

Designing Interfaces Patterns For Effective Interaction Design

Jenifer Tidwell

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Designing Mobile Interfaces - Steven Hoober 2011-11
With hundreds of thousands of mobile applications available today, your app has to capture users immediately. This book provides practical techniques to help you catch—and keep—their attention. You'll learn core principles for designing effective user interfaces, along with a set of common patterns for interaction design on all types of mobile devices. Mobile design specialists Steven Hoober and Eric Berkman have collected and researched 76 best practices for everything from composing pages and displaying information to the use of screens, lights, and sensors. Each pattern includes a discussion of the design problem and solution, along with variations, interaction and presentation details, and antipatterns. Compose pages so that information is easy to locate and manipulate. Provide labels and visual cues appropriate for your app's users. Use information control widgets to help users quickly access details. Take advantage of gestures and other sensors. Apply specialized methods to prevent errors and the loss of user-entered data. Enable users to easily make selections, enter text, and manipulate controls. Use screens, lights, haptics, and sounds to communicate your message and increase user satisfaction. "Designing Mobile Interfaces is another stellar addition to O'Reilly's essential interface books. Every mobile designer will want to have this thorough book on their shelf for reference." —Dan Saffer, Author of *Designing Gestural Interfaces*

Head First Design Patterns - Eric Freeman 2004-10-25
Using research in neurobiology, cognitive science and learning theory, this text loads patterns into your brain in a way that lets you put them to work immediately, makes you better at solving software design problems, and improves your ability to speak the language of patterns with others on your team.

Laws of UX - Jon Yablonski 2020-04-21
An understanding of psychology—specifically the psychology behind how users behave and interact with digital interfaces—is perhaps the single most valuable non-design skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather than working within the "blueprint" of how humans perceive and process the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX designers can build experiences that adapt to how users perceive and process digital interfaces. You'll learn: How aesthetically pleasing design 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.

Designing Interfaces, 3rd Edition - Jenifer Tidwell 2019
It's not easy to design good application interfaces in a

world where companies must create compelling, seamless user experiences across an exploding number of channels, screens, and contexts. Design patterns, design systems, and component-based UI frameworks have emerged and now rapidly evolve to meet the challenge. This bestselling book is one of the few reliable sources to help you navigate through the maze of design options. By capturing UI best practices and reusable ideas as design patterns, *Designing Interfaces* provides solutions to common design problems that you can tailor to the situation at hand. This updated edition includes patterns for mobile apps and social media, as well as web applications and desktop software. Each pattern contains full-color examples and practical design advice that you can use immediately. Experienced designers can use this guide as a sourcebook of ideas; novices will find a roadmap to the world of interface and interaction design.

Designing Visual Interfaces - Kevin Mullet 1995
Ironically, many designers of graphical user interfaces are not always aware of the fundamental design rules and techniques that are applied routinely by other practitioners of communication-oriented visual design -- techniques that can be used to enhance the visual quality of GUIs, data displays, and multimedia documents. This volume focuses on design rules and techniques that are drawn from the rational, functionalist design aesthetic seen in modern graphic design, industrial design, interior design, and architecture -- and applies them to various graphical user interface problems experienced in commercial software development. Describes the basic design principles (the what and why), common errors, and practical step-by-step techniques (the how) in each of six major areas: elegance and simplicity; scale, contrast, and proportion; organization and visual structure; module and program; image and representation; and style. Focuses on techniques that will not only improve the aesthetics of the visual display, but, because they promote visual organization, clarity, and conciseness, will also enhance the usability of the product. Includes a catalog of common errors drawn from existing GUI applications and environments to illustrate practices that should be avoided in developing applications. For anyone responsible for designing, specifying, implementing, documenting, or managing the visual appearance of computer-based information displays.

