



Four things you misunderstand about your users

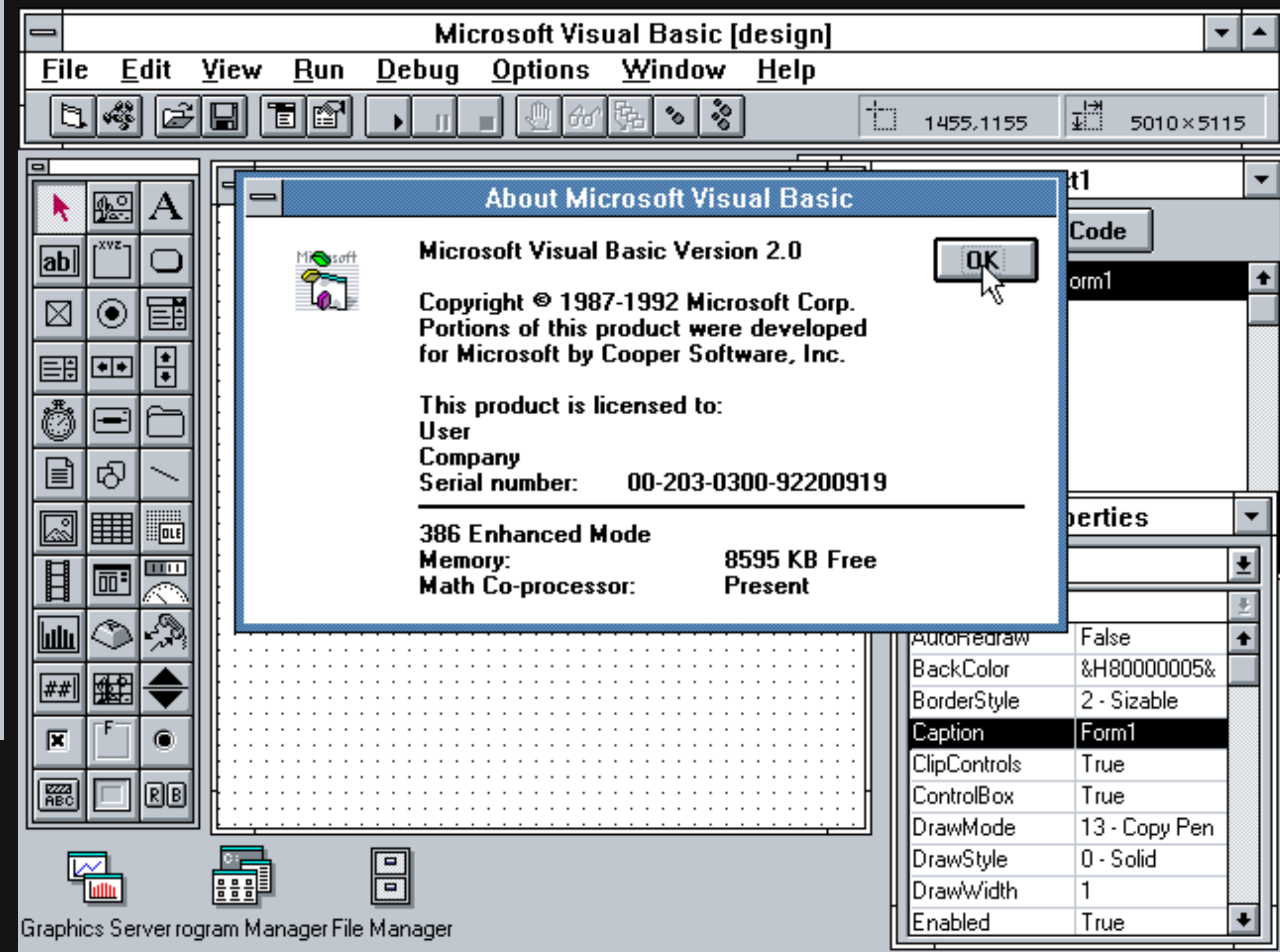


Gareth Dunlop

08.11.2025



AIB



D U N L O P



Utilitarian and focussed

They care way
less about you
than you think 🙄

04

“

**I will give you
my attention if
you don't
waste my time.**

”





Post-experience sentiment

01



I've got a good deal on that product because I bought it on Black Friday.

02



That task has been on my list for a while; great to get it done.

03



That is car insurance sorted for the next year, now I can keep on driving.

04



Really looking forward to visiting this restaurant after seeing such great reviews.

05



Can't wait to see my spouse's face when I give them the present they've always wanted.

06



I'm all sorted for my business trip later in the week.



**Understand and
align motivations**

“Hopefully most of our users don’t think about or notice us. They just use the service and get on with their lives.”



