

# Dont Make Me Think A Common Sense Approach To Web Usability

THANK YOU COMPLETELY MUCH FOR DOWNLOADING **DONT MAKE ME THINK A COMMON SENSE APPROACH TO WEB USABILITY**. MOST LIKELY YOU HAVE KNOWLEDGE THAT, PEOPLE HAVE SEE NUMEROUS TIME FOR THEIR FAVORITE BOOKS ONCE THIS DONT MAKE ME THINK A COMMON SENSE APPROACH TO WEB USABILITY, BUT STOP GOING ON IN HARMFUL DOWNLOADS.

RATHER THAN ENJOYING A GOOD BOOK SUBSEQUENT TO A CUP OF COFFEE IN THE AFTERNOON, INSTEAD THEY JUGGLED LIKE SOME HARMFUL VIRUS INSIDE THEIR COMPUTER. **DONT MAKE ME THINK A COMMON SENSE APPROACH TO WEB USABILITY** IS EASILY REACHED IN OUR DIGITAL LIBRARY AN ONLINE ADMISSION TO IT IS SET AS PUBLIC CORRESPONDINGLY YOU CAN DOWNLOAD IT INSTANTLY. OUR DIGITAL LIBRARY SAVES IN COMBINED COUNTRIES, ALLOWING YOU TO ACQUIRE THE MOST LESS LATENCY TIMES TO DOWNLOAD ANY OF OUR BOOKS LATER THIS ONE. MERELY SAID, THE DONT MAKE ME THINK A COMMON SENSE APPROACH TO WEB USABILITY IS UNIVERSALLY COMPATIBLE AS SOON AS ANY DEVICES TO READ.

## **DON'T MAKE ME THINK!** - STEVE KRUG 2006

YESTERDAY'S WEB LOOKED FAR DIFFERENT FROM TODAY'S WEB, AND TOMORROW'S WEB WILL LOOK MORE DIFFERENT STILL. AMIDST ALL OF THIS CHANGE, HOWEVER, ONE ASPECT OF WEB USE REMAINS THE SAME: THE SITES THAT OFFER THE BEST, EASIEST, MOST INTUITIVE EXPERIENCE ARE THE ONES PEOPLE VISIT AGAIN AND AGAIN. TO ENSURE THAT YOUR SITES PROVIDE THAT EXPERIENCE, THIS GUIDE FROM USABILITY GURU KRUG DISTILLS HIS YEARS OF ON-THE-JOB EXPERIENCE INTO A PRACTICAL PRIMER ON THE DO'S AND DON'TS OF GOOD WEB DESIGN. THE SECOND EDITION OF THIS CLASSIC ADDS THREE NEW CHAPTERS THAT EXPLAIN WHY PEOPLE REALLY LEAVE WEB SITES, HOW TO MAKE SITES USABLE AND ACCESSIBLE, AND THE ART OF SURVIVING EXECUTIVE DESIGN WHIMS, PLUS A NEW PREFACE AND UPDATED RECOMMENDED READING.--FROM PUBLISHER DESCRIPTION.

## **DESIGNED FOR USE** - LUKAS MATHIS 2016-04-07

THIS BOOK IS FOR DESIGNERS, DEVELOPERS, AND PRODUCT MANAGERS WHO ARE CHARGED WITH WHAT SOMETIMES SEEMS LIKE AN IMPOSSIBLE TASK: MAKING SURE PRODUCTS WORK THE WAY YOUR USERS EXPECT THEM TO. YOU'LL FIND OUT HOW TO DESIGN APPLICATIONS AND WEBSITES THAT PEOPLE WILL NOT ONLY USE, BUT WILL ABSOLUTELY LOVE. THE SECOND EDITION BRINGS THE BOOK UP TO DATE AND EXPANDS IT WITH THREE COMPLETELY NEW CHAPTERS. INTERACTION DESIGN - THE WAY THE APPS ON OUR PHONES WORK, THE WAY WE ENTER A DESTINATION INTO OUR CAR'S GPS - IS BECOMING MORE AND MORE IMPORTANT. IDENTIFY AND FIX BAD SOFTWARE DESIGN BY MAKING USABILITY THE CORNERSTONE OF YOUR DESIGN PROCESS. LUKAS WEAVES TOGETHER HANDS-ON TECHNIQUES AND FUNDAMENTAL CONCEPTS. EACH TECHNIQUE CHAPTER EXPLAINS A SPECIFIC APPROACH YOU CAN USE TO MAKE YOUR PRODUCT MORE USER FRIENDLY, SUCH AS STORYBOARDING, USABILITY TESTS, AND PAPER PROTOTYPING. IDEA CHAPTERS ARE CONCEPT-BASED: HOW TO WRITE USABLE TEXT, HOW REALISTIC YOUR DESIGNS SHOULD LOOK, WHEN TO USE ANIMATIONS. THIS NEW EDITION IS UPDATED AND EXPANDED WITH NEW CHAPTERS COVERING REQUIREMENTS GATHERING, HOW THE DESIGN OF DATA STRUCTURES INFLUENCES THE USER INTERFACE, AND HOW TO DO DESIGN WORK AS A TEAM. THROUGH COPIOUS

ILLUSTRATIONS AND SUPPORTING PSYCHOLOGICAL RESEARCH, EXPERT DEVELOPER AND USER INTERFACE DESIGNER LUKAS MATHIS GIVES YOU A DEEP DIVE INTO RESEARCH, DESIGN, AND IMPLEMENTATION--THE ESSENTIAL STAGES IN DESIGNING USABLE INTERFACES FOR APPLICATIONS AND WEBSITES. LUKAS INSPIRES YOU TO LOOK AT DESIGN IN A WHOLE NEW WAY, EXPLAINING EXACTLY WHAT TO LOOK FOR - AND WHAT TO AVOID - IN CREATING PRODUCTS THAT GET PEOPLE EXCITED.

