

Acces PDF Dont Make Me Think Revisited A
Common Sense Approach To Web Usability 3rd
Edition Voices That Matter

Dont Make Me Think Revisited A Common Sense Approach To Web Usability 3rd Edition Voices That Matter

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

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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

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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.

Please note: This is a companion version &

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not the original book. Book Preview: #1 The landscape has changed in three ways: technology got its hands on some steroids, we use tiny computers that we carry around with us all the time, and they're phones, too. #2 The Web itself has improved over the years. In 2000, not many people understood the importance of usability. Now, thanks in large part to Steve Jobs, almost everyone understands that it's important, even if they're still not entirely sure what it is. The classic New York Times bestseller, with a new introduction by E.J. Dionne Jr. When The Culture of Narcissism was first published in

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1979, Christopher Lasch was hailed as a “biblical prophet” (Time). Lasch’s identification of narcissism as not only an individual ailment but also a burgeoning social epidemic was groundbreaking. His diagnosis of American culture is even more relevant today, predicting the limitless expansion of the anxious and grasping narcissistic self into every part of American life. The Culture of Narcissism offers an astute and urgent analysis of what we need to know in these troubled times.

Five Centuries of the Pillage of a Continent
Building a Second Brain

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Free Food for Millionaires

100 Things Every Designer Needs to Know About
People

Summary of Steve Krug's Don't Make Me Think,
Revisited

Creating a Business That Can Thrive Without
You

A Common Sense Approach to Web and Mobile
Usability

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

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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

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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,

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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

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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

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

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

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insight for doing more with less.

Whether it's software, a cell phone, or a refrigerator, your customer wants - no, expects - your product to be easy to use. This fully revised handbook provides clear, step-by-step guidelines to help you test your product for usability.

Completely updated with current industry best practices, it can give you that all-important marketplace advantage: products that perform the way users expect. You'll learn to recognize factors that limit usability, decide where testing should occur, set up a test plan to assess goals for your product's usability, and more.

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Measuring the User Experience

The Principles of Beautiful Web Design

Process and Guidelines for Ensuring a Quality User
Experience

The Joy of UX

100 Things Every Designer Needs to Know about
People

Handbook of Usability Testing

User Experience Principles for Managers, Writers,
Designers, and Developers

***If you are in charge of the user experience,
development, or strategy for a web site, A***

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Web for Everyone will help you make your site accessible without sacrificing design or innovation. Rooted in universal design principles, this book provides solutions: practical advice and examples of how to create sites that everyone can use.

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

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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

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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.

UX design has traditionally been deliverables-based. Wireframes, site maps, flow diagrams, content inventories, taxonomies, mockups helped define the practice in its infancy. Over time, however, this deliverables-heavy process has put UX designers in the deliverables business. Many are now

measured and compensated for the depth and breadth of their deliverables instead of the quality and success of the experiences they design. Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being designed and developed. So what's to be done? This practical book provides a roadmap and set of practices and principles that will help you keep your focus on the the experience back, rather than the

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deliverables. Get a tactical understanding of how to successfully integrate Lean and UX/Design Find new material on business modeling and outcomes to help teams work more strategically Delve into the new chapter on experiment design Take advantage of updated examples and case studies. Demystify UX and its rules, contradictions, and dilemmas. This book provides real-world examples of user experience concepts that empower teams to create compelling products and services, manage social media,

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interview UX candidates, and oversee product teams. From product decisions to performance reviews, your ability to participate in discussions about UX has become vital to your company's success as well as your own. However, UX concepts can seem complex. Many UX books are written by and for UX professionals. UX Fundamentals for Non-UX Professionals serves the needs of project managers, graphic designers, copyeditors, marketers, and others who wish to understand UX design and research. You

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will discover how UX has influenced history and continues to affect our daily lives. Entertaining real-world examples demonstrate what a massive, WWII-era tank teaches us about design, what a blue flower tells us about audiences, and what drunk marathoners show us about software. What You'll Learn: Know the fundamentals of UX through real-world examples Acquire the skills to participate intelligently in discussions about UX design and research Understand how UX impacts business,

