

Designing The Obvious A Common Sense Approach To Web Mobile Application Design 2nd Edition A Common Sense Approach To Web Mobile Application Design Voices That Matter

The Best Interface Is No Interface Golden Krishna 2015-01-31 Our love affair with the digital interface is out of control. We've embraced it in the boardroom, the bedroom, and the bathroom. Screens have taken over our lives. Most people spend over eight hours a day staring at a screen, and some "technological innovators" are hoping to grab even more of your eyeball time. You have screens in your pocket, in your car, on your appliances, and maybe even on your face. Average smartphone users check their phones 150 times a day, responding to the addictive buzz of Facebook or emails or Twitter. Are you sick? There's an app for that! Need to pray? There's an app for that! Dead? Well, there's an app for that, too! And most apps are intentionally addictive distractions that end up taking our attention away from things like family, friends, sleep, and oncoming traffic. There's a better way. In this book, innovator Golden Krishna challenges our world of nagging, screen-based bondage, and shows how we can build a technologically advanced world without digital interfaces. In his insightful, raw, and often hilarious criticism, Golden reveals fascinating ways to think beyond screens using three principles that lead to more meaningful innovation. Whether you're working in technology, or just wary of a gadget-filled future, you'll be enlightened and entertained while discovering that the best interface is no interface.

The Non-designer's Design Book Robin Williams 2015 A lot has happened in the world of digital design since the first edition of this title was published, but one thing remains true: There is an ever-growing number of people attempting to design everything from newsletters to advertisements with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised and expanded classic includes a new chapter on designing with type, more quizzes and exercises, updated projects, and new visual and typographic examples that give the book a fresh, modern look. In *The Non-Designer's Design Book, 4th Edition*, Robin turns her attention to the basic principles that govern good design. Perfect for beginners, Robin boils great design into four easy-to-master principles: contrast, repetition, alignment, and proximity (C.R.A.P.!). Readers who follow her clearly explained concepts will produce more sophisticated and professional work immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap—which is just what audiences have come to expect from this bestselling author.

Web Anatomy Robert Hoekman Jr. 2009-12-09 At the start of every web design project, the ongoing struggles reappear. We want to design highly usable and self-evident applications, but we also want to devise innovative, compelling, and exciting interactions that make waves in the market. Projects are more sophisticated than ever, but we have fewer resources with which to complete them. Requirements are fuzzy at best, but we're expected to have everything done yesterday. What we need is a reuse strategy, coupled with a pathway to innovation. Patterns are part of the game. Components take us further. In *Web Anatomy: Interaction Design Frameworks That Work*, user experience experts Hoekman and Spool introduce "interaction design frameworks", the third and final piece of what they call "The Reuse Trinity", and resolve these issues once and for all. Frameworks are sets of design patterns and other elements that comprise entire systems, and in this game-changing book, Hoekman and Spool show you how to identify, document, share, use, and reap the benefits of frameworks. They also dive deep into several major frameworks to reveal how the psychology behind these standards leads not only to effective designs, but can also serve as the basis for cutting-edge innovations and superior user experiences. *Web Anatomy* delivers: A complete guide to using interaction design frameworks An examination of the psychology behind major frameworks A thorough look at how frameworks will change the way you work for the better Citing examples from both the successful and not-so-successful, the authors break down the elements that comprise several common interactive web systems, discuss implementation considerations, offer examples of innovations based on these standards, reveal how frameworks work hand in hand with patterns and components, and show you how to integrate frameworks into your process. Read *Web Anatomy* now. Benefit from it for years to come. Jared Spool is a world-renowned design researcher and the founder of UIE.com. Robert Hoekman, Jr. is a veteran user experience specialist and the author of *Designing the Obvious* and *Designing the Moment*.

