

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

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UX for Lean Startups John Wiley & Sons

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.

New Riders

The ultimate guide to UX from the world's most popular resource for web designers and developers Smashing Magazine is the world's most popular resource for web designers and developers and with this book the authors provide the ideal resource for mastering User Experience

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

GUI Bloopers 2.0 New Riders

Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product. Determine whether people will buy your product before you build it Listen to your customers throughout the product's lifecycle Understand why you should design a test before you design a product Get nine tools that are critical to designing your product Discern the difference between necessary features and nice-to-haves Learn how a Minimum Viable Product affects your UX decisions Use A/B testing in conjunction with good UX practices Speed up your product development process without sacrificing quality

Rocket Surgery Made Easy New Riders

Annotation In the world of digital products, the future is difficult to predict and success requires reducing the risk of failure. This book codifies and captures a common language and process

for design sprints, making them accessible to anyone, and enabling businesses and teams to build products that are successful.

Rocket Surgery Made Easy Morgan Kaufmann

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*

The Moderator's Survival Guide BCS, The Chartered Institute for IT

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.

Mental Models Packt Publishing Ltd

Building an elegant, functional website requires more than just knowing how to code. In *Adaptive Web Design, Second Edition*, you'll learn how to use progressive enhancement to build websites that work anywhere, won't break, are accessible by anyone—on any device—and are designed to work well into the future. This new edition of *Adaptive Web Design* frames even more of the web design process in the lens of progressive enhancement. You will learn how content strategy, UX, HTML, CSS, responsive web design, JavaScript, server-side programming, and performance optimization all come together in the service of users on whatever device they happen to use to access the web. Understanding progressive enhancement will make you a better web professional, whether you're a content strategist, information architect, UX designer, visual designer, front-end developer, back-end developer, or project manager. It will enable you to visualize experience as a continuum and craft interfaces that are capable of reaching more users while simultaneously costing less money to develop. When you've mastered the tenets and concepts of this book, you will see the web in a whole new way and gain web design superpowers that will make you invaluable to your employer, clients, and the web as a whole. Visit <http://adaptivewebdesign.info> to learn more.

Designing the Obvious 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.

Just Enough Research John Wiley & Sons Incorporated

Usability Assessment is a concise volume for anyone requiring knowledge and practice in assessing the usability of any type of product, tool, or system before it is launched. It provides a brief history and rationale for conducting usability assessments and examples of how usability assessment methods have been applied, takes readers step by step through the process, highlights challenges and special cases, and offers real-life examples. By the end of the book, readers will have the knowledge and skills they need to conduct their own usability assessments without requiring that they read textbooks or attend workshops. This book will be valuable for undergraduate and graduate students; practitioners; usability professionals; human-computer interaction professionals; researchers in fields such as industrial design, industrial/organizational psychology, and computer science; and those working in a wide range of content domains, such as health care, transportation, product design, aerospace, and manufacturing.

Elements of User Experience, The Pearson Education

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.

UX Research IAP

For all the resources on great design, there is almost nothing on how to be a great design professional. For all the schools and classes and workshops on what constitutes a good user experience, there is not one bit of formalized education on how to earn the respect of your team and get your recommendations out the door. Sure, they'll teach you how to do user research and testing and interaction design. They'll teach you about process. But where's the book on how to convince people you're right? On what skills will make you the most valuable? How to fend off the bad ideas and fight for the good ones? How to move from junior to senior? How to become a UX leader? In *Experience Required*, veteran UX strategist Robert Hoekman Jr reveals the following and much more: • the pros and cons of generalists, specialists, and "unicorns" • the art and imperative of forming a good argument • why communication may be your

biggest obstacle • the qualities and actions of effective design leaders • why being unreasonable might be the key to your success Whatever your role, Experience Required teaches you to become the UX leader you've always wanted to be. Take charge of your next project starting right now.

Cost-Justifying Usability Rockport Publishers

GUI Bloopers 2.0, Second Edition, is the completely updated and revised version of GUI Bloopers. It looks at user interface design bloopers from commercial software, Web sites, Web applications, and information appliances, explaining how intelligent, well-intentioned professionals make these mistakes – and how you can avoid them. GUI expert Jeff Johnson presents the reality of interface design in an entertaining, anecdotal, and instructive way while equipping readers with the minimum of theory. This updated version reflects the bloopers that are common today, incorporating many comments and suggestions from first edition readers. It covers bloopers in a wide range of categories including GUI controls, graphic design and layout, text messages, interaction strategies, Web site design – including search, link, and navigation, responsiveness issues, and management decision-making. Organized and formatted so information needed is quickly found, the new edition features call-outs for the examples and informative captions to enhance quick knowledge building. This book is recommended for software engineers, web designers, web application developers, and interaction designers working on all kinds of products. Updated to reflect the bloopers that are common today, incorporating many comments and suggestions from first edition readers Takes a learn-by-example approach that teaches how to avoid common errors Covers bloopers in a wide range of categories: GUI controls, graphic design and layout, text messages, interaction strategies, Web site design -- including search, link, and navigation, responsiveness issues, and management decision-making Organized and formatted so information needed is quickly found, the new edition features call-outs for the examples and informative captions to enhance quick knowledge building Hundreds of illustrations: both the DOs and the DON'Ts for each topic covered, with checklists and additional bloopers on www.gui-bloopers.com

