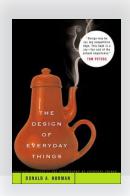GETABSTRACT REVIEW OF
The Design of Everyday Things

Users should come first in product design. Take advantage of consumers' common knowledge to make products usable and keep things simple.

Discussion Questions

1. How do you make sure your products/services are designed with the user in mind?
2. What are your thoughts on the seven principles of good design mentioned in the summary?

STEP 1

Have your team read the **getAbstract summary.**

STEP 2

Schedule a team meeting to discuss the questions below.

STEP 3

Have a discussion with your team.

"Far too many items in the world are designed, constructed and foisted upon us with no understanding – or even care – for how we will use them."

The Design of Everyday Things
Donald A. Norman

Additional resources

Product Design