## **DON'T MAKE ME THINK, REVISITED** - STEVE KRUG 2013

## **NEURO WEB DESIGN** - SUSAN WEINSCHENK 2009-03-30

"WHILE YOU'RE READING NEURO WEB DESIGN, YOU'LL PROBABLY FIND YOURSELF THINKING 'I ALREADY KNEW THAT...' A LOT. BUT WHEN YOU'RE FINISHED, YOU'LL DISCOVER THAT YOUR ABILITY TO CREATE EFFECTIVE WEB SITES HAS MYSTERIOUSLY IMPROVED. A BRILLIANT IDEA FOR A BOOK, AND VERY NICELY DONE." - STEVE KRUG, AUTHOR OF DON'T MAKE ME THINK! A COMMON SENSE APPROACH TO WEB USABILITY WHY DO PEOPLE DECIDE TO BUY A PRODUCT ONLINE? REGISTER AT YOUR WEB SITE? TRUST THE INFORMATION YOU PROVIDE? NEURO WEB DESIGN APPLIES THE RESEARCH ON MOTIVATION, DECISION MAKING, AND NEUROSCIENCE TO THE DESIGN OF WEB SITES. YOU WILL LEARN THE UNCONSCIOUS REASONS FOR PEOPLE'S ACTIONS, HOW EMOTIONS AFFECT DECISIONS, AND HOW TO APPLY THE PRINCIPLES OF PERSUASION TO DESIGN WEB SITES THAT ENCOURAGE USERS TO CLICK. NEURO WEB DESIGN EMPLOYS "NEURO-MARKETING" CONCEPTS, WHICH ARE AT THE INTERSECTION OF PSYCHOLOGY AND USER EXPERIENCE. IT'S SCIENTIFIC, YET YOU'LL FIND IT ACCESSIBLE, EASY TO READ, AND EASY TO UNDERSTAND. BY APPLYING THE CONCEPTS AND EXAMPLES IN THIS BOOK, YOU'LL BE ABLE TO DRAMATICALLY INCREASE THE EFFECTIVENESS AND CONVERSION RATES OF YOUR OWN WEB SITE.

*DESIGNING FOR PEOPLE* - HENRY DREYFUSS 2012-11-30 FROM THE FIRST ANSWERING MACHINE ("THE ELECTRONIC BRAIN") AND THE HOOVER VACUUM CLEANER TO THE SS INDEPENDENCE AND THE BELL TELEPHONE, THE CREATIONS OF HENRY S. DREYFUSS HAVE SHAPED THE CULTURAL LANDSCAPE OF THE 20TH CENTURY. WRITTEN IN A ROBUST, FRESH STYLE,

THIS BOOK OFFERS AN INVITING MIX OF PROFESSIONAL ADVICE, CASE STUDIES, AND DESIGN HISTORY ALONG WITH HISTORICAL BLACK-AND-WHITE PHOTOS AND THE AUTHOR'S WHIMSICAL DRAWINGS. IN ADDITION, THE AUTHOR'S UNCOMPROMISING COMMITMENT TO PUBLIC SERVICE, ETHICS, AND DESIGN RESPONSIBILITY MAKES THIS MASTERFUL GUIDE A TIMELY READ FOR TODAY'S DESIGNERS.

**DON'T MAKE ME THINK; A COMMON SENSE APPROACH TO WEB USABILITY.** - ROGER. BLACK 2000

**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

*Don't Make Me Think!* - STEVE KRUG 2000

PLEASE PROVIDE COURSE INFORMATION PLEASE PROVIDE

**DESIGNING WITH WEB STANDARDS** - JEFFREY ZELDMAN 2009-10-15

BEST-SELLING AUTHOR, DESIGNER, AND WEB STANDARDS EVANGELIST JEFFREY ZELDMAN HAS REVISITED HIS CLASSIC, INDUSTRY-SHAKING GUIDEBOOK. UPDATED IN COLLABORATION WITH CO-AUTHOR ETHAN MARCOTTE, THIS THIRD EDITION COVERS IMPROVEMENTS AND CHALLENGES IN THE CHANGING ENVIRONMENT OF STANDARDS-BASED DESIGN. WRITTEN IN THE SAME ENGAGING AND WITTY STYLE, MAKING EVEN THE MOST COMPLEX INFORMATION EASY TO DIGEST, DESIGNING WITH WEB STANDARDS REMAINS YOUR ESSENTIAL GUIDE TO CREATING SITES THAT LOAD FASTER, REACH MORE USERS, AND COST LESS TO DESIGN AND MAINTAIN. SUBSTANTIALLY REVISED—PACKED WITH NEW IDEAS HOW WILL HTML5, CSS3, AND WEB FONTS CHANGE YOUR WORK? LEARN NEW STRATEGIES FOR SELLING STANDARDS CHANGE WHAT "IE6 SUPPORT" MEANS "OCCASIONALLY (VERY OCCASIONALLY) YOU COME ACROSS AN AUTHOR WHO MAKES YOU THINK, 'THIS GUY IS SMART! AND HE MAKES ME FEEL SMARTER, BECAUSE NOW I FINALLY UNDERSTAND THIS CONCEPT.'" — STEVE KRUG, AUTHOR OF DON'T MAKE ME THINK AND ROCKET SURGERY MADE EASY "A WEB DESIGNER WITHOUT A

