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In our view, the answer is how well it aligns with the psychological bottlenecks of attention, perception, memory, disposition, motivation, and social influence. As Richard Dawkins, the sociobiologist who invented the word meme (see the Prologue) put it, "The survival value of [a] meme in the meme pool results from its great psychological appeal."

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Backmatter - Bottlenecks: Aligning UX Design with User

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Abstract: "Bottlenecks: Aligning UX Design with User

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Psychology", written by David C. Evans and technically reviewed by Dr. Peter Meyers, informs "entrepreneurs, designers, developers, publishers, and advertisers" of the relationship between user psychology and UX design, stating that "digital innovations must survive the psychological bottlenecks of attention, perception, memory, disposition ...

David C. Evans: Bottlenecks: Aligning UX Design With User ...

Bottlenecks: Aligning UX Design with User Psychology by David C. Evans Get Bottlenecks: Aligning UX Design with User Psychology now with O'Reilly online learning. O'Reilly members experience live online training, plus books, videos, and digital content from 200+ publishers.

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Bottlenecks: Aligning UX Design with User Psychology takes user experience one step further by giving in-depth detail behind the psychology of how users experience and interact with technology. Each chapter focuses on a different subject, allowing readers to apply what they have learned step by step.

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