

# Mobile Usability Jakob Nielsen

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## CONWAY PATRICIA

**Visual Usability** Mobile Usability

An understanding of psychology—specifically the psychology behind how users behave and interact with digital interfaces—is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather than working within the "blueprint" of how humans perceive and process the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX designers can build experiences that adapt to how users perceive and process digital interfaces. You'll learn: How aesthetically pleasing design creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including Fitts's law, Jakob's law, and Hick's law Ethical implications of using psychology in design A framework for applying these principles

**Hypertext and Hypermedia** Ingram

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

*Homepage Usability* Peachpit Press

How to make customers feel good about doing what you want Learn how companies make us feel good about doing what theywant. Approaching persuasive design from the dark side, this bookmelds psychology, marketing, and design concepts to show whywe're susceptible to certain persuasive techniques. Packedwith examples from every nook and cranny of the web, it provideseasily digestible and applicable patterns for putting these designtechniques to work. Organized by the seven deadly sins, itincludes: Pride — use social proof to position your product in linewith your visitors' values Sloth — build a path of least resistance that leads userswhere you want them to go Gluttony — escalate customers' commitment and useless aversion to keep them there Anger — understand the power of metaphysical argumentsand anonymity Envy — create a culture of status around your product andfeed aspirational desires Lust — turn desire into commitment by using emotion todefeat rational behavior Greed — keep customers engaged by reinforcing thebehaviors you desire Now you too can leverage human fallibility to create powerfulpersuasive interfaces that people will love to use — but willyou use your new knowledge for good or evil? Learn more on thecompanion website, evilbydesign.info.

**E-commerce User Experience** Now Publishers Inc

Für iPhone, iPad, Android, Kindle Designs für kleine Displays optimal gestalten Texte für die mobile Nutzung verfassen und Inhalte strukturieren Einfache Navigationen für Smartphones und Tablets Die Erstellung von mobilen Websites und Apps ist ein ständiger Spagat zwischen der Bereitstellung von Inhalten und der Darstellung auf kleinen Displays. Reduzierte Inhalte, einfache Navigationsmöglichkeiten, Optimierung des Designs bei langsamen Übertragungsgeschwindigkeiten – mit diesen Herausforderungen ist jeder Entwickler konfrontiert. Wie entwirft man die besten Websites und Apps für moderne Smartphone- und Tablet-Nutzer? Der Bestseller-Autor Jakob Nielsen und seine Co-Autorin Raluca Budiu gehen dieser Frage nach und untersuchen in diesem Buch die wichtigsten Aspekte guter Mobile Usability. So erfahren Sie anhand zahlreicher Beispiele, wie Sie eine gelungene Navigation sowie passende Designs und Textinhalte für mobile Geräte entwerfen und dabei die User Experience mit Blick auf das mobile Nutzungsverhalten optimal berücksichtigen. Die dargestellten Methoden basieren auf Erkenntnissen aus internationalen Studien, die anhand zahlreicher Usability-Tests durchgeführt wurden. Dieses Buch richtet sich an Designer und Softwareentwickler, aber ebenso an Texter, Redakteure, Produktmanager und Marketing-Mitarbeiter. Sowohl Einsteiger als auch erfahrene Mobile-Usability-Veteranen erhalten wertvolle Hinweise und Tipps. Dr. Jakob Nielsen ist Mitgründer und Leiter der Nielsen Norman Group. Zudem begründete er auch die »Discount Usability Engineering«-Bewegung, die sich in erster Linie mit schnellen und effizienten Methoden zur Qualitätsverbesserung von Benutzeroberflächen beschäftigt. Das Nachrichtenmagazin U.S. News & World Report bezeichnete Nielsen als »den weltweit führenden Experten für Web Usability« und die Tageszeitung USA Today beschrieb sein Wirken gar als »The next best thing to a true time machine«. Er ist Autor zahlreicher Bestseller wie Web Usability, Eyetracking Web Usability sowie Designing Web Usability, das weltweit mehr als 250.000 Mal verkauft und in 22 Sprachen übersetzt wurde. Dr. Raluca Budiu ist User Experience Specialist bei der Nielsen Norman Group. In dieser Funktion betätigt sie sich auch als Beraterin für

Großunternehmen aus verschiedensten Industriebereichen sowie Tutorin für die Sachgebiete Mobile Usability, Touchgeräte-Usability, kognitive Psychologie für Designer sowie Prinzipien der Mensch-Computer-Interaktion.

