

Dont Make Me Think Revisited A Common Sense Approach To Web Usability Steve Krug

The Best Interface is No Interface101 UX PrinciplesUX Design and Usability Mentor BookResearch-based Web Design & Usability GuidelinesThe Design Studio Method100 Things Every Designer Needs to Know About PeopleUX StrategyThe Principles of Beautiful Web DesignDon't Mess It UpThe E-Myth RevisitedRocket Surgery Made EasyThe Amazing Book of NoDon't Make Me ThinkThere's Not an App for ThatSlavery and IslamConnecting Through Yes!Don't Make Me Think!Summary of Don't Make Me Think, Revisited by Steve Krug - a Common Sense Approach to Web UsabilityJump Start HTML5Dont's Make Me Think, RevisitedDon't Ever Punch a RockstarThe PuzzleLetting Go of the WordsUrban Experience and DesignThe Non-Designer's Design BookEichmann in JerusalemDesigning with Web StandardsDon't Make Me Think!Forms that WorkVirtual FreedomThe Satanic VersesGood to GreatUX for BeginnersDown and Out in Paris and LondonDesigning Usable WebsitesGreatness by ChoiceDon't Make Me Think, RevisitedA Daughter's RageHell: A Place Without HopeAbout Face 3

The Best Interface is No Interface

"You can live on a shilling a day in Paris if you know how. But it is a complicated business." As a struggling writer in his twenties, Orwell lived as a down-and-out among the poorest members of society. In this, his early memoir, Orwell recalls with vivid clarity his time working as a penniless dishwasher in Paris, pawning clothes to buy a day's worth of bread and wine, sleeping in bug-infested bunks, trading survival skills and cigarette butts with fellow tramps, and trudging between London's workhouse spikes for a few hours' sleep and tea. With all of the sensitivity and compassion that Orwell is known and loved for, he exposed the hardships of poverty and gave readers an unprecedented look at life lived on the fringes of society. This vivid account is an enduring call to support the world's most vulnerable people and exemplifies his belief that 'The greatest of evils and the worst of crimes is poverty.'

101 UX Principles

The explosion of a jetliner over India triggers an Apocalyptic battle that sweeps across the subcontinent. Reprint.

UX Design and Usability Mentor Book

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 typography to make ordinary designs look great Choose, edit, and position effective imagery And lots more This revised, easy-to-

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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

Research-based Web Design & Usability Guidelines

UX Design and Usability Mentor Book includes best practices and real-life examples in a broad range of topics like: UX design techniques Usability testing techniques such as eye-tracking User interface design guidelines Mobile UX design principles Prototyping Lean product development with agile vs. waterfall Use cases User profiling Personas Interaction design Information architecture Content writing Card sorting Mind-mapping Wireframes Automation tools Customer experience evaluation The book includes real-life experiences to help readers apply these best practices in their own organizations. UX Design and Usability Mentor Book is an extension of best-selling Business Analyst's Mentor Book. Thanks to the integrated business analysis and UX design methodology it presents, the book can be used as a guideline to create user interfaces that are both functional and usable.

The Design Studio Method

Journey with Aylie and Tom into the magical realm of the Puzzle. An allegorical adventure through the human psyche, where negative emotions take life as fantastic obstacles on the path to the Mirror Door, behind which all wishes come true. This groundbreaking work thrills with wizards, flying monsters, and daring kids on a quest to return home.

100 Things Every Designer Needs to Know About People

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

UX Strategy

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.

The Principles of Beautiful Web Design

A lot has happened in the world of digital design since the first edition of this title was published, but one thing remains true: There is an ever-growing number of people attempting to design pages with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised classic--now in full color--includes a new section on the hot topic of Color itself. In The Non-Designer's Design Book, 3rd Edition, Robin turns her attention to the basic principles that govern good design. Readers who follow her clearly explained concepts will produce more sophisticated and professional pages immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap--which is just what audiences have come to expect from this best-selling author.

