

Dont Make Me Think Revisited A Common Sense Approach To Web Usability Voices That Matter

Apps! Websites! Rubber Ducks! Naked Ninjas! This book has everything. If you want to get started in user experience design (UX), you've come to the right place: 100 self-contained lessons that cover the whole spectrum of fundamentals. Forget dry, technical material. This book—based on the wildly popular UX Crash Course from Joel Marsh's blog The Hipper Element—is laced with the author's snarky brand of humor, and teaches UX in a simple, practical way. Becoming a professional doesn't have to be boring. Follow the real-life UX process from start-to-finish and apply the skills as you learn, or refresh your memory before the next meeting. UX for Beginners is perfect for non-designers who want to become designers, managers who teach UX, and programmers, salespeople, or marketers who want to learn more. Start from scratch: the fundamentals of UX Research the weird and wonderful things users do The process and science of making anything user-friendly Use size, color, and layout to help and influence users Plan and create wireframes Make your designs feel engaging and persuasive Measure how your design works in the real world Find out what a UX designer does all day

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

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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.

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

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assess goals for your product's usability, and more.

Donald A. Norman, a popular design consultant to car manufacturers, computer companies, and other industrial and design outfits, has seen the future and is worried. In this long-awaited follow-up to *The Design of Everyday Things*, he points out what's going wrong with the wave of products just coming on the market and some that are on drawing boards everywhere—from "smart" cars and homes that seek to anticipate a user's every need, to the latest automatic navigational systems. Norman builds on this critique to offer a consumer-oriented theory of natural human-machine interaction that can be put into practice by the engineers and industrial designers of tomorrow's thinking machines. This is a consumer-oriented look at the perils and promise of the smart objects of the future, and a cautionary tale for designers of these objects—many of which are already in use or development.

Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs themselves—simply because the most articulate person usually wins. This practical guide focuses on principles, tactics, and actionable methods for presenting your designs. Whether you design UX, websites, or products, you'll learn how to win over anyone who has influence over the project—with the goal of creating the best experience for the end user. Walk through the process of preparing for and presenting your designs

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Understand stakeholder perspectives, and learn how to empathize with them Cultivate both implicit and explicit listening skills Learn tactics and formulas for expressing the most effective response to feedback Discover why the way you follow through is just as crucial as the meeting itself Educate your stakeholders by sharing the chapter from this book on how to work with designers

Hundreds of thousands of Web designers and developers have relied on usability guru Steve Krug's guide to understand the principles of intuitive navigation and information design. Witty, commonsensical, and eminently practical, it's one of the best loved and most recommended books on the subject. It's a core foundational book that every Web designer must internalize to make their designs truly effective. In this substantially revised edition, Steve returns with fresh perspective to reconsider the principles he originally laid out--commenting, amending, amplifying, and offering fresh new examples to underscore their importance. This edition adds an important new chapter on mobile as well as integrating coverage of mobile throughout.

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

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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

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

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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

Think Like a UX Researcher will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious. You'll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. The book will help you take a more strategic view of product design so you can focus on optimizing the user's experience. UX Researchers, Designers, Project Managers, Scrum Masters, Business Analysts and Marketing Managers will find tools, inspiration and ideas to rejuvenate their thinking, inspire their team and improve their craft. Key Features A dive-in-anywhere book that offers practical advice and topical examples. Thought triggers, exercises and scenarios to test your knowledge of UX research. Workshop ideas to build a development team's UX maturity. War stories from seasoned researchers to show you how UX research methods can be tailored to your own organization.

In 100 Things Every Designer Needs to Know About People, 2nd Edition , Dr. Susan Weinschenk shows design and web professionals how to apply the latest research in cognitive, perceptual, and social psychology to create more effective web sites and apps. Dr. Weinschenk offers concise, plain-English insights and practical examples for

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designing sites and apps that are more intuitive and engaging, because they match the way humans think, work, and play. Updated to reflect the latest scientific findings, this full-color, relentlessly practical guide will help you whether your background is in visual design, interaction design, programming, or anything else. Weinschenk will help you improve the many design choices you make every single day -- from choosing fonts and chunking information to motivating people and guiding them towards purchase. Not just another "web design guidelines" book, *100 Things Every Designer Needs to Know About People*, 2nd Edition explains the why behind the guidelines, and exposes the many web design myths and "urban legends" that stand in your way. Dr. Weinschenk shows you what makes humans tick, and helps you translate that knowledge into exceptionally successful designs.

