



DON NORMAN

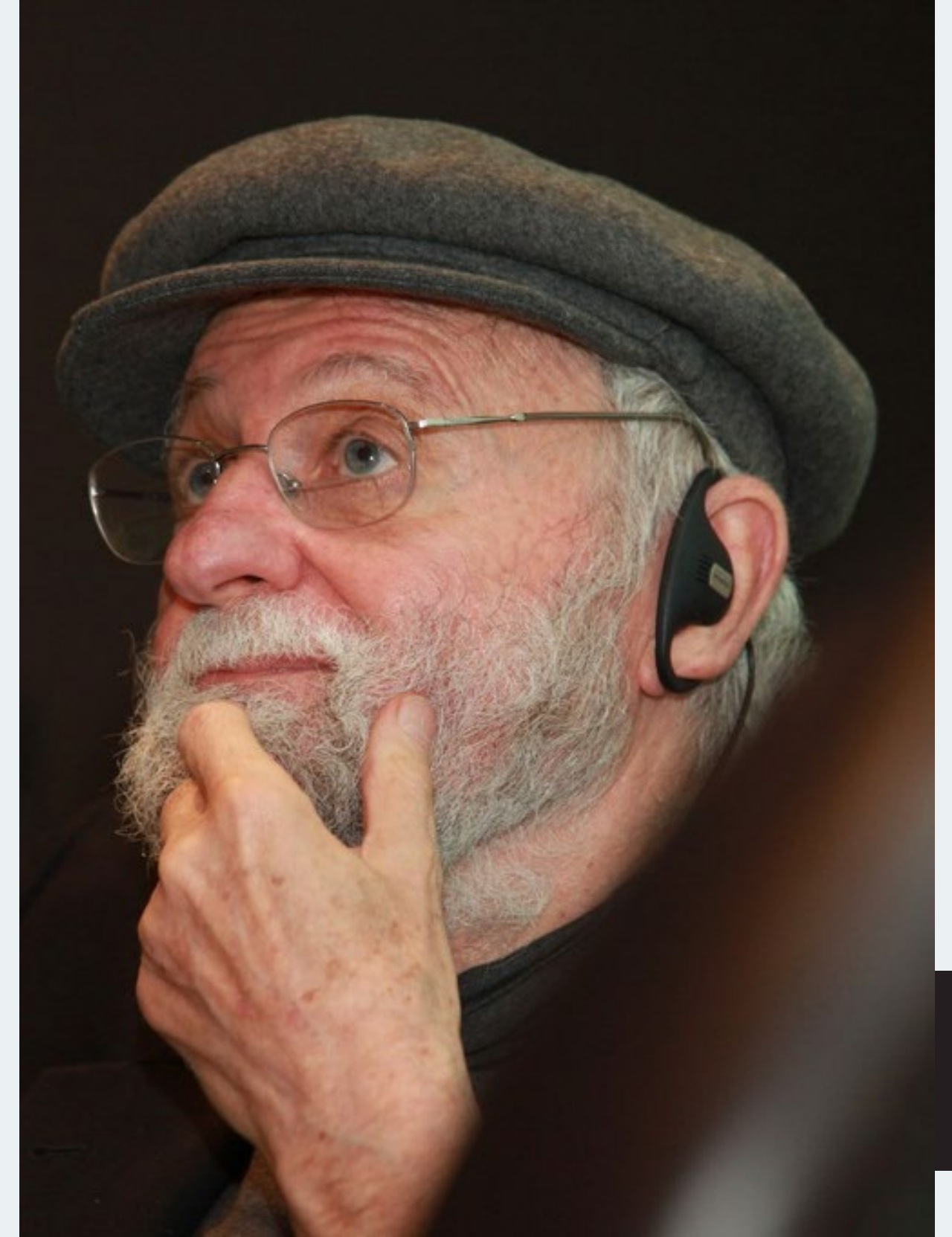
and the Evolution of Design

Presented by Shrey Solanki

DESIGNER RESEARCHER WRITER

HUMAN-COMPUTER INTERACTION AND USER-CENTERED DESIGN

He has played a significant role in shaping the field of design and user experience, and his contributions have influenced the way we approach design today.



Don Norman

Before Don Norman

DESIGN WAS PRIMARILY FOCUSED ON LOOKS AND
FUNCTIONALITY

Designers were concerned with creating products that looked good and worked well, but they often did not consider the needs and experiences of the user.

