Donald A. Norman Quotes

Design, People, Thinking, Technology, Errors, Mean, Believe, Writing, Simple, Apples, Real, Way, Devices, Want, Simplicity, Teacher, Needs, Trying, Important, Philosophy

The hardest part of design ... is keeping features out.

~Donald A. Norman

Isn't one of your first exercises in learning how to communicate to write a description of how to tie your shoelaces? The point being that it's basically impossible to use text to show that

~Donald A. Norman

Technology may change rapidly, but people change slowly. The principals [of design] come from understanding of people. They remain true forever.

~Donald A. Norman

So what does a good teacher do? Create tension - but just the right amount.

~Donald A. Norman

In my opinion, no single design is apt to be optimal for everyone.

~Donald A. Norman

And to get real work experience, you need a job, and most jobs will require you to have had either real work experience or a graduate degree.

~Donald A. Norman

When a device as simple as a door has to come with an instruction manualâ€"even a one-word manualâ€"then it is a failure, poorly designed.

~Donald A. Norman

Also note that invariably when we design something that can be used by those with disabilities, we often make it better for everyone

~Donald A. Norman

Beauty and brains, pleasure and usability - they should go hand in hand.

~Donald A. Norman

I believe that robots should only have faces if they truly need them

~Donald A. Norman

Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating.

~Donald A. Norman

Innocence lost is not easily regained. The designer simply cannot predict the problems people will have, the misinterpretations that will arise, and the errors that will get made.

~Donald A. Norman

Knowing how people will use something is essential

~Donald A. Norman

I believe that the Apple Shuffle is an excellent compromise among the conflicting requirements of simplicity, elegance, size, battery life, and function

~Donald A. Norman

Complexity is acceptable as long as it is intelligible and necessary. We want to avoid needless complications.

~Donald A. Norman

The major problems facing the development of products that are safer, less prone to error, and easier to use and understand are not technological: they are social and organizational.

~Donald A. Norman

It is relatively easy to design for the perfect cases, when everything goes right, or when all the information required is available in proper format

~Donald A. Norman

Academics get paid for being clever, not for being right.

~Donald A. Norman

We expert teachers know that motivation and emotional impact are what matter.

~Donald A. Norman

Attractive things work better When you wash and wax a car, it drives better, doesn't it? Or at least feels like it does.

~Donald A. Norman

You won't catch me giving clear lectures.

~Donald A. Norman

If you're more susceptible to interruption, you do more out of the box thinking.

~Donald A. Norman

I've been looking at the iPod- the Apple iPod. One of the interesting things about the iPod, one of the things that people love most about it is not the technology; it's the box it comes in

~Donald A. Norman

The problem with emotion was that it was clearly something important, but-at least according to the old philosophy-it was something to overcome.

~Donald A. Norman

Am I an Apple bigot? No. I can critique their products and their

customer service philosophy. But overall, they do better than any other player.

~Donald A. Norman

I prefer design by experts - by people who know what they are doing

~Donald A. Norman

I think there is a tendency in science to measure what is measurable and to decide that what you cannot measure must be uninteresting.

~Donald A. Norman

Creeping featurism is a disease, fatal if not treated promptly. There are some cures, but, as usual, the best approach is to practice preventative medicine.

~Donald A. Norman

Our information lives will be better served when we are free to get to our information from wherever we are, with any device available.

~Donald A. Norman

AS for all those mistakes I make - they are on purpose - to teach you how to deal with them

~Donald A. Norman

I'm not a fan of technology . I'm a fan of pedagogy, of understanding how people learn and the most effective learning methods. But technology enables some exciting changes.

~Donald A. Norman

Behavioral design is all about feeling in control. Includes: usability, understanding, but also the feel.

~Donald A. Norman

Having the best product means nothing if the people won't buy it.

~Donald A. Norman

Everyday people are not very good designers.

~Donald A. Norman

To me, error analysis is the sweet spot for improvement.

~Donald A. Norman

How do you discover a need that nobody yet knows about? This is where the product breakthroughs come through.

~Donald A. Norman

Learning should take place when it is needed, when the learner is interested, not according to some arbitrary, fixed schedule

~Donald A. Norman

A big ethical question is what happens after people stop using the device. Does it degrade the environment? Could it have been designed so it would actually be good for the environment?

~Donald A. Norman

The best kind of design isn't necessarily an object, a space, or a structure: it's a process- dynamic and adaptable.

~Donald A. Norman

Simplicity design axiom: The complexity of the information appliance is that of the task, not the tool. The technology is invisible.

~Donald A. Norman

Readers always seem to think that the author has some control over the design of their books.

~Donald A. Norman

Market segmentation s a natural result of the vast differences among

people

~Donald A. Norman

In the university, professors make up artificial problems. In the real world, the problems do not come in nice, neat packages. They have to be discovered.

~Donald A. Norman

Simplification is as much in the mind as it is in the device.

~Donald A. Norman

Rule of thumb: if you think something is clever and sophisticated beware-it is probably self-indulgence.

~Donald A. Norman

The current paradigm is so thoroughly established that the only way to change is to start over again.

~Donald A. Norman

If you think the products don't match what you want from a product, don't buy it.

~Donald A. Norman

If people keep buying poorly designed products, manufacturers and designers will think they are doing the right thing and continue as usual.

~Donald A. Norman

Forget the complaints against complexity; instead, complain about confusion.

~Donald A. Norman

Scientists are always skeptics.

~Donald A. Norman

Only the most sophisticated of beings can lie and cheat, and get away with it.

~Donald A. Norman

What makes something simple or complex? It's not the number of dials or controls or how many features it has: It is whether the person using the device has a good conceptual model of how it operates.

~Donald A. Norman

A good designer will actually design the company.

~Donald A. Norman

Any time you see signs or labels added to a device, it is an indication of bad design: a simple lock should not require instructions.

~Donald A. Norman

It is the duty of machines and those who design them to understand people. It is not our duty to understand the arbitrary, meaningless dictates of machines.

~Donald A. Norman

It was always amusing to be inside Apple and read what journalists said we were doing

~Donald A. Norman

User-centered design means working with your users all throughout the project.

~Donald A. Norman

Attractive things work better.

~Donald A. Norman

A challenge to the designers of the world: Make signs unnecessary.

~Donald A. Norman

The design of everyday things is in great danger of becoming the design of superfluous, overloaded, unnecessary things.

~Donald A. Norman

In design it is important to shoe the effect of an action. ... Feedback is critical.

~Donald A. Norman

People Propose, Science Studies, Technology Conforms.

~Donald A. Norman

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