

Designing Web Usability The Practice Of Simplicity

Part one introduces usability, then covers a range of techniques used to analyze, design, and evaluate web systems and products. Part two presents a set of usability blueprints that address generic design problems.

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.

Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design.

If you are in charge of the user experience, development, or strategy for a web site, A Web for Everyone will help you make your site accessible without sacrificing design or innovation. Rooted in universal design principles, this book provides solutions: practical advice and examples of how to create sites that everyone can use.

In the years since Jakob Nielsen's classic collection on interface consistency first appeared, much has changed, and much has stayed the same. On the one hand, there's been exponential growth in the opportunities for following or disregarding the principles of interface consistency—more computers, more applications, more users, and of course the vast expanse of the Web. On the other, there are the principles themselves, as persistent and as valuable as ever. In these contributed chapters, you'll find details on many methods for seeking and enforcing consistency, along with bottom-line analyses of its benefits and some warnings about its possible dangers. Most of what you'll learn applies equally to hardware and software development, and all of it holds real benefits for both your organization and your users. Begins with a new preface by the collection's distinguished editor Details a variety of methods for attaining interface consistency, including central control, user definitions, exemplary applications, shared code, and model analysis Presents a cost-benefits analysis of organizational efforts to promote and achieve consistency Examines and appraises the dimensions of consistency—consistency within an application, across a family of applications, and beyond Makes the case for some unexpected benefits of interface consistency while helping you avoid the risks it can sometimes entail Considers the consistency of interface elements other than screen design Includes case studies of major corporations that have instituted programs to ensure the consistency of their products

Written by the author of the best-selling HyperText & HyperMedia, this book is an excellent guide to the methods of usability engineering. The book provides the tools needed to avoid usability surprises and improve product quality. Step-by-step information on which method to use at various stages during the development lifecycle are included, along with detailed information on how to run a usability test and the unique issues relating to international usability. * Emphasizes cost-effective methods that developers can implement immediately * Instructs readers about which methods to use when, throughout the development lifecycle, which ultimately helps in cost-benefit analysis. * Shows readers how to avoid the four most frequently listed reasons for delay in software projects. * Includes detailed information on how to run a usability test. * Covers unique issues of international usability. * Features an extensive bibliography allowing readers to find additional information. * Written by an internationally renowned expert in the field and the author of the best-selling HyperText & HyperMedia.

Imagine how much easier creating web and mobile applications would be if you had a practical and concise, hands-on guide to visual design. Visual Usability gets into the nitty-gritty of applying visual design principles to complex application design. You'll learn how to avoid common mistakes, make informed decisions about application design, and elevate the ordinary. We'll review three key principles that affect application design – consistency, hierarchy, and personality – and illustrate how to apply tools like typography, color, and layout to digital application design. Whether you're a UI professional looking to fine-tune your skills, a developer who cares about making applications beautiful and usable, or someone entirely new to the design arena, Visual Usability is your one-stop, practical guide to visual design. Discover the principles and rules that underlie successful application design Learn how to develop a rationale to support design strategy and move teams forward Master the visual design toolkit to increase user-friendliness and make complicated processes feel straightforward for your product

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!

In 2000, Jakob Nielsen, the world's leading expert on Web usability, published a book that changed how people think about the Web—Designing Web Usability (New Riders). Many applauded. A few jeered. But everyone listened. The best-selling usability guru is back and has revisited his classic guide, joined forces with Web usability consultant Hoa Loranger, and created an updated companion book that covers the essential changes to the Web and usability today. Prioritizing Web Usability is the guide for anyone who wants to take their Web site(s) to next level and make usability a priority! Through the authors' wisdom, experience, and hundreds of real-world user tests and contemporary Web site critiques, you'll learn about site design, user experience and usability testing, navigation and search capabilities, old guidelines and prioritizing usability issues, page design and layout, content design, and more!

How do we create a satisfactory user experience when limited to a small device? This new guide focuses on usability for mobile devices, primarily smartphones and touchphones, and covers such topics as developing a mobile strategy, designing for small screens, writing for mobile, usability comparisons, and looking toward the future. The book includes 228 full color illustrations to demonstrate the points. Based on expert reviews and international studies with participants ranging from students to early technology adopters and business people using websites on a variety of mobile devices, this guide offers a complete look at the landscape for a mobile world. Author Jakob Nielsen is considered one of the world's leading experts on Web usability. He is the author of numerous best-selling books, including Prioritizing Web Usability and the groundbreaking Designing Web Usability, which has sold more than 250,000 copies and has been translated in 22 languages.

