

Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

One key responsibility of product designers and UX practitioners is to conduct formal and informal research to clarify design decisions and business needs. But there's often mystery around product research, with the feeling that you need to be a research Zen master to gather anything useful. Fact is, anyone can conduct product research. With this quick reference guide, you'll learn a common language and set of tools to help you carry out research in an informed and productive manner. This book contains four sections, including a brief introduction to UX research, planning and preparation, facilitating research, and analysis and reporting. Each chapter includes a short exercise so you can quickly apply what you've learned.

Learn what it takes to ask good research questions Know when to use quantitative and qualitative research methods Explore the logistics and details of coordinating a research session Use softer skills to make research seem natural to participants Learn tools and approaches to uncover meaning in your raw data Communicate your findings with a framework and structure

Social networks and online communities are reshaping the way people communicate, both in their personal and professional lives. What makes some succeed and others fail? What draws a user in? What makes them join? What keeps them coming back? Entrepreneurs and businesses are turning to user experience practitioners to figure this

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

out. Though they are well-equipped to evaluate and create a variety of interfaces, social networks require a different set of design principles and ways of thinking about the user in order to be successful. Design to Thrive presents tried and tested design methodologies, based on the author's decades of research, to ensure successful and sustainable online communities -- whether a wiki for employees to share procedures and best practices or for the next Facebook. The book describes four criteria, called "RIBS," which are necessary to the design of a successful and sustainable online community. These concepts provide designers with the tools they need to generate informed creative and productive design ideas, to think proactively about the communities they are building or maintaining, and to design communities that encourage users to actively contribute. Provides essential tools to create thriving social networks, helping designers to avoid common pitfalls, avoid costly mistakes, and to ensure that communities meet client needs Contains real world stories from popular, well known communities to illustrate how the concepts work Features a companion online network that employs the techniques outlined in the book

"Equally fun, risqué, and informative, this is a welcome addition to sexual health literature." - Publishers Weekly In a culture where female empowerment is used to sell everything from sex toys to soap, most sex education continues to bypass pleasure. The results are stark—we've grown accustomed to slut- and prude-shaming and allowed others to dictate how a "good girl" is meant to feel, act, and look. In *Girl Boner: The Good Girl's Guide to Sexual Empowerment*, August McLaughlin offers an unfiltered blend of personal narrative and practical tips on relationships, solo play, journaling, gender issues, and more. From the perks of "jilling off" to the 7 types of

"gasms, Girl Boner will "empower you to own your sexual self and enjoy ... your whole life a great deal more." So, what exactly is a girl boner? We dare you to find out. For all the resources on great design, there is almost nothing on how to be a great design professional. For all the schools and classes and workshops on what constitutes a good user experience, there is not one bit of formalized education on how to earn the respect of your team and get your recommendations out the door. Sure, they'll teach you how to do user research and testing and interaction design. They'll teach you about process. But where's the book on how to convince people you're right? On what skills will make you the most valuable? How to fend off the bad ideas and fight for the good ones? How to move from junior to senior? How to become a UX leader? In Experience Required, veteran UX strategist Robert Hoekman Jr reveals the following and much more: • the pros and cons of generalists, specialists, and "unicorns" • the art and imperative of forming a good argument • why communication may be your biggest obstacle • the qualities and actions of effective design leaders • why being unreasonable might be the key to your success Whatever your role, Experience Required teaches you to become the UX leader you've always wanted to be. Take charge of your next project starting right now.

A Practical Guidebook for Building Great Digital Products
Process and Guidelines for Ensuring a Quality User

Experience

Girl Boner

Creating Compelling Web Content Using Words, Pictures, and Sound

Mental Models

How to become a UX leader regardless of your role

Interviewing Users

Advice from the experts on how to justify time and money spent on usability!

Doing research can make all the difference between a great design and a good design.

By engaging in competitive intelligence, customer profiling, color and trend forecasting, etc., designers are able to bring something to the table that reflects a commercial value for the client beyond a well-crafted logo or brochure. Although scientific and analytical in nature, research is the basis of all good design work. This book provides a comprehensive manual for designers on what design research is, why it is necessary, how to do research, and how to apply it to design work.