A Designer's Research Manual Elsevier

Computer Science/Computers-Human Interaction Usability Inspection Methods is the first comprehensive, book-length work in this important new field. Designed to get you quickly up and running with the full complement of UI strategies, tools, and techniques, this extremely practical guide offers you a unique opportunity to learn them from the women and men who invented them. With the help of numerous real-life case studies, the authors give you: Step-by-step guidance on all important methods now in use, including the heuristic evaluation method, the pluralistic walkthrough method, the cognitive walkthrough method, and more Proven techniques for integrating usability inspections with other methods now in use An in-depth, comparative analysis of UI versus user testing A cost-benefit analysis of UI as compared to other approaches Program prototypes that provide UI computer support for interface designers An important resource for user interface developers, software designers, as well as graduate students and researcher

Using Excel for Business Analysis Rockport Publishers

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

Don't Make Me Think, Revisited New Riders Pub

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.

100 MORE Things Every Designer Needs to Know About People Rosenfeld Media

Sell a hamburger. Run an airline. Build a website. No matter how simple or complicated your business is, there's one thing that determines if it's a success or not: the customer. THE PRACTITIONER'S GUIDE TO USER EXPERIENCE breaks down the essence of what it takes to meet a customer's needs and shows you how to apply these principles while working in tech. From finding your inspiration to creating prototypes, this book pulls from case studies, research, and personal experience to give you the tools and tactics you need to survive in the fast-paced world of UX design.

Rocket Surgery Made Easy Pearson Education

"If you are a young designer entering or contemplating entering the UX field this is a canonical book. If you are an organization that really needs to start grokking UX this book is also for you." -- Chris Bernard, User Experience Evangelist, Microsoft User experience design is the discipline of creating a useful and usable Web site or application—one that's easily navigated and meets the needs of both the site owner and its users. But there's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, project management skills, and business savvy. That's where this book comes in. Authors Russ Unger and Carolyn Chandler show you how to integrate UX principles into your project from start to finish. • Understand the various roles in UX design, identify stakeholders, and enlist their support • Obtain consensus from your team on project objectives • Define the scope of your project and avoid mission creep • Conduct user research and document your findings • Understand and communicate user behavior with personas • Design and prototype your application or site • Make your product findable with search engine optimization • Plan for development, product rollout, and ongoing quality assurance

Wireframing Essentials Elsevier

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. --

Web Usability Grand Central Publishing

Thousands of designers, marketers, and product managers have come to rely on Susan Weinschenk's original 100 Things Every Designer Needs To Know About People as a "go-to book" for practical advice on how to use the latest findings in psychology and neuroscience to directly inform and improve their designs, brands, and products. Research hasn't stopped since the book was written, and new design challenges have emerged. Weinschenk's new book, 100 MORE Things Every Designer Needs To Know About People applies the latest research in psychology, neuroscience, brain research, and social psychology to the design of technology products, including websites, apps, wearables, and artificial

intelligence. Weinschenk combines real science and research citations with practical examples to make her 100 MORE Things engaging, persuasive, easy to read, accessible, and useful. 100 MORE Things Every Designer Needs to Know About People is not just another “design guidelines” book because it explains the WHY behind the guidelines, providing concrete examples and prescriptions that can be easily and instantly applied.

Don't Make Me Think New Riders

This handy, portable version of the authoritative Universal Methods of Design provides the same thorough and critical presentation, updated and expanded to include 125 research methods, synthesis/analysis techniques, and research deliverables for human-centered design. Each method of research is distilled down to its most powerful essence, in a format that will help individual practitioners as well as design teams select and implement the research methods best suited to their design culture within the constraints of their projects. This valuable guide: Dismantles the myth that user research methods are complicated, expensive, and time-consuming Creates a shared meaning for cross-disciplinary design teams Illustrates methods with compelling visualizations and case studies Characterizes each method at a glance With the concise, accessible format of The Pocket Universal Methods of Design, you and your team will be designing in a completely new, more effective way. The titles in the Rockport Universal series offer comprehensive and authoritative information and edifying and inspiring visual examples on multidisciplinary subjects for designers, architects, engineers, students, and anyone who is interested in expanding and enriching their design knowledge.