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Since Don't Make Me Think was first published in 2000, hundreds of thousands of Web designers and developers have relied on usability guru Steve Krug's guide to help them understand the principles of intuitive navigation and information design. Witty, commonsensical, and eminently practical, it's one of the best-loved and most recommended books on the subject. Now Steve returns with fresh perspective to reexamine the principles that made Don't Make Me Think a classic—with updated examples and a new chapter on mobile usability. And it's still short, profusely illustrated...and best of all—fun to read. If you've read it before, you'll rediscover what made Don't Make Me Think so essential to Web designers and developers around the world. If you've never read it, you'll see why so many people have said it should be required reading for anyone working on Web sites. "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." —Jeffrey Zeldman, author of *Designing with Web Standards*

Learn how to convert website visitors into customers Part science and part art, conversion optimization is designed to turn visitors into customers. Carefully developed testing procedures are necessary to help you fine-tune images, headlines, navigation, colors, buttons, and every other element, creating a website that encourages visitors to take the action you seek. This book guides you through creating an optimization strategy that supports your business goals, using appropriate analytics tools, generating quality testing ideas, running online experiments, and making the adjustments that work. Conversion optimization is part science and part

art; this guide provides step-by-step guidance to help you optimize your website for maximum conversion rates Explains how to analyze data, prioritize experiment opportunities, and choose the right testing methods Helps you learn what to adjust, how to do it, and how to analyze the results Features hands-on exercises, case studies, and a full-color insert reinforcing key tactics Author has used these techniques to assist Fortune 500 clients You Should Test That explains both the "why" and the "how" of conversion optimization, helping you maximize the value of your website.

User research war stories are personal accounts of the challenges researchers encounter out in the field, where mishaps are inevitable, yet incredibly instructive. *Doorbells, Danger, and Dead Batteries* is a diverse compilation of war stories that range from comically bizarre to astonishingly tragic, tied together with valuable lessons from expert user researcher Steve Portigal.

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 communi-

cate user behavior with personas Design and prototype your application or site Plan for development, product rollout, and ongoing quality assurance

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.

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.

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 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!

Surveys That Work explains a seven-step process for designing, running, and reporting on a survey that gets accurate results. In a no-nonsense style with plenty of examples about real-world compromises, the book focuses on reducing the errors that make up Total Survey Error—a key concept in survey methodology. If you are conducting a survey, this book is a must-have.

This is the eBook version of the printed book. If the print book includes a CD-ROM, this content is not included within the eBook version. 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

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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.

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. --

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, re-

sponsiveness 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

It's easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. Build Better Products is a hands-on, step-by-step guide that helps teams incorporate strategy, empathy, design, and analytics into their development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience.

Spells out an approach to usability testing that anyone can easily apply to his or her own website, application or other product, in a book that explains how to test any design, keep one's focus on finding the most important problems and fix the problems one finds using the author's "the least you can do" approach. Original. 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 us-

able 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

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

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 re-

search, 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

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

nes—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

Handleiding voor het verbeteren van de gebruiksvriendelijkheid van een website.

Looks at the application design process, describing how to create user-friendly applications.

Whether it's software, a cell phone, or a refrigerator, your customer wants - no, expects - your product to be easy to use. This fully revised handbook provides clear, step-by-step guidelines to help you test your product for usability. Completely updated with current industry best practices, it can give you that all-important marketplace advantage: products that perform the way users expect. You'll learn to recognize factors that limit usability, decide where testing should occur, set up a test plan to assess goals for your product's usability, and more.

Provides information and examples to help designers create products, applications, Web sites, and print materials that match the way people think and feel.

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

Forms make or break the most crucial online interactions: check-out (commerce), registration (community), data input (participation and sharing), and any task requiring information entry. In *Web Form Design*, Luke Wroblewski draws on original research, his considerable experience at Yahoo! and eBay, and the perspectives of many of the field's leading designers to show you everything you need to know about designing effective and engaging Web forms.

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.

Exam Board: AQA Level: AS/A-level Subject: Computer Science First Teaching: September 2015 First Exam: June 2016 This title has been approved by AQA for use with the AS and A-level AQA Computer Science specifications. AQA A-level Computer Science gives students the chance to think creatively and progress through the AQA AS and A-level Computer Science specifications. Detailed coverage of the specifications will enrich understanding of the fundamental principles of computing, whilst a range of activities help to develop the programming skills and computational thinking skills at A-level and beyond. - Enables students to build a thorough understanding of the fundamental principles in the AQA AS and A-Level Computer Science specifications, with detailed coverage of programming, algorithms, data structures and representation, systems, databases and networks, uses and conse-

quences. - Helps to tackle the various demands of the course confidently, with advice and support for programming and theoretical assessments and the problem-solving or investigative project at A-level. - Develops the programming and computational thinking skills for A-level and beyond - frequent coding and question practice will help students apply their knowledge of the principles of computer science, and design, program and evaluate problem-solving computer systems. Bob Reeves is an experienced teacher with examining experience, and well-respected author of resources for Computing and ICT across the curriculum.

Universal Principles of Design is the first comprehensive, cross-disciplinary encyclopedia 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.

