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Made Easy: The Do It Yourself
Guide To Finding And Fixing
Usability Problems (Voices

Rocket Surgery Made Easy: The Do It Yourself Guide To Finding And Fixing Usability Problems (Voices That Matter)

Usability Testing Essentials presents a practical, step-by-step approach to learning the entire process of planning and conducting a usability test. It explains how to analyze and apply the results and what to do when confronted with budgetary and time restrictions. This is the ideal book for anyone involved in usability or user-centered design—from students to

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seasoned professionals. Filled with new examples and case studies, Usability Testing Essentials, 2nd Edition is completely updated to reflect the latest approaches, tools and techniques needed to begin usability testing or to advance in this area.

Provides a comprehensive, step-by-step guide to usability testing, a crucial part of every product's development
Discusses important usability issues such as international testing, persona creation, remote testing, and accessibility
Presents new examples covering mobile devices and apps, websites, web applications, software, and more
Includes strategies for using tools for moderated and unmoderated testing, expanded content on task analysis, and on analyzing and reporting results

HCI Models, Theories, and

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Frameworks provides a thorough pedagogical survey of the science of Human-Computer Interaction (HCI). HCI spans many disciplines and professions, including anthropology, cognitive psychology, computer graphics, graphical design, human factors engineering, interaction design, sociology, and software engineering. While many books and courses now address HCI technology and application areas, none has addressed HCI's multidisciplinary foundations with much scope or depth. This text fills a huge void in the university education and training of HCI students as well as in the lifelong learning and professional development of HCI practitioners. Contributors are leading researchers in the field of HCI. If you teach a second course in HCI, you should consider this book. This book

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provides a comprehensive understanding of the HCI concepts and methods in use today, presenting enough comparative detail to make primary sources more accessible. Chapters are formatted to facilitate comparisons among the various HCI models. Each chapter focuses on a different level of scientific analysis or approach, but all in an identical format, facilitating comparison and contrast of the various HCI models. Each approach is described in terms of its roots, motivation, and type of HCI problems it typically addresses. The approach is then compared with its nearest neighbors, illustrated in a paradigmatic application, and analyzed in terms of its future. This book is essential reading for professionals, educators, and students in HCI who want to gain a better

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understanding of the theoretical bases of HCI, and who will make use of a good background, refresher, reference to the field and/or index to the literature. Contributors are leading researchers in the field of Human-Computer Interaction Fills a major gap in current literature about the rich scientific foundations of HCI Provides a thorough pedagogical survey of the science of HCI

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. --

Remote studies allow you to recruit subjects quickly, cheaply, and immediately, and give you the opportunity to observe users as they

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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.

Interaction Design to Lead Us into Temptation

A Practical Guide to User Requirements Methods, Tools, and Techniques

verder met usability

The Essentials of Interaction Design
Everything you Need to Know to Integrate User Research to your Product Development

Designing for the Digital Age
Handling Common, Tricky, and Sticky Situations in User Research

Explore how User Research has been influenced over the years by a range of disciplines, such as HCI, usability,

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anthropology, cognitive psychology, ergonomics etc. This book aims to contribute to the User Research community and covers topics that will help UX professionals, students and stakeholders to gain a better understanding of what User Research is. Throughout the book you will acquire a practical skill set, ranging from how to get the research going, to building a case in order to receive the budget and resources needed. It will provide you with a clear account of how to organise your research, how to plan it, and how to manage stakeholders' expectations throughout the project. You'll see how to fit User Research into your organization and incorporate it through the different product development phases (Discovery, Alpha, Beta until Live), as well as how to grow a User Research

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team. Practical User Research reviews the methodologies used for User Research, looks at how to recruit participants along with how to collect and analyse data, finally focusing on how to interpret and present your findings. Cross-cultural research, accessibility and assisted digital research will also be discussed throughout this book. The final chapter gives you 10 project briefs, with which you will be able to apply your new skill set and put into practice what you have learnt. What You'll Learn Integrate user research into your business Apply user research to your product development cycle Review the appropriate processes necessary to carry out user research Take a pragmatic approach to user research, method by method Who This Book Is For Anyone that wants to understand more about user

Read Free Rocket Surgery Made Easy: The Do It Yourself Guide To Finding And Fixing research.

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.

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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.

Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems

New Riders

Usability testing and user experience research typically take place in a controlled lab with small groups. While this type of testing is essential to user experience design, more companies are also looking to test large sample sizes to be able compare data according to specific user populations and see how their experiences differ across user groups. But few usability professionals have experience in setting up these studies, analyzing the data, and presenting it in effective

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*ways. Online usability testing offers the solution by allowing testers to elicit feedback simultaneously from 1,000s of users. Beyond the Usability Lab offers tried and tested methodologies for conducting online usability studies. It gives practitioners the guidance they need to collect a wealth of data through cost-effective, efficient, and reliable practices. The reader will develop a solid understanding of the capabilities of online usability testing, when it's appropriate to use and not use, and will learn about the various types of online usability testing techniques. *The first guide for conducting large-scale user experience research using the internet *Presents how-to conduct online tests with 1000s of participants – from start to finish *Outlines essential tips for online studies to ensure cost-efficient*

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and reliable results
21 Simple Tips That Will Take Your
Sales to the Moon!

UX Research

Universal Methods of Design

Expanded and Revised

About Face

UX

Doorbells, Danger, and Dead Batteries

How to make customers feel

good about doing what you

want Learn how companies

make us feel good about

doing what they want.

Approaching persuasive

design from the dark side,

this book melds psychology,

marketing, and design

concepts to show why we 're

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Guide To Finding And Fixing
susceptible to certain
Usability Problems (Voices
persuasive techniques.
That Matter)

Packed with examples from every nook and cranny of the web, it provides easily digestible and applicable patterns for putting these design techniques to work. Organized by the seven deadly sins, it includes: Pride — use social proof to position your product in line with your visitors' values Sloth — build a path of least resistance that leads users where you want them to go Gluttony — escalate customers' commitment and use loss aversion to keep them there

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Anger — understand the power of metaphysical

arguments and anonymity

Envy — create a culture of status around your product

and feed aspirational desires

Lust — turn desire into

commitment by using emotion to defeat rational behavior

Greed — keep customers

engaged by reinforcing

the behaviors you desire Now

you too can leverage human

fallibility to create

powerful persuasive interfaces

that people will love to use —

but will you use your new

knowledge for good or evil?

Learn more on the companion

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website, evilbydesign.info.

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,

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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

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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.

With *Writing for the Web*, you'll learn everything you need to know to create effective Web content using words, pictures, and sound. Follow along as instructor and writer Lynda Felder combines easy-to-follow guidelines with photographs, lists, and tables to illustrate the key concepts behind writing nonlinear,

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interactive stories; creating succinct and clear copy; and working compelling images, motion graphics, and sound into your content. Many books offer instruction on how to use software programs to build Web sites, podcasts, and illustrations. But only *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,

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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. This clearly written guide provides a fun and practical approach to Web writing that busy students and writers will be eager to learn and explore. Uses concise, straight-to-the-point style to illustrate techniques for writing sharp and focused Web copy, coupled with compelling visuals and sound

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Focuses on writing practices and guidelines, with exercises and prompts developed and tested by the author Features clear design, with plenty of pictures and visual elements, and a friendly and knowledgeable voice Take your learning even further with Lynda's companion book: The Web Writer's Toolkit: 365 prompts, collaborative exercises, games, and challenges for effective online content. For more tips, exercises, and suggestions for teachers, check out the book's Web site at www.write4web.com.

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Master Dentistry is designed as a revision guide for dental students and presents the key elements of the curriculum in an easy-to-digest format. Based on sound educational principles, each volume in the series is fully illustrated throughout and is supported by extensive self-assessment questions which allow the reader to assess their own knowledge of the topic and perfect their exam techniques. This third edition has been fully updated throughout and addresses the oral and maxillofacial surgery, radiology, pathology and oral

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medicine aspects of dentistry.
The Master Dentistry
volumes are perfect for
undergraduate students,
vocational trainees and those
preparing for post-graduate
examinations such as the
MJDF in the UK or
international equivalent, and
the ORE. Information
presented in a style which
facilitates easy recall for
examination purposes and a
ready understanding of the
subject Key facts are
highlighted and principles of
diagnosis and management
emphasised Gives the reader
an understanding of evidence-

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based practice in an international context Offers practical guidance on how to prepare for exams and make best use of the time available Perfect for BDS exam preparation and candidates taking the MJDF, ORE or other post-graduate exams Each chapter has been fully revised and updated to reflect new research evidence and provide an international context including use of drug names The Human Disease and Patient Care chapter includes a new approach to medical risk assessment and updated guidance on the

