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Advanced Common Sense - Don't Make Me Think

Steve Krug (pronounced "kroog") is best known as the author of Don't Make Me Think: A Common Sense Approach to Web Usability, now in its second edition with over 350,000 copies in print. Ten years later, he finally gathered enough energy to write another one: the usability testing handbook Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems.

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When I wrote Don't Make Me Think, my intent was to help people learn to think like a usability expert: to ask the same questions that I have in mind when I'm trying to make something more usable. I believed that with a little bit of instruction most people could do a lot of what I do themselves, since much of it just seems like common sense once you hear it explained.

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Advanced Common Sense - Steve Krug's Web site

Don't Make Me Think, Revisited. Core Concept Think about design from the user's perspective; make things feel simple to use. For modern developers, UX expertise is indispensable. Without outstanding user experience, your software will fail. Content created just once can be structured and connected to appear all over the place and be reused and remixed. ...

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Don't Make Me Think is a book by Steve Krug about human-computer interaction and web usability. The book's premise is that a good software program or web site should let users accomplish their intended tasks as easily and directly as possible. Krug points out that people are good at satisficing, or taking the first available solution to their problem, so design should take advantage of this.

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wrote the first edition of Don't Make Me Think back in 2000. By 2002, I began to get a few emails a year from readers asking (very politely) if I'd thought about updating it. Not complaining; just trying to be helpful. "A lot of the examples are out of date" was the usual comment.

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