Cognetics and the locus of attention - Meanings, modes, monotony, and myths - Quantification - Unification - Navigation and other aspects of

humane interfaces - Interface issues outside the user interface.

The Persona Lifecycle is a field guide exclusively focused on interaction design's most popular new technique. The Persona Lifecycle addresses the "how" of creating effective personas and using those personas to design products that people love. It doesn't just describe the value of personas; it offers detailed techniques and tools related to planning, creating, communicating, and using personas to create great product designs. Moreover, it provides rich examples, samples, and illustrations to imitate and model. Perhaps most importantly, it positions personas not as a panacea, but as a method used to complement other user-centered design (UCD) techniques including scenario-based design, cognitive walkthroughs and user testing. The authors developed the Persona Lifecycle model to communicate the value and practical application of personas to product design and development professionals. This book explores the complete lifecycle of personas, to guide the designer at each stage of product development. It includes a running case study with rich examples and samples that demonstrate how personas can be used in building a product end-to-end. It also presents recommended best practices in techniques, tools, and innovative methods and contains hundreds of relevant stories, commentary, opinions, and case studies from user experience professionals across a variety of domains and industries. This book will be a valuable resource for UCD professionals, including usability practitioners, interaction designers, technical writers, and program managers; programmers/developers who act as the interaction designers for software; and those professionals who work with developers and designers. Features * Presentation and discussion of the complete lifecycle of personas, to guide the designer at each stage of product development. * A running case study with rich examples and samples that demonstrate how personas can be used in building a product end-to-end. * Recommended best practices in techniques, tools, and innovative methods. * Hundreds of relevant stories, commentary, opinions, and case studies from user experience professionals across a variety of domains and industries.

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

Organizations value insights from reflexive, iterative processes of designing interactive environments that reflect user experience. "I really like this definition of experience architecture, which requires that we understand ecosystems of activity, rather than simply considering single-task scenarios."—Donald Norman (The Design of Everyday Things)

Universal Usability is the concept of designing computer interfaces that are easy for all users to utilize. It is a concept which many decry as elusive, impossible, or impractical, but this book, which addresses usability issues for a number of diverse user groups, proves that there is no problem in interface design that cannot be solved, or at least improved upon. Individuals with cognitive, motor, and perceptual impairments, as well as older, younger, and economically disadvantaged users, face a variety of complex challenges when interacting with computers. However, with user involvement, good design practice, and thorough testing, computer interfaces can be successfully developed for any user population. This book, featuring key chapters by Human-Computer Interaction luminaries such as Jonathan Lazar, Ron Baecker, Allison Druin, Ben Shneiderman, Brad Myers and Jenny Preece, examines innovative and groundbreaking research and practice, and provides a practical overview of a number of successful projects which have addressed a need for these specific user populations. Chapters in this book address topics including age diversity, economic diversity, language diversity, visual impairment, and spinal cord injuries. Several of these trailblazing projects in the book are amongst the first to examine usability issues for users with Down Syndrome, users with Amnesia, users with Autism Spectrum Disorders, and users with Alzheimer's Disease, and coverage extends to projects where multiple categories of needs are addressed. These chapters represent real-world projects, being carried out on different continents. The authors of the chapters also represent diversity—interface researchers and software developers in university, industrial, and government settings. In the practical spirit of the book, chapter authors provide guidelines and suggestions for those attempting similar projects, as well as implications for different stakeholders such as policymakers, researchers, and designers. Ideal for students of HCI and User Interface Design, and essential reading for usability practitioners, this fascinating collection of real-world projects demonstrates that computer interfaces can truly be designed to meet the needs of any category of user.

"The book provides a link between theoretical research and web engineering, presenting a more holistic approach to web usability"--Provided by publisher.

Provides information on designing easy-to-use interfaces.

For an introductory-level course in natural hazards Natural Hazards uses real-life examples of hazards and disasters to explore how and why they happen--and what we can do to limit their effects. The text's up-to-date coverage of recent disasters brings a fresh perspective to the material. The Fourth Edition provides a new active learning approach, a fully updated visual program and revised pedagogy tools that highlight hallmark concepts of the text. Students have access to an updated Hazard City , an online media resource which gives instructors meaningful, easy-to-assign, and easy-to-grade assignments in which students investigate virtual disasters in the fictional town of Hazard City. This program will provide an interactive and engaging learning experience for your students. Here's how: Provide a balanced approach to the study of natural hazards: Focus on globalization of our economy, information access, and human effects on our planet in a broader, more balanced approach to the study of natural hazards. Engage your students with "Hazard City": Students work through 11 different assignments by stepping into the role of a practicing geologist and analyzing potential disasters in the fictional town of Hazard City. Enhance understanding and comprehension of natural hazards: Newly revised stories and case studies give students a behind the scenes glimpse into the lives of survivors, professionals and hazardous events. Strong pedagogy tools reinforce the text's core features: The new chapter structure and design organizes the material into three major sections to help students learn, digest, and review learning objectives. Note: You are purchasing a standalone product; My_Lab/Mastering does not come packaged with this content. If you would like to purchase both the physical text and My_Lab/Mastering search for ISBN-10: 0133907651/ISBN-13: 9780133907650. That package includes ISBN-10: 0321939964/ISBN-13: 9780321939968 and ISBN-10: 0321970349 /ISBN-13: 9780321970343. My_Lab/Mastering is not a self-paced technology and should only be purchased when required by an