Articulating Design Decisions - Tom Greever 2015-09-25
Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs themselves—simply because the most articulate person usually wins. This practical guide focuses on principles, tactics, and actionable methods for presenting your designs. Whether you design UX, websites, or products, you'll learn how to win over anyone who has influence over the project—with the goal

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

A Project Guide to UX Design - Russ Unger 2012-03-23

User experience design is the discipline of creating a useful and usable Web site or application that's easily navigated and meets the needs of the site owner and its users. There's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of this important book comes in. With new information on design principles, mobile and gestural interactions, content strategy, remote research tools and more, you'll learn to: Recognize the various roles in UX design, identify stakeholders, and enlist their support Obtain consensus from your team on project objectives Understand approaches such as Waterfall, Agile, and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely, and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development, product rollout, and ongoing quality assurance

Android Design Patterns - Greg Nudelman 2013-02-19

Master the challenges of Android user interface development with these sample patterns With Android 4, Google brings the full power of its Android OS to both smartphone and tablet computing. Designing effective user interfaces that work on multiple Android devices is extremely challenging. This book provides more than 75 patterns that you can use to create versatile user interfaces for both smartphones and tablets, saving countless hours of development time. Patterns cover the most common and yet difficult types of user interactions, and each is supported with richly illustrated, step-by-step instructions. Includes sample patterns for welcome and home screens, searches, sorting and filtering, data entry, navigation, images and thumbnails, interacting with the environment and networks, and more Features tablet-specific patterns and patterns for avoiding results you don't want Illustrated, step-by-step instructions describe what the pattern is, how it works, when and why to use it, and related patterns and anti-patterns A companion website offers additional content and a forum for interaction Android Design Patterns: Interaction Design Solutions for Developers provides extremely useful tools for developers who want to take advantage of the booming Android app development market.

Designing Interfaces - Jenifer Tidwell 2005-11-21

Designing a good interface isn't easy. Users demand software that is well-behaved, good-looking, and easy to use. Your clients or managers demand originality and a short time to market. Your UI technology -- web applications, desktop software, even mobile devices -- may give you the tools you need, but little guidance on how to use them well. UI designers over the years have refined the art of interface design, evolving many best practices and reusable ideas. If you learn these, and understand why the best user interfaces work so well, you too can design engaging and usable interfaces with less guesswork and more confidence. Designing Interfaces captures those best practices as design patterns -- solutions to common design problems, tailored to the situation at hand. Each pattern contains practical advice that you can put to use immediately, plus a variety of examples illustrated in full color. You'll

get recommendations, design alternatives, and warnings on when not to use them. Each chapter's introduction describes key design concepts that are often misunderstood, such as affordances, visual hierarchy, navigational distance, and the use of color. These give you a deeper understanding of why the patterns work, and how to apply them with more insight. A book can't design an interface for you -- no foolproof design process is given here -- but Designing Interfaces does give you concrete ideas that you can mix and recombine as you see fit. Experienced designers can use it as a sourcebook of ideas. Novice designers will find a roadmap to the world of interface and interaction design, with enough guidance to start using these patterns immediately. *Don't Make Me Think, Revisited* - Steve Krug 2014 Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design.

About Face - Alan Cooper 2014-09-02

The essential interaction design guide, fully revised and updated for the mobile age About Face: The Essentials of Interaction Design, Fourth Edition is the latest update to the book that shaped and evolved the landscape of interaction design. This comprehensive guide takes the worldwide shift to smartphones and tablets into account. New information includes discussions on mobile apps, touch interfaces, screen size considerations, and more. The new full-color interior and unique layout better illustrate modern design concepts. The interaction design profession is blooming with the success of design-intensive companies, priming customers to expect "design" as a critical ingredient of marketplace success. Consumers have little tolerance for websites, apps, and devices that don't live up to their expectations, and the responding shift in business philosophy has become widespread. About Face is the book that brought interaction design out of the research labs and into the everyday lexicon, and the updated Fourth Edition continues to lead the way with ideas and methods relevant to today's design practitioners and developers. Updated information includes: Contemporary interface, interaction, and product design methods Design for mobile platforms and consumer electronics State-of-the-art interface recommendations and up-to-date examples Updated Goal-Directed Design methodology Designers and developers looking to remain relevant through the current shift in consumer technology habits will find About Face to be a comprehensive, essential resource.

Digital Design Essentials - Rajesh Lal 2013-06

Through hundreds of photographs, this dynamic guide demonstrates how to expertly apply design principles in a variety of devices, desktops, web pages, mobile and other touchscreen devices.

