

Dont Make Me Think A Common Sense Approach To Web Usability

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.

It's the little things that turn a good digital product into a great one. With this practical book, you'll learn how to design effective microinteractions: the small details that exist inside and around features. How can users change a setting? How do they turn on mute, or know they have a new email message? Through vivid, real-world examples from today's devices and applications, author Dan Saffer walks you through a microinteraction's essential parts, then shows you how to use them in a mobile app, a web widget, and an appliance. You'll quickly discover how microinteractions can change a product from one that's tolerated into one that's treasured. Explore a microinteraction's structure: triggers, rules, feedback, modes, and loops Learn the types of triggers that initiate a microinteraction Create simple rules that define how your microinteraction can be used Help users understand the rules with feedback, using graphics, sounds, and vibrations Use modes to let users set preferences or modify a microinteraction Extend a microinteraction's life with loops, such as "Get data every 30 seconds"

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. User experience (UX) design has traditionally been a deliverables-based practice, with wireframes, site maps, flow diagrams, and mockups. But in today's web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of building shared understanding with the rest of the product team. Lean UX is the evolution of product design; refined through the real-world experiences of companies large and small, these practices and principles help you maintain daily, continuous engagement with your teammates, rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way teams work together Frame a vision of the problem you're solving and focus your team on the right outcomes Bring the designer's tool kit to the rest of your product team Break down the silos created by job titles and learn to trust your teammates Improve the quality and productivity of your teams, and focus on validated experiences as opposed to deliverables/documents Learn how Lean UX integrates with Agile UX

The essentials of using interface design

Writing Web Content that Works

All the Bright Places

What They Can't Teach You at Business or Design School

Don't Make Me Come Up There!

Don't Make Me Think

· The Goal· The Form· The Behavior· The Interaction· The Cast· The Gizmos

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.

Major New York Times bestseller Winner of the National Academy of Sciences Best Book Award in 2012 Selected by the New York Times Book Review as one of the ten best books of 2011 A Globe and Mail Best Books of the Year 2011 Title One of The Economist's 2011 Books of the Year One of The Wall Street Journal's Best Nonfiction Books of the Year 2011 2013 Presidential Medal of Freedom Recipient Kahneman's work with Amos Tversky is the subject of Michael Lewis's The Undoing Project: A Friendship That Changed Our Minds In the international bestseller, Thinking, Fast and Slow, Daniel Kahneman, the renowned psychologist and winner of the Nobel Prize in Economics, takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. The impact of overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future, the profound effect of cognitive biases on everything from playing the stock market to planning our next vacation—each of these can be understood only by knowing how the two systems shape our judgments and decisions. Engaging the reader in a lively conversation about how we think, Kahneman reveals where we can and cannot trust our intuitions and how we can tap into the benefits of slow thinking. He offers practical and enlightening insights into how choices are made in both our business and our personal lives—and how we can use different techniques to guard against the mental glitches that often get us into trouble. Winner of the National Academy of Sciences Best Book Award and the Los Angeles Times Book Prize and selected by The New York Times Book Review as one of the ten best books of 2011, Thinking, Fast and Slow is destined to be a classic.