This expanded and revised version of the best-selling *Universal Methods of Design* is a comprehensive reference that provides a thorough and critical presentation of 125 research methods, synthesis/analysis techniques, and research deliverables for human-centered design. The text and accompanying photos and graphics of this classic resource are delivered in a concise and accessible format perfect for designers, educators, and students. Information can be easily referenced and utilized by cross-disciplinary teams

in nearly any design project. This new, expanded edition includes updated information on scenarios, secondary research, territory maps, and other chapters. The addition of 25 new chapters brings fresh relevance to the text with innovative design methods that have emerged since the first edition, such as backcasting, behavioral design, horizon scanning, and transition design. *Universal Methods of Design* distills each method down to its essence, in a format that helps design teams select and implement the most credible research methods suited to their design culture.

Most amateur astronomers - and many of those with similar interests but who are not currently practising observers - have only a sketchy understanding of space flight. This book provides an introduction to its mechanics. The beauty of this book, written by an engineer who is also an accomplished science writer, is that it covers the subject comprehensively, and yet is almost entirely descriptive and non-mathematical. It deals with all aspects of space flight, from how to leave the Earth (including the design of the rocket, mission planning, navigation and communication), to life in space and the effects of weightlessness. The book also includes sections describing how an amateur can track satellites and understand their orbital parameters.

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.

Doing research can make all the difference between a great design and a good design. By engaging in competitive intelligence,

customer profiling, color and trend forecasting, etc., designers are able to bring something to the table that reflects a commercial value for the client beyond a well-crafted logo or brochure. Although scientific and analytical in nature, research is the basis of all good design work. This book provides a comprehensive manual for designers on what design research is, why it is necessary, how to do research, and how to apply it to design work.

Don't create boring e-learning! Cammy Bean presents a fresh, modern take on instructional design for e-learning. Filled with her personal insights and tips, *The Accidental Instructional Designer* covers nearly every aspect of the e-learning design process, including understanding instructional design, creating scenarios, building interactivity, designing visuals, and working with SMEs. You'll learn all about the CBT Lady and how to avoid her instructional design mistakes. Along the way, you'll hear from a few other accidental instructional designers, get ideas for your own projects, and find resources and references to take your own practice to the next level. *The Accidental Instructional Designer* is perfect for the learning professional or instructional designer who is just getting started with e-learning—or the more experienced practitioner looking for new ideas. In addition to sharing proven techniques and strategies, this book: covers best practices and what to avoid when designing an e-learning program presents e-learning in action through various case studies shows how you can go from being an accidental instructional designer to an intentional one.

Making user experience (UX) the core of software development aims to enhance customer satisfaction, resulting in more sales, more returning customers and a stronger brand presence. This

book provides a reasoned and authoritative description of what UX is, why it works, what tools and techniques are involved, and how it fits in the software development process, in line with the BCS Foundation Certificate in User Experience and ISO 9241-210.

UX design has traditionally been deliverables-based. Wireframes, site maps, flow diagrams, content inventories, taxonomies, mock-ups helped define the practice in its infancy. Over time, however, this deliverables-heavy process has put UX designers in the deliverables business. Many are now measured and compensated for the depth and breadth of their deliverables instead of the quality and success of the experiences they design. Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being designed and developed. So what's to be done? This practical book provides a roadmap and set of practices and principles that will help you keep your focus on the the experience back, rather than the deliverables. Get a tactical understanding of how to successfully integrate Lean and UX/Design; Find new material on business modeling and outcomes to help teams work more strategically; Delve into the new chapter on experiment design and Take advantage of updated examples and case studies.

Of all the topics ever studied, surely one of the most compelling is human learning itself. What is the nature of the human mind? How do we understand and process new information? Where do new ideas come from? How is our very intelligence a product of society and culture? *Computers, Cockroaches, and Ecosystems: Understanding Learning through Metaphor* brings to light the great discoveries about human learning by illuminating key metaphors underlying the major learning perspectives. Such metaphors include, among others, the mind as computer, the mind as ecosys-

tem, and the mind as cultural tools. These metaphors reveal the essence of different learning perspectives in a way that is accessible and engaging for teachers and students. Each metaphor is brought to life through stories ranging from the humorous to the profound. The book conveys scholarly ideas in a personal manner and will be a delight for teachers, university students, parents, business or military trainers, or anyone with an interest in learning.

The DNA of business has changed. Forever. You can blame technology, smartphones, social media, online shopping and everything else, but nothing changes this reality: we are in a moment of business purgatory. So, what are you going to do about it? Mitch Joel, one of the world's leading experts in new media, warns that the time has come to CTRL ALT DELETE. To reboot and to start rebuilding your business model. If you don't, Joel warns, not only will your company begin to slide backwards, but you may find yourself unemployable within five years. That's a very strong warning, but in his new book, *CTRL ALT DELETE*, Joel explains the convergence of five key movements that have changed business forever. The movements have already taken place, but few businesses have acted on them. He outlines what you need to know to adapt right now. He also points to the seven triggers that will help you take advantage of these game-changing factors to keep you employable as this new world of business unfolds. Along the way, Joel introduces his novel concept of "squiggle" which explains how you can learn to adapt your personal approach to your career, as new technology becomes the norm. In short, this is not a book about "change management" but rather a book about "changing both you AND your business model."