Encyclopedia of Human Computer Interaction Ghaoui, Claude 2005-12-31 Esta enciclopedia presenta numerosas experiencias y discernimientos de profesionales de todo el mundo sobre discusiones y perspectivas de la la interacción hombre-computadoras

Glenn Beck's Common Sense Glenn Beck 2009-06-16 #1 New York Times bestselling author and popular radio and television host Glenn Beck revisits Thomas Paine's *Common Sense*. In any era, great Americans inspire us to reach our full potential. They know with conviction what they believe within themselves. They understand that all actions have consequences. And they find commonsense solutions to the nation's problems. One such American, Thomas Paine, was an ordinary man who changed the course of history by penning *Common Sense*, the concise 1776 masterpiece in which, through extraordinarily straightforward and indisputable arguments, he encouraged his fellow citizens to take control of America's future—and, ultimately, her freedom. Nearly two and a half centuries later, those very freedoms once again hang in the balance. And now, Glenn Beck revisits Paine's powerful treatise with one purpose: to galvanize Americans to see past government's easy solutions, two-party monopoly, and illogical methods and take back our great country.

Research Methods in Human Development Paul C. Cozby 1989 For undergraduate social science majors. A textbook on the interpretation and use of research. Annotation copyright Book News, Inc. Portland, Or.

Basics Interactive Design: User Experience Design Gavin Allanwood 2015-01-29 By putting people at the centre of interactive design, user experience (UX) techniques are now right at the heart of digital media design and development. As a designer, you need to create work that will impact positively on everyone who is exposed to it. Whether it's passive and immutable or interactive and dynamic, the success of your design will depend largely on how well the user experience is constructed. *User Experience Design* shows how researching and understanding users' expectations and motivations can help you develop effective, targeted designs. The authors explore the use of scenarios, personas and prototyping in idea development, and will help you get the most out of the latest tools and techniques to produce interactive designs that users will love. With practical projects to get you started, and stunning examples from some of today's most innovative studios, this is an essential introduction to modern UXD.

Why High-tech Products Drive Us Crazy and how to Restore the Sanity Alan Cooper 2004 Alan Cooper calls for a Software Revolution - his best-selling book now in trade paperback with new foreword and afterword.

Letting Go of the Words Janice Redish 2012-08-14 "Learn how to have great conversations through your site or app. Meet your business goals while satisfying your site visitors' needs. Learn how to create useful and usable content from the master - Ginny Redish. Ginny's easy-to-read style will teach you how to plan, organize, write, design, and test your content"--

Designing the Obvious Robert Hoekman 2007 *Designing the Obvious* belongs in the toolbox of every person charged with the development of web sites!

Badass: Making Users Awesome Kathy Sierra 2015-01-29 Note for ebook customers: The design and layout of this book play a key role in conveying the author's message. When creating the ebooks, we've tried to keep the look and feel of the print edition, but this means that not all e-reading devices will support the files. The EPUB format is optimized for iPad. The Mobi files are optimized for Kindle Fire tablets and phones and for Kindle reading apps. Imagine you're in a game with one objective: a bestselling product or service. The rules? No marketing budget, no PR stunts, and it must be sustainably successful. No short-term fads. This is not a game of chance. It is a game of skill and strategy. And it begins with a single

question: given competing products of equal pricing, promotion, and perceived quality, why does one outsell the others? The answer doesn't live in the sustainably successful products or services. The answer lives in those who use them. Our goal is to craft a strategy for creating successful users. And that strategy is full of surprising, counter-intuitive, and astonishingly simple techniques that don't depend on a massive marketing or development budget. Techniques typically overlooked by even the most well-funded, well-staffed product teams. Every role is a key player in this game. Product development, engineering, marketing, user experience, support—everyone on the team. Even if that team is a start-up of one. Armed with a surprisingly overlooked science and a unique POV, we can reduce the role of luck. We can build sustainably successful products and services that rely not on unethical persuasive marketing tricks but on helping our users have deeper, richer experiences. Not just in the moments while they're using our product but, more importantly, in the moments when they aren't.

A Project Guide to UX Design Russ Unger 2012-03-23 User experience design is the discipline of creating a useful and usable Web site or application that's easily navigated and meets the needs of the site owner and its users. There's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of this important book comes in. With new information on design principles, mobile and gestural interactions, content strategy, remote research tools and more, you'll learn to: Recognize the various roles in UX design, identify stakeholders, and enlist their support Obtain consensus from your team on project objectives Understand approaches such as Waterfall, Agile, and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely, and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development, product rollout, and ongoing quality assurance

