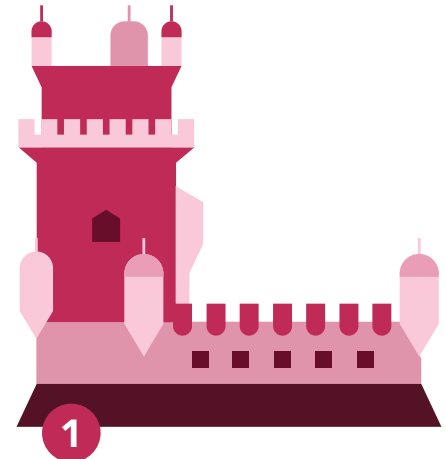# 6 Recognition Rather Than Recall

Definition Minimize the user's memory load by making elements, actions, and options visible. The user should **not have to remember information** from one part of the interface to another. Information required to use the design should be visible or easily retrievable when needed.

Humans have limited short-term memories. Interfaces that promote recognition reduce the amount of cognitive effort required from users.

Tip: Let people *recognize* information in the interface, rather than having to remember ("recall") it.

Tip: Offer help *in-context,* instead of giving users a long tutorial to memorize.

Tip: *Reduce* the information that users have to remember.

① *Lisbon*
People are more likely to correctly answer the question "Is Lisbon the capital of Portugal?" rather than "What's the capital of Portugal?"

② *Comparison table*
Comparison tables list key differences so that users don't need to remember them to make comparisons.

③ *Search*
Search queries are presented together with the results as a reference.

iPad Pro 12.9-in. (4th gen)   iPad Air (3rd gen)   iPad (7th gen)

The Lion King

Search results