instructor.

Designing Web Usability New Riders Pub

Eyetracking Web Usability is based on one of the largest studies of eyetracking usability in existence. Best-selling author Jakob Nielsen and coauthor Kara Pernice used rigorous usability methodology and eyetracking technology to analyze 1.5 million instances where users look at Web sites to understand how the human eyes interact with design. Their findings will help designers, software developers, writers, editors, product managers, and advertisers understand what people see or don't see, when they look, and why. With their comprehensive three-year study, the authors confirmed many known Web design conventions and the book provides additional insights on those standards. They also discovered important new user behaviors that are revealed here for the first time. Using compelling eye gaze plots and heat maps, Nielsen and Pernice guide the reader through hundreds of examples of eye movements, demonstrating why some designs work and others don't. They also provide valuable advice for page layout, navigation menus, site elements, image selection, and advertising. This book is essential reading for anyone who is serious about doing business on the Web.

Want to learn how to create great user experiences on today's Web? In this book, UI experts Bill Scott and Theresa Neil present more than 75 design patterns for building web interfaces that provide rich interaction. Distilled from the authors' years of experience at Sabre, Yahoo!, and Netflix, these best practices are grouped into six key principles to help you take advantage of the web technologies available today. With an entire section devoted to each design principle, Designing Web Interfaces helps you: Make It Direct-Edit content in context with design patterns for In Page Editing, Drag & Drop, and Direct Selection Keep It Lightweight-Reduce the effort required to interact with a site by using In Context Tools to leave a "light footprint" Stay on the Page-Keep visitors on a page with overlays, inlays, dynamic content, and in-page flow patterns Provide an Invitation-Help visitors discover site features with invitations that cue them to the next level of interaction Use Transitions-Learn when, why, and how to use animations, cinematic effects, and other transitions React Immediately-Provide a rich experience by using lively responses such as Live Search, Live Suggest, Live Previews, and more Designing Web Interfaces illustrates many patterns with examples from working websites. If you need to build or renovate a website to be truly interactive, this book gives you the principles for success.

Summary A Web API is a platform with a web-style interface developers can use to implement functionality. Well-designed APIs feel like a natural extension of the application, rather than just a new interface into the backend database. Designing Web APIs based on use cases allows an organization to develop irresistible APIs, which developers can consume easily and which support the business values of that organization. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology It takes a village to deliver an irresistible web API. Business stakeholders look for an API that works side-by-side with the main product to enhance the experience for customers. Project managers require easy integration with other products or ways for customers to interact with your system. And, developers need APIs to consistently interoperate with external systems. The trick is getting the whole village together. This book shows you how. About the Book Irresistible APIs presents a process to create APIs that succeed for all members of the team. In it, you'll learn how to capture an application's core business value and extend it with an API that will delight the developers who use it. Thinking about APIs from the business point of view, while also considering the end-user experience, encourages you to explore both sides of the design process and learn some successful biz-to-dev communication patterns. Along the way, you'll start to view your APIs as part of your product's core value instead of just an add-on. What's Inside Design-driven development Developing meaningful use cases API guiding principles How to recognize successful APIs About the Reader Written for all members of an API design team, regardless of technical level. About the Author Kirsten Hunter is an API evangelist who helps developers and business stakeholders understand, design, and deliver amazing APIs. Table of Contents UNDERSTANDING WEB APIs What makes an API irresistible? Working with web APIs API First Web services explained DESIGNING WEB APIs Guiding principles for API design Defining the value for your API Creating your schema model Design-driven development Empowering your developers

A guide to designing for the Web critiques existing Web sites, suggests simple solutions for improving site usability, and offers advice on writing for the Web

Today, new media enter our lives faster than ever before. This volume provides a complete, state-of-the-art overview of the newest media technologies and how they can be used in marketing communications - essential information for any organization that wants to maintain an effective advertising program, as well as for experts and students in the fields of advertising and mass communications. Advertising, Promotion, and New Media offers crucial insights on the use of cutting-edge techniques including 3-D advertising, mobile advertising, advergames, interactivity, and netvertising images, as well as more familiar Internet advertising formats such as banner ads and pop-ups. It also discusses such important topics as how to select online affiliates, and how to assess the effectiveness of new media advertising and compare it with traditional formats. Throughout the book, the chapter authors offer up-to-date information and thought provoking ideas on emerging technology and how it can be used effectively for advertising and promotion in the future.