BRAUN T3 POCKET RADIO

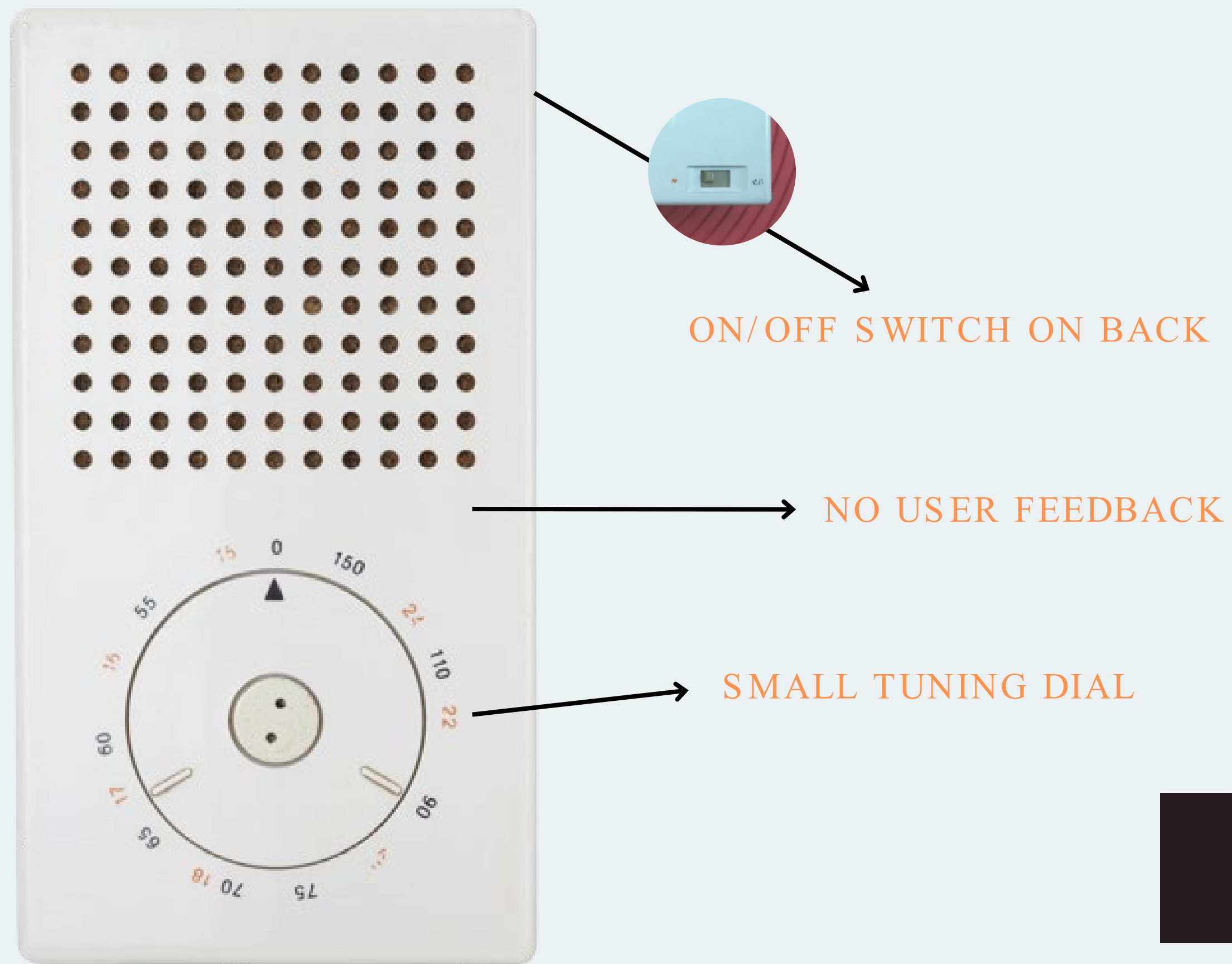
The radio was designed with a minimalist aesthetic and clean lines, and it was intended to be easy to use.





BRAUN T3 POCKET RADIO

However, the design did not prioritize the user's needs and experience.



EVOLUTION IN DESIGN



Don Norman's work in the field of HCI and user-centered design was groundbreaking. He emphasized the importance of designing for the user and understanding their needs and behaviors.

1986

THE PSYCHOLOGY OF
EVERYDAY THINGS

2013

THE DESIGN OF EVERYDAY
THINGS

Revised Edition

2019

DESIGN OF FUTURE THINGS



SIGNIFICANT IMPACT ON DESIGN

07



USER-CENTERED DESIGN

Designers are increasingly focused on creating products that are intuitive, easy to use, and enjoyable for the user.

Don Norman's ideas and concepts have influenced the development of new technologies, such as voice assistants and smart home devices.

USER RESEARCH

Designers conduct extensive research to understand user behavior and preferences, and they use this information for designs.

NORMAN'S LEGACY

His emphasis on user-centered design will continue to influence designers for years to come.

THANK YOU

QUESTIONS?

Shrey Solanki