



# 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*

**S**tressed

**T**ired

**U**ntrained

**P**assive

**I**ndependent

**D**istracted

*Then design for*

**S**implicity

**M**emory

**A**utopilot

**R**ecovery

**T**esting