Don't Mess It Up

.....: About the Original Book.....: Don't Make Me Think, Revisited (2014) describes the basic principles governing behavior online and explains how you can build a website that delivers a great user experience. Also included is a simple guide to help you test a website at each stage of its development.....: About the Author.....: Steve Krug is a renowned usability expert with over 20 years of experience as a consultant for companies such as Apple, Bloomberg, Lexus and the International Monetary Fund. He's also the author of Rocket Surgery Made Easy The Do-it-Yourself Guide to Finding and Fixing Usability Problems.....: Disclaimer.....: This book is not meant to replace the original book but to se

The E-Myth Revisited

Rocket Surgery Made Easy

Documenting Danny Marianino's days as a metalhead from childhood into adulthood, *Don't Ever Punch a Rockstar* somehow rationalizes playing in a few hardcore/punk bands, touring, fighting, drinking, internet bullying, celebrity encounters, satanic curses, house fires, harassment and collecting an immeasurable amount of hate mail from some of the most illiterate human beings the world has to offer. Though Oprah will never add this into her book club, it's still a good lesson in accepting the negative with a laugh and gaining a new sense of temperance and humility. At the very least I will entertain you with a campy memoir and a detailed eye-opening account of the chaos that followed the infamous event that VH1 called one of the Most Shocking Moments in Rock and Roll. This is by no means the same old autobiography that you have read before. *Don't Ever Punch a Rockstar* combine elements of *Get in The Van*, *Emails from an Asshole* and *Shit My Dad Says* all in one hot mess of a story. Praise for the book - "Danny Marianino's *Never Punch A Rockstar* is a sock in the jaw to punk/metal scene conformity, and it hurts so good! Final score: North Side Kings 2, Danzig, 0." - STEVEN BLUSH, author/filmmaker, *American Hardcore* "As trenchant, sometimes funny, insightful and shocking as a punch in the face. WHICH is incidentally what started this whole ball rolling. A pretty potent look into the power of image and the punching of the face of arguably a legend of, well, face punching, Glenn Danzig, and the ensuing firestorm that followed. I'd give it 5 black eyes." -- EUGENE S. ROBINSON, singer for *Oxbow* & author of *FIGHT: Everything You Ever Wanted to Know About Ass Kicking But Were Afraid You'd Get Your Ass Kicked For Asking* "With *Don't Ever Punch a Rock Star* author Danny Marianino has written an entertaining, humorous and humble autobiography. The often times laugh-out-loud recollections of Danny's life up to and following the infamous run-in with the drama-queen of dark metal is more than engaging and, with the inclusion of hate mail, zany rumors, message board threats and internet tough guys, you're sure to get a good giggle while learning what truly transpired that fateful night in Tuba City." - DUSTIN LAVALLEY, author of *Spinner* "As we have always said on the streets of NY - don't start none -there wont be none - and if you do, at least keep your hands up and guard your grill. Way to K.O. rock star attitudes Danny Boy!" - John Joseph author of *The Evolution of a Cro-Magnon* and *Meat is For Pussies*

The Amazing Book of No

This book shows how to use agreement to transform the biggest areas of marital conflict into closeness, cooperation, and mutually desirable outcomes. Licensed psychologist, marriage, and relationship coach Jack Ito PhD illustrates with clear, easy to follow examples, how to communicate about the biggest problems that couples face. These are the same techniques his coaching clients use to stop divorces, end affairs, deal with addicted spouses, solve problems, end blaming, improve dating, handle money issues, parent cooperatively, get out of debt, and more. This book is unique in offering communication training to couples when one spouse (or significant other) is not ready or willing to work on the relationship.

Don't Make Me Think

The Amazing Book of No was just announced as a Winner of the 2015 Readers Favorite Award for K-3rd grade readers. "The Amazing Book of No" is a deceptively simple story that will teach your 3-7 year old how to accept the word "no" when you say it, and why they shouldn't argue. The story is about two moms and their children. One mom says "no" all the time, while the other says "yes" to everything. It is cute and engaging all in one, and designed not to take up too much of a parents valuable time, with the idea being to try and imprint wholesome ideals while kids are young. Reading this just a few times to your boy or girl at bedtime will ensure you don't have any misunderstandings with your children about the word "NO" as they grow older. This really is: The Amazing Book of No!