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***including product, pricing, placement, and
promotion as well as security, speed, and
privacy.***

***User Experience and Interactive Design for
Developers***

Smashing UX Design

***Using Psychology to Design Better Products
& Services***

Mobile Usability

A Research and Design Survival Guide

The Design of Everyday Things

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What is inclusive design? It is simple. It means that your product has been created with the intention of being accessible to as many different users as possible. For a long time, the concept of accessibility has been limited in terms of only defining physical spaces. However, change is afoot: personal technology now plays a part in the everyday lives of most of us, and thus it is a responsibility for designers of apps, web pages, and more public-facing tech products to make them accessible to all. Our digital era brings progressive ideas and paradigm shifts — but they are only truly progressive if everybody can participate. In *Inclusive Design for a Digital World*, multiple crucial aspects of technological

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accessibility are confronted, followed by step-by-step solutions from User Experience Design professor and author Regine Gilbert. Think about every potential user who could be using your product. Could they be visually impaired? Have limited motor skills? Be deaf or hard of hearing? This book addresses a plethora of web accessibility issues that people with disabilities face. Your app might be blocking out an entire sector of the population without you ever intending or realizing it. For example, is your instructional text full of animated words and Emoji icons? This makes it difficult for a user with vision impairment to use an assistive reading device, such as a speech synthesizer, along with your app

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correctly. In *Inclusive Design for a Digital World*, Gilbert covers the Web Content Accessibility Guidelines (WCAG) 2.1 requirements, emerging technologies such as VR and AR, best practices for web development, and more. As a creator in the modern digital era, your aim should be to make products that are inclusive of all people. Technology has, overall, increased connection and information equality around the world. To continue its impact, access and usability of such technology must be made a priority, and there is no better place to get started than *Inclusive Design for a Digital World*. What You'll Learn

The moral, ethical, and high level legal reasons for accessible design Tools and best practices

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for user research and web developers The different types of designs for disabilities on various platforms Familiarize yourself with web compliance guidelines Test products and usability best practices Understand past innovations and future opportunities for continued improvement Who This Book Is For Practitioners of product design, product development, content, and design can benefit from this book.

Soon to be a major Amazon film directed by George Clooney and starring Ben Affleck, Tye Sheridan, Lily Rabe, and Christopher Lloyd, a raucous, poignant, luminously written memoir about a boy striving to become a man, and his romance with a bar, in the

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tradition of *This Boy's Life* and *The Liar's Club*. J.R. Moehringer grew up captivated by a voice. It was the voice of his father, a New York City disc jockey who vanished before J.R. spoke his first word. Sitting on the stoop, pressing an ear to the radio, J.R. would strain to hear in that plummy baritone the secrets of masculinity and identity. Though J.R.'s mother was his world, his rock, he craved something more, something faintly and hauntingly audible only in *The Voice*. At eight years old, suddenly unable to find *The Voice* on the radio, J.R. turned in desperation to the bar on the corner, where he found a rousing chorus of new voices. The alphas along the bar—including J.R.'s Uncle Charlie, a Humphrey

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Bogart look-alike; Colt, a Yogi Bear sound-alike; and Joey D, a softhearted brawler—took J.R. to the beach, to ballgames, and ultimately into their circle. They taught J.R., tended him, and provided a kind of fathering-by-committee. Torn between the stirring example of his mother and the lurid romance of the bar, J.R. tried to forge a self somewhere in the center. But when it was time for J.R. to leave home, the bar became an increasingly seductive sanctuary, a place to return and regroup during his picaresque journeys. Time and again the bar offered shelter from failure, rejection, heartbreak—and eventually from reality. In the grand tradition of landmark memoirs, *The Tender Bar* is

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suspenseful, wrenching, and achingly funny. A classic American story of self-invention and escape, of the fierce love between a single mother and an only son, it's also a moving portrait of one boy's struggle to become a man, and an unforgettable depiction of how men remain, at heart, lost boys. Named a best book of the year by The New York Times, Esquire, The Los Angeles Times Book Review, Entertainment Weekly, USA Today, NPR's "Fresh Air," and New York Magazine A New York Times, Los Angeles Times, Wall Street Journal, San Francisco Chronicle, USA Today, Booksense, and Library Journal Bestseller Booksense Pick Borders New Voices Finalist Winner of the Books for a Better Life First Book Award

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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.

