Why designers can’t understand their users:

developing a systematic approach using cognitive psychology

Dr. Leonard Verhoef
Netherlands Railways facilitated the experiments reported in this study. The contribution of Professor Dr. P.T.W. Hudson to this book is substantial.

**Second edition**
In the second edition we made some corrections in the text and improved several sentences.

**Third edition**
In this third edition we made some corrections in the text, improved several sentences and updated some information.

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