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In our view, the answer is how well it aligns with the psychological bottlenecks of attention, perception, memory, disposition, motivation, and social influence. As Richard Dawkins, the sociobiologist who invented the word meme (see the Prologue) put it, “ The survival value of [a] meme in the meme pool results from its great psychological appeal. ”

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Author David Evans is an experimental psychology Ph.D. and senior manager of consumer research at Microsoft who recounts high-stakes case studies in which behavioral theory aligned digital designs with the bottlenecks in human nature to the benefit of users and businesses alike. Innovators in design and students of psychology will learn: The

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psychology written by david c evans and technically reviewed by dr peter meyers informs entrepreneurs designers developers publishers and advertisers of the relationship between user psychology and ux design stating that digital innovations

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