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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 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

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and developers looking to remain relevant through the current shift in consumer technology habits will find About Face to be a comprehensive, essential resource. 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

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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

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practical advice that made Don't Make Me Think so popular.

The Impact of Bad Product Design and How to Fix It

The User Experience Team of One

A Common Sense Approach to Web Usability

Inclusive Design for a Digital World

Designing with Web Standards

About Face

Get Up to Speed With HTML5 in a Weekend

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

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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.

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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

"Fascinating.... Lays a foundation for understanding human history."—Bill Gates In this "artful, informative, and delightful" (William H. McNeill, New York Review of

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Books) book, Jared Diamond convincingly argues that geographical and environmental factors shaped the modern world. Societies that had had a head start in food production advanced beyond the hunter-gatherer stage, and then developed religion --as well as nasty germs and potent weapons of war --and adventured on sea and land to conquer and decimate preliterate cultures. A major advance in our understanding of human societies, Guns, Germs, and Steel chronicles the way that the modern world came to be and stunningly dismantles racially based theories of human history. Winner of the Pulitzer Prize, the Phi Beta Kappa Award in Science, the Rhone-Poulenc Prize, and the

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Commonwealth club of California's Gold Medal. 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,

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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

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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

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies

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*too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: **

- Teachable: focus on products and services that you can teach employees to deliver.*
- * Valuable: avoid price wars by specialising in doing one thing better than anyone else.*
- * Repeatable: generate recurring revenue by engineering products that customers have to*

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repurchase often.

Don't Make Me Think

*The Culture of Narcissism: American Life in An Age of
Diminishing Expectations*

Open Veins of Latin America

*A Common Sense Approach to Web Usability, Third
Edition*

Designing Accessible User Experiences

*A Proven Method to Organize Your Digital Life and
Unlock Your Creative Potential*

Rocket Surgery Made Easy

**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

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process digital interfaces. You'll learn: How aesthetically pleasing design creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including Fitts's law, Jakob's law, and Hick's law Ethical implications of using psychology in design A framework for applying these principles

In this One Book, One New York 2019 nominee from the author of National Book Award Finalist Pachinko, the Korean-American daughter of first-generation immigrants strives to join

Manhattan's inner circle. Meet Casey Han: a strong-willed, Queens-bred daughter of Korean immigrants immersed in a glamorous Manhattan lifestyle she can't afford. Casey is eager to make it on her own, away from the judgements of her parents' tight-knit community, but she soon finds that her Princeton economics degree isn't enough to rid her of ever-growing credit card debt and a toxic boyfriend. When a chance encounter with an old friend lands her a new opportunity, she's determined to carve a space for herself in a glittering world of privilege, power, and wealth-but at what cost? Set in a city

where millionaires scramble for the free lunches the poor are too proud to accept, this sharp-eyed epic of love, greed, and ambition is a compelling portrait of intergenerational strife, immigrant struggle, and social and economic mobility. Addictively readable, Min Jin Lee's bestselling debut Free Food for Millionaires exposes the intricate layers of a community clinging to its old ways in a city packed with haves and have-nots. Please note: This is a companion version & not the original book. Sample Book Insights: #1 The landscape has changed in three ways: technology got its hands on some steroids, we use tiny

computers that we carry around with us all the time, and they're phones, too. #2 The Web itself has improved over the years. In 2000, not many people understood the importance of usability. Now, thanks in large part to Steve Jobs, almost everyone understands that it's important, even if they're still not entirely sure what it is. Measuring the User Experience was the first book that focused on how to quantify the user experience. Now in the second edition, the authors include new material on how recent technologies have made it easier and more effective to collect a broader range of data about

the user experience. As more UX and web professionals need to justify their design decisions with solid, reliable data, Measuring the User Experience provides the quantitative analysis training that these professionals need. The second edition presents new metrics such as emotional engagement, personas, keystroke analysis, and net promoter score. It also examines how new technologies coming from neuro-marketing and online market research can refine user experience measurement, helping usability and user experience practitioners make business cases to stakeholders. The book also

contains new research and updated examples, including tips on writing online survey questions, six new case studies, and examples using the most recent version of Excel. Learn which metrics to select for every case, including behavioral, physiological, emotional, aesthetic, gestural, verbal, and physical, as well as more specialized metrics such as eye-tracking and clickstream data Find a vendor-neutral examination of how to measure the user experience with web sites, digital products, and virtually any other type of product or system Discover in-depth global case studies showing how organizations have