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

100 Things Every Designer Needs to Know about People

Don't Make Me Turn This Life Around

Ask a Manager

Drive

Designing with Details

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

#1 NEW YORK TIMES BESTSELLER • Discover the life-changing memoir that has inspired millions of readers through the Academy Award®-winning actor's unflinching honesty, unconventional wisdom, and lessons learned the hard way about living with greater satisfaction. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE GUARDIAN "McConaughey's book invites us to grapple with the lessons of his life as he did—and to see that the point was never to win, but to understand."—Mark Manson, author of The Subtle Art of Not Giving a F*ck I've been in this life for fifty years, been trying to work out its riddle for forty-two, and been keeping diaries of clues to that riddle for the last thirty-five. Notes about successes and failures, joys and sorrows, things that made me marvel, and things that made me laugh out loud. How to be fair. How to have less stress. How to have fun. How to hurt people less. How to get hurt less. How to be a good man. How to have meaning in life. How to be more me. Recently, I worked up the courage to sit down with those diaries. I found stories I experienced, lessons I learned and forgot, poems, prayers, prescriptions, beliefs about what matters, some great photographs, and a whole bunch of bumper stickers. I found a reliable theme, an approach to living that gave me more satisfaction, at the time, and still: If you know how, and when, to deal with life's challenges—how to get relative with the inevitable—you can enjoy a state of success I call "catching greenlights." So I took a one-way ticket to the desert and wrote this book: an album, a record, a story of my life so far. This is fifty years of my sights and seens, felts and figured-outs, cools and shamefuls. Graces, truths, and beauties of brutality. Getting away withs, getting caughts, and getting wets while trying to dance between the raindrops. Hopefully, it's medicine that tastes good, a couple of aspirin instead of the infirmary, a spaceship to Mars without needing your pilot's license, going to church without having to be born again, and laughing through the tears. It's a love letter. To life. It's also a guide to catching more greenlights—and to realizing that the yellows and reds eventually turn green too. Good luck.

Written for Web developers this text provides the practical tools, design techniques, and testing methods to implement web accessibility standards without losing any of the functionality of a Web site.

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

Jump Start HTML5

100 Things Every Designer Needs to Know About People

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work

A Novel

Applying Lean Principles to Improve User Experience

Web & Mobile Usability: Das intuitive Web

NOW A NETFLIX FILM, STARRING ELLE FANNING AND JUSTICE SMITH! The New York Times bestselling love story about two teens who find each other while standing on the edge. And don't miss Take Me with You When You Go, Jennifer Niven's highly anticipated new book with bestselling author David Levithan! Theodore Finch is fascinated by death. Every day he thinks of ways he might kill himself, but every day he also searches for—and manages to find—something to keep him here, and alive, and awake. Violet Markey lives for the future, counting the days until graduation, when she can escape her small Indiana town and her aching grief in the wake of her sister's recent death. When Finch and Violet meet on the ledge of the bell tower at school—six stories above the ground— it's unclear who saves whom. Soon it's only with Violet that Finch can be himself. And it's only with Finch that Violet can forget to count away the days and start living them. But as Violet's world grows, Finch's begins to shrink. . . . “A do-not-miss for fans of Eleanor & Park and The Fault in Our Stars, and basically anyone who can breathe.” —Justine Magazine “At the heart—a big one—of All the Bright Places lies a charming love story about this unlikely and endearing pair of broken teenagers.” —The New York Times Book Review “A heart-rending, stylish love story.” —The Wall Street Journal “A complex love story that will bring all the feels.” —Seventeen Magazine “Impressively layered, lived-in, and real.” —Buzzfeed

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

A comprehensive playbook for applied design thinking in business and management, complete with concepts and toolkits As many companies have lost confidence in the traditional way of running a business, design thinking has entered the mix. Design Thinking for Strategic Innovation presents a framework for design thinking that is relevant to business management, marketing, and design strategies and also provides a toolkit to apply concepts for immediate use in everyday work. It explains how design thinking can bring about creative solutions to solve complex business problems. Organized into five sections, this book provides an introduction to the values and applications of design thinking, explains design thinking approaches for eight key challenges that most businesses face, and offers an application framework for these business challenges through exercises, activities, and resources. An essential guide for any business seeking to use design thinking as a problem-solving tool as well as a business method to transform companies and cultures The framework is based on work developed by the author for an executive program in Design Thinking taught in Harvard Graduate School of Design Author Idris Mootoo is a management guru and a leading expert on applied design thinking Revolutionize your approach to solving your business's greatest challenges through the power of Design Thinking for Strategic Innovation.

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.

Maximum Accessibility

Think Again

A Research and Design Survival Guide

Quiet Moments for Busy Moms

Badass: Making Users Awesome

Norwegian Wood

"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"--

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.

