI gurus and recognized throughout the field, were based on cognitive psychology (study of mental processes such as problem solving, memory, and language), and early practitioners were well informed of its tenants. But today, practitioners with backgrounds in cognitive psychology are a minority, as user interface designers and developers enter the field from a wide array of disciplines. HCI practitioners today have enough experience in UI design that they have been exposed to UI design rules, but it is essential that they un