your users are

**utilitarian
and
focussed**

therefore

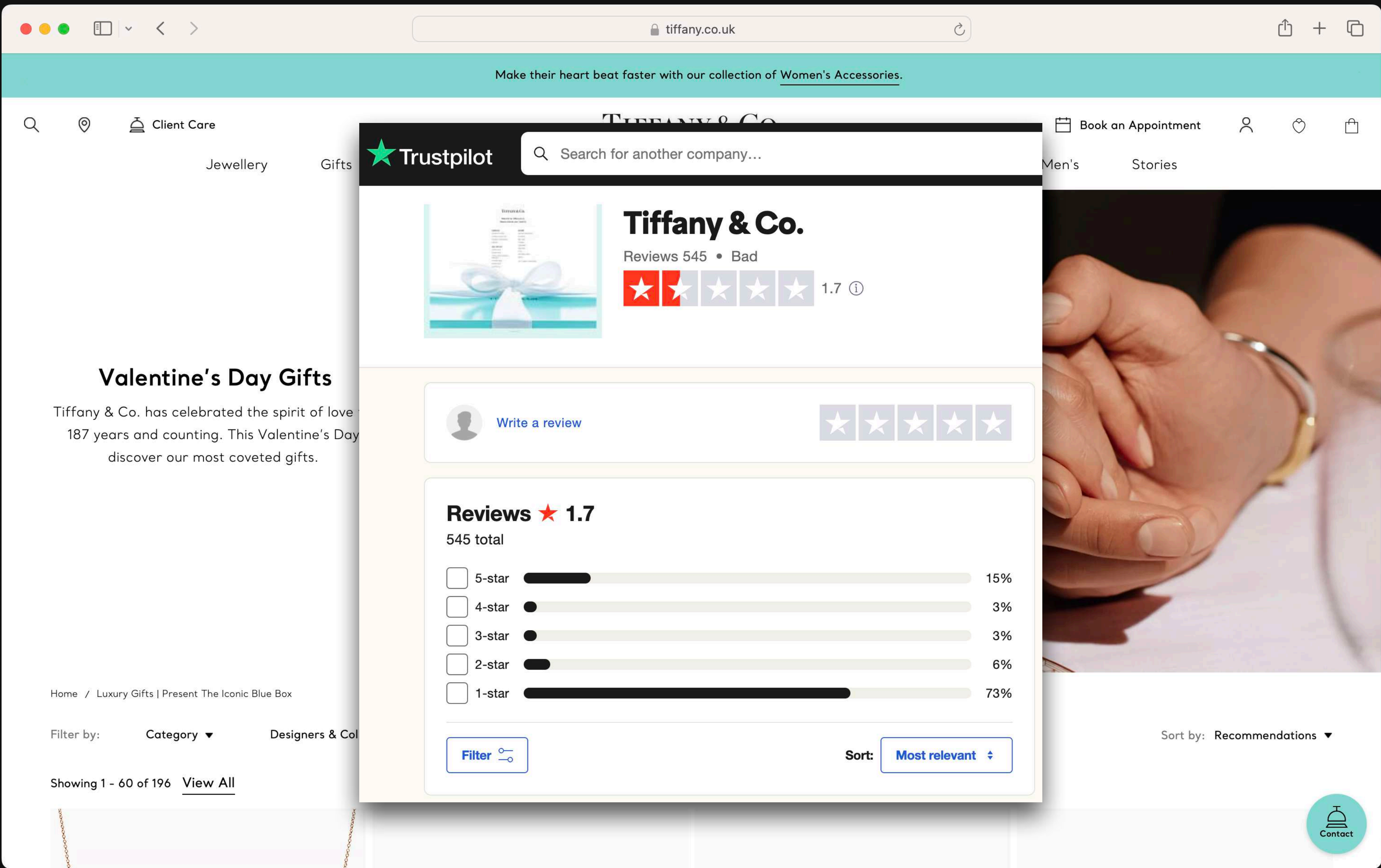
**know
your
users**

01

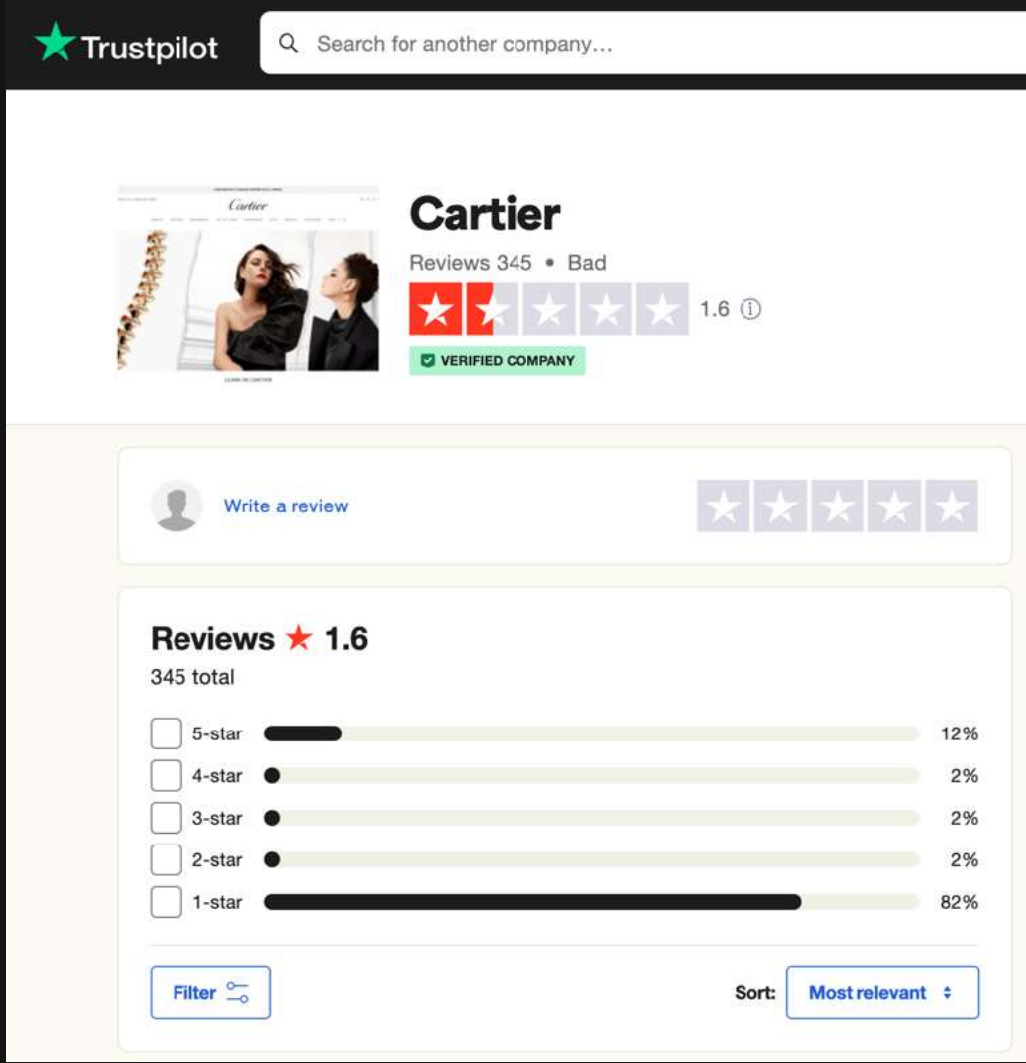
Ruthless and powerful