Don't Make Me Come Up There! is filled with inspirational and hilarious true-life stories and reflections written by a very human mom. Moms will recognize themselves in the pages of this book written for real, everyday mothers who know what it's like to catch vomit with one hand while starting a load of laundry with the other (and never confusing the two!). The fifty-two reflections encourage moms to revel in the everyday beauty of their lives and grow closer to God through it all.

#1 New York Times Bestseller "THIS. This is the right book for right now. Yes, learning requires focus. But, unlearning and relearning requires much more—it requires choosing courage over comfort. In Think Again, Adam Grant weaves together research and storytelling to help us build the intellectual and emotional muscle we need to stay curious enough about the world to actually change it. I've never felt so hopeful about what I don't know." —Brené Brown, Ph.D., #1 New York Times bestselling author of Dare to Lead The bestselling author of Give and Take and Originals examines the critical art of rethinking: learning to question your opinions and open other people's minds, which can position you for excellence at work and wisdom in life Intelligence is usually seen as the ability to think and learn, but in a rapidly changing world, there's another set of cognitive skills that might matter more: the ability to rethink and unlearn. In our daily lives, too many of us favor the comfort of conviction over the discomfort of doubt. We listen to opinions that make us feel good, instead of ideas that make us think hard. We see disagreement as a threat to our egos, rather than an opportunity to learn. We surround ourselves with people who agree with our conclusions, when we should be gravitating toward those who challenge our thought process. The result is that our beliefs get brittle long before our bones. We think too much like preachers defending our sacred beliefs, prosecutors proving the other side wrong, and politicians campaigning for approval--and too little like scientists searching for truth. Intelligence is no cure, and it can even be a curse: being good at thinking can make us worse at rethinking. The brighter we are, the blinder to our own limitations we can become. Organizational psychologist Adam Grant is an expert on opening other people's minds--and our own. As Wharton's top-rated professor and the bestselling author of Originals and Give and Take, he makes it one of his guiding principles to argue like he's right but listen like he's wrong. With bold ideas and rigorous evidence, he investigates how we can embrace the joy of being wrong, bring nuance to charged conversations, and build schools, workplaces, and communities of lifelong learners. You'll learn how an international debate champion wins arguments, a Black musician persuades white supremacists to abandon hate, a vaccine whisperer convinces concerned parents to immunize their children, and Adam has coaxed Yankees fans to root for the Red Sox. Think Again reveals that we don't have to believe everything we think or internalize everything we feel. It's an invitation to let go of views that are no longer serving us well and prize mental flexibility over foolish consistency. If knowledge is power, knowing what we don't know is wisdom.

Making Your Web Site More Usable for Everyone

Don't Make Me Think!

Greenlights

Design Thinking for Strategic Innovation

The Design of Everyday Things

A Project Guide to UX Design

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

Discusses how to design usable Web sites by exploring how users really use the Web and offers suggestions for streamlining navigation, creating a home page, and writing for Web sites.

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.

SHORTLISTED FOR THE ORANGE PRIZE FOR FICTION 2012 *Greece in the age of heroes. Patroclus, an awkward young prince, has been exiled to the court of King Peleus and his perfect son Achilles.*

Despite their differences, Achilles befriends the shamed prince, and as they grow into young men skilled in the arts of war and medicine, their bond blossoms into something deeper - despite the displeasure of Achilles's mother Thetis, a cruel sea goddess. But when word comes that Helen of Sparta has been kidnapped, Achilles must go to war in distant Troy and fulfill his destiny. Torn between love and fear for his friend, Patroclus goes with him, little knowing that the years that follow will test everything they hold dear.

Redesign Your Library Website

Get Up to Speed With HTML5 in a Weekend

Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood--and What That Means for the Rest of Us