Forms make or break the most crucial online interactions: checkout (commerce), registration (community), data input (participation and sharing), and any task requiring information entry. In Web Form Design, Luke Wroblewski draws on original research, his considerable experience at Yahoo! and eBay, and the perspectives of many of the field's leading designers to show you everything you need to know about designing effective and engaging Web forms.

When you take on an e-commerce site, you're tackling the most complex Web design challenge of all, one that involves finding the right mix of aesthetics, brand identity, and interactivity--which you then have to fit into a technical tangle of database, customer service, and fulfillment systems. Designing Web Sites That Sell recognizes that good design is more than just a pretty face; it persuades visitors to act--to look, buy, and come back for more. Written by designers for designers, it's a results-oriented guide to building a profitable e-commerce site without sacrificing design and style. Recent headlines aside, people haven't stopped buying from online stores--just from poorly conceived ones.

Designing Web Sites That Sell takes you on a real-world tour of what goes into building and managing a successful e-commerce site, using case studies of thriving examples to illustrate the principles in the book. Author's Shayne Bowman and Chris Willis stop to go behind the scenes each step of the way, sharing a wealth of information you won't find anywhere else: Savvy tips on working with clients to establish a visual style that fits their brand The five critical principles of good commerce design How to build a site that's easy to update Site testing and revising guidelines How to create content that works for cell phones, PDAs, and other wireless devices

Executive Summary. What is usability. Generations of user interfaces. The usability engineering lifecycle. Usability heuristics. Usability testing. Usability assessment methods beyond testing. Interface standards. International user interfaces. Future developments. Exercises. Bibliography. Author index. Subject index.

Human factors and usability issues have traditionally played a limited role in security research and secure systems development. Security experts have largely ignored usability issues--both because they often failed to recognize the importance of human factors and because they lacked the expertise to address them. But there is a growing recognition that today's security problems can be solved only by addressing issues of usability and human factors. Increasingly, well-publicized security breaches are attributed to human errors that might have been prevented through more usable software. Indeed, the world's future cyber-security depends upon the deployment of security technology that can be broadly used by untrained computer users. Still, many people believe there is an inherent tradeoff between computer security and usability. It's true that a computer without passwords is usable, but not very secure. A computer that makes you authenticate every five minutes with a password and a fresh drop of blood might be very secure, but nobody would use it. Clearly, people need computers, and if they can't use one that's secure, they'll use one that isn't. Unfortunately, unsecured systems aren't usable for long, either. They get hacked, compromised, and otherwise rendered useless. There is increasing agreement that we need to design secure systems that people can actually use, but less agreement about how to reach this goal. Security & Usability is the first book-length work describing the current state of the art in this emerging field. Edited by security experts Dr. Lorrie Faith Cranor and Dr. Simson Garfinkel, and authored by cutting-edge security and human-computerinteraction (HCI) researchers world-wide, this volume is expected to become both a classic reference and an inspiration for future research. Security & Usability groups 34 essays into six parts: Realigning Usability and Security---with careful attention to user-centered design principles, security and usability can be synergistic. Authentication Mechanisms-- techniques for identifying and authenticating computer users. Secure Systems--how system software can deliver or destroy a secure user experience. Privacy and Anonymity Systems--methods for allowing people to control the release of personal information. Commercializing Usability: The Vendor Perspective--specific experiences of security and software vendors (e.g.,IBM, Microsoft, Lotus, Firefox, and Zone Labs) in addressing usability. The Classics--groundbreaking papers that sparked the field of security and usability. This book is expected to start an avalanche of discussion, new ideas, and further advances in this important field.