They are in full
control of the
interaction 

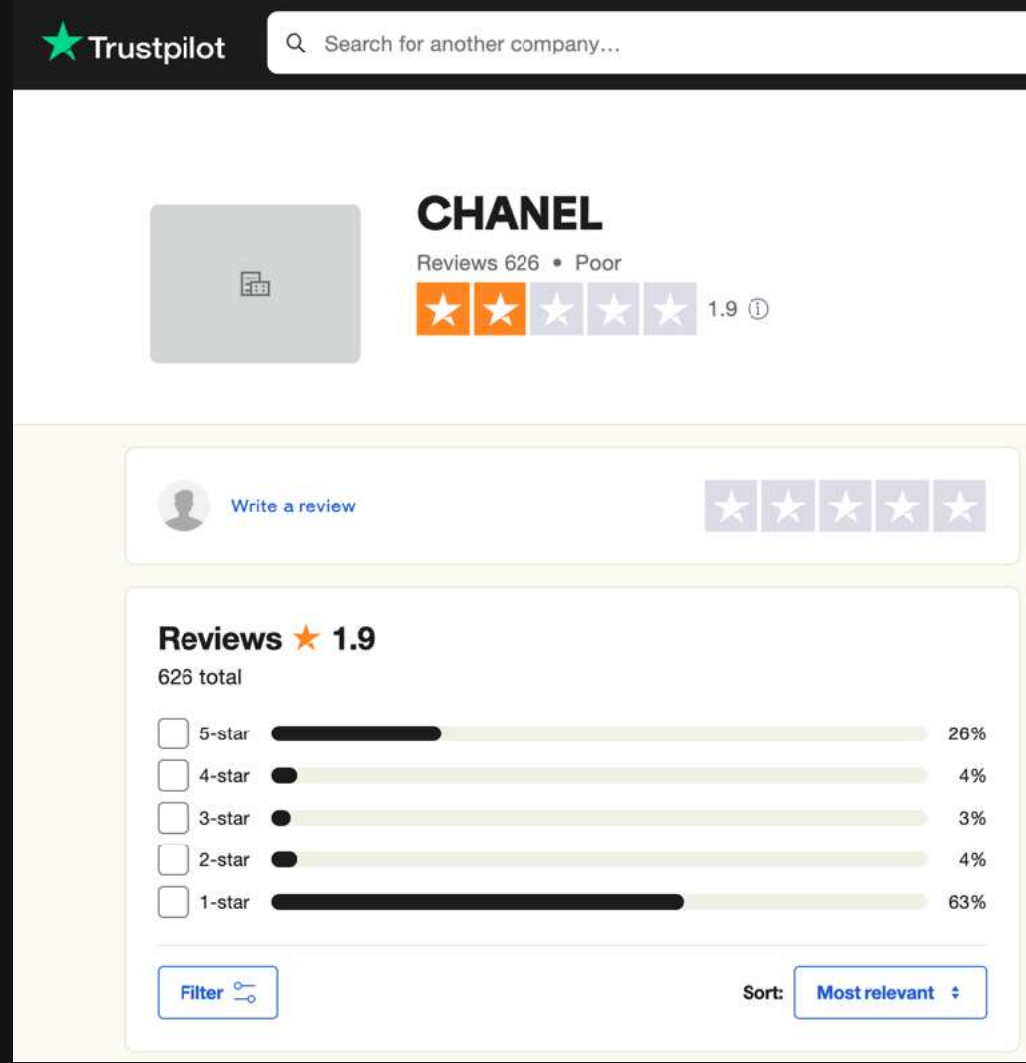
02



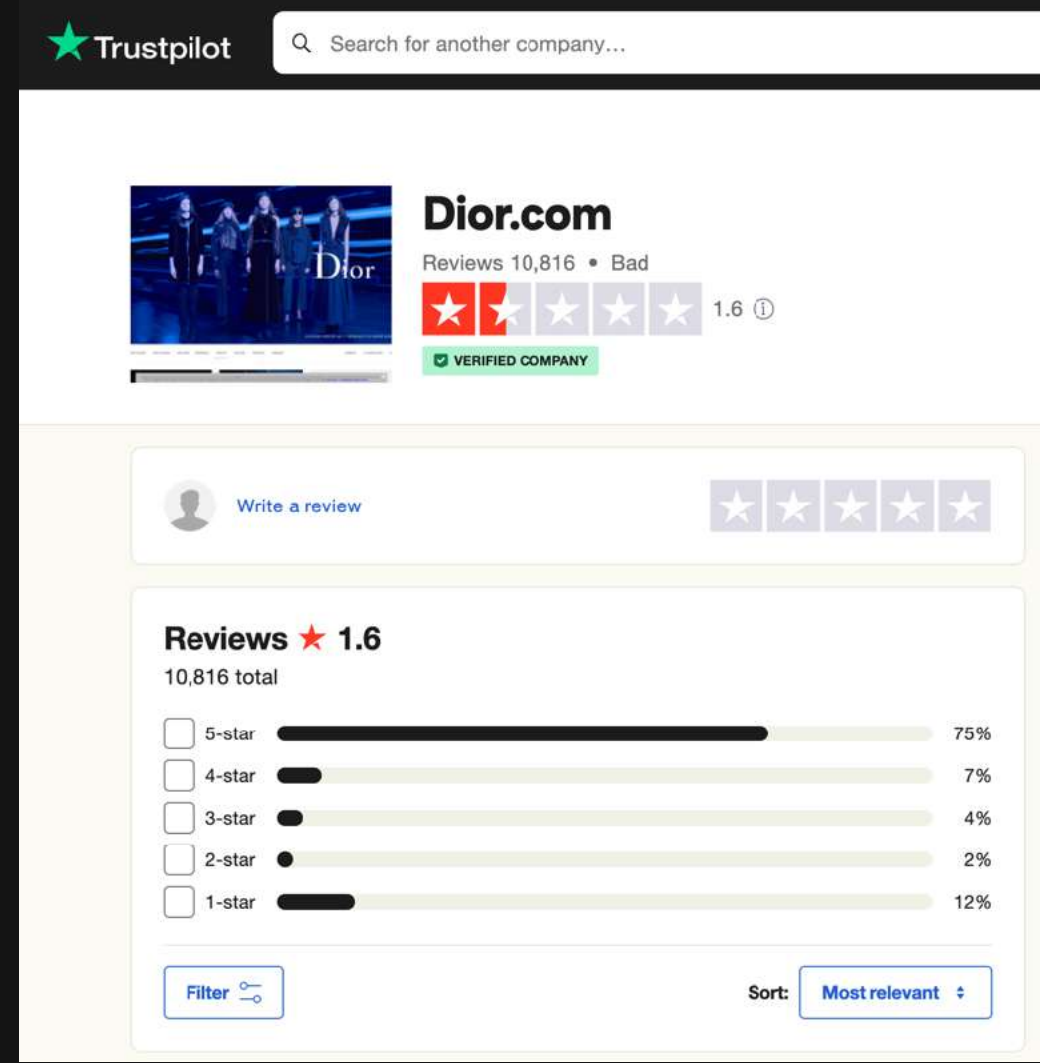
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