Designing for Emotion - Aarron Walter 2011

Make your users fall in love with your site via the precepts packed into this brief, charming book by MailChimp user experience design lead Aarron Walter. From classic psychology to case studies, highbrow concepts to common sense, Designing for Emotion demonstrates accessible strategies and memorable methods to help you make a human connection through design.-- Back cover.

Search User Interfaces - Marti A. Hearst 2009-09-21

The truly world-wide reach of the Web has brought with it a new realization of the enormous importance of usability and user interface design. In the last ten years, much has become understood about what works in search interfaces from a usability perspective, and what does not. Researchers and practitioners have developed a wide range of innovative interface ideas, but only the most broadly acceptable make their way into major web search engines. This book summarizes these developments, presenting the state of the art of search interface design, both in academic research and in deployment in

commercial systems. Many books describe the algorithms behind search engines and information retrieval systems, but the unique focus of this book is specifically on the user interface. It will be welcomed by industry professionals who design systems that use search interfaces as well as graduate students and academic researchers who investigate information systems.

Designing Social Interfaces - Christian Crumlish
2015-08-13

Presents a set of design principles, patterns, and best practices that can be used to create user interfaces for new social websites or to improve existing social sites, along with advice for common challenges faced when designing social interfaces.

Designing Voice User Interfaces - Cathy Pearl 2016-12-19

Voice user interfaces (VUIs) are becoming all the rage today. But how do you build one that people can actually converse with? Whether you're designing a mobile app, a toy, or a device such as a home assistant, this practical book guides you through basic VUI design principles, helps you choose the right speech recognition engine, and shows you how to measure your VUI's performance and improve upon it. Author Cathy Pearl also takes product managers, UX designers, and VUI designers into advanced design topics that will help make your VUI not just functional, but great. Understand key VUI design concepts, including command-and-control and conversational systems. Decide if you should use an avatar or other visual representation with your VUI. Explore speech recognition technology and its impact on your design. Take your VUI above and beyond the basic exchange of information. Learn practical ways to test your VUI application with users. Monitor your app and learn how to quickly improve performance. Get real-world examples of VUIs for home assistants, smartwatches, and car systems.

Designing Interface Animation - Val Head 2016-07-26

Effective interface animation deftly combines form and function to improve feedback, aid in orientation, direct attention, show causality, and express your brand's personality. Designing Interface Animation shows you how to create web animation that balances purpose and style while blending seamlessly into the user's experience. This book is a crash course in motion design theory and practice for web designers, UX professionals, and front-end developers alike.

Design and Digital Interfaces - John Fass 2021-08-12

"Through discussion with cutting-edge designers and thinkers and with international examples, the authors explain how we need an expanded aesthetic, critical and ethical awareness on the part of designers willing to act with sensitivity and understanding towards the people they design for. Included are interviews with leading practitioners and clear explanations of high-level concepts" --

Practical UI Patterns for Design Systems - Diana MacDonald 2019-06-25

Understanding UI patterns is invaluable to anyone creating websites for the first time. It helps you make connections between which tools are right for which jobs, understand the processes, and think deeply about the context of a problem. This is your concise guide to the tested and proven general mechanisms for solving recurring user interface problems, so that you don't have to reinvent the wheel. You'll see how to find a pattern you can apply to a given UI problem and how to deconstruct patterns to understand them in depth, including their constraints. UI patterns lead to better use of existing conventions and converging web standards. This book shows you how to spot anti-patterns, how to mix and match patterns, and how they inform design systems. By helping the non-web professionals and junior web professionals of the world use basic patterns, the web industry can put its best foot forward as new interfaces such as VR/AR/MR, conversational UIs, machine learning, voice input,

evolving gestural interactions and more infiltrate the market. Given the emerging popularity of design systems and space of DesignOps, as well as the rise of companies competing on design and usability, now is the time to think about how we use and evolve UI patterns and scale design systems. What You'll Learn Produce intuitive products through consistency and familiarity. Save time instead of starting from scratch. Communicate design decisions with evidence to support solutions. Use smart defaults without extensive product design experience. Improve a user's experience. Scale growing business with design. Who This Book Is For Those familiar with creating websites and want to learn more, WordPress bloggers, or marketers who want to weave components together into a usable, revenue-generating experience.