There's Not an App for That

Hear What the Critics are Saying Wow, very inspirational and powerful; everyone must read this book. Hell: A Place Without Hope, is by far one of the best Christian books to have come out in the last decade. A Must Read." -Mary Jones - Valley Daily News "I give this book Five Stars All The Way! This book makes my list as one of the top reads in the Christian genre. Anyone of Faith will enjoy this book very much." -Theresa Davis - Elite Media Group "Hell: A Place Without Hope a very powerful and thought provoking book. Every generation, young and old, should have to read this book. Ten Thumbs Up." -Dave Baker - Book Bloggers of America "This was an excellent book; it was short, I ended up reading it in less than two hours; however, it has a very strong and positive message. Amazing Book!" -Lisa Cooper - Literary Times Inc. "This was a very powerful book; very solid message about the dangers of not giving your life to Christ. Highly Recommend." -Emma Right - Writers United Group "I fell to my knees at the end and cried. This book reminded me why I became a born-again Christian. Powerful Message." -Carl Mosner - Readers Cove Unlimited Editorial Review Hell: A Place Without Hope is a very spiritual and powerful book. Its messages are time tested and true. This book really made me think; but more importantly, it made me feel. If you are looking for a book that will move you to tears, then look no further than Hell: A Place Without Hope; a masterful book that will not only inspire you to become a better person, but will also teach you some of life's greatest lessons. Inspirational Book! David T. Williams About the Book A young man spends a day in hell and comes back to tell us the story. Hell: A Place Without Hope, is a powerful book that sends a strong message. Every generation of young people should have to read this wonderful Christian book. This book is based on Real Life Experience, which I derived from a vision I had in the year 2005.

Slavery and Islam

"Amidst all odds and mishaps of daily life, there lies a little note of choices we solely make that tends towards a greater change. Life holds a bundle of emotions and happenings; and we choose what to live with - may that choice reveal your greatness in air."

Connecting Through Yes!

User experience (UX) strategy requires a careful blend of business strategy and UX

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design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists. Define and validate your target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value Focus your team on the primary utility and business model of your product by running structured experiments using prototypes Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

Don't Make Me Think!

The controversial journalistic analysis of the mentality that fostered the Holocaust, from the author of *The Origins of Totalitarianism* Sparking a flurry of heated debate, Hannah Arendt's authoritative and stunning report on the trial of German Nazi leader Adolf Eichmann first appeared as a series of articles in *The New Yorker* in 1963. This revised edition includes material that came to light after the trial, as well as Arendt's postscript directly addressing the controversy that arose over her account. A major journalistic triumph by an intellectual of singular influence, *Eichmann in Jerusalem* is as shocking as it is informative—an unflinching look at one of the most unsettling (and unsettled) issues of the twentieth century.

Summary of Don't Make Me Think, Revisited by Steve Krug - a Common Sense Approach to Web Usability

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.

Jump Start HTML5

What happens when authorities you venerate condone something you know is wrong? Every major religion and philosophy once condoned or approved of slavery, but in modern times nothing is seen as more evil. Americans confront this crisis of authority when they erect statues of Founding Fathers who slept with their slaves. And Muslims faced it when ISIS revived sex-slavery, justifying it with verses from the Quran and the practice of Muhammad. Exploring the moral and ultimately theological problem of slavery, Jonathan A.C. Brown traces how the Christian, Jewish and Islamic traditions have tried to reconcile modern moral certainties with the infallibility of God's message. He lays out how Islam viewed slavery in theory,

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and the reality of how it was practiced across Islamic civilization. Finally, Brown carefully examines arguments put forward by Muslims for the abolition of slavery.

