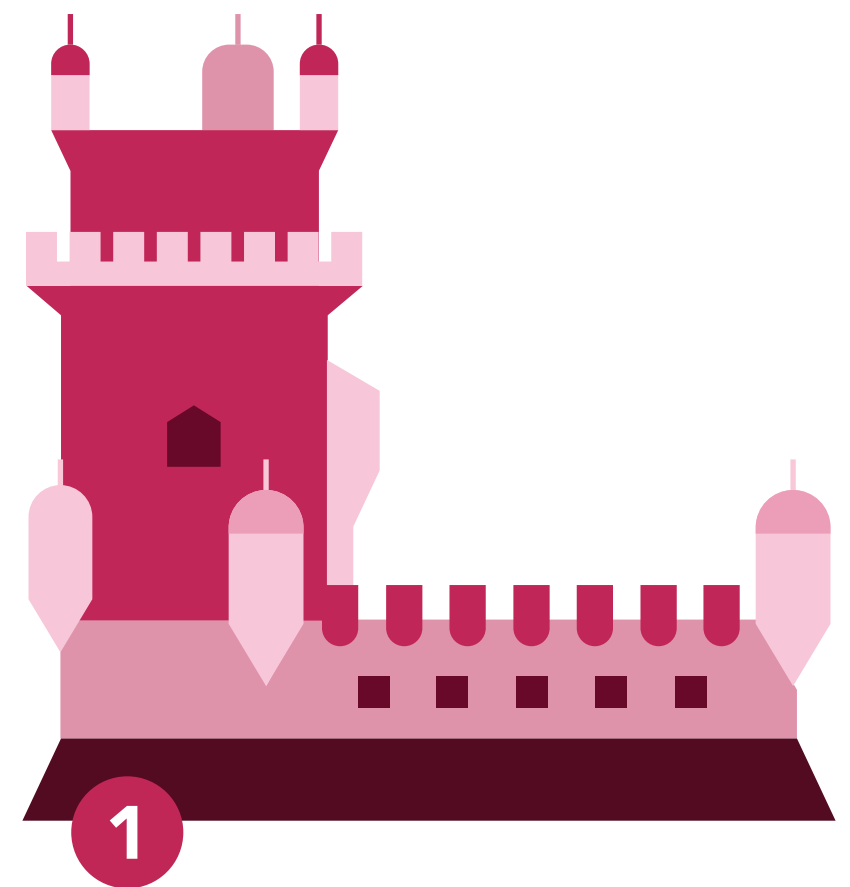






6 Recognition Rather Than Recall


Definition Minimize the user's memory load by making elements, actions, and options visible. The user should **not have to remember information** from one part of the interface to another. Information required to use the design should be visible or easily retrievable when needed.



Humans have limited short-term memories. Interfaces that promote recognition reduce the amount of cognitive effort required from users.

 **Tip:** Let people *recognize* information in the interface, rather than having to remember (“recall”) it.

 **Tip:** Offer help *in-context*, instead of giving users a long tutorial to memorize.

 **Tip:** Reduce the information that users have to remember.

1 Lisbon

People are more likely to correctly answer the question “Is Lisbon the capital of Portugal?” rather than “What’s the capital of Portugal?”

2 Comparison table

Comparison tables list key differences so that users don’t need to remember them to make comparisons.

3 Search

Search queries are presented together with the results as a reference.

