

About Face The Essentials Of Interaction Design

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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.

About Face: The Essentials of Interaction Design: Cooper ...
About Face is widely considered one of the most important books ever written about Interaction Design: the design of software, websites, mobile apps, or any other digitally-mediated experience. Alan Cooper pioneered key concepts like designing for intermediates , goal-directed design , and personas which have become cornerstones of this burgeoning profession.

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At The Essential Face, we provide our clients with state-of-the-art skincare. But the care doesn ' t stop there. We offer a variety of minimally invasive aesthetic procedures designed to help every patient look and feel their very best, from high-quality injectables to PRP and everything in between. Beauty is a state of mind, and The Essential Face is just the place to find it.

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About Face: The Essentials of Interaction Design 4th ...
Q: I ' ve read that wearing a face mask protects other people, but does it also protect me? A: A face mask provides protection to those around you, as well as yourself. Face masks act as barriers ...

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.

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This book is intended to provide the reader with effective and practical tools for designing user interfaces. It integrates tactical and strategic approaches, helping the programmer understand how the user comprehends their software.

"The following description is for the second edition of About Face. The 3rd Edtion, About Face 3 (ISBN 0470084111), is now available." First published seven years ago—just before the World Wide Web exploded into dominance in the software world—About Face rapidly became a bestseller. While the ideas and principles in the original book remain as ever, the examples in About Face 2.0 are updated to reflect the evolution of the Web. Interaction Design professionals are constantly seeking to ensure that software and software-enabled products are developed with the end-user's goals in mind, that is, to make them more powerful and enjoyable for people who use them. About Face 2.0 ensures that these objectives are met with the utmost ease and efficiency. Alan Cooper (Palo Alto, CA) has spent a decade making high-tech products easier to use and less expensive to build—a practice known as "interaction design." Cooper is now the leader in this growing field. Mr. Cooper is also the author of two bestselling books that are widely considered indispensable texts. About Face: The Essentials of User Interface Design, introduced the first comprehensive set of practical design principles. The Innates Are Running the Asylum explains how talented people and companies continually create aggravating high-tech products that fail to meet customer expectations. Robert Reimann has spent the past 15 years pushing the boundaries of digital products as a designer, writer, lecturer, and consultant. He has led dozens of interaction design projects in domains including e-commerce, portrals, desktop productivity, authoring environments, medical and scientific instrumentation, wireless, and handheld devices for startups and Fortune 500 clients alike. Joining Cooper in 1996, Reimann led the development and refinement of many goal-directed design methods described in About Face 2.0. He has lectured on these methods at major universities and to international industry audiences. He is a member of the advisory board of the UC Berkeley Institute of Design.

Whether you ' re designing consumer electronics, medical devices, enterprise Web apps, or new ways to check out at the supermarket, today ' s digitally-enabled products and services provide both great opportunities to deliver compelling user experiences and great risks of driving your customers crazy with complicated, confusing technology. Designing successful products and services in the digital age requires a multi-disciplinary team with expertise in interaction design, visual design, industrial design, and other disciplines. It also takes the ability to come up with the big ideas that make a desirable product or service, as well as the skill and perseverance to execute on the thousand small ideas that get your design into the hands of users. It requires expertise in project management, user research, and consensus-building. This comprehensive, full-color volume addresses all of these and more with detailed how-to information, real-life examples, and exercises. Topics include assembling a design team, planning and conducting user research, analyzing your data and turning it into personas, using scenarios to drive requirements definition and design, collaborating in design meetings, evaluating and iterating your design, and documenting finished design in a way that works for engineers and stakeholders alike.

Aimed at software developers, this book proposes the creation of a new profession of software design. The examples in the text are updated to reflect new platforms along with additional case studies where appropriate.

Discover the techniques behind beautiful design by deconstructing designs to understand them The term "hacker" has been redefined to consist of anyone who has an insatiable curiosity as to how things work—and how they can try to make them better. This book is aimed at hackers of all skill levels and explains the classical principles and techniques behind beautiful designs by deconstructing those designs in order to understand what makes them so remarkable. Author and designer David Kadavy provides you with the framework for understanding good design and places a special emphasis on interactive mediums. You'll explore color theory, the role of proportion and geometry in design, and the relationship between medium and form. Packed with unique reverse engineering design examples, this book inspires and encourages you to discover and create new beauty in a variety of formats. Breaks down and studies the classical principles and techniques behind the creation of beautiful design Illustrates cultural and contextual considerations in communicating to a specific audience Discusses why design is important, the purpose of design, the various constraints of design, and how today's fonts are designed with the screen in mind Dissects the elements of color, size, scale, proportion, medium, and form Features a unique range of examples, including the graffiti in the ancient city of Pompeii, the lack of the color black in Monet's art, the style and sleekness of the iPhone, and more By the end of this book, you'll be able to apply the featured design principles to your own web designs, mobile apps, or other digital work.

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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.

本书全面系统地讲述了交互设计的过程、原理和方法,涉及的产品和系统有个人计算机上的个人软件和商务软件、Web应用、手持设备、信息亭、数字医疗系统、数字工业系统等。

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