Dont's Make Me Think, Revisited

The struggle with balancing creative products that are innovative, technically feasible, and financially sound is one designers and web professionals go through every day. The Design Studio Method is a creative problem solving process that allows you to quickly generate ideas, evaluate them, and reach consensus, achieving that balancing act. Brian Sullivan's The Design Studio Method gives answers that you have been looking for, showing you how to be innovative and efficient without sacrificing quality and collaboration. This book simplifies the complicated method, explaining each step, each participant's involvement, and how to adapt the method to your needs. The Design Studio Method provides step-by-step procedures to ensure your success. From illumination, to generation, to presentation, all the way to iteration, this book provides the road map you'll need to start generating innovate products. Shows you how to involve all members of the creative process—from clients to directors—so that everyone participates, critiques, and innovates. Features real-world examples of Design Studio projects that highlight the successes of this method and ways to adapt it to your needs. Includes a website that showcases videos covering each step of the method and other procedures that crop up along the way.

Don't Ever Punch a Rockstar

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.

The Puzzle

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

Letting Go of the Words

This short book provides a practical introduction to HTML5. HTML (HyperText

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Markup Language) is the predominant language of web pages. Originally developed as a way to describe and share scientific papers, HTML is now used to mark up all sorts of documents and create visual interfaces for browser-based software. With HTML5, however, HTML has become as much an 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 own.

Urban Experience and Design

The User Center Design process is based on various steps, and for each of these steps there are appropriate methods. These methods can help improve the usability (and usefulness) of your website. This eBook provides you several techniques that will help make your Web applications appeal to the masses, transforming them into lightweight user experiences. TABLE OF CONTENTS - Evolve Your User Interface To Educate Your Users - Optimizing Emotional Engagement In Web Design Through Metrics - Enhancing User Interaction With First Person User Interface - Enhancing User Interaction With First Person User Interfaces - A Guide To Heuristic Website Reviews - Stop Designing Pages And Start Designing Flows - The Data Pixel Approach To Improving User Experience

The Non-Designer's Design Book

Embracing a biological and evolutionary perspective to explain the human experience of place, Urban Experience and Design explores how cognitive science and biometric tools provide an evidence-based foundation for architecture and planning. Aiming to promote the creation of a healthier and happier public realm, this book describes how unconscious responses to stimuli, outside our conscious awareness, direct our experience of the built environment and govern human behavior in our surroundings. This collection contains 15 chapters, including contributions from researchers in the US, the UK, the Netherlands, France and Iran. Addressing topics such as the impact of eye-tracking analysis and seeing beauty and empathy within buildings, Urban Experience and Design encourages us to reframe our understanding of design, including the narrative of how modern architecture and planning came to be in the first place. This volume invites students, academics and scholars to see how cognitive science and biometric findings give us remarkable 21st-century metrics for evaluating and improving designs, even before they are built.

Eichmann in Jerusalem

"Learn how to have great conversations through your site or app. Meet your business goals while satisfying your site visitors' needs. Learn how to create useful and usable content from the master - Ginny Redish. Ginny's easy-to-read style will teach you how to plan, organize, write, design, and test your content"--

Designing with Web Standards

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

Don't Make Me Think!

Entrepreneurs often suffer from "superhero syndrome"—the misconception that to be successful, they must do everything themselves. Not only are they the boss, but also the salesperson, HR manager, copywriter, operations manager, online marketing guru, and so much more. It's no wonder why so many people give up the dream of starting a business—it's just too much for one person to handle. But outsourcing expert and "Virtual CEO," Chris Ducker knows how you can get the help you need with resources you can afford. Small business owners, consultants, and online entrepreneurs don't have to go it alone when they discover the power of building teams of virtual employees to help run, support, and grow their businesses. Virtual Freedom: How to Work with Virtual Staff to Buy More Time, Become More Productive, and Build Your Dream Business is the step-by-step guide every entrepreneur needs to build his or her business with the asset of working with virtual employees. Focusing on business growth, Ducker explains every detail you need to grasp, from figuring out which jobs you should outsource to finding, hiring, training, motivating, and managing virtual assistants. With additional tactics and online resources, Virtual Freedom is the ultimate resource of the knowledge and tools necessary for building your dream business with the help of virtual staff.