Normal People

For user experience designers in the field or in the making

Letting Go of the Words

As seen in Time, USA TODAY, The Atlantic, The Wall Street Journal, and on CBS This Morning, BBC, PBS, CNN, and NPR, iGen is crucial reading to understand how the children, teens, and young adults born in the mid-1990s and later are vastly different from their Millennial predecessors, and from any other generation. With generational divides wider than ever, parents, educators, and employers have an urgent need to understand today's rising generation of teens and young adults. Born in the mid-1990s up to the mid-2000s, iGen is the first generation to spend their entire adolescence in the age of the smartphone. With social media and texting replacing other activities, iGen spends less time with their friends in person—perhaps contributing to their unprecedented levels of anxiety, depression, and loneliness. But technology is not the only thing that makes iGen distinct from every generation before them; they are also different in how they spend their time, how they behave, and in their attitudes toward religion, sexuality, and politics. They socialize in completely new ways, reject once sacred social taboos, and want different things from their lives and careers. More than previous generations, they are obsessed with safety, focused on tolerance, and have no patience for inequality. With the first members of iGen just graduating from college, we all need to understand them: friends and family need to look out for them; businesses must figure out how to recruit them and sell to them; colleges and universities must know how to educate and guide them. And members of iGen also need to understand themselves as they communicate with their elders and explain their views to their older peers. Because where iGen goes, so goes our nation—and the world.

The New York Times bestseller that gives readers a paradigm-shattering new way to think about motivation from the author of *When: The Scientific Secrets of Perfect Timing* Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That's a mistake, says Daniel H. Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*). In this provocative and persuasive new book, he asserts that the secret to high performance and satisfaction—at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world. Drawing on four decades of scientific research on human motivation, Pink exposes the mismatch between what science knows and what business does—and how that affects every aspect of life. He examines the three elements of true motivation—autonomy, mastery, and purpose—and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and transform how we live.

"If you are a young designer entering or contemplating entering the UX field this is a canonical book. If you are an organization that really needs to start grokking UX this book is also for you. " -- Chris Bernard, User Experience Evangelist, Microsoft User experience design is the discipline of creating a useful and usable Web site or application—one that's easily navigated and meets the needs of both the site owner and its users. But there's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, project management skills, and business savvy. That's where this book comes in. Authors Russ Unger and Carolyn Chandler show you how to integrate UX principles into your project from start to finish. • Understand the various roles in UX design, identify stakeholders, and enlist their support • Obtain consensus from your team on project objectives • Define the scope of your project and avoid mission creep • Conduct user research and document your findings • Understand and communicate user behavior with personas • Design and prototype your application or site • Make your product findable with search engine optimization • Plan for development, product rollout, and ongoing quality assurance

NOW AN EMMY-NOMINATED HULU ORIGINAL SERIES • NEW YORK TIMES BESTSELLER • "A stunning novel about the transformative power of relationships" (People) from the author of *Conversations with Friends*, "a master of the literary page-turner" (J. Courtney Sullivan). ONE OF THE TEN BEST NOVELS OF THE DECADE—Entertainment Weekly TEN BEST BOOKS OF THE YEAR—People, Slate, The New York Public Library, Harvard Crimson AND BEST BOOKS OF THE YEAR—The New York Times, The New York Times Book Review, O: The Oprah Magazine, Time, NPR, The Washington Post, Vogue, Esquire, Glamour, Elle, Marie Claire, Vox, The Paris Review, Good Housekeeping, Town & Country Connell and Marianne grew up in the

same small town, but the similarities end there. At school, Connell is popular and well liked, while Marianne is a loner. But when the two strike up a conversation—awkward but electrifying—something life changing begins. A year later, they're both studying at Trinity College in Dublin. Marianne has found her feet in a new social world while Connell hangs at the sidelines, shy and uncertain. Throughout their years at university, Marianne and Connell circle one another, straying toward other people and possibilities but always magnetically, irresistibly drawn back together. And as she veers into self-destruction and he begins to search for meaning elsewhere, each must confront how far they are willing to go to save the other. *Normal People* is the story of mutual fascination, friendship and love. It takes us from that first conversation to the years beyond, in the company of two people who try to stay apart but find that they can't. Praise for *Normal People* "[A] novel that demands to be read compulsively, in one sitting."—The Washington Post "Arguably the buzziest novel of the season, Sally Rooney's elegant sophomore effort . . . is a worthy successor to *Conversations with Friends*. Here, again, she unflinchingly explores class dynamics and young love with wit and nuance."—The Wall Street Journal "[Rooney] has been hailed as the first great millennial novelist for her stories of love and late capitalism. . . . [She writes] some of the best dialogue I've read."—The New Yorker