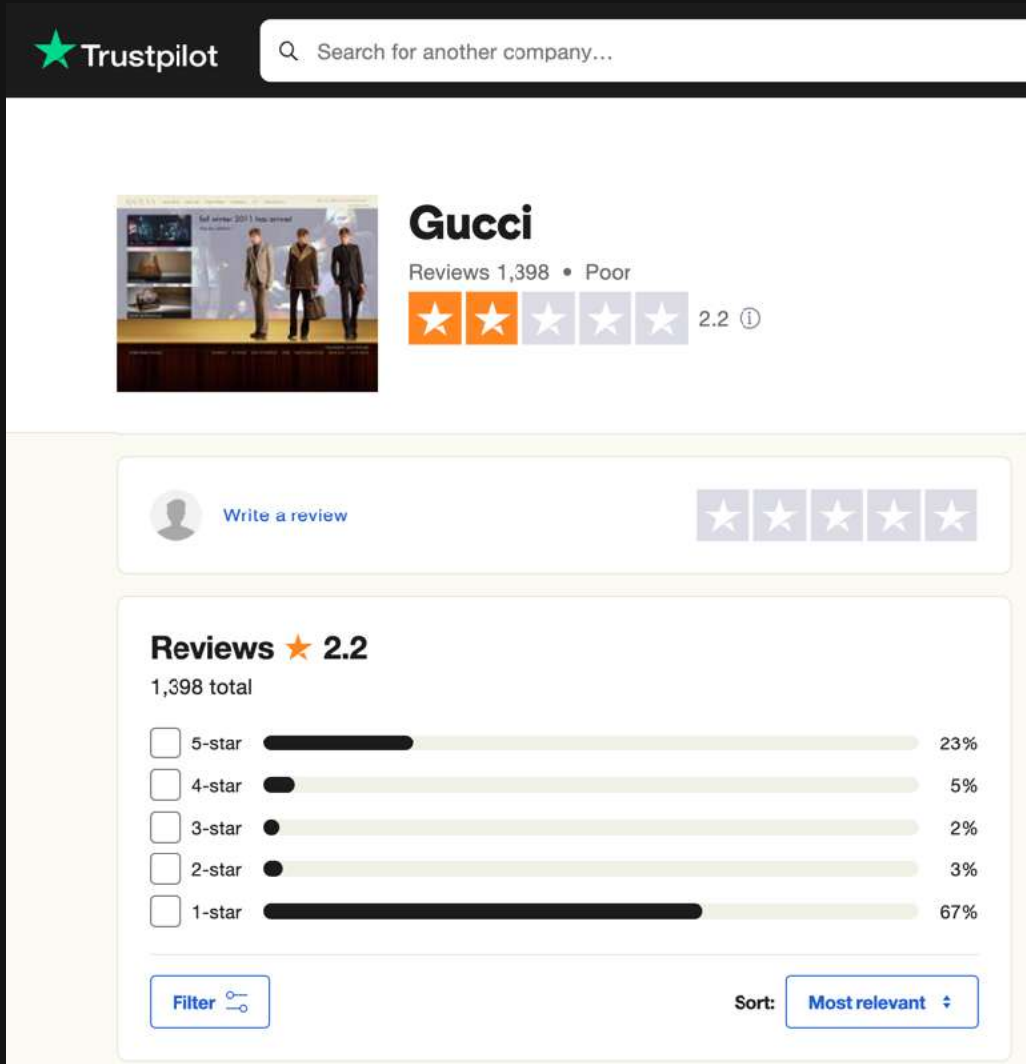
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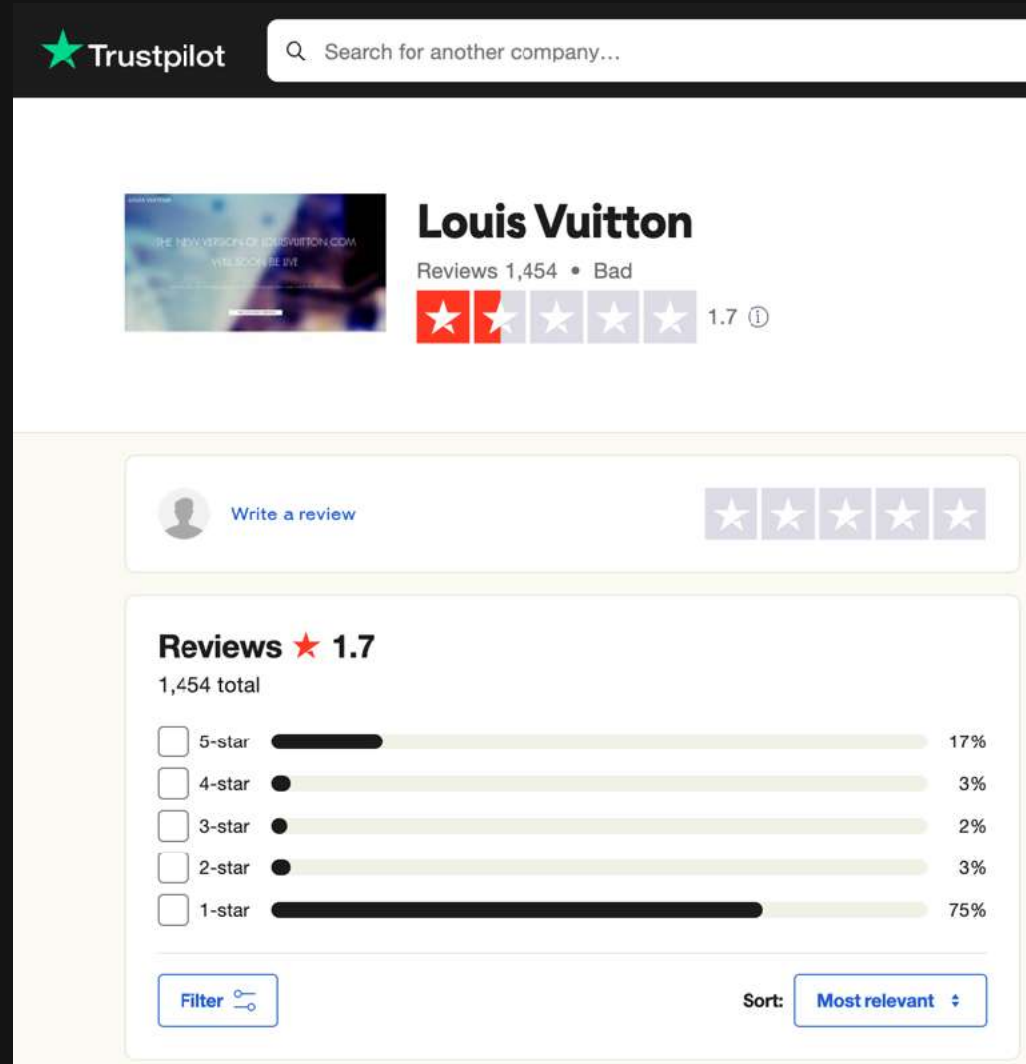