Neuro Web Design Susan Weinschenk 2009-03-30 "While you're reading Neuro Web Design, you'll probably find yourself thinking 'I already knew that...' a lot. But when you're finished, you'll discover that your ability to create effective web sites has mysteriously improved. A brilliant idea for a book, and very nicely done." - Steve Krug, author of Don't Make Me Think! A Common Sense Approach to Web Usability Why do people decide to buy a product online? Register at your Web site? Trust the information you provide? Neuro Web Design applies the research on motivation, decision making, and neuroscience to the design of Web sites. You will learn the unconscious reasons for people's actions, how emotions affect decisions, and how to apply the principles of persuasion to design Web sites that encourage users to click. Neuro Web Design employs "neuro-marketing" concepts, which are at the intersection of psychology and user experience. It's scientific, yet you'll find it accessible, easy to read, and easy to understand. By applying the concepts and examples in this book, you'll be able to dramatically increase the effectiveness and conversion rates of your own Web site. *Research-based Web Design & Usability Guidelines* 2006 The guidelines were originally designed to help NCI staff improve the presentation of cancer-related information to cancer researchers and the public, though they are applicable to anyone who designs and manages information web sites.

Sophie's World Jostein Gaarder 2007-03-20 One day Sophie comes home from school to find two questions in her mail: "Who are you?" and "Where does the world come from?" Before she knows it she is enrolled in a correspondence course with a mysterious philosopher. Thus begins Jostein Gaarder's unique novel, which is not only a mystery, but also a complete and entertaining history of philosophy.

Understanding Your Users Kathy Baxter 2015-05-20 This new and completely updated edition is a comprehensive, easy-to-read, "how-to" guide on user research methods. You'll learn about many distinct user research methods and also pre- and post-method considerations such as recruiting, facilitating activities or moderating, negotiating with product development teams/customers, and getting your results incorporated into the product. For each method, you'll understand how to prepare for and conduct the activity, as well as analyze and present the data - all in a practical and hands-on way. Each method presented provides different information about the users and their requirements (e.g., functional requirements, information architecture). The techniques can be used together to form a complete picture of the users' needs or they can be used separately throughout the product development lifecycle to address specific product questions. These techniques have helped product teams understand the value of user experience research by providing insight into how users behave and what they need to be successful. You will find brand new case studies from leaders in industry and academia that demonstrate each method in action. This book has something to offer whether you are new to user experience or a seasoned UX professional. After reading this book, you'll be able to choose the right user research method for your research question and conduct a user research study. Then, you will be able to apply your findings to your own products. Completely new and revised edition includes 30+% new content! Discover the foundation you need to prepare for any user research activity and ensure that the results are incorporated into your products Includes all new case studies for each method from leaders in industry and academia

UI is Communication Everett N McKay 2013-05-24 User interface design is a challenging, multi-disciplinary activity that requires understanding a wide range of concepts and techniques that are often subjective and even conflicting. Imagine how much it would help if there were a single perspective that you could use to simplify these complex issues down to a small set of objective principles. In UI is Communication, Everett McKay explains how to design intuitive user interfaces by focusing on effective human communication. A user interface is ultimately a conversation between users and technology. Well-designed user interfaces use the language of UI to communicate to users efficiently and naturally. They also recognize that there is an emotional human being at the other end of the interaction, so good user interfaces strive to make an emotional connection. Applying what you learn from UI is Communication will remove much of the mystic, subjectiveness, and complexity from user interface design, and help you make better design decisions with confidence. It's the perfect introduction to user interface design. Approachable, practical communication-based guide to interaction and visual design that you can immediately apply to projects to make solid design decisions quickly and confidently Includes design makeovers so you can see the concepts in practice with real examples Communication-based design process ties everything from interaction to visual design together

Laws of UX Jon Yablonski 2020-04-21 An understanding of psychology—specifically the psychology behind how users behave and interact with digital interfaces—is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather than working within the "blueprint" of how humans perceive and process the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX designers can build experiences that adapt to how users perceive and process digital interfaces. You'll learn: How aesthetically pleasing design creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including Fitts's law, Jakob's law, and Hick's law Ethical implications of using psychology in design A framework for applying these principles