**Designing the User Interface** 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

**The Persona Lifecycle** Elsevier

Written by the author of the best-selling HyperText & HyperMedia, this book is an excellent guide to the methods of usability engineering. The book provides the tools needed to avoid usability surprises and improve product quality. Step-by-step information on which method to use at various stages during the development lifecycle are included, along with detailed information on how to run a usability test and the unique issues relating to international usability. \* Emphasizes cost-effective methods that developers can implement immediately \* Instructs readers about which methods to use when, throughout the development lifecycle, which ultimately helps in cost-benefit analysis. \* Shows readers how to avoid the four most frequently listed reasons for delay in software projects. \* Includes detailed information on how to run a usability test. \* Covers unique issues of international usability. \* Features an extensive bibliography allowing readers to find additional information. \* Written by an internationally renowned expert in the field and the author of the best-selling HyperText & HyperMedia.

**Just Enough Research** Morgan Kaufmann

When it comes to delivering product design innovations to mobile device users, Nokia is the yardstick by which all others are judged. Now the process and working methods that have enabled Nokia to revolutionize usability are fully explained for the first time in this beautiful, four-color book. Written with insight by two veterans of Nokia's design triumphs (co-author Christian Lindholm was featured in the August 2002 issue of Business 2.0 magazine)this one-of-a-kind reference vividly delivers: \* The complete design process, from concept creation to product testing \* The future of small interfaces \* Usability engineering in practice in the mobile environment \* The elements of a Nokia User Interface \* First person accounts of the product development cycle Learn the processes that helped Nokia develop the world's most desirable handheld

**Evil by Design** mitp Verlags GmbH & Co. KG

In 2000, Jakob Nielsen, the world's leading expert on Web usability, published a book that changed how people think about the Web—Designing Web Usability (New Riders). Many applauded. A few jeered. But everyone listened. The best-selling usability guru is back and has revisited his classic guide, joined forces with Web usability consultant Hoa Loranger, and created an updated companion book that covers the essential changes to the Web and usability today. Prioritizing Web Usability is the guide for anyone who wants to take their Web site(s) to next level and make usability a priority! Through the authors' wisdom, experience, and hundreds of real-world user tests and contemporary Web site critiques, you'll learn about site design, user experience and usability testing, navigation and search capabilities, old guidelines and prioritizing usability issues, page design and layout, content design, and more!

**Designing Mobile Interfaces** Rosenfeld Media

A comprehensive, clearly written overview of hypertext, this book gives broad coverage of different hypertext systems, as well as their features and applications using many concrete examples and illustrations of real systems. Nielsen provides a history of the subject and explores the social issues related to hypertext.

**Site-Seeing** New Riders

Covering the latest version of the jQuery Mobile Framework, jQuery Mobile: Develop and Design teaches readers step-by-step how to get started, how to write code, and ultimately how to create mobile websites using the jQuery Mobile framework. The book is hands-on, with code examples (with corresponding on-line demos) and activities throughout.

**Remote Research** Pearson Education

A guide to designing for the Web critiques existing Web sites, suggests simple solutions for improving site usability, and offers advice on writing for the Web

**Microinteractions** Pearson Education

Learn from the opinions of a UX expert, evaluate your own design principles, and avoid common mistakes. Key Features Hear insights from an author who was trained by the Nielsen Norman Group Browse over 20 years of collected UX insights Accept or reject 101 thought-provoking opinions on design Challenge your own ideas on UX Book Description There are countless books about designing for the web. They all give multiple routes and

options to solving design challenges. Many of them are plain wrong. This has led to an entire generation of designers failing to make interfaces that are usable, software that is intuitive, and products that normal people can understand. 101 UX Principles changes that, with 101 ways to solve 101 UX problems clearly and single-mindedly. The 101 principles are opinionated. They'll rub some designers up the wrong way, but these principles are rooted in 20 years of building for the web. They're not based on theory - they're based on practice. Simply put, they've been proven to work at scale. There's no arguing with that. Following in the footsteps of Jakob Nielsen and Don Norman, this book is the go-to manual for UX professionals, covering everything from passwords, to planning the user journey. Build a deeper understanding of accessible design and implement tried-and-tested strategies in your company. What you will learn Use typography well to ensure that text is readable Design controls to streamline interaction Create navigation which makes content make sense Convey information with consistent iconography Manage user input effectively Represent progress to the user Provide interfaces that work for users with visual or motion impairments Understand and respond to user expectations Who this book is for This book is for UX professionals (freelance or in-house) looking for shortcuts to making software that users intuitively know how to use across web, desktop, and mobile.

