
Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Steve Krug

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March, 02 2024

UX Research Morgan Kaufmann

Ever wonder how spaceships work? Rocket Science is a tour of the latest in spacecraft technology and planetary exploration by real-life aerospace engineer Andrew Rader and illustrator Galen Frazer. Explaining the physics of space travel in a way that's easy to understand, the book is accessible to anyone. It's sure to ignite the imagination of kids of all ages, and even curious adults. How do rockets work? Why do they use staging? What's an orbit? Is there gravity in space? How did we get to the Moon? How would we get to Mars? Could we get to another star? These are just a few of the questions discussed in Rocket Science. Rocket Science is primarily aimed at kids in the 6-10 range, but its illustrations would be appealing to younger kids if parents were reading, and the book is even suitable

as a light reader for adults interested in learning a thing or two about space engineering and planetary science. This hardcover book features 42 full spread illustrations by professional graphic artist Galen Frazer. Rocket Science is the third book by Andrew and Galen, the first two being Epic Space Adventure and Mars Rover Rescue, which were aimed at younger kids. Don't Make Me Think New Riders

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

Designing the Obvious Elsevier

The UX Book: Process and Guidelines for Ensuring a Quality User Experience aims

to help readers learn contextual inquiry
how to create and and analysis;
refine interaction extracting
designs that ensure a interaction design
quality user requirements;
experience (UX). The constructing design-
book seeks to expand informing models;
the concept of design production; UX
traditional usability goals, metrics, and
to a broader notion targets; prototyping;
of user experience; UX evaluation; the
to provide a hands- interaction cycle and
on, practical guide the user action
to best practices and framework; and UX
established design guidelines.
principles in a UX This book will be
lifecycle; and to useful to anyone
describe a pragmatic interested in
process for managing learning more about
the overall creating interaction
development effort. designs to ensure a
The book provides an quality user
iterative and experience. These
evaluation-centered include interaction
UX lifecycle designers, graphic
template, called the designers, usability
Wheel, for analysts, software
interaction design. engineers,
Key concepts programmers, systems
discussed include analysts, software

quality-assurance specialists, human factors engineers, cognitive psychologists, cosmic psychics, trainers, technical writers, documentation specialists, marketing personnel, and project managers. A very broad approach to user experience through its components—usability, usefulness, and emotional impact with special attention to lightweight methods such as rapid UX evaluation techniques and an agile UX development process Universal applicability of processes, principles, and guidelines—not just for GUIs and the Web, but for all kinds of interaction and devices: embodied interaction, mobile devices, ATMs, refrigerators, and elevator controls, and even highway signage Extensive design guidelines applied in the context of the various kinds of affordances necessary to support all aspects of interaction Real-world stories and contributions from accomplished UX practitioners A practical guide to best practices and established principles in UX A lifecycle template that can be instantiated and tailored to a given project, for a given type of system

development, on a given budget
Just Enough Research
McGraw Hill Professional
Advice from the experts on how to justify time and money spent on usability!

Beginning Adobe Animate

CC "O'Reilly Media, Inc."

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.

Convert! Penguin

The Moderator's Survival Guide is your indispensable resource for navigating the rocky shoals of your one-on-one user research sessions. Inside, you'll find guidance for nearly 100 diverse situations (ranging from business-as-usual to tricky and sticky) that might occur during usability studies, contextual inquiries, or user interviews. As a moderator, you are responsible for the well-being of the participant, your study, and your organization. You must be prepared for anything that may happen, from your technology failing to the participant quailing. Use this guide to identify your best next steps, react appropriately, and survive any challenges that comes your way. Practical, field-

tested, and actionable tips for what to do and say—and what NOT to do or say—in each situation. Key patterns and extensive examples to sharpen your approach to the commonplace and prepare you for the unlikely. Illustrative "survival stories" contributed by numerous professionals on the front lines of user research.

Usable Usability New Riders

Handleiding voor het verbeteren van de gebruiksvriendelijkheid van een website.