This second edition of Designing the Obvious explains why and how to design applications that are so easy to use that people attribute their ability to use them effectively to pure common sense. We need to: Make decisions based not on whim, but on strategy Build only what's absolutely necessary Quickly turn beginning users into intermediates Prevent errors when possible and gracefully handle those we cannot prevent Reduce and refine task flows to make the complex clear Design not for users, but for their situations Be persuasive by helping users make decisions that align with their needs Ignore the demands of

users and stick to a vision (gasp!)

There is no single methodology for creating the perfect product—but you can increase your odds. One of the best ways is to understand users' reasons for doing things. Mental Models gives you the tools to help you grasp, and design for, those reasons. Adaptive Path co-founder Indi Young has written a roll-up-your-sleeves book for designers, managers, and anyone else interested in making design strategic, and successful.

Aligning Design Strategy with Human Behavior

For user experience designers in the field or in the making

Web Usability

Design Sprint

Scaling Lean

Cost-justifying Usability

Designing the Obvious

This is the eBook version of the printed book. If the print book includes a CD-ROM, this content is not included within the eBook version. 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

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

Krug spells out an approach to usability testing that anyone can easily apply to their own web site, application, or other product. (As he said in Don't. With more than 500 new apps entering the market every day, what does it take to build a successful digital product? You can greatly reduce your risk of failure with design sprints, a process that enables your team to prototype and test a digital product idea within a week. This practical guide shows you exactly what a design sprint involves and how you can incorporate the process into your organization. Design sprints not only let you test digital product ideas before you pour too many resources into a project, they also help everyone get on board—whether they're team members, decision makers, or potential users. You'll know within days whether a particular product idea is worth pursuing. Design sprints enable you to: Clarify the problem at hand, and identify the needs of potential users Explore solutions through brainstorming and sketching exercises Distill your ideas into one or two solutions that you can test Prototype your solution and bring it to life Test the prototype with people who would use it Whether you are in your first sales position or your fortieth, this book will help you. If you catch just ONE thing that you can add to your repertoire that leads to a deal, then reading this will have been worth your time. I fully believe that none of us are

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

as smart as all of us, and sometimes, hearing information in a new way can inspire a change or light a fire of momentum that will carry you to new places. As you read this book, you may ask yourself, "Is it really that simple?" The answer will be a loud & resounding, "Yes!" Humans have a tendency to over-complicate the mess out of nearly everything we do. We use nine words when five will do. We feel better to "think about it" when it's time for a new item to buy than to just act upon it, even though our mind was made up before we even got to the store. We research, then research, and research some more. I once had a client meeting with a lady on a health insurance plan, and she had almost filled a composition notebook with graphs, charts, and numbers. She was cross-referencing carriers, deductibles, copays, and premiums. In three questions, I was able to show her the EXACT plan she needed. But she spent who knows how many hours writing this all out. The purpose of me writing this book is to give sales pros of all walks of life simple action items that can be done by anyone that will make an impact on growing their business. Whether you are a fantastic relationship builder that grows a book of residual clients, or you are in a transactional business model that is mostly single item sales, this book will give you pieces to add to your sales arsenal that can be implemented immediately.

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems. Voices That Matter

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

A Common Sense Approach to Web and Mobile Application Design

A Project Guide to UX Design

The Practice of Creativity

Elements of User Experience, The

Designing Multi-Device Experiences

Just Enough Research

Faster, Smarter User Experience Research and Design

Spells out an approach to usability testing that anyone can easily apply to his or her own website, application or other product, in a book that explains how to test any design, keep one's focus on finding the most important problems and fix the problems one finds using the author's "the least you can do" approach. Original. An easy to follow, example-based guide introducing you to the world of user experience design through the author's real world experiences Whether you are looking to become a professional UX Designer, or just need to get the job done, the principles and processes discussed in this book will help you understand how to craft reliably effective and successful design solutions.

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

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

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.