**Usability of Mobile Websites and Applications** McGraw Hill Professional

Imagine how much easier creating web and mobile applications would be if you had a practical and concise, hands-on guide to visual design. Visual Usability gets into the nitty-gritty of applying visual design principles to complex application design. You'll learn how to avoid common mistakes, make informed decisions about application design, and elevate the ordinary. We'll review three key principles that affect application design - consistency, hierarchy, and personality - and illustrate how to apply tools like typography, color, and layout to digital application design. Whether you're a UI professional looking to fine-tune your skills, a developer who cares about making applications beautiful and usable, or someone entirely new to the design arena, Visual Usability is your one-stop, practical guide to visual design. Discover the principles and rules that underlie successful application design Learn how to develop a rationale to support design strategy and move teams forward Master the visual design toolkit to increase user-friendliness and make complicated processes feel straightforward for your product

**Mobile Usability** Morgan Kaufmann Pub

Mobile Usability Pearson Education

[The Psychology of Everyday Things](#) John Wiley & Sons Incorporated

Publisher description.

[Ambient Findability](#) O'Reilly Media

Reviews the current approaches and recent advances in the design and evaluation of mobile interaction and mobile user interfaces. It addresses the challenges, the most significant results and the upcoming research directions.

**Coordinating User Interfaces for Consistency** Basic Books

Remote studies allow you to recruit subjects quickly, cheaply, and immediately, and give you the opportunity to observe users as they behave naturally in their own environment. In Remote Research, Nate Bolt and Tony Tulathimutte teach you how to design and conduct remote research

studies, top to bottom, with little more than a phone and a laptop.

*The Anywhere Library* Newnes

The two-volume set LNCS 6769 + LNCS 6770 constitutes the proceedings of the First International Conference on Design, User Experience, and Usability, DUXU 2011, held in Orlando, FL, USA in July 2011 in the framework of the 14th International Conference on Human-Computer Interaction, HCI 2011, incorporating 12 thematically similar conferences. A total of 4039 contributions was submitted to HCI 2011, of which 1318 papers were accepted for publication. The total of 154 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in the book. The papers are organized in topical sections on DUXU theory, methods and tools; DUXU guidelines and standards; novel DUXU: devices and their user interfaces; DUXU in industry; DUXU in the mobile and vehicle context; DXU in Web environment; DUXU and ubiquitous interaction/appearance; DUXU in the development and usage lifecycle; DUXU evaluation; and DUXU beyond usability: culture, branding, and emotions.

**Usability Engineering** John Wiley & Sons Incorporated

Inhaltsangabe:Abstract: The market of mobile technologies is growing at an enormous rate worldwide. With the latest developments in technology, new services are being invented which were not even possible some years ago. As new devices, applications and services emerge, also the number of mobile users is increasing in a rapid manner. Mobile broadband networks like UMTS, EDGE or Wireless LAN make it possible to reach a large group of users who gain access with their personal mobile devices, equipped with multimedia and data capabilities. Due to this development, new interesting possibilities arise for many areas. One of these areas is the tourism sector, which is being referred to in this thesis. The so-called m-tourism (mobile tourism) is an emerging field with an enormous marketing potential, as described in Chapter 2. Recent hardware inventions and developments are greatly pushing the market share. Companies are offering tailored products filling the needs of their customers. Personalization of services becomes a popular trend in this sector. But what do users think about such a mobile tourism service? Do they feel the service has added benefits, compared to traditional media and Web-based services? Are those products really user friendly? What would be the crucial applications and qualities that make the big difference? A range of usability issues concerning mobile services is being discussed in the science community; are there already viable, good solutions? With the recent hype of so-called location based services, the consumer keeps calling for more usable products, featuring more intuitive interfaces. Others may fear being overwhelmed with features. Especially for the senior users, a relatively big target group for most mobile applications, these products often remain a mystery. Usability has been and should always remain a key element for quality software and successful applications. In this thesis, several applications are described, some of their user interfaces are analyzed and major flaws discovered. Furthermore, a corresponding prototype user interface is introduced with a specific analysis of each development step, taken from the book The Usability Engineering Lifecycle by Deborah J. Mayhew. Once prototypical realisations are available, users can validate the implemented approaches and evaluate concepts and realization details from their point of view. Such first user experiences are a valuable guidance for further [...]

**Mobile Usability** "O'Reilly Media, Inc."

"With a user-centered, practical emphasis geared to the non-technical librarian, this book approaches the creation of a mobile-optimized library website as a process rather than simply a product."--Introduction.