The only way to help STUPID users is SMART design.

It is an honest question: how smart are your users? The answer may surprise you: it doesn't matter. They can be geniuses or morons, but if you don't engage their intelligence, you can't depend on their brain power.

Far more important than their IQ (which is a questionable measure in any case) is their Effective Intelligence: the fraction of their intelligence they can (or are motivated to) apply to a task.

**If your user is**
- Stressed
- Tired
- Untrained
- Passive
- Independent
- Distracted

**Then design for**
- Simplicity
- Memory
- Autopilot
- Recovery
- Testing