UI is Communication - Everett N McKay 2013-05-24

User interface design is a challenging, multi-disciplinary activity that requires understanding a wide range of concepts and techniques that are often subjective and even conflicting. Imagine how much it would help if there were a single perspective that you could use to simplify these complex issues down to a small set of objective principles. In *UI is Communication*, Everett McKay explains how to design intuitive user interfaces by focusing on effective human communication. A user interface is ultimately a conversation between users and technology. Well-designed user interfaces use the language of UI to communicate to users efficiently and naturally. They also recognize that there is an emotional human being at the other end of the interaction, so good user interfaces strive to make an emotional connection. Applying what you learn from *UI is Communication* will remove much of the mystic, subjectiveness, and complexity from user interface design, and help you make better design decisions with confidence. It's the perfect introduction to user interface design. Approachable, practical communication-based guide to interaction and visual design that you can immediately apply to projects to make solid design decisions quickly and confidently. Includes design makeovers so you can see the concepts in practice with real examples. Communication-based design process ties everything from interaction to visual design together.

The Essential Guide to User Interface Design - Wilbert O. Galitz 2002-10-15

Well-designed graphical user interfaces (GUIs) for business systems can greatly increase user productivity, but designing them can be difficult and time consuming. This book walks developers through the basics of good interface design, using real-world examples from systems that are proven successes. Galitz is an internationally recognized consultant, author, and instructor with many years of experience with information systems and user interface design. Written especially for developers who may be designing user interfaces for the first time, but also extremely useful for any developer involved in GUI or Web site design. Revised to reflect the profound enhancements in interface design, specifically how Web page design has revolutionized interface design. New information covers a variety of platforms, both traditional and Web-based.

Designing Interactions - Bill Moggridge 2007

Forty designers who have helped shaped human interaction with technology are introduced in a collection of stories that charts the history of entrepreneurial design development for technology.

Seductive Interaction Design - Stephen P. Anderson 2011-06-13

What happens when you've built a great website or app, but no one seems to care? How do you get people to stick around long enough to see how your service might be of value? In *Seductive Interaction Design*, speaker and author Stephen P. Anderson takes a fresh approach to designing sites and interactions based on the stages of

seduction. This beautifully designed book examines what motivates people to act. Topics include: AESTHETICS, BEAUTY, AND BEHAVIOR: Why do striking visuals grab our attention? And how do emotions affect judgment and behavior? PLAYFUL SEDUCTION: How do you create playful engagements during the moment? Why are serendipity, arousal, rewards, and other delights critical to a good experience? THE SUBTLE ART OF SEDUCTION: How do you put people at ease through clear and suggestive language? What are some subtle ways to influence behavior and get people to move from intent to action? THE GAME OF SEDUCTION: How do you continue motivating people long after the first encounter? Are there lessons to be gained from learning theories or game design? Principles from psychology are found throughout the book, along with dozens of examples showing how these techniques have been applied with great success. In addition, each section includes interviews with influential web and interaction designers.

Smashing UX Design - Jesmond J. Allen 2012-05-03

The ultimate guide to UX from the world's most popular resource for web designers and developers Smashing Magazine is the world's most popular resource for web designers and developers and with this book the authors provide the ideal resource for mastering User Experience Design (UX). The authors provide an overview of UX and User Centred Design and examine in detail sixteen of the most common UX design and research tools and techniques for your web projects. The authors share their top tips from their collective 30 years of working in UX including: Guides to when and how to use the most appropriate UX research and design techniques such as usability testing, prototyping, wire framing, sketching, information architecture & running workshops How to plan UX projects to suit different budgets, time constraints and business objectives Case studies from real UX projects that explain how particular techniques were used to achieve the client's goals Checklists to help you choose the right UX tools and techniques for the job in hand Typical user and business requirements to consider when designing business critical pages such as homepages, forms, product pages and mobile interfaces as well as explanations of key things to consider when designing for mobile, internationalization and behavioural change. Smashing UX Design is the complete UX reference manual. Treat it as the UX expert on your bookshelf that you can read from cover-to-cover, or to dip into as the need arises, regardless of whether you have 'UX' in your job title or not.