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. *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

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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

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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 discipline of user experience (UX) design has matured into a confident practice and this edition reflects, and in some areas accelerates, that evolution. Technically this is the second edition of The UX Book, but so much of it is new, it is more like a sequel. One of the major positive trends in UX is the continued emphasis on design—a kind of design that highlights the designer’s creative skills and insights and embodies a synthesis of technology with usability, usefulness, aesthetics, and meaningfulness to the user. In this edition a new conceptual top-down design framework is introduced to help readers with this evolution. This entire edition is oriented toward an agile UX lifecycle process, explained in the funnel model of agile UX, as a better match to the now de facto standard agile approach to software engineering. To reflect these trends, even the subtitle of the book is changed to “Agile UX design for a quality user experience . Designed as a how-to-do-it handbook and field guide for UX professionals and a textbook for aspiring students, the book is accompanied by in-class exercises and team projects. The approach is practical rather than formal or theoretical. The primary goal is still to imbue an understanding of what a good user experience is and how to achieve it. To better serve this, processes, methods, and techniques are introduced early to establish process-related concepts as context for discussion in later chapters. Winner of a 2020 Textbook Excellence Award (College) (Texty) from the

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Textbook and Academic Authors Association A comprehensive textbook for UX/HCI/Interaction Design students readymade for the classroom, complete with instructors' manual, dedicated web site, sample syllabus, examples, exercises, and lecture slides Features HCI theory, process, practice, and a host of real world stories and contributions from industry luminaries to prepare students for working in the field The only HCI textbook to cover agile methodology, design approaches, and a full, modern suite of classroom material (stemming from tried and tested classroom use by the authors)

The essential interaction design guide, fully revised and updated for the mobile age About Face: The Essentials of Interaction Design, Fourth Edition is the latest update to the book that shaped and evolved the landscape of interaction design. This comprehensive guide takes the worldwide shift to smartphones and tablets into account. New information includes discussions on mobile apps, touch interfaces, screen size considerations, and more. The new full-color interior and unique layout better illustrate modern design concepts. The interaction design profession is blooming with the success of design-intensive companies, priming customers to expect "design" as a critical ingredient of marketplace success. Consumers have little tolerance for websites, apps, and devices that don't live up to their expectations, and the responding shift in business philosophy has become widespread. About Face is the book that brought interaction design out of the research labs and into the everyday lexicon, and

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the updated Fourth Edition continues to lead the way with ideas and methods relevant to today's design practitioners and developers. Updated information includes: Contemporary interface, interaction, and product design methods Design for mobile platforms and consumer electronics State-of-the-art interface recommendations and up-to-date examples Updated Goal-Directed Design methodology Designers and developers looking to remain relevant through the current shift in consumer technology habits will find About Face to be a comprehensive, essential resource.

Quantifying the User Experience: Practical Statistics for User Research offers a practical guide for using statistics to solve quantitative problems in user research. Many designers and researchers view usability and design as qualitative activities, which do not require attention to formulas and numbers. However, usability practitioners and user researchers are increasingly expected to quantify the benefits of their efforts. The impact of good and bad designs can be quantified in terms of conversions, completion rates, completion times, perceived satisfaction, recommendations, and sales. The book discusses ways to quantify user research; summarize data and compute margins of error; determine appropriate samples sizes; standardize usability questionnaires; and settle controversies in measurement and statistics. Each chapter concludes with a list of key points and references. Most chapters also include a set of problems and answers that enable readers to test their understanding of the material. This book is a valuable resource for those engaged in measuring the behavior and attitudes of people

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during their interaction with interfaces. Provides practical guidance on solving usability testing problems with statistics for any project, including those using Six Sigma practices Show practitioners which test to use, why they work, best practices in application, along with easy-to-use excel formulas and web-calculators for analyzing data Recommends ways for practitioners to communicate results to stakeholders in plain English Resources and tools available at the authors' site:

<http://www.measuringu.com/>

A comprehensive guide for all sizes of libraries, this book guides you through the entire process of effectively redesigning your library's website—from evaluating your current site and understanding user needs, to creating a budget, through to launching and maintaining your updated site. • Presents an approachable, complete guide that covers all steps in the process of revamping a library website, turning a potentially daunting challenge into a doable project, even for those without technical backgrounds •

Describes various ways of handling specific steps for different sizes and types of libraries—from a "DIY" approach to cost-effective ways of hiring outside professionals • Provides an invaluable resource for librarians and library staff members charged with the task of designing or redesigning their library's website as well as for web developers and designers who work with libraries