COPY OF DESIGNING WITH WEB STANDARDS IS LIKE A CARPENTER WITHOUT A LEVEL. WITH THIS THIRD EDITION, ZELDMAN CONTINUES TO BE THE VOICE OF CLARITY; EXPLAINING THE COMPLEX IN PLAIN ENGLISH FOR THE REST OF US." — DAN CEDERHOLM, AUTHOR, BULLETPROOF WEB DESIGN AND HANDCRAFTED CSS "JEFFREY ZELDMAN SITS SOMEWHERE BETWEEN 'GURU' AND 'GOD' IN THIS INDUSTRY—AND MANAGES TO FOLD WISDOM AND WIT INTO A TALE ABOUT WHAT WEB STANDARDS ARE, HOW STANDARDS-BASED CODING WORKS, AND WHY WE SHOULD CARE." — KELLY GOTO, AUTHOR, WEB REDESIGN 2.0: WORKFLOW THAT WORKS "SOME BOOKS ARE MEANT TO BE READ. DESIGNING WITH WEB STANDARDS IS EVEN MORE: INTENDED TO BE HIGHLIGHTED, DOGEARED, BOOKMARKED, SHARED, PASSED AROUND, AND EVANGELIZED, IT GOES BEYOND READING TO REVOLUTION." — LIZ DANZICO, CHAIR, MFA INTERACTION DESIGN, SCHOOL OF VISUAL ARTS

**DON'T MAKE ME THINK!** - STEVE KRUG 2006

THIS BOOK IS LOADED WITH INSIGHTFUL AND PRACTICAL ADVICE ON WEB DESIGN.

*LEAN UX* - JEFF GOTHELF 2016-09-12

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 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 AND TAKE ADVANTAGE OF UPDATED EXAMPLES AND CASE STUDIES.

**SUMMARY - DON'T MAKE ME THINK: A COMMON SENSE APPROACH TO WEB USABILITY BY STEVE KRUG - SHORTCUT EDITION** 2021-06-18

\* OUR SUMMARY IS SHORT, SIMPLE AND PRAGMATIC. IT ALLOWS YOU TO HAVE THE ESSENTIAL IDEAS OF A BIG BOOK IN LESS THAN 30 MINUTES. BY READING THIS SUMMARY, YOU WILL DISCOVER THE PRINCIPLES OF "USABILITY" ALLOWING TO DESIGN WEBSITES AND APPLICATIONS ADAPTED TO THE USES. YOU WILL ALSO DISCOVER : HOW USERS NAVIGATE ON YOUR WEBSITE ; HOW TO RESPECT CERTAIN CONVENTIONS AND ASK YOURSELF THE RIGHT QUESTIONS TO IMPROVE THE USABILITY OF YOUR WEBSITE; A SIMPLE METHOD TO EFFECTIVELY TEST THE USABILITY OF YOUR WEBSITE; SOME TIPS TO CONVINCING YOUR COMPANY'S MANAGERS AND SHAREHOLDERS TO MAKE USABILITY A PRIORITY. YOU MAY THINK THAT USABILITY DEPENDS PRIMARILY ON THE NEW TECHNOLOGIES AVAILABLE. IN FACT, IT DEPENDS MOSTLY ON

USABILITY. THAT'S WHY ITS PRINCIPLES CHANGE LITTLE OVER TIME: WHILE TECHNOLOGIES EVOLVE VERY QUICKLY, HUMAN BEHAVIOR EVOLVES VERY SLOWLY. "DON'T MAKE ME THINK" IS A BOOK THAT DOES NOT PROPOSE INTANGIBLE RULES OR PREDICTIONS ON THE TECHNOLOGICAL BREAKTHROUGHS TO BE ANTICIPATED. IT WILL SIMPLY HELP YOU TO ASK YOURSELF THE RIGHT QUESTIONS TO DESIGN WEBSITES AND APPLICATIONS ADAPTED TO THE USES. WHAT ARE YOU WAITING FOR TO BECOME A USABILITY EXPERT? \*BUY NOW THE SUMMARY OF THIS BOOK FOR THE MODEST PRICE OF A CUP OF COFFEE!

### **100 THINGS EVERY DESIGNER NEEDS TO KNOW ABOUT PEOPLE** - SUSAN WEINSCHENK 2020

PROVIDES INFORMATION AND EXAMPLES TO HELP DESIGNERS CREATE PRODUCTS, APPLICATIONS, WEB SITES, AND PRINT MATERIALS THAT MATCH THE WAY PEOPLE THINK AND FEEL. DON'T MAKE ME THINK (SUMMARY) - STEVE KRUG 2013