Seductive Interaction Design Stephen P. Anderson 2011-06-13 What happens when you've built a great website or app, but no one seems to care? How do you get people to stick around long enough to see how your service might be of value? In Seductive Interaction Design, speaker and author Stephen P. Anderson takes a fresh approach to designing sites and interactions based on the stages of seduction. This beautifully designed book examines what motivates people to act. Topics include: AESTHETICS, BEAUTY, AND BEHAVIOR: Why do striking visuals grab our attention? And how do emotions affect judgment and behavior? PLAYFUL SEDUCTION: How do you create playful engagements during the moment? Why are serendipity, arousal, rewards, and other delights critical to a good experience? THE SUBTLE ART OF SEDUCTION: How do you put people at ease through clear and suggestive language? What are some subtle ways to influence behavior and get people to move from intent to action? THE GAME OF SEDUCTION: How do you continue motivating people long after the first encounter? Are there lessons to be gained from learning theories or game design? Principles from psychology are found throughout the book, along with dozens of examples showing how these techniques have been applied with great success. In addition, each section includes interviews with influential web and interaction designers.

Common Sense Thomas Paine 2011-06-01 Addressed to the Inhabitants of America, on the Following Interesting Subjects, viz.: I. Of the Origin and Design of Government in General, with Concise Remarks on the English Constitution. II. Of Monarchy and Hereditary Succession. III. Thoughts on the Present State of American Affairs. IV. Of the Present Ability of America, with some Miscellaneous Reflections

Forms that Work Caroline Jarrett 2009-03-02 Forms that Work: Designing Web Forms for Usability clearly explains exactly how to design great forms for the web. The book provides proven and practical advice that will help you avoid pitfalls, and produce forms that are aesthetically pleasing, efficient and cost-effective. It features invaluable design methods, tips, and tricks to help ensure accurate data and satisfied customers. It includes dozens of examples - from nitty-gritty details (label alignment, mandatory fields) to visual designs (creating good grids, use of color). This book isn't just about colons and choosing the right widgets. It's about the whole process of making good forms, which has a lot more to do with making sure you're asking the right questions in a way that your users can answer than it does with whether you use a drop-down list or radio buttons. In an easy-to-read format with lots of examples, the authors present their three-layer model - relationship, conversation, appearance. You need all three for a successful form - a form that looks good, flows well, asks the right questions in the right way, and, most important of all, gets people to fill it out. Liberally illustrated with full-color examples, this book guides readers on how to define requirements, how to write questions that users will understand and want to answer, and how to deal with instructions, progress indicators and errors. This book is essential reading for HCI professionals, web designers, software developers, user interface designers, HCI academics and students, market research professionals, and financial professionals. *Provides proven and practical advice that will help you avoid pitfalls, and produce forms that are aesthetically pleasing, efficient and cost-effective. *Features invaluable design methods, tips, and tricks to help ensure accurate data and satisfied customers. *Includes dozens of examples -- from nitty-gritty details (label alignment, mandatory fields) to visual designs (creating good grids, use of color). *Foreword by Steve Krug, author of the best selling Don't Make Me Think!

The Laws of Simplicity John Maeda 2020-09-01 Ten laws of simplicity for business, technology, and design that teach us how to need less but get more. Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In The Laws of Simplicity, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design—guidelines for needing less and actually getting more. Maeda—a professor in MIT's Media Lab and a world-renowned graphic designer—explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on. Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products—how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."

The Design of Everyday Things Don Norman 2013-11-05 Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, The Design of Everyday Things is a powerful primer on how—and why—some products satisfy customers while others only frustrate them.

Social Science Research Anol Bhattacharjee 2012-04-01 This book is designed to introduce doctoral and graduate students to the process of conducting scientific research in the social sciences, business, education, public health, and related disciplines. It is a one-stop, comprehensive, and compact source for foundational concepts in behavioral research, and can serve as a stand-alone text or as a supplement to research readings in any doctoral seminar or research methods class. This book is currently used as a research text at universities on six continents and will shortly be available in nine different languages.

Python Programming John M. Zelle 2004 This book is suitable for use in a university-level first course in computing (CS1), as well as the increasingly popular course known as CS0. It is difficult for many students to master basic concepts in computer science and programming. A large portion of the confusion can be blamed on the complexity of the tools and materials that are traditionally used to teach CS1 and CS2. This textbook was written with a single overarching goal: to present the core concepts of computer science as simply as possible without being simplistic.