Forms that Work

Offers observations and solutions to fundamental Web design problems, such as how to design pages for scanning, how to eliminate needless words, and how to streamline design for user navigation, while revealing why most Web design team arguments about usability are a waste of time.

Virtual Freedom

In Don't Mess It Up: How Founders and Their Successors Can Avoid the Clichés That Inhibit Growth, author and six-time second CEO Les Trachtman offers his

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expertise on the most effective ways to successfully hand off your company to a worthy successor. He also has advice for those who are inheriting a business and want to take it to the next level, as well as for boards who are dealing with these leadership transitions. In his direct, no-nonsense approach, Les shows readers how seemingly harmless business clichés such as “get it right” and “be careful” can have a detrimental effect on a company’s future by conveying that such imperative ingredients such as risk and innovation are things to now be avoided. Readers will learn how to:

- Understand the metamorphosis required to transition from great founder to great CEO
- Know when, and if, it’s time to replace yourself
- Pick the right successor
- Prepare yourself and your company for the fragile transition
- Create a successful CEO transition
- Separate yourself from the company

There is likely no one more experienced in founder transitions than Les Trachtman. He has been an innovative and respected successor at six different companies; let his hard-won advice guide you through your transition and toward success.

The Satanic Verses

Our love affair with the digital interface is out of control. We've embraced it in the boardroom, the bedroom, and the bathroom. Screens have taken over our lives. Most people spend over eight hours a day staring at a screen, and some "technological innovators" are hoping to grab even more of your eyeball time. You have screens in your pocket, in your car, on your appliances, and maybe even on your face. Average smartphone users check their phones 150 times a day, responding to the addictive buzz of Facebook or emails or Twitter. Are you sick? There's an app for that! Need to pray? There's an app for that! Dead? Well, there's an app for that, too! And most apps are intentionally addictive distractions that end up taking our attention away from things like family, friends, sleep, and oncoming traffic. There's a better way. In this book, innovator Golden Krishna challenges our world of nagging, screen-based bondage, and shows how we can build a technologically advanced world without digital interfaces. In his insightful, raw, and often hilarious criticism, Golden reveals fascinating ways to think beyond screens using three principles that lead to more meaningful innovation. Whether you're working in technology, or just wary of a gadget-filled future, you'll be enlightened and entertained while discovering that the best interface is no interface.

Good to Great

The most important things you need to know about creating successful user experiences We want our UX to be brilliant. We want to create stunning user experiences. We want our UX to drive the success of our business with useful and usable software products. This book draws on the wisdom and training of Jakob Nielsen and Don Norman to help you get your UX right - in 101 ways! 101 UX Principles shows you the 101 most important things you need to know about usability and design. A practical reference for UX professionals, and a shortcut to greatness for anyone who needs a clear and wise selection of principles to guide their UX success. Learn the key principles that drive brilliant UX design. Enjoy 101 Principles including ‘Good UX has a Beginning, a Middle, and an End’, ‘Make Your Links Look Like Links’, ‘Don't Use Obsolete Icons’, ‘Decide Whether an Interaction Should Be Obvious, Easy, or Possible’, ‘Test with Real Users’, ‘Making the most of

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fonts', 'Good UX for search results', and 'Show your user - don't tell your user!'

"Good to read from beginning to end, and a nice dip-in-and-out text, the chapter titles reminded me of principles I don't even think about explicitly when I likely should. The book inspired me to start more explicitly articulating some of the principles I just take for granted." - Elizabeth Churchill, Director of User Experience at Google

"This is a great practical read. It is convenient to use as a reference when solving real UX problems. I would definitely recommend it as an introduction to UX, but also as a good reminder of best practices for more experienced designers." - Anne-Marie Léger, Designer at Shopify

"A great Mood Booster and Pep Talk. Like a good pep talk from a sports coach before a game, Will reminds us of the common pitfalls we all come across." - Kate Pincott Product Designer at Facebook

