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Early user interface (UI) practitioners were trained in cognitive psychology, from which UI design rules were based. But as the field evolves, designers enter the field from many disciplines.

Practitioners today

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have enough
experience in UI design
that they have been
exposed to design
rules, but it is essential
that they understand
the psychology behind
the rules in order.

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Science at the
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behavior, cognition,

and emotions, one

algorithm at a time. "In

the past, we humans

have learned to control

the world outside us,

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but we had very little control over the world inside us.”. – YUVAL NOAH HARARI.

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