Patterns for Effective Interaction Design - Andy Carter 2017-08-15

This updated book includes patterns for mobile apps and social media, as well as web applications and desktop software. Each pattern contains full-color examples and practical design advice that you can use immediately. Experienced designers can use this guide as a sourcebook of ideas; novices will find a roadmap to the world of interface and interaction design. By capturing UI best practices and reusable ideas as design patterns, Designing Interfaces provides solutions to common design problems that you can tailor to the situation at hand.

GUI Design for Android Apps - Ryan Cohen 2014-08-28

GUI Design for Android Apps is the perfect—and concise—introduction for mobile app developers and designers. Through easy-to-follow tutorials, code samples, and case studies, the book shows the must-know principles for user-interface design for Android apps running on the Intel platform, including smartphones, tablets and embedded devices. This book is jointly developed for individual learning by Intel Software College and China Shanghai JiaoTong University, and is excerpted from Android Application Development for the Intel® Platform.

Designing with the Mind in Mind - Jeff Johnson 2013-12-17

In this completely updated and revised edition of Designing with the Mind in Mind, Jeff Johnson provides you with just enough background in perceptual and cognitive psychology that user interface (UI) design guidelines make intuitive sense rather than being just a list or rules to follow. Early UI practitioners were trained in cognitive psychology, and developed UI design rules based on it. But as the field has evolved since the first edition of this book, designers enter the field from many disciplines. Practitioners today have enough experience in UI design that they have been exposed to design rules, but it is essential that they understand the psychology behind the rules in order to effectively apply them. In this new edition, you'll find new chapters on human choice and decision making, hand-eye coordination and attention, as well as new examples, figures, and explanations throughout. Provides an essential source for user interface design rules and how, when, and why to apply them Arms designers with the science behind each design rule, allowing them to make informed decisions in projects, and to explain those decisions to others Equips readers with the knowledge to make educated tradeoffs between competing rules, project deadlines, and budget pressures Completely updated and revised, including additional coverage on human choice and decision making, hand-eye coordination and attention, and new mobile and touch-screen examples throughout

Designing Interfaces - Jenifer Tidwell 2010-12-15

Despite all of the UI toolkits available today, it's still not easy to design good application interfaces. This bestselling book is one of the few reliable sources to help you navigate through the maze of design options. By capturing UI best practices and reusable ideas as design patterns, Designing Interfaces provides solutions to common design problems that you can tailor to the situation at hand. This updated edition includes patterns for mobile apps and social media, as well as web applications and desktop software. Each pattern contains full-color examples and practical design advice that you can use immediately. Experienced designers can use this guide as a sourcebook of ideas; novices will find a roadmap to the world of interface and interaction design. Design engaging and usable interfaces with more confidence and less guesswork Learn design concepts that are often misunderstood, such as affordances, visual hierarchy, navigational distance, and the use of color Get recommendations for specific UI patterns, including alternatives and warnings on when not to use them Mix and recombine UI ideas as you see fit Polish the look and feel of your interfaces with graphic design principles and patterns "Anyone who's serious about designing interfaces should have this book on their shelf for reference. It's the most comprehensive cross-platform examination of common interface patterns anywhere."--Dan Saffer, author of Designing Gestural Interfaces (O'Reilly) and Designing for Interaction (New Riders)

Make It So - Nathan Shedroff 2012-09-17

Many designers enjoy the interfaces seen in science fiction films and television shows. Freed from the rigorous constraints of designing for real users, sci-fi production designers develop blue-sky interfaces that are inspiring, humorous, and even instructive. By carefully studying these "outsider" user interfaces, designers can derive lessons that make their real-world designs more cutting edge and successful.

