First, Norman states that natural constrains are built into the design of objects and technology to constrain the allowed operations, actions, and behaviors of the user to help ensure the ease of use and success of the user. Second, Normal states that natural mapping is built into the design of objects and technology so that the user is able to find things where you expect them to be and where they make the most sense. Third, Norman discusses that the design of objects and technology can increase the ease of use by reducing memory burden, which sometimes conflicts with aesthetics. Finally, the principle of meaningful relationships states that a learner or user’s knowledge can be built and retrieved from prior knowledge and experience, specifically meaningful relationships with things already known and experienced. For example, to increase the ease of use, the design of new technology is often based on the design of older technology.