Some more of the 101 UX Principles featured in this book:

- Work with user expectations not against them
- How to build upon established metaphors
- How to arrange navigation elements
- How to introduce new ideas to your user
- Matching pagination and content structure
- When invention is not good for UX
- Striving for simplicity
- Reducing user tasks
- What to make clickable
- Making the most of fonts
- Making your links look like links
- Picking the right control for the job
- Data input and what users care about
- How to handle destructive user actions
- When color should not convey information
- Tappable areas and the size of fingers
- Getting payment details the right way
- Use the standard e-commerce pattern
- If you really must use a flat design
- When to use progress bars or spinners
- Dropdowns the right and wrong way
- Handling just-off-screen content
- How to do Hamburger menus right
- When to hide
- Advanced Settings
- Good UX for Notifications

UX for Beginners

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

Down and Out in Paris and London

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

Designing Usable Websites

Greatness by Choice

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

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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!

Don't Make Me Think, Revisited

There's Not an App for That will make your work stand out from the crowd. It walks you through mobile experiences, and teaches you to evaluate current UX approaches, enabling you to think outside of the screen and beyond the conventional. You'll review diverse aspects of mobile UX: the screens, the experience, how apps are used, and why they're used. You'll find special sections on "challenging your approach", as well as a series of questions you can use to critique and evaluate your own designs. Whether the authors are discussing real-world products in conjunction with suggested improvements, showcasing how existing technologies can be put together in unconventional ways, or even evaluating "far out" mobile experiences of the future, you'll find plenty of practical pointers and action items to help you in your day-to-day work. Provides you with new and innovative ways to think about mobile design Includes future mobile interfaces and interactions, complete with real-world, applied information that teaches you how today's mobile services can be improved Illustrates themes from existing systems and apps to show clear paths of thought and development, enabling you to better design for the future

A Daughter's Rage

Sixteen-year-old Penny can't rest in peace. She has come back to set the record straight. Aside from her personal vendettas and the love of her homosexual son, this multitasking kid has shocking paranormal news and an alarming homicidal request for 50-year-old maintenance man, Ronald Jackson. "Why me?" the behemoth of a man asks himself. He isn't willing to get on board, nor is he mentally prepared to deal with the rage of the murdered teenager. Ronald is caught completely off guard by the secretly kept love his pint-size, younger co-

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worker Pradine has for him. She soon has him swept off his feet, much to Penny's jealous objection. The two vie for his attention and fireworks ensue while surprise after surprise flavors their dangerous journey. Will either make it out alive? Will Ron fulfill his destiny?

Hell: A Place Without Hope

Although recent findings show the public increasingly interacting with government Web sites, a common problem is that people can't find what they're looking for. In other words, the sites lack usability. The Research-Based Web Design and Usability Guidelines aid in correcting this problem by providing the latest Web design guidance from the research and other forms of evidence. This unique publication has been updated from its earlier version to include over 40 new or updated research guidelines, bringing the total to 209. Primary audiences for the book are: Web managers, designers, and all staff involved in the creation of Web sites. Topics in the book include: home page design, page and site navigation, graphics and images, effective Web content writing, and search. A new section on usability testing guidance has been added. Experts from across government, industry, and academia have reviewed and contributed to the development of the Guidelines. And, since their introduction in 2003, the Guidelines have been widely used by government, private, and academic institutions to improve Web design.

About Face 3

An instant classic, this revised and updated edition of the phenomenal bestseller dispels the myths about starting your own business. Small business consultant and author Michael E. Gerber, with sharp insight gained from years of experience, points out how common assumptions, expectations, and even technical expertise can get in the way of running a successful business. Gerber walks you through the steps in the life of a business—from entrepreneurial infancy through adolescent growing pains to the mature entrepreneurial perspective: the guiding light of all businesses that succeed—and shows how to apply the lessons of franchising to any business, whether or not it is a franchise. Most importantly, Gerber draws the vital, often overlooked distinction between working on your business and working in your business. The E-Myth Revisited will help you grow your business in a productive, assured way.

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