Welcome to our multi-device world, a world where a user ' s experience with one application can span many devices—a smartphone, a tablet, a computer, the TV, and beyond. This practical book demonstrates the variety of ways devices relate to each other, combining to create powerful ensembles that deliver superior, integrated experiences to your users. Learn a practical framework for designing multi-device experiences, based on the 3Cs—Consistent, Complementary, and Continuous approaches Graduate from offering everything on all devices, to delivering the right thing, at the right time, on the best (available) device Apply the 3Cs framework to the broader realm of the Internet of Things, and design multi-device experiences that anticipate a fully connected world Learn how to measure your multi-device ecosystem performance Get ahead of the curve by designing for a more connected future

The Good Girl's Guide to Sexual Empowerment

It Ain't Rocket Surgery

A Common Sense Approach to Web Usability

Rocket Surgery Made Easy

An Ecosystem Approach to User Experiences Across Devices

Succeed in Design by Knowing Your Clients and What They Really Need

125 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions

Offers observations and solutions to

fundamental Web design problems, as well as a new chapter about mobile Web design.

This expanded and revised version of the best-selling *Universal Methods of Design* is a comprehensive reference that provides a thorough and critical presentation of 125 research methods, synthesis/analysis techniques, and research deliverables for human-centered design. The text and accompanying photos and graphics of this classic resource are delivered in a concise and accessible format perfect for designers, educators, and students. Information can be easily referenced and utilized by cross-disciplinary teams in nearly any design project. This new, expanded edition includes a comprehensive index for referencing. Earlier chapters have been updated to include new information on digital design and software for A/B testing, content analysis, and territory maps. The addition of 25 chapters brings fresh relevance to the text with new and innovative design methods, such as subtraction and position maps, that have emerged since the first edition.

Universal Methods of Design distills each method down to its essence, in a format that helps design teams select and implement the most credible research methods suited to their design culture.

This handy, portable version of the authoritative **Universal Methods of Design** provides the same thorough and critical presentation, updated and expanded to include 125 research methods, synthesis/analysis techniques, and research deliverables for human-centered design. Each method of research is distilled down to its most powerful essence, in a format that will help individual practitioners as well as design teams select and implement the research methods best suited to their design culture within the constraints of their projects. This valuable guide: Dismantles the myth that user research methods are complicated, expensive, and time-consuming Creates a shared meaning for cross-disciplinary design teams Illustrates methods with compelling visualizations and case studies Characterizes each method at a glance

With the concise, accessible format of The Pocket Universal Methods of Design, you and your team will be designing in a completely new, more effective way. The titles in the Rockport Universal series offer comprehensive and authoritative information and edifying and inspiring visual examples on multidisciplinary subjects for designers, architects, engineers, students, and anyone who is interested in expanding and enriching their design knowledge.

From the moment it was published almost ten years ago, Elements of User Experience became a vital reference for web and interaction designers the world over, and has come to define the core principles of the practice. Now, in this updated, expanded, and full-color new edition, Jesse James Garrett has refined his thinking about the Web, going beyond the desktop to include information that also applies to the sudden proliferation of mobile devices and applications. Successful interaction design requires more than just creating clean code and sharp graphics. You must also fulfill your

strategic objectives while meeting the needs of your users. Even the best content and the most sophisticated technology won't help you balance those goals without a cohesive, consistent user experience to support it. With so many issues involved—usability, brand identity, information architecture, interaction design—creating the user experience can be overwhelmingly complex. This new edition of *The Elements of User Experience* cuts through that complexity with clear explanations and vivid illustrations that focus on ideas rather than tools or techniques. Garrett gives readers the big picture of user experience development, from strategy and requirements to information architecture and visual design.

Writing for the Web

User Experience Foundations

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

Lean UX

Don't Make Me Think, Revisited

The Moderator's Survival Guide

"Scaling Lean offers an invaluable blueprint for modeling

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

startup success. You'll learn the essential metrics that measure the output of a working business model, give you the pulse of your company, communicate its health to investors, and enable you to make precise interventions when things go wrong, "--Amazon.com.