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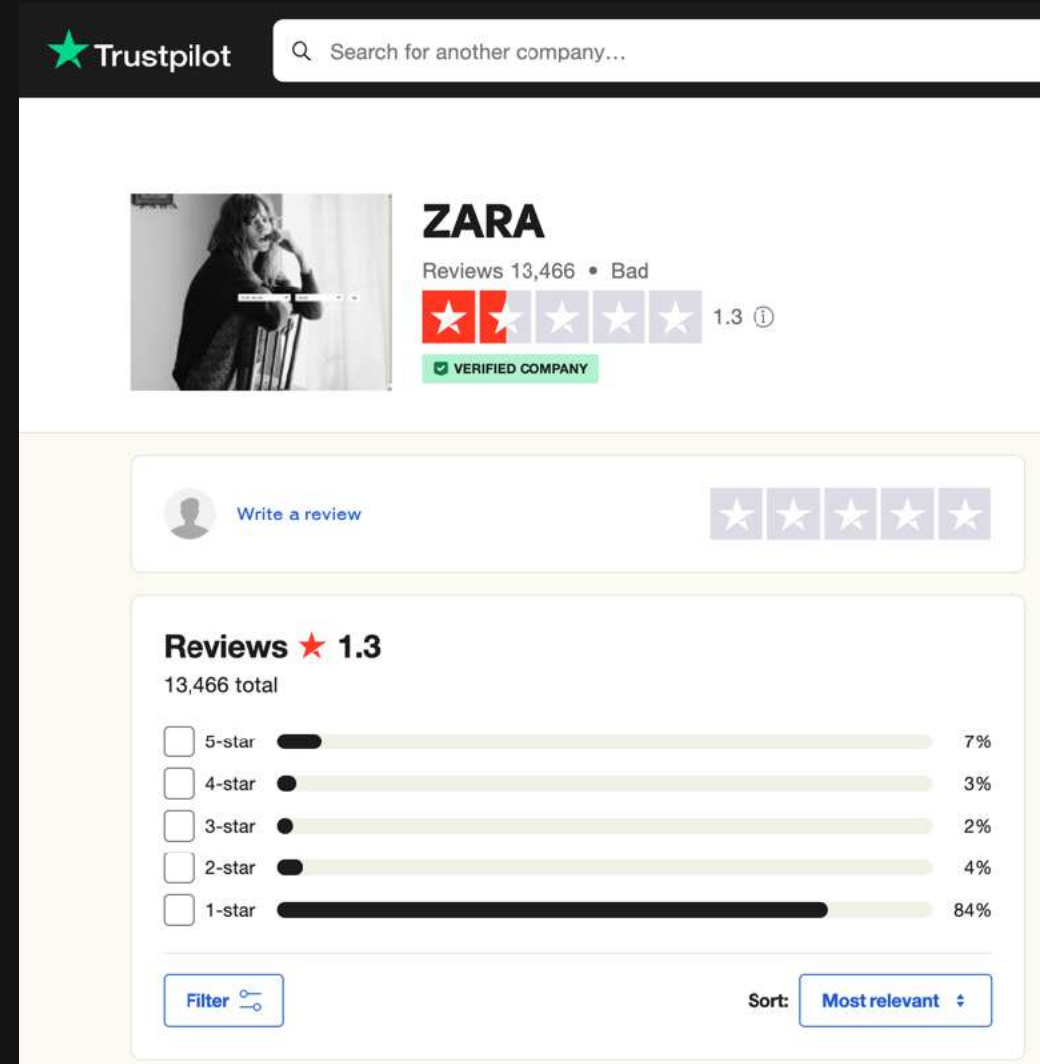
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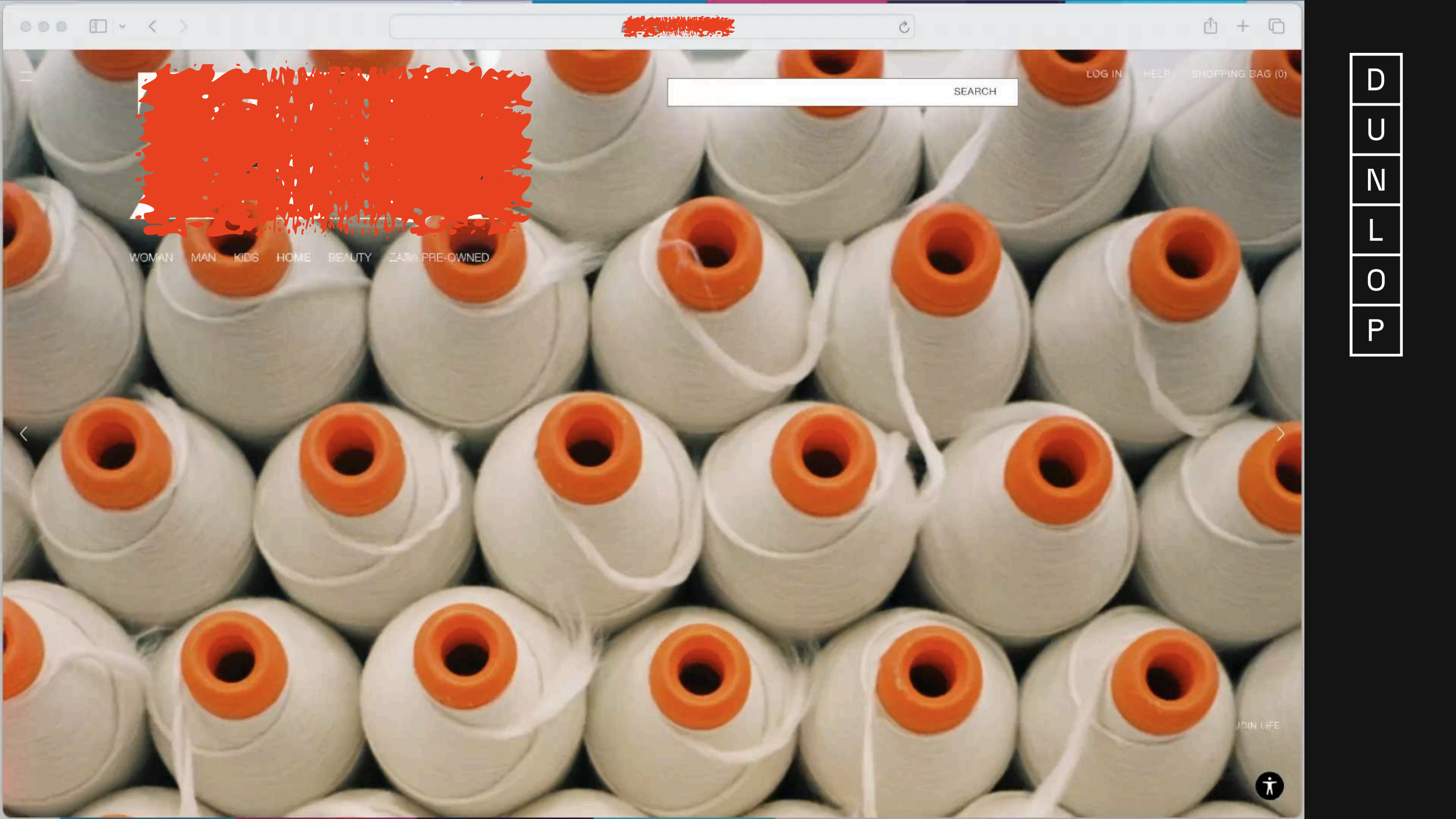
2.2