### *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.

### FORMS THAT WORK - CAROLINE JARRETT 2009-03-02

FORMS THAT WORK: DESIGNING WEB FORMS FOR USABILITY CLEARLY EXPLAINS EXACTLY HOW TO DESIGN GREAT FORMS FOR THE WEB. THE BOOK PROVIDES PROVEN AND PRACTICAL ADVICE THAT WILL HELP YOU AVOID PITFALLS, AND PRODUCE FORMS THAT ARE AESTHETICALLY PLEASING, EFFICIENT AND COST-EFFECTIVE. IT FEATURES INVALUABLE DESIGN METHODS, TIPS, AND TRICKS TO HELP ENSURE ACCURATE DATA AND SATISFIED CUSTOMERS. IT INCLUDES DOZENS OF EXAMPLES - FROM NITTY-GRITTY DETAILS (LABEL ALIGNMENT, MANDATORY FIELDS) TO VISUAL DESIGNS (CREATING GOOD GRIDS, USE OF COLOR). THIS BOOK ISN'T JUST ABOUT COLONS AND CHOOSING THE RIGHT WIDGETS. IT'S ABOUT THE WHOLE PROCESS OF MAKING GOOD FORMS, WHICH HAS A LOT MORE TO DO WITH MAKING SURE YOU'RE ASKING THE RIGHT QUESTIONS IN A WAY THAT YOUR USERS CAN ANSWER THAN IT DOES WITH WHETHER YOU USE A DROP-DOWN LIST OR RADIO BUTTONS. IN AN EASY-TO-READ FORMAT WITH LOTS OF EXAMPLES, THE AUTHORS PRESENT THEIR THREE-LAYER MODEL - RELATIONSHIP, CONVERSATION, APPEARANCE. YOU NEED ALL THREE FOR A SUCCESSFUL FORM - A FORM THAT LOOKS GOOD, FLOWS WELL, ASKS THE RIGHT QUESTIONS IN THE RIGHT WAY, AND, MOST IMPORTANT OF ALL, GETS PEOPLE TO FILL IT OUT. LIBERALLY ILLUSTRATED WITH FULL-COLOR EXAMPLES, THIS BOOK GUIDES READERS ON HOW TO DEFINE REQUIREMENTS, HOW TO WRITE QUESTIONS THAT USERS WILL UNDERSTAND AND WANT TO ANSWER, AND HOW TO DEAL WITH INSTRUCTIONS, PROGRESS INDICATORS AND ERRORS. THIS BOOK IS ESSENTIAL READING FOR HCI PROFESSIONALS, WEB DESIGNERS, SOFTWARE DEVELOPERS, USER INTERFACE DESIGNERS, HCI ACADEMICS AND STUDENTS, MARKET RESEARCH PROFESSIONALS, AND FINANCIAL PROFESSIONALS. \*PROVIDES PROVEN AND PRACTICAL ADVICE THAT WILL HELP YOU AVOID PITFALLS, AND PRODUCE FORMS THAT ARE AESTHETICALLY PLEASING, EFFICIENT AND COST-EFFECTIVE. \*FEATURES INVALUABLE DESIGN METHODS, TIPS, AND TRICKS TO HELP ENSURE ACCURATE DATA AND SATISFIED

CUSTOMERS. \*INCLUDES DOZENS OF EXAMPLES -- FROM NITTY-GRITTY DETAILS (LABEL ALIGNMENT, MANDATORY FIELDS) TO VISUAL DESIGNS (CREATING GOOD GRIDS, USE OF COLOR). \*FOREWORD BY STEVE KRUG, AUTHOR OF THE BEST SELLING DON'T MAKE ME THINK!

### **LEAN UX** - JEFF GOTHELF 2013-03-15

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

### STRATEGY POWER PLAYS - KAREN MCCREADIE 2009-10-23

STRATEGY POWER PLAYS BRINGS TOGETHER SOME OF THE GREATEST IDEAS ON BUSINESS STRATEGY FROM MACHIAVELLI'S THE PRINCE, SUN TZU'S THE ART OF WAR AND SAMUEL SMILES' SELF-HELP IN A THEMED COMPENDIUM WHICH IS DESIGNED TO HELP TWENTY-FIRST CENTURY READERS MAKE A SUCCESS OF THEIR BUSINESSES AND CAREERS ALIKE. *SOURCES OF POWER* - GARY A. KLEIN 1999-02-18 ANYONE WHO WATCHES THE TELEVISION NEWS HAS SEEN IMAGES OF FIREFIGHTERS RESCUING PEOPLE FROM BURNING BUILDINGS AND PARAMEDICS TREATING BOMBING VICTIMS. HOW DO THESE INDIVIDUALS MAKE THE SPLIT-SECOND DECISIONS THAT SAVE LIVES? MOST STUDIES OF DECISION MAKING, BASED ON ARTIFICIAL TASKS ASSIGNED IN LABORATORY SETTINGS, VIEW PEOPLE AS BIASED AND UNSKILLED. GARY KLEIN IS ONE OF THE DEVELOPERS OF THE NATURALISTIC DECISION MAKING APPROACH, WHICH VIEWS PEOPLE AS INHERENTLY SKILLED AND EXPERIENCED. IT DOCUMENTS HUMAN STRENGTHS AND CAPABILITIES THAT SO FAR HAVE BEEN DOWNPLAYED OR IGNORED. SINCE 1985, KLEIN HAS CONDUCTED FIELDWORK TO FIND OUT HOW PEOPLE TACKLE CHALLENGES IN DIFFICULT, NONROUTINE SITUATIONS. *SOURCES OF POWER* IS BASED ON OBSERVATIONS OF HUMANS ACTING UNDER SUCH REAL-LIFE CONSTRAINTS AS TIME PRESSURE, HIGH STAKES, PERSONAL RESPONSIBILITY, AND SHIFTING CONDITIONS. THE PROFESSIONALS STUDIED INCLUDE FIREFIGHTERS, CRITICAL CARE NURSES, PILOTS, NUCLEAR

POWER PLANT OPERATORS, BATTLE PLANNERS, AND CHESS MASTERS. EACH CHAPTER BUILDS ON KEY INCIDENTS AND EXAMPLES TO MAKE THE DESCRIPTION OF THE METHODOLOGY AND PHENOMENA MORE VIVID. IN ADDITION TO PROVIDING INFORMATION THAT CAN BE USED BY PROFESSIONALS IN MANAGEMENT, PSYCHOLOGY, ENGINEERING, AND OTHER FIELDS, THE BOOK PRESENTS AN OVERVIEW OF THE RESEARCH APPROACH OF NATURALISTIC DECISION MAKING AND EXPANDS OUR KNOWLEDGE OF THE STRENGTHS PEOPLE BRING TO DIFFICULT TASKS.

