

#58 Work with users' attention. How can we make sure that users see information that is important to us?

Development

Pre-SignUp

Post-SignUp



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#87 Processing difficulty effect

If we want the user just to read something, then we should use a minimum of text. If it is more important for us that the user remembers something, then we can use more notes/hints.

#83 Loss aversion, #11 Base rate fallacy

We can draw users' attention to some object simply by describing possible user losses. Moreover, the probability of loss may be less than 1%.

#63 Curse of knowledge

We need to ensure that our communication is tailored to the mindset of our users. The accents we use should be fully meaningful to them, not to us.

#102 Serial recall

The more logical the sequence of workflow actions, the easier they will seem to the user, and the better he will remember them.

#103 List-length effect

By increasing the size of the list (no matter which one), we reduce the user's attention, increasing the risk that he will miss something.

#14 Picture superiority effect

If context allows, we can play with users' attention by using images instead of text.

#15 Von Restorff effect

To focus users' attention, we can use cosmetic changes (color, font, font size, etc.).

#21 Distinction bias

If we want to draw users' attention to the differences of some options, we should show them next to each other, on the same page.

#61 The Magical Number 7+-2, #49 Automation bias

By playing with the number of interface elements, we can increase and decrease users' attention and interest.

#70 Social desirability bias

We can get the user's attention by emphasizing social desirability and publicity (!) of the proposed action. It is important to emphasize that without publicity, the likelihood that users will ignore the proposed action will increase significantly.

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Other biases that will be useful to know and use situationally when working with attention: **#36 Neglect of probability, #75 Barnum effect, #85 Unit bias.**