Scaling Lean Pearson Education

Solve your traffic troubles and turn browsers into buyers When web design expert Ben Hunt set out to quantify the difference between an ordinary web site and a great one, he expected to find the key in design simplicity. But when his team more than doubled

the conversion rates for a wide range of sites, they identified simple yet powerful solutions involving design, copy, appropriate analysis, classic optimization techniques, and targeted testing. You'll find the fixes easy to implement, and they're all right here. Understand the essentials - your market, your proposition, and your delivery. Create a site that is seen by the right people, provides a compelling experience, and generates the desired action. Learn how to use testing to improve your site's conversion rate. Discover the holistic nature of web site optimization and why multiplicity matters. Examine dozens of simple techniques for building traffic, engaging your audience, and crafting effective calls to action. Combine creativity with

analysis for the best possible results. Ben Hunt is Principal Consultant for Scratchmedia Ltd. He operates webdesignfromscratch.com, which provides tutorials and advice to over 120,000 web developers each month. Ben has been designing, coding, and producing web sites for clients worldwide for more than 15 years, and is considered a leader in the web usability industry. Forewords by Ken McCarthy, founder of the System Seminar, and Drayton Bird, Drayton Bird Associates.

A Project Guide to UX Design Newnes

Many books offer instruction on how to use software programs to build Web sites, podcasts, and illustrations. But 'Writing for the Web' explains when and why an author might choose an illustration over

a photograph, motion graphics over text, or a slice of Beethoven's Fifth over the sound of a bubbling brook. Focusing on storytelling techniques that work best for digital media, this book describes the essential skills and tools in a Web author's toolbox, including a thorough understanding of grammar and style, a critical eye for photography, and an ear for just the right sound byte for a podcast.

GUI Bloopers 2.0

Rockport Publishers

In this how-to companion to Don't make me think : a common sense approach to web usability, Steve Krug spells out an approach to usability testing that anyone can easily apply to their own web site, application, or other product. --

Cost-Justifying Usability

Morgan Kaufmann

"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"--

UX for Beginners

"O'Reilly Media, Inc."

From the moment it was published almost ten years ago, Elements of User Experience became a vital reference for web and interaction designers the world over, and has come to define the core principles of the practice. Now, in this updated, expanded, and full-color new edition, Jesse James

Garrett has refined his thinking about the Web, going beyond the desktop to include information that also applies to the sudden proliferation of mobile devices and applications. Successful interaction design requires more than just creating clean code and sharp graphics. You must also fulfill your strategic objectives while meeting the needs of your users. Even the best content and the most sophisticated technology won't help you balance those goals without a cohesive, consistent user experience to support it. With so many issues involved—usability, brand identity, information architecture, interaction design—creating the user experience can be overwhelmingly complex.

This new edition of *The Elements of User Experience* cuts through that complexity with clear explanations and vivid illustrations that focus on ideas rather than tools or techniques. Garrett gives readers the big picture of user experience development, from strategy and requirements to information architecture and visual design.

[How to Be Miserable](#) Morgan Kaufmann
Handleiding voor het verbeteren van de gebruiksvriendelijkheid van een website.

[Computers, Cockroaches, and Ecosystems](#) MIT Press
Start doing good research faster than you can plan your next pitch.

Doorbells, Danger, and Dead Batteries "O'Reilly Media, Inc."
Use solid and practical exercises to master the

fundamentals of Adobe Animate CC. This is one of the first comprehensive books on Adobe Animate CC to thoroughly examine and demonstrate how to create and deploy interactive and motion design content to mobile, tablet, and desktop screens. Using a series of carefully developed tutorials, *Beginning Adobe Animate CC* will lead you from basic Animate CC document workflows to the point where you can create animations, interactive projects, and anything else using a variety of techniques. Each chapter focuses on a major aspect of Animate CC and then lets you take over with a series of "Your Turn" exercises that let you create amazing projects based on what you have learned. *Beginning Adobe Animate CC* focuses on the core skill set needed to master Animate CC and while you are at it, you will be guided to the mastery of the fundamentals, such as drawing tools, movie clips, video and audio content,