**MAXIMUM ACCESSIBILITY** - JOHN M. SLATIN 2003

WRITTEN FOR WEB DEVELOPERS THIS TEXT PROVIDES THE PRACTICAL TOOLS, DESIGN TECHNIQUES, AND TESTING METHODS TO IMPLEMENT WEB ACCESSIBILITY STANDARDS WITHOUT LOSING ANY OF THE FUNCTIONALITY OF A WEB SITE.

*DESIGNING WEB USABILITY* - JAKOB NIELSEN 2000

A GUIDE TO CREATING USER-FRIENDLY WEB SITES THAT PROVIDES INFORMATION ON HOW COMPANIES CAN ENSURE THEIR WEB SITES ARE EASY TO LOCATE AND NAVIGATE.

**MOBILE TECHNOLOGIES FOR EVERY LIBRARY** - ANN WHITNEY GLEASON 2015-03-19

IF YOU ARE WONDERING WHAT MOBILE TECHNOLOGY ADOPTION MEANS FOR YOUR LIBRARY OR HOW TO GET STARTED, MOBILE TECHNOLOGIES FOR EVERY LIBRARY WILL ANSWER YOUR QUESTIONS! THIS BOOK WILL DETAIL THE OPPORTUNITIES AND PITFALLS IN USING MOBILE TECHNOLOGY IN LIBRARIES.

PRIORITIZING WEB USABILITY - JAKOB NIELSEN 2006-04-20

IN 2000, JAKOB NIELSEN, THE WORLD'S LEADING EXPERT ON WEB USABILITY, PUBLISHED A BOOK THAT CHANGED HOW PEOPLE THINK ABOUT THE WEB—DESIGNING WEB USABILITY (NEW RIDERS). MANY APPLAUDED. A FEW JEERED. BUT EVERYONE LISTENED. THE BEST-SELLING USABILITY GURU IS BACK AND HAS REVISITED HIS CLASSIC GUIDE, JOINED FORCES WITH WEB USABILITY CONSULTANT HOA LORANGER, AND CREATED AN UPDATED COMPANION BOOK THAT COVERS THE ESSENTIAL CHANGES TO THE WEB AND USABILITY TODAY. PRIORITIZING WEB USABILITY IS THE GUIDE FOR ANYONE WHO WANTS TO TAKE THEIR WEB SITE(S) TO NEXT LEVEL AND MAKE USABILITY A PRIORITY! THROUGH THE AUTHORS' WISDOM, EXPERIENCE, AND HUNDREDS OF REAL-WORLD USER TESTS AND CONTEMPORARY WEB SITE CRITIQUES, YOU'LL LEARN ABOUT SITE DESIGN, USER EXPERIENCE AND USABILITY TESTING, NAVIGATION AND SEARCH CAPABILITIES, OLD GUIDELINES AND PRIORITIZING USABILITY ISSUES, PAGE DESIGN AND LAYOUT, CONTENT DESIGN, AND MORE!

**LETTING GO OF THE WORDS** - JANICE (GINNY) REDISH 2012-09-01

WEB SITE DESIGN AND DEVELOPMENT CONTINUES TO BECOME MORE SOPHISTICATED. AN IMPORTANT PART OF THIS MATURITY ORIGINATES WITH WELL-LAID-OUT AND WELL-WRITTEN CONTENT. GINNY REDISH IS A WORLD-RENOWNED EXPERT ON INFORMATION DESIGN AND HOW TO PRODUCE CLEAR WRITING IN PLAIN LANGUAGE FOR THE WEB. ALL OF THE INVALUABLE INFORMATION THAT SHE SHARED IN THE FIRST EDITION IS INCLUDED WITH NUMEROUS NEW EXAMPLES. NEW INFORMATION ON CONTENT STRATEGY FOR WEB SITES, SEARCH

ENGINE OPTIMIZATION (SEO), AND SOCIAL MEDIA MAKE THIS ONCE AGAIN THE ONLY BOOK YOU NEED TO OWN TO OPTIMIZE YOUR WRITING FOR THE WEB. NEW MATERIAL ON CONTENT STRATEGY, SEARCH ENGINE OPTIMIZATION, AND SOCIAL MEDIA LOTS OF NEW AND UPDATED EXAMPLES MORE EMPHASIS ON NEW HARDWARE LIKE TABLETS, IPADS, AND IPHONES  
*START WITH WHY* - SIMON SINEK 2011-12-27