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successfully used metrics and the information they revealed Companion site, www.measuringux.com, includes articles, tools, spreadsheets, presentations, and other resources to help you effectively measure the user experience

Guns, Germs, and Steel: The Fates of Human Societies (20th Anniversary Edition)

How to Plan, Design, and Conduct Effective Tests

Jump Start HTML5

A Web for Everyone

Laws of UX

The Do-It-Yourself Guide to Finding and Fixing

Usability Problems Foundations for Designing Online User Experiences

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

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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

Hundreds of thousands of Web designers and developers have

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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.

We design to elicit responses from people. We want them to

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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

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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.

[In this book, the author's] analysis of the effects and causes of capitalist underdevelopment in Latin America present [an] account of ... Latin American history. [The author] shows how foreign companies reaped huge profits through their operations in Latin America. He explains the politics of the Latin American bourgeoisies and their subservience to foreign powers, and how they interacted to create increasingly unequal

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capitalist societies in Latin America.-Back cover.

Designing Great Products with Agile Teams

Tragic Design

A Memoir

Don't Make Me Think, Revisited

Built to Sell

The UX Book

Letting Go of the Words

“ For years now, I ’ ve been running around preaching to anyone who ’ ll listen that UX is something that everybody (not just UX people) needs to be doing. Dave has done an excellent job of explaining what

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developers need to know about UX, in a complete but compact, easy-to-absorb, and implementable form. Developers, come and get it! ” —Steve Krug, author of Don ’ t Make Me Think! A Common Sense Approach to Web Usability Master User Experience and Interaction Design from the Developer ’ s Perspective For modern developers, UX expertise is indispensable: Without outstanding user experience, your software will fail. Now, David Platt has written the first and only comprehensive developer ’ s guide to achieving a world-class user experience. Quality user experience isn ’ t hard, but it does require

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developers to think in new ways. The Joy of UX shows you how, with plenty of concrete examples. Firmly grounded in reality, this guide will help you optimize usability and engagement while also coping with difficult technical, schedule, and budget constraints. Platt ' s technology-agnostic approach illuminates all the principles, techniques, and best practices you need to build great user experiences for the web, mobile devices, and desktop environments. He covers the entire process, from user personas and stories through wireframes, layouts, and execution. He also addresses key

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issues—such as telemetry and security—that many other UX guides ignore. You'll find all the resources and artifacts you need: complete case studies, sample design documents, testing plans, and more. This guide shows you how to recognize and avoid pitfalls that lead to poor user experiences. Learn the crucial difference between design and mere decoration. Put yourself in your users' shoes—understand what they want (and where, when, and why). Quickly sketch and prototype user interfaces for easy refinement. Test your sketches on real users or appropriate surrogates. Integrate

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telemetry to capture the best possible usage information Use analytics to accurately interpret the data you ' ve captured Solve unique experience problems presented by mobile environments Secure your app without compromising usability any more than necessary “ Polish ” your UX to eliminate user effort everywhere you can Register your product at informit.com/register for convenient access to downloads, updates, and corrections as they become available.