1.7



1.3

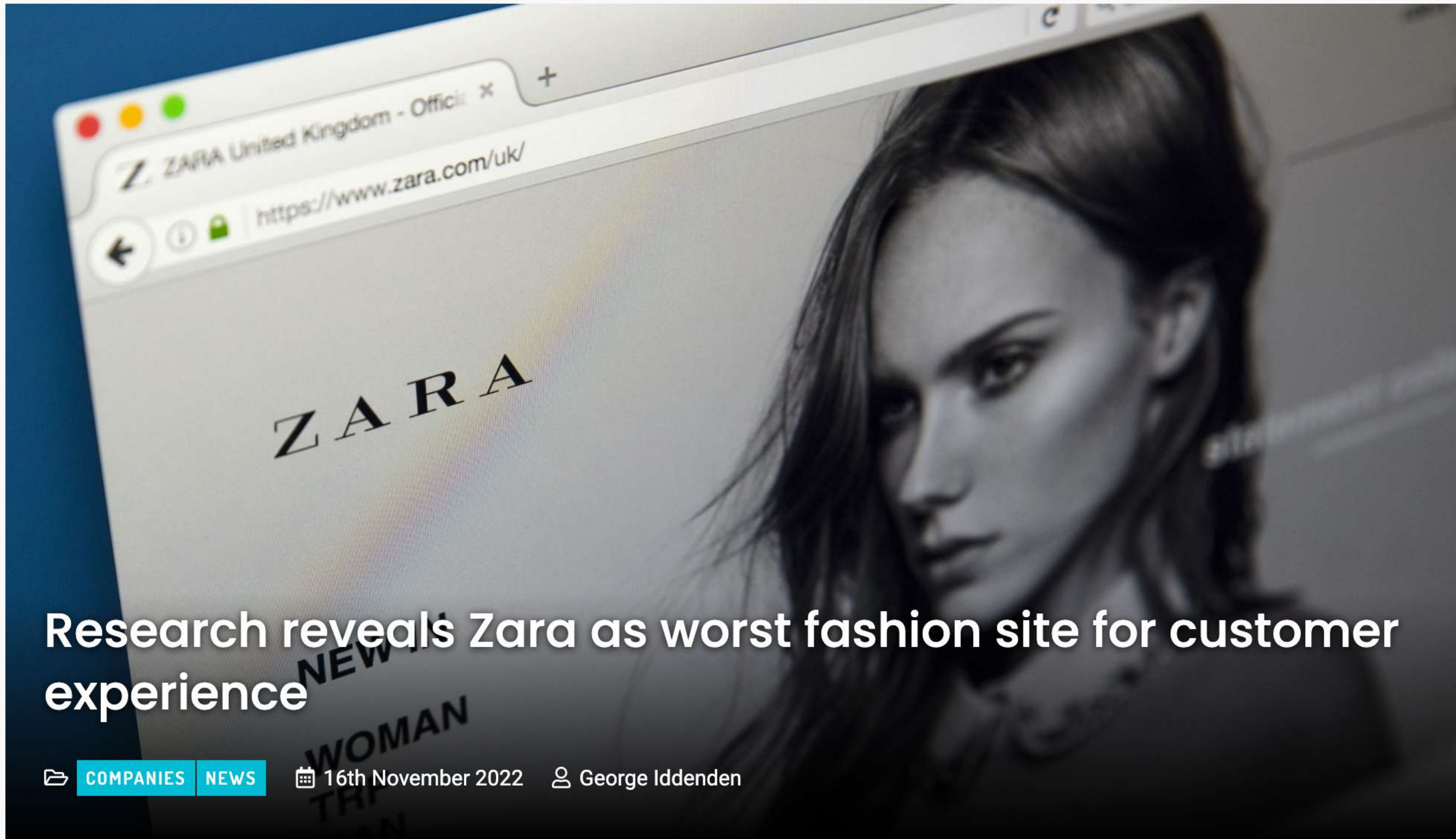


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NEWS



16th November 2022



George Iddenden

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Jeffrey and Bryan Eisenberg
with Roy H. Williams



your users are

**ruthless
and
powerful**

therefore

**solve
their
problems**

02

Perceive before they read

They don't
want to learn
new rules 

03



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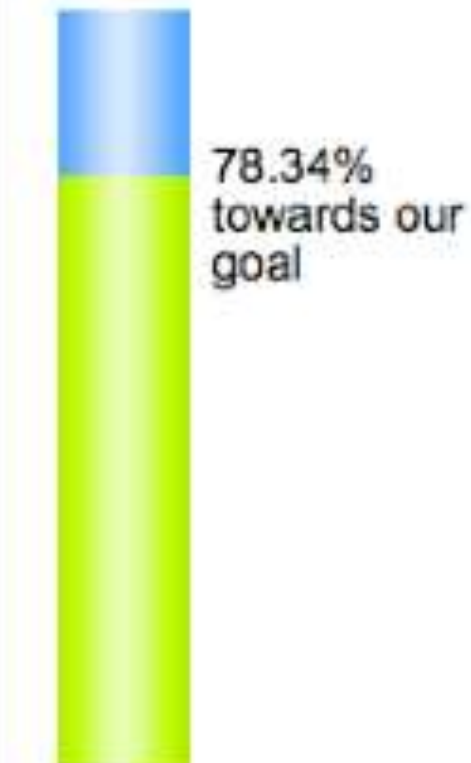
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Thank you for supporting Focus Ireland-Shine a Light Event