THE INSPIRATIONAL BESTSELLER THAT IGNITED A MOVEMENT AND ASKED US TO FIND OUR WHY DISCOVER THE BOOK THAT IS CAPTIVATING MILLIONS ON TIKTOK AND THAT SERVED AS THE BASIS FOR ONE OF THE MOST POPULAR TED TALKS OF ALL TIME—WITH MORE THAN 56 MILLION VIEWS AND COUNTING. OVER A DECADE AGO, SIMON SINEK STARTED A MOVEMENT THAT INSPIRED MILLIONS TO DEMAND PURPOSE AT WORK, TO ASK WHAT WAS THE WHY OF THEIR ORGANIZATION. SINCE THEN, MILLIONS HAVE BEEN TOUCHED BY THE POWER OF HIS IDEAS, AND THESE IDEAS REMAIN AS RELEVANT AND TIMELY AS EVER. *START WITH WHY* ASKS (AND ANSWERS) THE QUESTIONS: WHY ARE SOME PEOPLE AND ORGANIZATIONS MORE INNOVATIVE, MORE INFLUENTIAL, AND MORE PROFITABLE THAN OTHERS? WHY DO SOME COMMAND GREATER LOYALTY FROM CUSTOMERS AND EMPLOYEES ALIKE? EVEN AMONG THE SUCCESSFUL, WHY ARE SO FEW ABLE TO REPEAT THEIR SUCCESS OVER AND OVER? PEOPLE LIKE MARTIN LUTHER KING JR., STEVE JOBS, AND THE WRIGHT BROTHERS HAD LITTLE IN COMMON, BUT THEY ALL STARTED WITH WHY. THEY REALIZED THAT PEOPLE WON'T TRULY BUY INTO A PRODUCT, SERVICE, MOVEMENT, OR IDEA UNTIL THEY UNDERSTAND THE WHY BEHIND IT. *START WITH WHY* SHOWS THAT THE LEADERS WHO HAVE HAD THE GREATEST INFLUENCE IN THE WORLD ALL THINK, ACT AND COMMUNICATE THE SAME WAY—AND IT'S THE OPPOSITE OF WHAT EVERYONE ELSE DOES. SINEK CALLS THIS POWERFUL IDEA THE GOLDEN CIRCLE, AND IT PROVIDES A FRAMEWORK UPON WHICH ORGANIZATIONS CAN BE BUILT, MOVEMENTS CAN BE LED, AND PEOPLE CAN BE INSPIRED. AND IT ALL STARTS WITH WHY.

*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.

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

ROCKET SURGERY MADE EASY - STEVE KRUG 2009-12-08  
IT'S BEEN KNOWN FOR YEARS THAT USABILITY TESTING CAN DRAMATICALLY IMPROVE PRODUCTS. BUT WITH A TYPICAL PRICE TAG OF \$5,000 TO \$10,000 FOR A USABILITY CONSULTANT TO CONDUCT EACH ROUND OF TESTS, IT RARELY HAPPENS. IN THIS HOW-TO COMPANION TO DON'T MAKE ME THINK: A COMMON SENSE APPROACH TO WEB USABILITY, STEVE KRUG SPELLS OUT A STREAMLINED APPROACH TO USABILITY TESTING THAT ANYONE CAN EASILY APPLY TO THEIR OWN WEB SITE, APPLICATION, OR OTHER PRODUCT. (AS HE SAID IN DON'T MAKE ME THINK, "IT'S NOT ROCKET SURGERY".) USING PRACTICAL ADVICE, PLENTY OF ILLUSTRATIONS, AND HIS TRADEMARK HUMOR, STEVE EXPLAINS HOW TO: TEST ANY DESIGN, FROM A SKETCH ON A NAPKIN TO A FULLY-FUNCTIONING WEB SITE OR APPLICATION KEEP YOUR FOCUS ON FINDING THE MOST IMPORTANT PROBLEMS (BECAUSE NO ONE HAS THE TIME OR RESOURCES TO FIX THEM ALL) FIX THE PROBLEMS THAT YOU FIND, USING HIS "THE LEAST YOU CAN DO" APPROACH BY PARING THE PROCESS OF TESTING AND FIXING PRODUCTS DOWN TO ITS ESSENTIALS ("A MORNING A MONTH, THAT'S ALL WE ASK"),

ROCKET SURGERY MAKES IT REALISTIC FOR TEAMS TO TEST EARLY AND OFTEN, CATCHING PROBLEMS WHILE IT'S STILL EASY TO FIX THEM. ROCKET SURGERY MADE EASY ADDS DEMONSTRATION VIDEOS TO THE PROVEN MIX OF CLEAR WRITING, BEFORE-AND-AFTER EXAMPLES, WITTY ILLUSTRATIONS, AND PRACTICAL ADVICE THAT MADE DON'T MAKE ME THINK SO POPULAR.