text, graphics, external data, components, and a solid overview of the code you need to know to take your skills to the next level. **What You Will Learn:** Create and deploy animated and interactive content for the HTML 5 universe. Create images and vector graphics for use in Animate CC. Examine a variety of animation techniques that make full use of the Animate CC timeline. Add video and audio content to an Animate CC project. Use many of the graphic creation tools in Animate CC. Publish your projects to a variety of formats. **Who This Book is For:** Those who are proficient in creating and publishing animated and interactive web-based content. It will also help those who are proficient in using Adobe Flash Professional CC to understand the improvements and new workflows found in Adobe Animate CC. **div**
The UX Book Pearson
Deutschland GmbH

Whether you are in your first sales position or your fortieth, this book will help you. If you catch just ONE thing that you can add to your repertoire that leads to a deal, then reading this will have been worth your time. I fully believe that none of us are as smart as all of us, and sometimes, hearing information in a new way can inspire a change or light a fire of momentum that will carry you to new places. As you read this book, you may ask yourself, "Is it really that simple?" The answer will be a loud & resounding, "Yes!" Humans have a tendency to over-complicate the mess out of nearly everything we do. We use nine words when five will do. We feel better to "think about it" when it's time for a new item to buy than to just act upon it, even though our mind was made up before we even got to the store. We research, then research, and research some more. I once had a client meeting with a lady on a health insurance plan, and she had almost filled a composition notebook with graphs, charts, and numbers. She was cross-referencing carriers, deductibles, copays, and premiums. In three questions, I was able to show her the EXACT plan she needed. But she spent who knows how many hours writing this all out. The purpose of me writing this book is to give sales pros of all walks of life simple action items that can be done by anyone that will make an impact on growing their business. Whether you are a fantastic relationship builder that grows a book of residual clients, or you are in a transactional business model that is mostly single item sales, this book will give you pieces to add to

your sales arsenal that can be implemented immediately.

UX for Lean Startups

John Wiley & Sons

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 Rocket Science Pearson Education One key responsibility of product designers and UX practitioners is to conduct formal and informal

research to clarify design decisions and business needs. But there's often mystery around product research, with the feeling that you need to be a research Zen master to gather anything useful. Fact is, anyone can conduct product research. With this quick reference guide, you'll learn a common language and set of tools to help you carry out research in an informed and productive manner. This book contains four sections, including a brief introduction to UX research, planning and preparation, facilitating research, and analysis and reporting. Each chapter includes a short exercise so you can quickly apply what you've learned. Learn what it takes to ask good research questions Know when to use quantitative and qualitative research methods Explore the

logistics and details of coordinating a research session Use softer skills to make research seem natural to participants Learn tools and approaches to uncover meaning in your raw data Communicate your findings with a framework and structure

Web Usability Pearson Education

Social networks and online communities are reshaping the way people communicate, both in their personal and professional lives. What makes some succeed and others fail? What draws a user in? What makes them join? What keeps them coming back? Entrepreneurs and businesses are turning to user experience practitioners to figure this out. Though they are well-equipped to evaluate and create a variety of interfaces, social networks require a different set of design principles and ways of thinking about the user in order to be successful. Design

to Thrive presents tried and tested design methodologies, based on the author's decades of research, to ensure successful and sustainable online communities -- whether a wiki for employees to share procedures and best practices or for the next Facebook. The book describes four criteria, called "RIBS," which are necessary to the design of a successful and sustainable online community. These concepts provide designers with the tools they need to generate informed creative and productive design ideas, to think proactively about the communities they are building or maintaining, and to design communities that encourage users to actively contribute. Provides essential tools to create thriving social networks, helping designers to avoid common pitfalls, avoid costly mistakes, and to ensure that communities meet client needs Contains real world stories from popular, well-known communities to

illustrate how the concepts work Features a companion online network that employs the techniques outlined in the book

Rocket surgery made easy IAP

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 what's 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.