" 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

Making user experience (UX) the core of software development aims to enhance customer satisfaction, resulting in more sales, more returning customers and a stronger brand presence. This book provides a reasoned and authoritative description of what UX is, why it works, what tools and techniques are involved, and how it fits in the software development process, in line with the BCS

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

Foundation Certificate in User Experience and ISO 9241-210.

Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product. Determine whether people will buy your product before you build it Listen to your customers throughout the product's lifecycle Understand why you should design a test before you design a product Get nine tools that are critical to designing your product Discern the difference between necessary features and nice-to-haves Learn how a Minimum Viable Product affects your UX decisions Use A/B testing in conjunction with good UX practices Speed up your product development process without sacrificing quality

21 Simple Tips that Will Take Your Sales to the Moon!

100 MORE Things Every Designer Needs to Know About People

UX Research

UX for Lean Startups

An Update for an Internet Age

The Pocket Universal Methods of Design, Revised and Expanded

GUI Bloopers 2.0

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*

The Moderator's Survival Guide is your indispensable resource for navigating the rocky shoals of your one-on-one user research sessions. Inside, you'll find guidance for nearly 100 diverse situations (ranging from business-as-usual to tricky and sticky) that might occur during usability studies, contextual inquiries, or user interviews. As a moderator, you are responsible for the well-being of the participant, your study, and your organization. You must be prepared for anything that may happen, from your technology failing to the participant quailing. Use this guide to identify your best next steps, react appropriately, and survive any challenges that comes your way. Practical, field-tested, and actionable tips for what to do and say—and what NOT to do or say—in each situation. Key patterns and extensive examples to sharpen your approach to the commonplace and prepare you for the unlikely. Illustrative "survival stories" contributed by numerous professionals on the front lines of user research.

Handleiding voor het verbeteren van de gebruiksvriendelijkheid van een website.

Rocket Surgery Made Easy The Do-It-Yourself

Guide to Finding and Fixing Usability

Problems New Riders

Rocket surgery made easy

Handling Common, Tricky, and Sticky

Situations in User Research

The Do-it-yourself Guide to Finding and

Fixing Usability Problems

Universal Methods of Design Expanded and Revised

verder met usability

100 Things Every Designer Needs to Know

About People

Creating Social Networks and Online

Communities that Last

With *Writing for the Web*, you'll learn everything you need to know to create effective Web content using words, pictures, and sound. Follow along as instructor and writer Lynda Felder combines easy-to-follow guidelines with photographs, lists, and tables to illustrate the key concepts behind writing nonlinear, interactive stories; creating succinct and clear copy; and working compelling images, motion graphics, and sound into your content. Many books offer instruction on how to use software programs to build Web sites, podcasts, and illustrations. But

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems. Voices That Matter

only Writing for the Web explains when and why an author might choose an illustration over a photograph, motion graphics over text, or a slice of Beethoven's Fifth over the sound of a bubbling brook. Focusing on storytelling techniques that work best for digital media, this book describes the essential skills and tools in a Web author's toolbox, including a thorough understanding of grammar and style, a critical eye for photography, and an ear for just the right sound byte for a podcast. This clearly written guide provides a fun and practical approach to Web writing that busy students and writers will be eager to learn and explore. Uses concise, straight-to-the-point style to illustrate techniques for writing sharp and focused Web copy, coupled with compelling visuals and sound Focuses on writing practices and guidelines, with exercises and prompts developed and tested by the author Features clear design, with plenty of pictures and visual elements, and a friendly and knowledgeable voice Take your learning even further with Lynda's companion book: The Web Writer's

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

Toolkit: 365 prompts, collaborative exercises, games, and challenges for effective online content. For more tips, exercises, and suggestions for teachers, check out the book's Web site at www.write4web.com.

Every meeting leader has faced groups that stagnate creatively, or worse turn acrimonious—a dullness or negativity stemming from the group's inability to pursue ideas productively and beyond their obvious limits. "The Practice of Creativity" offers a bold and time-tested approach to this problem, an approach both dependable and dynamic; one that uses a unique method of metaphorical thinking to stimulate creative response. Written by the former president of Synectics, Inc., this book provides detailed instructions on how to use a method already proven successful in many organizations, including some of the largest and most successful in the world. It explores the process of facing and understanding problems, eliminating inadequate ideas, and unifying the entire group to concentrate its collective intelligence

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

and imagination on fresh solutions. The leader's role is also discussed.