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

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Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has revisited his classic, industry-shaking guidebook. Updated in collaboration with co-author Ethan Marcotte, this third edition covers improvements and challenges in the changing environment of standards-based design. Written in the same engaging and witty style, making even the most complex information easy to digest, *Designing with Web Standards* remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain. Substantially revised—packed with new ideas How will HTML5, CSS3, and web fonts change your work? Learn new strategies for selling standards Change what “IE6 support” means “Occasionally (very occasionally) you come across an author who makes you think, ‘This guy is smart! And he makes me feel smarter, because now I finally understand this concept.’” — Steve Krug, author of *Don’t Make Me Think* and *Rocket Surgery Made Easy* “A web designer without a copy of *Designing with Web Standards* is like a carpenter without a level. With this third edition, Zeldman continues to be the voice of clarity; explaining the complex in plain English for the rest of us.” — Dan Cederholm, author, *Bulletproof Web Design* and *Handcrafted CSS* “Jeffrey Zeldman sits somewhere between ‘guru’ and ‘god’ in this industry—and manages to fold wisdom and wit into a tale about WHAT web standards are, HOW standards-based coding works, and WHY we should care.” — Kelly Goto, author, *Web ReDesign 2.0: Workflow that Works* “Some books are meant to be read. *Designing with Web Standards* is even more: intended to be highlighted, dogeared, bookmarked, shared, passed around, and evangelized, it goes beyond reading to revolution.” — Liz Danzico, Chair, MFA Interaction Design, School of Visual Arts

The UX Book: Process and Guidelines for Ensuring a Quality User Experience aims to help

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readers learn how to create and refine interaction designs that ensure a quality user experience (UX). The book seeks to expand the concept of traditional usability to a broader notion of user experience; to provide a hands-on, practical guide to best practices and established principles in a UX lifecycle; and to describe a pragmatic process for managing the overall development effort. The book provides an iterative and evaluation-centered UX lifecycle template, called the Wheel, for interaction design. Key concepts discussed include contextual inquiry and analysis; extracting interaction design requirements; constructing design-informing models; design production; UX goals, metrics, and targets; prototyping; UX evaluation; the interaction cycle and the user action framework; and UX design guidelines. This book will be useful to anyone interested in learning more about creating interaction designs to ensure a quality user experience. These include interaction designers, graphic designers, usability analysts, software engineers, programmers, systems analysts, software quality-assurance specialists, human factors engineers, cognitive psychologists, cosmic psychics, trainers, technical writers, documentation specialists, marketing personnel, and project managers. A very broad approach to user experience through its components—usability, usefulness, and emotional impact with special attention to lightweight methods such as rapid UX evaluation techniques and an agile UX development process Universal applicability of processes, principles, and guidelines—not just for GUIs and the Web, but for all kinds of interaction and devices: embodied interaction, mobile devices, ATMs, refrigerators, and elevator controls, and even highway signage Extensive design guidelines applied in the context of the various kinds of affordances necessary to support all aspects of interaction Real-world stories and contributions from accomplished UX practitioners A practical guide to best practices and

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established principles in UX A lifecycle template that can be instantiated and tailored to a given project, for a given type of system development, on a given budget

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.

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.

Web designers are no longer just web designers. To create a successful web product that's as large as Etsy, Facebook, Twitter, or Pinterest—or even as small as a tiny app—you need to know

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more than just HTML and CSS. You need to understand how to create meaningful online experiences so that users want to come back again and again. In other words, you have to stop thinking like a web designer or a visual designer or a UX designer or an interaction designer and start thinking like a product designer. In this breakthrough introduction to modern product design, Etsy Creative Director Randy Hunt explains the skills, processes, types of tools, and recommended workflows for creating world-class web products. After reading this book, you'll have a complete understanding of what product design really is and you'll be equipped with the best practices necessary for building your own successful online products. This short book provides a practical introduction to HTML5. HTML (HyperText Markup Language) is the predominant language of web pages. Originally developed as a way to describe and share scientific papers, HTML is now used to mark up all sorts of documents and create visual interfaces for browser-based software. With HTML5, however, HTML has become as much an of API for developing browser-based software as it is a markup language. In this book, we'll talk about the history of HTML and HTML5 and explore its new features. It covers: HTML5 basics Multimedia Canvas and SVG HTML5 applications HTML5 APIs HTML5 is required knowledge for every professional web designer and developer. This book will quickly get you up to speed with the fundamentals of HTML5 and give you the confidence to start experimenting on your own.

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides

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exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics

Discusses Web site hierarchy, usability, navigation systems, content labeling, configuring search systems, and managing the information architecture development process.

We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you'll be able to design more intuitive and engaging work for print, websites, applications, and products that matches

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the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as: What grabs and holds attention on a page or screen? What makes memories stick? What is more important, peripheral or central vision? How can you predict the types of errors that people will make? What is the limit to someone's social circle? How do you motivate people to continue on to (the next step? What line length for text is best? Are some fonts better than others? These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.