Design for How People Think - John Whalen Ph.D. 2019-04-05

User experience doesn't happen on a screen; it happens in the mind, and the experience is multidimensional and multisensory. This practical book will help you uncover critical insights about how your customers think so you can create products or services with an exceptional experience. Corporate leaders, marketers, product

owners, and designers will learn how cognitive processes from different brain regions form what we perceive as a singular experience. Author John Whalen shows you how anyone on your team can conduct "contextual interviews" to unlock insights. You'll then learn how to apply that knowledge to design brilliant experiences for your customers. Learn about the "six minds" of user experience and how each contributes to the perception of a singular experience Find out how your team—without any specialized training in psychology—can uncover critical insights about your customers' conscious and unconscious processes Learn how to immediately apply what you've learned to improve your products and services Explore practical examples of how the Fortune 100 used this system to build highly successful experiences

Designing User Interfaces - Dario Calonaci 2021-07-23

Think about UIs using design thinking principles from an award winning graphic designer KEY FEATURES ● Practical knowledge of visual design basics and typography. ● Understand the modern UI to kick-start your career with UI designs. ● Introduces you to explore UI designs for e-commerce web applications. DESCRIPTION From the initial introduction about the meaning behind interfaces to the technical skills of thinking and designing a modern UI, this book will guide you on designing the UI of a screen for a real-world application, infused with the newly learned knowledge with the Figma tool. You will be able to explore and practice visual design concepts, namely, color, contrast, balance, consistency, alignments, negative space, how to approach visual impairments, and many more. You will be able to learn about one of the most critical elements of how to think about a UI for which you will explore concepts such as memory, vision, processing of info and objects, models of thinking, and more. Furthermore, you will explore the Figma tool and a live practical example of how to design a UI for an e-commerce graphic application, including its shopping cart page and adding a payment method screen. WHAT YOU WILL LEARN ● Get familiar with the basic visual design concepts. ● Understand the fundamentals of the User Interface and User Interaction. ● An overview of Search Results, Font Psychology, and Typography. ● Learn to work with some common interface elements. ● Understand how real-time collaborative editing works in the Figma UI design tool. WHO THIS BOOK IS FOR This book is literally for everyone! You should only be loaded with plenty of curiosity. No previous knowledge of the field is required. TABLE OF CONTENTS 1. Definition of the User Interface 2. The Web and Graphic User Interfaces 3. Explanation to Typography 4. Visual Design Basics 5. Thinking About User Interaction 6. Usability 7. Know Your Habits 8. Interfaces' Elements 9. Foreword to an E-commerce 10. A Small Introduction to Figma 11. Building a Shopping Cart 12. Farewell and Future Considerations

Designing Interfaces - Jenifer Tidwell 2019-12-18

Designing good application interfaces isn't easy now that companies need to create compelling, seamless user experiences across an exploding number of channels, screens, and contexts. In this updated third edition, you'll learn how to navigate through the maze of design options. By capturing UI best practices as design patterns, this best-selling book provides solutions to common design problems. You'll learn patterns for mobile apps, web applications, and desktop software. Each pattern contains full-color examples and practical design advice you can apply immediately. Experienced designers can use this guide as an idea sourcebook, and novices will find a road map to the world of interface and interaction design. Understand your users before you start designing Build your software's structure so it makes sense to users Design components to help users complete tasks on any device Learn how to promote wayfinding in your software Place elements to guide users to information and functions Learn how visual

design can make or break product usability Display complex data with artful visualizations

Evil by Design - Chris Nodder 2013-06-17

How to make customers feel good about doing what you want Learn how companies make us feel good about doing what they want. Approaching persuasive design from the dark side, this book melds psychology, marketing, and design concepts to show why we're susceptible to certain persuasive techniques. Packed with examples from every nook and cranny of the web, it provides easily digestible and applicable patterns for putting these design techniques to work. Organized by the seven deadly sins, it includes: Pride – use social proof to position your product in line with your visitors' values Sloth – build a path of least resistance that leads users where you want them to go Gluttony – escalate customers' commitment and use loss aversion to keep them there Anger – understand the power of metaphysical arguments and anonymity Envy – create a culture of status around your product and feed aspirational desires Lust – turn desire into commitment by using emotion to defeat rational behavior Greed – keep customers engaged by reinforcing the behaviors you desire Now you too can leverage human fallibility to create powerful persuasive interfaces that people will love to use – but will you use your new knowledge for good or evil? Learn more on the companion website, evilbydesign.info.