DESIGNING THE OBVIOUS - ROBERT HOEKMAN 2011  
DESIGNING THE OBVIOUS BELONGS IN THE TOOLBOX OF EVERY PERSON CHARGED WITH THE DESIGN AND DEVELOPMENT OF WEB-BASED SOFTWARE, FROM THE CEO TO THE PROGRAMMING TEAM. DESIGNING THE OBVIOUS EXPLORES THE CHARACTER TRAITS OF GREAT WEB APPLICATIONS AND USES THEM AS GUIDING PRINCIPLES OF APPLICATION DESIGN SO THE END RESULT OF EVERY PROJECT INSTILLS CUSTOMER SATISFACTION AND LOYALTY. THESE PRINCIPLES INCLUDE BUILDING ONLY WHATS NECESSARY, GETTING USERS UP TO SPEED QUICKLY, PREVENTING AND HANDLING ERRORS, AND DESIGNING FOR THE ACTIVITY. DESIGNING THE OBVIOUS DOES NOT OFFER A ONE-SIZE-FITS-ALL DEVELOPMENT PROCESS--IN FACT, IT LETS YOU USE WHATEVER PROCESS YOU LIKE. INSTEAD, IT OFFERS PRACTICAL ADVICE ABOUT HOW TO ACHIEVE THE QUALITIES OF GREAT WEB-BASED APPLICATIONS AND CONSISTENTLY AND SUCCESSFULLY REPRODUCE THEM. THIS LATEST EDITION UPDATES EXAMPLES TO SHOW THE GUIDING PRINCIPLES OF APPLICATION DESIGN IN ACTION ON TODAY'S WEB, PLUS ADDS NEW CHAPTERS ON STRATEGY AND PERSUASION. IT OFFERS PRACTICAL ADVICE ABOUT HOW TO ACHIEVE THE QUALITIES OF GREAT WEB-BASED APPLICATIONS AND CONSISTENTLY AND SUCCESSFULLY REPRODUCE THEM.

DON'T MAKE ME THINK! - STEVE KRUG 2000

THE JOY OF UX - DAVID PLATT 2016-06-02  
"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 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 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 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 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](http://INFORMIT.COM/REGISTER) FOR CONVENIENT ACCESS TO DOWNLOADS, UPDATES, AND CORRECTIONS AS THEY BECOME AVAILABLE.

**DON’T MAKE ME THINK!** - STEVE KRUG 2000

**INCLUSIVE DESIGN FOR A DIGITAL WORLD** - REGINE M. GILBERT 2019-12-19

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 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 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 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.

**SURVEYS THAT WORK** - CAROLINE JARRETT 2021-08-17  
**SURVEYS THAT WORK** EXPLAINS A SEVEN-STEP PROCESS FOR DESIGNING, RUNNING, AND REPORTING ON A SURVEY THAT GETS ACCURATE RESULTS. IN A NO-NONSENSE STYLE WITH PLENTY OF EXAMPLES ABOUT REAL-WORLD COMPROMISES, THE BOOK FOCUSES ON REDUCING THE ERRORS THAT MAKE UP TOTAL SURVEY ERROR—A KEY CONCEPT IN SURVEY METHODOLOGY. IF YOU ARE CONDUCTING A SURVEY, THIS BOOK IS A MUST-HAVE.

**DON’T MAKE ME THINK, REVISITED** - STEVE KRUG 2013-12-23

SINCE **DON’T MAKE ME THINK** WAS FIRST PUBLISHED IN 2000, HUNDREDS OF THOUSANDS OF WEB DESIGNERS AND DEVELOPERS HAVE RELIED ON USABILITY GURU STEVE KRUG’S GUIDE TO HELP THEM 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. NOW STEVE RETURNS WITH FRESH PERSPECTIVE TO REEXAMINE THE PRINCIPLES THAT MADE **DON’T MAKE ME THINK** A CLASSIC—WITH UPDATED EXAMPLES AND A NEW CHAPTER ON MOBILE USABILITY. AND IT’S STILL SHORT, PROFUSELY ILLUSTRATED...AND BEST OF ALL—FUN TO READ. IF YOU’VE READ IT BEFORE, YOU’LL REDISCOVER WHAT MADE **DON’T MAKE ME THINK** SO ESSENTIAL TO WEB DESIGNERS AND DEVELOPERS AROUND THE WORLD. IF YOU’VE NEVER READ IT, YOU’LL SEE WHY SO MANY PEOPLE HAVE SAID IT SHOULD BE REQUIRED READING FOR ANYONE WORKING ON WEB SITES.

“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.” —JEFFREY ZELDMAN, AUTHOR OF **DESIGNING WITH WEB STANDARDS**

**THE DESIGN OF EVERYDAY THINGS** - DON NORMAN 2013-11-05

EVEN THE SMARTEST AMONG US CAN FEEL INEPT AS WE FAIL TO FIGURE OUT WHICH LIGHT SWITCH OR OVEN BURNER TO TURN ON, OR WHETHER TO PUSH, PULL, OR SLIDE A DOOR. THE FAULT, ARGUES THIS INGENIOUS—EVEN LIBERATING—BOOK, LIES NOT IN OURSELVES, BUT IN PRODUCT DESIGN THAT IGNORES THE NEEDS OF USERS AND THE PRINCIPLES OF COGNITIVE PSYCHOLOGY. THE PROBLEMS RANGE

FROM AMBIGUOUS AND HIDDEN CONTROLS TO ARBITRARY RELATIONSHIPS BETWEEN CONTROLS AND FUNCTIONS, COUPLED WITH A LACK OF FEEDBACK OR OTHER ASSISTANCE AND UNREASONABLE DEMANDS ON MEMORIZATION. THE DESIGN OF EVERYDAY THINGS SHOWS THAT GOOD, USABLE DESIGN IS POSSIBLE. THE RULES ARE SIMPLE: MAKE THINGS VISIBLE, EXPLOIT NATURAL RELATIONSHIPS THAT COUPLE FUNCTION AND CONTROL, AND MAKE INTELLIGENT USE OF CONSTRAINTS. THE GOAL: GUIDE THE USER EFFORTLESSLY TO THE RIGHT ACTION ON THE RIGHT CONTROL AT THE RIGHT TIME. IN THIS ENTERTAINING AND INSIGHTFUL ANALYSIS, COGNITIVE SCIENTIST DON NORMAN HAILS EXCELLENCE OF DESIGN AS THE MOST IMPORTANT KEY TO REGAINING THE COMPETITIVE EDGE IN INFLUENCING CONSUMER BEHAVIOR. NOW FULLY EXPANDED AND UPDATED, WITH A NEW INTRODUCTION BY THE AUTHOR, THE DESIGN OF EVERYDAY THINGS IS A POWERFUL PRIMER ON HOW—AND WHY—SOME PRODUCTS SATISFY CUSTOMERS WHILE OTHERS ONLY FRUSTRATE THEM.