Graphic Design School is organized into two main sections, 'principles' and 'practice'. The first section deals with the fundamentals of design, such as composition, hierarchy, layout, typography, grid structure, colour and so on. The second section puts these basics into practice, and gives information about studio techniques and production issues relevant to a number of different graphic design disciplines. The last part of the second section provides an overview of some of the different career choices open to students entering the graphic design field. This seventh edition of Graphic Design School features all-new assignments and fully updated reading lists. Over a third of the images are entirely new, and include a mix of professional work and outstanding student pieces. In addition, Part II: Practice Plus features new software and revisits old print technologies - for example, risograph printing and screen printing - which are becoming increasingly popular forms of production again.

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Don't Make Me Think, Revisited A Common Sense Approach to Web Usability Pearson Education

Provides information on designing easy-to-use interfaces.

"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"--

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

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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. A cross-disciplinary reference of design. Pairs common design concepts with examples that illustrate them in practice.

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

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information architecture and visual design.

Attention, designers, it's time to get serious about your creative process. For too long you've allowed yourself to go soft, relying on your software to do all of your creative work at the expense of your craftsmanship. This book will NOT show you how to use every tool and feature in Adobe Illustrator. This book WILL, however, teach you the importance of drawing out your ideas, analyzing the shapes, and then methodically building them precisely in vector form using the techniques explained in this book. In *Vector Basic Training, Second Edition* acclaimed illustrative designer Von Glitschka takes you through his systematic process for creating the kind of precise vector graphics that separate the pros from the mere toolers. Along the way, he'll whip your drawing skills into shape and show you how to create elegant curves and precise anchor points for your designs. In addition to new illustrative examples throughout the book, this edition includes an all-new chapter on how to apply color and detail to your illustrations using tried-and-true methods that you'll use over and over again. You'll also get access to over seven hours of all-new HD video tutorials and source files so you can follow along with Von as he walks you through his entire process. Whether you're creating illustrations in Adobe Illustrator, Affinity Designer, CorelDRAW, or even Inkscape, you'll be able to use Von's techniques to establish a successful creative process for crafting consistently precise illustrations every single time you pick up your pen, stylus, or mouse. In *Vector Basic Training, Second Edition*, you'll learn: The

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tools and shortcuts that make up a design pro's creative arsenal How to use "The Clockwork Method" to create accurate curves every time When and where to set just the right number of anchor points for any design How to build shapes quickly using basic Illustrator tools and plug-ins Techniques for art directing yourself to get the results you desire Fundamental methods for applying color and detail to your illustrations

Thailand's Bhumibol Adulyadej, the only king ever born in the United States, came to the throne of his country in 1946 and is now the world's longest-serving monarch. This book tells the unexpected story of his life and 60-year rule: how a Western-raised boy came to be seen by his people as a living Buddha; and how a king widely seen as beneficent and apolitical could in fact be so deeply political, autocratic, and even brutal. Paul Handley provides an extensively researched, factual account of the king's youth and personal development, ascent to the throne, skilful political maneuverings, and attempt to shape Thailand as a Buddhist kingdom. Blasting apart the widely accepted image of the king as egalitarian and virtuous, Handley convincingly portrays an anti-democratic monarch who, together with allies in big business and the corrupt Thai military, has protected a centuries-old, barely-modified feudal dynasty. When at nineteen Bhumibol assumed the throne after the still-unsolved shooting of his brother, the Thai monarchy had been stripped of power and prestige. Over the ensuing decades, Bhumibol became the paramount political actor in the kingdom, crushing critics while attaining high status among his people. The book details this process and

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depicts Thailand's unique constitutional monarch in the full light of the facts. With digital content published across more channels than ever before, how can you make yours easy to find, use, and share? Is your content ready for the next wave of content platforms and devices? In *Designing Connected Content*, Mike Atherton and Carrie Hane share an end-to-end process for building a structured content framework. They show you how to research and model your subject area based on a shared understanding of the important concepts, and how to plan and design interfaces for mobile, desktop, voice, and beyond. You will learn to reuse and remix your valuable content assets to meet the needs of today and the opportunities of tomorrow. Discover a design method that starts with content, not pixels. Master the interplay of content strategy, content design, and content management as you bring your product team closer together and encourage them to think content first. Learn how to Model your content and its underlying subject domain Design digital products that scale without getting messy Bring a cross-functional team together to create content that can be efficiently managed and effectively delivered Create a framework for tackling content overload, a multitude of devices, constantly changing design trends, and siloed content creation

Interviewing is a foundational user research tool that people assume they already possess. Everyone can ask questions, right? Unfortunately, that's not the case. *Interviewing Users* provides invaluable interviewing techniques and tools that enable

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you to conduct informative interviews with anyone. You'll move from simply gathering data to uncovering powerful insights about people.

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