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Name	Amount	Message
Anonymous	€ 50.00	Well done Dermot. Great cause.
Mike Connolly	€ 75.00	Best of luck Dermot
JeniferB	€ 50.00	Great cause Derm
Joe&Cliona	€ 50.00	awesome Dermot...
Colin	€ 50.00	Hope it doesn't get too cold, but I guess that's the point. Hope you reach your goal.
Leo Moore	€ 50.00	Best wishes, Don't forget your Bovril.
John A. And Vanessa	€ 50.00	It will be getting chilly around then!
Sasha	€ 15.00	
Shane	€ 10.00	
Razor Crew	€ 50.00	Did it myself - tough but fascinating insight - well done.
Anonymous	€ 30.00	Brilliant thing to do, good luck
Bernadette Casey	€ 25.00	
Anonymous	€ 25.00	Wonderful effort, Dermot, for a great cause.
Fergus Dunne	€ 50.00	Good man Dermot.

Goal € 5,000.00



€ 3,917.00 raised

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your users

**perceive
before
they read**

therefore

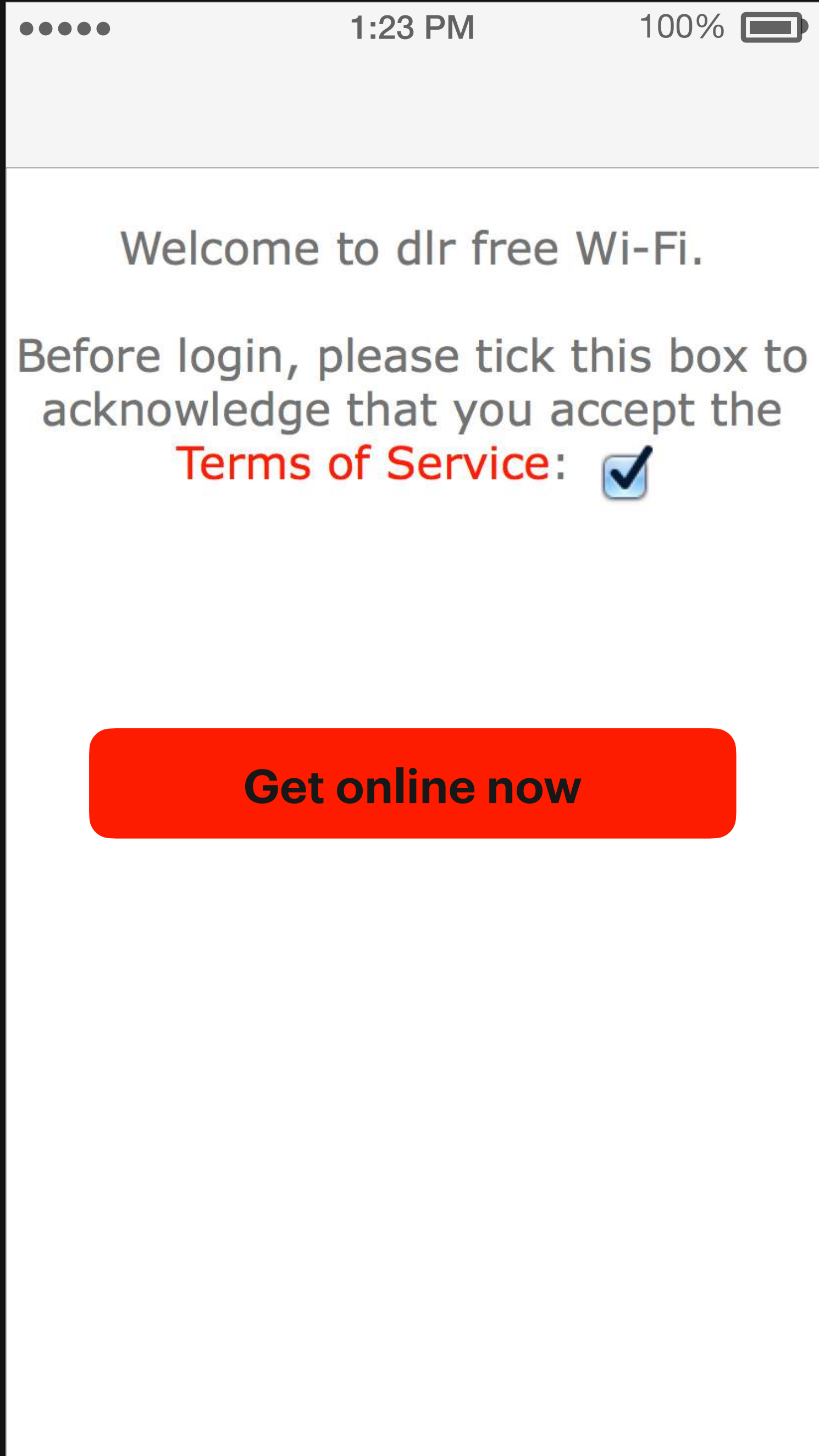
**match
form with
function**

03

Distracted and inattentive

27 tabs open
and a “read
later” app 🥲

04