*WEB APPLICATION DESIGN HANDBOOK* - SUSAN FOWLER  
2004-06-23

DELIVERS A THOROUGH EXAMINATION OF BEST PRACTICES AND PROVEN RESULTS FOR MANY DIFFERENT KINDS OF APPLICATIONS, INCLUDING PORTING EXISTING APPLICATIONS TO THE INTERNET FROM A PDA OR WEB-ENABLED CELL PHONE, PLUS A QUICK REFERENCE FOR DESIGNERS LOOKING FOR FAST SOLUTIONS TO ENHANCE WEB APPLICATIONS. ORIGINAL. (ADVANCED)

*SUMMARY* - EDITION SHORTCUT (AUTHOR) 1901

**UX FOR BEGINNERS** - JOEL MARSH 2015-12-21

APPS! WEBSITES! RUBBER DUCKS! NAKED NINJAS! THIS BOOK HAS EVERYTHING. IF YOU WANT TO GET STARTED IN USER EXPERIENCE DESIGN (UX), YOU'VE COME TO THE RIGHT PLACE: 100 SELF-CONTAINED LESSONS THAT COVER THE WHOLE SPECTRUM OF FUNDAMENTALS. FORGET DRY, TECHNICAL MATERIAL. THIS BOOK—BASED ON THE WILDLY POPULAR UX CRASH COURSE FROM JOEL MARSH'S BLOG THE HIPPER ELEMENT—IS LACED WITH THE AUTHOR'S SNARKY BRAND OF HUMOR, AND TEACHES UX IN A SIMPLE, PRACTICAL WAY. BECOMING A PROFESSIONAL DOESN'T HAVE TO BE BORING.

FOLLOW THE REAL-LIFE UX PROCESS FROM START-TO-FINISH AND APPLY THE SKILLS AS YOU LEARN, OR REFRESH YOUR MEMORY BEFORE THE NEXT MEETING. UX FOR BEGINNERS IS PERFECT FOR NON-DESIGNERS WHO WANT TO BECOME DESIGNERS, MANAGERS WHO TEACH UX, AND PROGRAMMERS, SALESPEOPLE, OR MARKETERS WHO WANT TO LEARN MORE. START FROM SCRATCH: THE FUNDAMENTALS OF UX RESEARCH THE WEIRD AND WONDERFUL THINGS USERS DO THE PROCESS AND SCIENCE OF MAKING ANYTHING USER-FRIENDLY USE SIZE, COLOR, AND LAYOUT TO HELP AND INFLUENCE USERS PLAN AND CREATE WIREFRAMES MAKE YOUR DESIGNS FEEL ENGAGING AND PERSUASIVE MEASURE HOW YOUR DESIGN WORKS IN THE REAL WORLD FIND OUT WHAT A UX DESIGNER DOES ALL DAY

- SUSAN WEINSCHENK 2011-04-14

WE DESIGN TO ELICIT RESPONSES FROM PEOPLE. WE WANT THEM TO BUY SOMETHING, READ MORE, OR TAKE ACTION OF SOME KIND. DESIGNING WITHOUT UNDERSTANDING WHAT MAKES PEOPLE ACT THE WAY THEY DO IS LIKE EXPLORING A NEW CITY WITHOUT A MAP: RESULTS WILL BE HAPHAZARD, CONFUSING, AND INEFFICIENT. THIS BOOK COMBINES REAL SCIENCE AND RESEARCH WITH PRACTICAL EXAMPLES TO DELIVER A GUIDE EVERY DESIGNER NEEDS. WITH IT YOU'LL BE ABLE TO DESIGN MORE INTUITIVE AND ENGAGING WORK FOR PRINT, WEBSITES, APPLICATIONS, AND PRODUCTS THAT MATCHES THE WAY PEOPLE THINK, WORK, AND PLAY. LEARN TO INCREASE THE EFFECTIVENESS, CONVERSION RATES, AND USABILITY OF YOUR OWN DESIGN PROJECTS BY FINDING THE ANSWERS TO QUESTIONS SUCH AS: WHAT GRABS AND HOLDS ATTENTION ON A PAGE OR SCREEN? WHAT MAKES MEMORIES STICK? WHAT IS MORE IMPORTANT, PERIPHERAL OR CENTRAL VISION? HOW CAN YOU PREDICT THE TYPES OF ERRORS THAT PEOPLE WILL MAKE? WHAT IS THE LIMIT TO SOMEONE'S SOCIAL CIRCLE? HOW DO YOU MOTIVATE PEOPLE TO CONTINUE ON TO (THE NEXT STEP? WHAT LINE LENGTH FOR TEXT IS BEST? ARE SOME FONTS BETTER THAN OTHERS? THESE ARE JUST A FEW OF THE QUESTIONS THAT THE BOOK ANSWERS IN ITS DEEP-DIVE EXPLORATION OF WHAT MAKES PEOPLE TICK.

*100 THINGS EVERY DESIGNER NEEDS TO KNOW ABOUT PEOPLE*