Designed for Use Lukas Mathis 2016-04-07 This book is for designers, developers, and product managers who are charged with what sometimes seems like an impossible task: making sure products work the way your users expect them to. You'll find out how to design applications and websites that people will not only use, but will absolutely love. The second edition brings the book up to date and expands it with three completely new chapters. Interaction design - the way the apps on our phones work, the way we enter a destination into our car's GPS - is becoming more and more important. Identify and fix bad software design by making usability the cornerstone of your design process. Lukas weaves together hands-on techniques and fundamental concepts. Each technique chapter explains a specific approach you can use to make your product more user friendly, such as storyboarding, usability tests, and paper prototyping. Idea chapters are concept-based: how to write usable text, how realistic your designs should look, when to use animations. This new edition is updated and expanded with new chapters covering requirements gathering, how the design of data structures influences the user interface, and how to do design work as a team. Through copious illustrations and supporting psychological research, expert developer and user interface designer Lukas Mathis gives you a deep dive into research, design, and implementation—the essential stages in designing usable interfaces for applications and websites. Lukas inspires you to look at design in a whole new way, explaining exactly what to look for - and what to avoid - in creating products that get people excited.

Evil by Design Chris Nodder 2013-06-05 How to make customers feel good about doing what you want Learn how companies make us feel good about doing what they want. Approaching persuasive design from the dark side, this book melds psychology, marketing, and design concepts to show why we're susceptible to certain persuasive techniques. Packed with examples from every nook and cranny of the web, it provides easily digestible and applicable patterns for putting these design techniques to work. Organized by the seven deadly sins, it includes: Pride — use social proof to position your product in line with your visitors' values Sloth — build a path of least resistance that leads users where you want them to go Gluttony — escalate customers' commitment and use loss aversion to keep them there Anger — understand the power of metaphysical arguments and anonymity Envy — create a culture of status around your product and feed aspirational desires Lust — turn desire into commitment by using emotion to defeat rational behavior Greed — keep customers engaged by reinforcing the behaviors you desire Now you too can leverage human fallibility to create powerful persuasive interfaces that people will love to use — but will you use your new knowledge for good or evil? Learn more on the companion website, evilbydesign.info.

Designing Connected Products Claire Rowland 2015-05-18 Networked thermostats, fitness monitors, and door locks show that the Internet of Things can (and will) enable new ways for people to interact with the world around them. But designing connected products for consumers brings new challenges beyond conventional software UI and interaction design. This book provides experienced UX designers and technologists with a clear and practical roadmap for approaching consumer product strategy and design in this novel market. By drawing on the best of current design practice and academic research, Designing Connected Products delivers sound advice for working with cross-device interactions and the complex ecosystems inherent in IoT technology.

Don't Make Me Think Steve Krug 2009-08-05 Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone

working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

101 UX Principles Will Grant 2018-08-31 Learn from the opinions of a UX expert, evaluate your own design principles, and avoid common mistakes. Key Features Hear insights from an author who was trained by the Nielsen Norman Group Browse over 20 years of collected UX insights Accept or reject 101 thought-provoking opinions on design Challenge your own ideas on UX Book Description There are countless books about designing for the web. They all give multiple routes and options to solving design challenges. Many of them are plain wrong. This has led to an entire generation of designers failing to make interfaces that are usable, software that is intuitive, and products that normal people can understand. 101 UX Principles changes that, with 101 ways to solve 101 UX problems clearly and single-mindedly. The 101 principles are opinionated. They'll rub some designers up the wrong way, but these principles are rooted in 20 years of building for the web. They're not based on theory - they're based on practice. Simply put, they've been proven to work at scale. There's no arguing with that. Following in the footsteps of Jakob Nielsen and Don Norman, this book is the go-to manual for UX professionals, covering everything from passwords, to planning the user journey. Build a deeper understanding of accessible design and implement tried-and-tested strategies in your company. What you will learn Use typography well to ensure that text is readable Design controls to streamline interaction Create navigation which makes content make sense Convey information with consistent iconography Manage user input effectively Represent progress to the user Provide interfaces that work for users with visual or motion impairments Understand and respond to user expectations Who this book is for This book is for UX professionals (freelance or in-house) looking for shortcuts to making software that users intuitively know how to use across web, desktop, and mobile.