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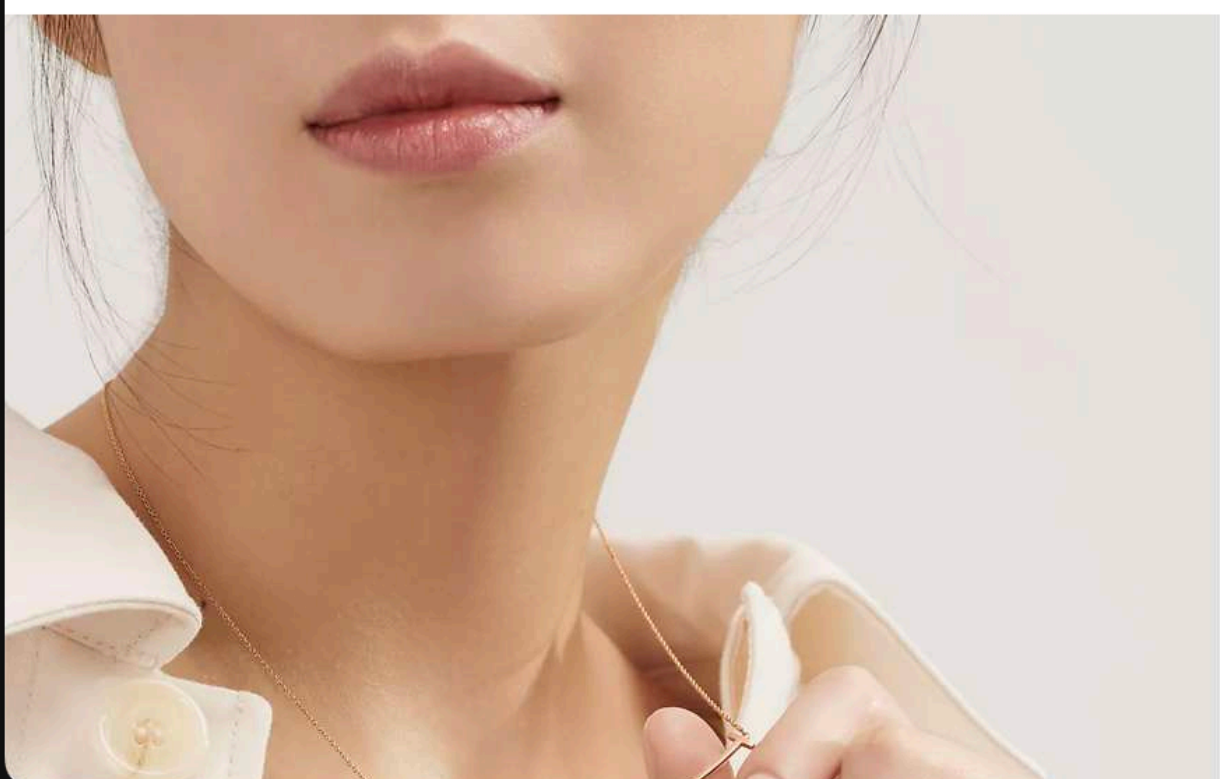
Fragrance

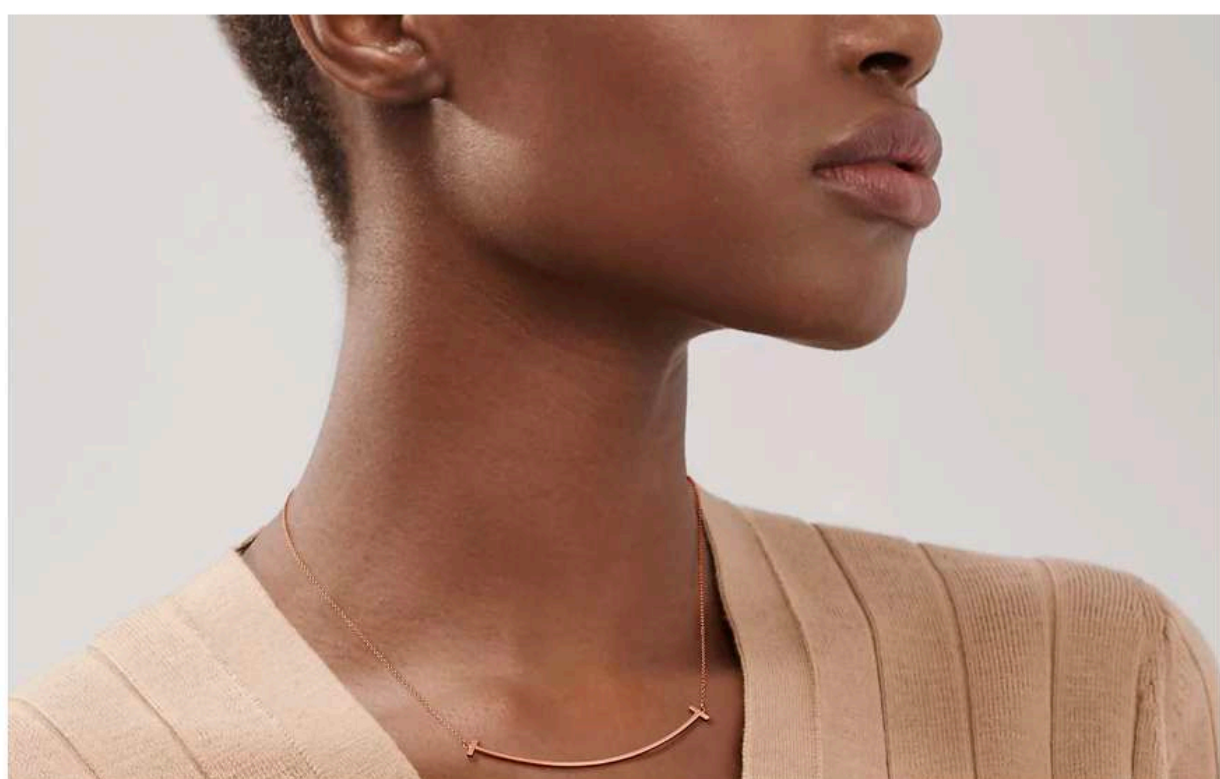
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Tiffany T

Smile Pendant

in Rose Gold, Large

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Simple and elegant, this curved pendant has a modern yet timeless aesthetic. The Tiffany T smile

Contact

D
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“Usability is
the new
persuasion.”



your users are

**distracted
and
inattentive**

therefore

**obvious
always
wins**

04

So in conclusion

Understand how
your users are
thinking and
design for them 🤔



Flow



Navigation



Tone of voice



Content



Layout



Typography



your users are
**utilitarian
and
focussed**

therefore
**know
your
users**

01

your users are
**ruthless
and
powerful**

therefore
**solve
their
problems**

02

your users
**perceive
before
they read**

therefore
**match
form with
function**

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