Mere Christianity

The Surprising Truth About What Motivates Us

A Common Sense Approach to Web and Mobile Usability

Designing Web Usability

The Power of Knowing What You Don't Know

Mobile Usability

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 psychology to create more effective web sites and apps. Dr. Weinschenk offers concise, plain-English insights and practical examples for 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 user 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 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 the classic *Mere Christianity*, C.S. Lewis, the most important writer of the 20th century, explores the common ground upon which all of those of Christian faith stand together. Bringing together legendary broadcast talks during World War Two from his three previous books *The Case for Christianity*, *Christian Behavior*, and *Beyond Personality*, *Mere Christianity* provides an unequalled opportunity for believers and nonbelievers alike to hear this powerful apologetic for the Christian faith.

Now celebrating the 42nd anniversary of *The Hitchhiker's Guide to the Galaxy*, soon to be a Hulu original series! "A madcap adventure . . . Adams's writing teeters on the fringe of inspired lunacy." Press International Back on Earth with nothing more to show for his long, strange trip through time and space than a ratty towel and a plastic shopping bag, Arthur Dent is ready to believe that his years were all just a figment of his stressed-out imagination. But a gift-wrapped fishbowl with a cryptic inscription, the mysterious disappearance of Earth's dolphins, and the discovery of his baton. *The Hitchhiker's Guide to the Galaxy* all conspire to give Arthur the sneaking suspicion that something otherworldly is indeed going on. God only knows what it all means. Fortunately, He left behind a Message of explanation. But since it's light-years away from Earth, on a star surrounded by souvenir booths, finding out what it is will mean hitching a ride to the far reaches of space aboard a gargantuan giant robot. What else is new? "The most ridiculously exaggerated situation comedy known to created beings . . . Adams is irresistible."—The Boston Globe

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 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.

Revised and Expanded Edition

Lean UX

Microinteractions

Designing with Web Standards

A Common Sense Approach to Web Usability

iGen

A witty and unexpected novel about a woman trying to keep her family vacation--and yes, her life--from going south by the Amazon Charts bestselling author of *Life and Other Near-Death Experiences*. It's been thirteen years since doctors declared Libby Ross-Velasquez a goner. Yet here she is--cancer free. So why doesn't she feel more alive? Sure, Libby's husband, Shiloh, has been distant. One of their daughters has a serious health condition. And her father's death hovers over Libby like a rain cloud. Still, this eternal optimist knows she's the winner of the existential lottery. But when her forced cheer isn't enough to keep her family from catching her blahs, she decides to fly them all to Vieques. The Puerto Rican island is where she and Shiloh fell in love--and where she decided to fight for her life after her cancer diagnosis. Where better to put their problems into perspective? Then a tropical storm strikes. Libby pretends everything's fine, even as she fears she's doomed her family. What she can't see is that the worst disaster they've faced may be the best thing that ever happened to them. But first, they have to get through it.

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

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager “A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

A magnificent coming-of-age story steeped in nostalgia, Norwegian Wood blends the music, the mood, and the ethos that were the sixties with a young man's hopeless and heroic first love. Toru, a serious young college student in Tokyo, is devoted to Naoko, a beautiful and introspective young woman, but their mutual passion is marked by the tragic death of their best friend years before. As Naoko retreats further into her own world, Toru finds himself drawn to a fiercely independent and sexually liberated young woman. Stunning and elegiac, Norwegian Wood first propelled Haruki Murakami into the forefront of the literary scene.

Foundations for Designing Online User Experiences

The Song of Achilles

Don't Make Me Think, Revisited

The Do-It-Yourself Guide to Finding and Fixing Usability Problems

Smashing UX Design

Thinking, Fast and Slow

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 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.

Don't make me think!

A Common Sense Approach to Web Usability, Third Edition

The User Experience Team of One

So Long, and Thanks for All the Fish

Rocket Surgery Made Easy