 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.

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**Lisbon**

People are more likely to correctly answer the question “Is Lisbon the capital of Portugal?” rather than “What’s the capital of Portugal?”

**Comparison table**

Comparison tables list key differences so that users don’t need to remember them to make comparisons.

**Search**

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