Designing the Obvious Robert Hoekman 2011 Designing the Obvious belongs in the toolbox of every person charged with the design and development of Web-based software, from the CEO to the programming team. Designing the Obvious explores the character traits of great Web applications and uses them as guiding principles of application design so the end result of every project instills customer satisfaction and loyalty. These principles include building only what's necessary, getting users up to speed quickly, preventing and handling errors, and designing for the activity. Designing the Obvious does not offer a one-size-fits-all development process--in fact, it lets you use whatever process you like. Instead, it offers practical advice about how to achieve the qualities of great Web-based applications and consistently and successfully reproduce them. This latest edition updates examples to show the guiding principles of application design in action on today's web, plus adds new chapters on strategy and persuasion. It offers practical advice about how to achieve the qualities of great Web-based applications and consistently and successfully reproduce them.

The Elements of User Experience Jesse James Garrett 2010-12-16 From the moment it was published almost ten years ago, Elements of User Experience became a vital reference for web and interaction designers the world over, and has come to define the core principles of the practice. Now, in this updated, expanded, and full-color new edition, Jesse James Garrett has refined his thinking about the Web, going beyond the desktop to include information that also applies to the sudden proliferation of mobile devices and applications. Successful interaction design requires more than just creating clean code and sharp graphics. You must also fulfill your strategic objectives while meeting the needs of your users. Even the best content and the most sophisticated technology won't help you balance those goals without a cohesive, consistent user experience to support it. With so many issues involved—usability, brand identity, information architecture, interaction design—creating the user experience can be overwhelmingly complex. This new edition of The Elements of User Experience cuts through that complexity with clear explanations and vivid illustrations that focus on ideas rather than tools or techniques. Garrett gives readers the big picture of user experience development, from strategy and requirements to information architecture and visual design.

Simple and Usable Web, Mobile, and Interaction Design Giles Colborne 2010-09-16 In a complex world, products that are easy to use win favor with consumers. This is the first book on the topic of simplicity aimed specifically at interaction designers. It shows how to drill down and simplify user experiences when designing digital tools and applications. It begins by explaining why simplicity is attractive, explores the laws of simplicity, and presents proven strategies for achieving simplicity. Remove, hide, organize and displace become guidelines for designers, who learn simplicity by seeing before and after examples and case studies where the results speak for themselves.

Designing Mobile Interfaces Steven Hoober 2011-11 With hundreds of thousands of mobile applications available today, your app has to capture users immediately. This book provides practical techniques to help you catch—and keep—their attention. You'll learn core principles for designing effective user interfaces, along with a set of common patterns for interaction design on all types of mobile devices. Mobile design specialists Steven Hoober and Eric Berkman have collected and researched 76 best practices for everything from composing pages and displaying information to the use of screens, lights, and sensors. Each pattern includes a discussion of the design problem and solution, along with variations, interaction and presentation details, and antipatterns. Compose pages so that information is easy to locate and manipulate Provide labels and visual cues appropriate for your app's users Use information control widgets to help users quickly access details Take advantage of gestures and other sensors Apply specialized methods to prevent errors and the loss of user-entered data Enable users to easily make selections, enter text, and manipulate controls Use screens, lights, haptics, and sounds to communicate your message and increase user satisfaction "Designing Mobile Interfaces is another stellar addition to O'Reilly's essential interface books. Every mobile designer will want to have this thorough book on their shelf for reference." —Dan Saffer, Author of Designing Gestural Interfaces

Rocket Surgery Made Easy Steve Krug 2009-12-08 It's been known for years that usability testing can dramatically improve products. But with a typical price tag of \$5,000 to \$10,000 for a usability consultant to conduct each round of tests, it rarely happens. In this how-to companion to Don't Make Me Think: A Common Sense Approach to Web Usability, Steve Krug spells out a streamlined approach to usability testing that anyone can easily apply to their own Web site, application, or other product. (As he said in Don't Make Me Think, "It's not rocket surgery".) Using practical advice, plenty of illustrations, and his trademark humor, Steve explains how to: Test any design, from a sketch on a napkin to a fully-functioning Web site or application Keep your focus on finding the most important problems (because no one has the time or resources to fix them all) Fix the problems that you find, using his "The least you can do" approach By paring the process of testing and fixing products down to its essentials ("A morning a month, that's all we ask"), Rocket Surgery makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. Rocket Surgery Made Easy adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made Don't Make Me Think so popular.

Strengthening Forensic Science in the United States National Research Council 2009-07-29 Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing

the risk of wrongful conviction and exoneration. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

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