In just over a decade, the Web has evolved from an experimental tool for a limited community of technically inclined people into a day-to-day necessity for millions upon millions of users. Today's Web designers must consider not only the content needs of the sites they create, but also the wide range of additional needs their users may have: for example, those with physical or cognitive disabilities, those with slow modems or small screens, and those with limited education or familiarity with the Web. Bestselling author Sarah Horton argues that simply meeting the official standards and guidelines for Web accessibility is not enough. Her goal is universal usability, and in Access by Design: A Guide to Universal Usability for Web Designers, Sarah describes a design methodology that addresses accessibility requirements but then goes beyond. As a result, designers learn how to optimize page designs to work more effectively for more users, disabled or not. Working through each of the main functional features of Web sites, she provides clear principles for using HTML and CSS to deal with elements such as text, forms, images, and tables, illustrating each with an example drawn from the real world. Through these guidelines, Sarah makes a convincing case that good design principles benefit all users of the Web. In this book you will find: Clear principles for using HTML and CSS to design functional and accessible Web sites Best practices for each of the main elements of Web pages—text, forms, images, tables, frames, links, interactivity, and page layout Seasoned advice for using style sheets that provide flexibility to both designer and user without compromising usability Illustrations of actual Web sites, from which designers can model their own pages Instructions for providing keyboard accessibility, flexible layouts, and user-controlled environments Practical tips on markup, and resources

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. Designing Web Navigation demonstrates that good navigation is not about technology-it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, Designing Web Navigation offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While Designing Web Navigation focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action. Whether it's software, a cell phone, or a refrigerator, your customer wants - no, expects - your product to be easy to use. This fully revised handbook provides clear, step-by-step guidelines to help you test your product for usability. Completely updated with current industry best practices, it can give you that all-important marketplace advantage: products that perform the way users expect. You'll learn to recognize factors that limit usability, decide where testing should occur, set up a test plan to assess goals for your product's usability, and more. Demonstrates Web design fundamentals that consider usability a major design goal, provides advice on incorporating usability considerations in each stage of the design process, and discusses the functionality of e-commerce sites.

Explaining how to create a user-friendly Web interface, this practical handbook contains detailed instruction and professional advice on how to design interface elements to reach a target audience, using real-world examples to discuss buttons, links, menus, lists, layers, and more. Original. (Advanced)

Although recent findings show the public increasingly interacting with government Web sites, a common problem is that people can't find what they're looking for. In other words, the sites lack usability. The Research-Based Web Design and Usability Guidelines aid in correcting this problem by providing the latest Web design guidance from the research and other forms of evidence. This unique publication has been updated from its earlier version to include over 40 new or updated research guidelines, bringing the total to 209. Primary audiences for the book are: Web managers, designers, and all staff involved in the creation of Web sites. Topics in the book include: home page design, page and site navigation, graphics and images, effective Web content writing, and search. A new section on usability testing guidance has been added. Experts from across government, industry, and academia have reviewed and contributed to the development of the Guidelines. And,

since their introduction in 2003, the Guidelines have been widely used by government, private, and academic institutions to improve Web design.

Written by the experts at 37signals, this book shows hundreds of real-world examples from companies like Amazon, Google, and Yahoo that show the right (and wrong) ways to get defensive. Readers will learn 40 guidelines to prevent errors and rescue customers if a breakdown occurs. They'll also explore how to evaluate their own site's defensive design and improve it over the long term.

Delivers a thorough examination of best practices and proven results for many different kinds of applications, including porting existing applications to the Internet from a PDA or Web-enabled cell phone, plus a quick reference for designers looking for fast solutions to enhance Web applications. Original. (Advanced)

The three-volume set LNCS 10918, 10919, and 10290 constitutes the proceedings of the 7th International Conference on Design, User Experience, and Usability, DUXU 2018, held as part of the 20th International Conference on Human-Computer Interaction, HCII 2018, in Las Vegas, NV, USA in July 2018. The total of 1171 papers presented at the HCII 2018 conferences were carefully reviewed and selected from 4346 submissions. The papers cover the entire field of human-computer interaction, addressing major advances in knowledge and effective use of computers in a variety of applications areas. The total of 165 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this three-volume set. The 50 papers included in this volume are organized in topical sections on design, education and creativity, GUI, visualization and image design, multimodal DUXU, and mobile DUXU.

Surveys That Work explains a seven-step process for designing, running, and reporting on a survey that gets accurate results. In a no-nonsense style with plenty of examples about real-world compromises, the book focuses on reducing the errors that make up Total Survey Error—a key concept in survey methodology. If you are conducting a survey, this book is a must-have.

Presents a user-centered approach to designing web sites that considers human factors during the development phase. The author discusses the importance of defining the audience and ensuring smooth navigation through the site, and explores concepts for enhancing consistency, coherence, placement of information, information coding, color, and text clarity. Color screenshots. Annotation copyrighted by Book News Inc., Portland, OR.

[Copyright: 6a69184c3f2d783db2be5b033aff8705](#)