Showing leaders not only how to enhance and encourage imagination and flexibility, but to insure that the personal interactions remain open and constructive, that the discussion retains healthy momentum, and that the fear of being "wrong" will not inhibit open, creative expression. An invaluable book for business, government and other organizations, "The Practice of Creativity" is unique in the field of meaningful communications. George Prince was the co-founder and president of Synectics, Inc. Educated at Exeter and at Williams College, he lived in Winchester, Massachusetts until his death in 2009 at age 91. His work has appeared in many prominent publications, including the "Harvard Business Review," which lists his article on running meetings as one of its all-time most requested reprints.

In this how-to companion to Don't make me think : a common sense approach to web usability, Steve Krug spells out an approach to usability testing that

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

anyone can easily apply to their own web site, application, or other product. --

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

Mastering the Key Metrics for Startup Growth

Don't Make Me Think

A Designer's Research Manual

Understanding Learning Through Metaphor

Smashing UX Design

Applying Lean Principles to Improve

User Experience

Design to Thrive

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

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

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.

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

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

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 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

GUI Bloopers 2.0, Second Edition, is the completely updated and revised version of GUI Bloopers. It looks at user interface design bloopers from commercial software, Web sites, Web applications, and information appliances, explaining how intelligent, well-intentioned professionals make these mistakes — and how you can avoid them. GUI expert Jeff Johnson presents the reality of interface design in an entertaining, anecdotal, and instructive way while equipping readers with the minimum of theory. This updated version reflects the bloopers that are common today, incorporating many comments and suggestions from first edition readers. It covers bloopers in a wide range of categories including GUI controls, graphic design and layout, text messages, interaction strategies, Web site design — including search, link, and navigation, responsiveness issues, and management decision-making. Organized and formatted so information needed is quickly found, the new edition features call-outs for the examples and informative captions to enhance quick knowledge building. This book is recommended for software engineers, web designers, web application developers, and interaction designers working on all kinds of products. Updated to

Online Library Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

reflect the bloopers that are common today, incorporating many comments and suggestions from first edition readers Takes a learn-by-example approach that teaches how to avoid common errors Covers bloopers in a wide range of categories: GUI controls, graphic design and layout, text messages, interaction strategies, Web site design -- including search, link, and navigation, responsiveness issues, and management decision-making Organized and formatted so information needed is quickly found, the new edition features call-outs for the examples and informative captions to enhance quick knowledge building Hundreds of illustrations: both the DOs and the DON'Ts for each topic covered, with checklists and additional bloopers on www.gui-bloopers.com

Thousands of designers, marketers, and product managers have come to rely on Susan Weinschenk ' s original 100 Things Every Designer Needs To Know About People as a “ go-to book ” for practical advice on how to use the latest findings in psychology and neuroscience to directly inform and improve their designs, brands, and products. Research hasn ' t stopped since the book was written, and new design challenges have emerged. Weinschenk ' s new book, 100 MORE Things Every Designer Needs To Know About People applies the latest research in psychology, neuroscience, brain research, and social psychology to the design of technology products, including websites, apps, wearables, and artificial intelligence. Weinschenk combines real science and research citations with practical examples to make her 100 MORE Things engaging, persuasive, easy to read, accessible, and useful. 100 MORE Things Every Designer Needs to Know About People is not just another “ design guidelines ” book because it explains the WHY behind the guidelines, providing concrete examples and prescriptions that can be easily and instantly applied.

The UX Book

Practical Techniques for Designing Better Products

Common User Interface Design Don'ts and Dos

Computers, Cockroaches, and Ecosystems

Online Library Rocket Surgery Made Easy The Do
It Yourself Guide To Finding And Fixing Usability
Problems Voices That Matter
A Manual for Dynamic Group Problem-Solving
Wireframing Essentials
User-Centered Design for the Web and Beyond