Could the story of mankind be far older than we have previously believed? Using tools as varied as

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archaeo-astronomy, geology, and computer analysis of ancient myths, Graham Hancock presents a compelling case to suggest that it is. “ A fancy piece of historical sleuthing . . . intriguing and entertaining and sturdy enough to give a long pause for thought. ” —Kirkus Reviews In Fingerprints of the Gods, Hancock embarks on a worldwide quest to put together all the pieces of the vast and fascinating jigsaw of mankind ’ s hidden past. In ancient monuments as far apart as Egypt ’ s Great Sphinx, the strange Andean ruins of Tihuanaco, and Mexico ’ s awe-inspiring Temples of the Sun and

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Moon, he reveals not only the clear fingerprints of an as-yet-unidentified civilization of remote antiquity, but also startling evidence of its vast sophistication, technological advancement, and evolved scientific knowledge. A record-breaking number one bestseller in Britain, Fingerprints of the Gods contains the makings of an intellectual revolution, a dramatic and irreversible change in the way that we understand our past—and so our future. And Fingerprints of God tells us something more. As we recover the truth about prehistory, and discover the real meaning of ancient myths and monuments, it becomes apparent

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that a warning has been handed down to us, a warning of terrible cataclysm that afflicts the Earth in great cycles at irregular intervals of time—a cataclysm that may be about to recur. “ Readers will hugely enjoy their quest in these pages of inspired storytelling. ” —The Times (UK)

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

Bad design is everywhere, and its cost is much higher than we think. In this thought-provoking book,

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authors Jonathan Shariat and Cynthia Savard Saucier explain how poorly designed products can anger, sadden, exclude, and even kill people who use them. The designers responsible certainly didn't intend harm, so what can you do to avoid making similar mistakes? Tragic Design examines real case studies that show how certain design choices adversely affected users, and includes in-depth interviews with authorities in the design industry. Pick up this book and learn how you can be an agent of change in the design community and at your company. You'll explore: Designs that can kill,

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including the bad interface that doomed a young cancer patient Designs that anger, through impolite technology and dark patterns How design can inadvertently cause emotional pain Designs that exclude people through lack of accessibility, diversity, and justice How to advocate for ethical design when it isn ' t easy to do so Tools and techniques that can help you avoid harmful design decisions Inspiring professionals who use design to improve our world

The Essentials of Interaction Design

125 Ways to Enhance Usability, Influence

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Perception, Increase Appeal, Make Better Design
Decisions, and Teach Through Design

The Evidence of Earth's Lost Civilization

Lean UX

Writing Web Content that Works

Universal Principles of Design, Revised and Updated

Designing with Accessibility in Mind

A revolutionary approach to enhancing
productivity, creating flow, and vastly
increasing your ability to capture,
remember, and benefit from the
unprecedented amount of information all

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around us. For the first time in history, we have instantaneous access to the world's knowledge. There has never been a better time to learn, to contribute, and to improve ourselves. Yet, rather than feeling empowered, we are often left feeling overwhelmed by this constant influx of information. The very knowledge that was supposed to set us free has instead led to the paralyzing stress of believing we'll never know or remember enough. Now, this eye-opening and accessible guide shows how you can easily

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create your own personal system for knowledge management, otherwise known as a Second Brain. As a trusted and organized digital repository of your most valued ideas, notes, and creative work synced across all your devices and platforms, a Second Brain gives you the confidence to tackle your most important projects and ambitious goals. Discover the full potential of your ideas and translate what you know into more powerful, more meaningful improvements in your work and life by Building a Second Brain.

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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 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-

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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

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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.

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

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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

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own.

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

Applying Lean Principles to Improve User
Experience

Collecting, Analyzing, and Presenting
Usability Metrics

Revised and Expanded Edition

The Tender Bar

Designing Web Usability

UX Fundamentals for Non-UX Professionals

Don't Make Me Think!

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This second edition of *The Principles of Beautiful Web Design* is the ideal book for people who can build websites, but are seeking the skills and knowledge to visually enhance their sites. This book will teach you how to: Understand the process of what makes "good design," from discovery through to implementation Use color effectively, develop color schemes, and create a palette Create pleasing layouts using grids, the rule of thirds, and symmetry Employ textures: lines, points, shapes, volumes, and depth Apply

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typography to make ordinary designs look great Choose, edit, and position effective imagery And lots more... This revised, easy-to-follow guide is illustrated with beautiful, full-color examples, and leads readers through the process of creating great designs from start to finish. It also features: Updated information about grid-based design How to design for mobile resolutions Information about the future of web fonts including @font-face Common user-interface patterns and resources "Learn how to have great conversations

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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"--
Fingerprints of the Gods