Don't Make Me Think - Steve Krug 2009-08-05

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*

Mapping Experiences - Jim Kalbach 2016-04-25

Customers who have inconsistent, broken experiences with products and services are understandably frustrated. But it's worse when people inside these companies can't pinpoint the problem because they're too focused on business processes. This practical book shows your company how to use alignment diagrams to turn valuable customer observations into actionable insight. With this unique tool, you can visually map your existing customer experience and envision future solutions. Product and brand managers, marketing specialists, and business owners will learn how experience diagramming can help determine where business goals and customer perspectives intersect. Once you're armed with this data, you can provide users with real value. Mapping Experiences is divided into three parts: Understand the underlying principles of diagramming, and discover how these diagrams can inform strategy Learn how to create diagrams with the four iterative modes in the mapping process: setting up a mapping initiative, investigating the evidence, visualizing the process, and using

diagrams in workshops and experiments See key diagrams in action, including service blueprints, customer journey maps, experience maps, mental models, and spatial maps and ecosystem models

Designing Web Interfaces - Bill Scott 2009-01-15

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

Designing Interfaces - Jenifer Tidwell 2005-11-21

Provides information on designing easy-to-use interfaces.

Designing Gestural Interfaces - Dan Saffer 2008-11-21

If you want to get ahead in this new era of interaction design, this is the reference you need. Nintendo's Wii and Apple's iPhone and iPod Touch have made gestural interfaces popular, but until now there's been no complete source of information about the technology. *Designing Gestural Interfaces* provides you with essential information about kinesiology, sensors, ergonomics, physical computing, touchscreen technology, and new interface patterns -- all you need to know to augment your existing skills in "traditional" web design, software, or product development. Packed with informative illustrations and photos, this book helps you: Get an overview of technologies surrounding touchscreens and interactive environments Learn the process of designing gestural interfaces, from documentation to prototyping to communicating to the

audience what the product does Examine current patterns and trends in touchscreen and gestural design Learn about the techniques used by practicing designers and developers today See how other designers have solved interface challenges in the past Look at future trends in this rapidly evolving field Only six years ago, the gestural interfaces introduced in the film *Minority Report* were science fiction. Now, because of technological, social, and market forces, we see similar interfaces deployed everywhere. *Designing Gestural Interfaces* will help you enter this new world of possibilities.

About Face 3 - Alan Cooper 2012-06-12

This completely updated volume presents the effective and practical tools you need to design great desktop applications, Web 2.0 sites, and mobile devices. You'll learn the principles of good product behavior and gain an understanding of Cooper's Goal-Directed Design method, which involves everything from conducting user research to defining your product using personas and scenarios. Ultimately, you'll acquire the knowledge to design the best possible digital products and services.

Mobile Design Pattern Gallery - Theresa Neil 2012-03-06

When you're under pressure to produce a well designed, easy-to-navigate mobile app, there's no time to reinvent the wheel. This concise book provides a handy reference to 70 mobile app design patterns, illustrated by more than 400 screenshots from current iOS, Android, BlackBerry, WebOS, Windows Mobile, and Symbian apps. User experience professional Theresa Neil (*Designing Web Interfaces*) walks you through design patterns in 10 separate categories, including anti-patterns. Whether you're designing a simple iPhone application or one that's meant to work for every popular mobile OS on the market, these patterns provide solutions to common design challenges. This print edition is in full color. Pattern categories include: **Navigation**: get patterns for primary and secondary navigation **Forms**: break the industry-wide habits of bad form design **Tables and lists**: display only the most important information **Search, sort, and filter**: make these functions easy to use **Tools**: create the illusion of direct interaction **Charts**: learn best practices for basic chart design **Invitations**: invite users to get started and discover features **Help**: integrate help pages into a smaller form factor "It's a super handy catalog that I can flip to for ideas." -Bill Scott, Senior Director of Web Development at PayPal "Looks fantastic." -Erin Malone, Partner at Tangible UX "Just a quick thanks to express my sheer gratitude for this pub, it has been a guide for me reworking a design for an app already in production!" -Agatha June, UX designer