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without one.
Most are in
color. Jeff
simplifies the
cognitive and
perceptual

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how our brain
interprets the
incoming flow of
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of visual
structure -
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Mind' is aimed
at designers and
developers. It
discusses how

humans perceive
the world around
them with a

strong focus on
how human vision
and memory

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The Mind In
works. The
underlying idea
is that if
designers
understand some
psychology (and
can see how user
perception and
memory affect
user choices),
they will be
able to make
wise design
decisions.

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for mastering
your behavior,
cognition, and
emotions, one
algorithm at a
time. "In the

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past, we humans
have learned to
control the
world outside
us, but we had
very little
control over the
world inside
us." — YUVAL
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some people may
experience.

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usability errors
that plague user
interfaces.

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user experience
might not
actually work in
reality, and
what brain

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Dr Katie Gaudion
and Faith Wray
are currently
working with the
British
Standards
Institution
(BSI) on a
project called
'Design for the
Mind', an early
stage research
project that
explores how we

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can improve and
tailor the built
environment to
consider the
needs of people
who are
neurodivergent.

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It is tapping
into the way
your mind groups

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together things like shapes or colors. This technique is used heavily in design and plays off the mind's natural tendency to try and find connections in elements. For example, in logos like FedEx, the arrow

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is created in
the mind by
grouping the
negative space
between the "E"
and the "X."

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Mind is a wisdom
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on expanding
human potential
beyond the norm.

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blue mana. We
knew from the
start that we
did not want the
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an in-your-face

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Geomancer, but
rather a cool
and calculated
thinker.

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episode of our
podcast series,
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Jon Khoo talks
to Munish Datta,
from the UK
Green Building
Council (UKGBC).

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