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management of common
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medical emergencies
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Particularly significant
changes in other chapters
include surgical flap design,
CBCT, radiotherapy,
bisphosphonates, odontogenic
keratocyst classification,
zygoma implants, and
contemporary specialist
referral systems

Practical Techniques for
Designing Better Products
Understanding Your Users
Simple and Usable Web,
Mobile, and Interaction
Design

Filling in the Blanks
Don't Make Me Think

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Just Enough Research
125 Ways to Research

Complex Problems, Develop
Innovative Ideas, and Design
Effective Solutions

"Understanding Your Users is an easy to read, easy to implement, how-to guide on usability in the real world. It focuses on the "user requirements gathering" stage of product development and it provides a variety of techniques, many of which may be new to usability professionals. For each technique, readers will learn how to prepare for and conduct the activity, as well as analyze and present the data -

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all in a practical and hands-on way. The techniques can be used together to form a complete picture of the users' requirements or they can be used separately to address specific product questions.

These methods have helped product teams understand the value of user requirements gathering by providing insight into how users work and what they need to be successful at their tasks."--BOOK JACKET.

"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

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**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"--**

**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,**

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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

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format that helps design teams select and implement the most credible research methods suited to their design culture. 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

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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

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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 Common Sense Approach to
Web Usability
Black Hawk Down**

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User Research War Stories Rocket Science Convert!

User-Centered Design Designing Web Sites to Increase Traffic and Conversion

Forms make or break the most crucial online interactions: checkout (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

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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.

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

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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

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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

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decisions Use A/B
testing in conjunction
with good UX practices

Speed up your product
development process
without sacrificing
quality

The essential
interaction design
guide, fully revised and
updated for the mobile
age About Face: The
Essentials of
Interaction Design,
Fourth Edition is the
latest update to the
book that shaped and
evolved the landscape of
interaction design. This

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comprehensive guide takes the worldwide shift to smartphones and tablets into account. New information includes discussions on mobile apps, touch interfaces, screen size considerations, and more. The new full-color interior and unique layout better illustrate modern design concepts. The interaction design profession is blooming with the success of design-intensive companies, priming customers to expect

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"design" as a critical ingredient of marketplace success.

Consumers have little tolerance for websites, apps, and devices that don't live up to their expectations, and the responding shift in business philosophy has become widespread. About Face is the book that brought interaction design out of the research labs and into the everyday lexicon, and the updated Fourth Edition continues to lead the way with ideas

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and methods relevant to
today's design
practitioners and
developers. Updated
information includes:
Contemporary interface,
interaction, and product
design methods Design
for mobile platforms and
consumer electronics
State-of-the-art
interface
recommendations and up-
to-date examples Updated
Goal-Directed Design
methodology Designers
and developers looking
to remain relevant
through the current

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shift in consumer
technology habits will
find About Face to be a
comprehensive, essential
resource.

Alan Cooper calls for a
Software Revolution -
his best-selling book
now in trade paperback
with new foreword and
afterword.

Master Dentistry

Don't Make Me Think,

Revisited

Master Dentistry, Volume

1: Oral and

Maxillofacial Surgery,

Radiology, Pathology and

Oral Medicine, 3

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Writing Web Content that
Usability Problems (Voices
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100 Things Every
Designer Needs to Know
About People
Faster, Smarter User
Experience Research and
Design

FMK: User Experience:

F**k, Marry, Or Kill

*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*

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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

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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.

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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.

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

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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

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your team on project
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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

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Systems programming provides the foundation for the world's computation. Writing performance-sensitive code requires a programming language that puts programmers in control of how memory, processor time, and other system resources are used. The Rust systems programming language combines that control with a modern type system that catches broad classes of common mistakes, from memory management errors to

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data races between threads. With this practical guide, experienced systems programmers will learn how to successfully bridge the gap between performance and safety using Rust. Jim Blandy, Jason Orendorff, and Leonora Tindall demonstrate how Rust's features put programmers in control over memory consumption and processor use by combining predictable performance with memory safety and trustworthy

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concurrency. You'll
learn: Rust's
fundamental data types
and the core concepts of
ownership and borrowing
How to write flexible,
efficient code with
traits and generics How
to write fast,
multithreaded code
without data races
Rust's key power tools:
closures, iterators, and
asynchronous programming
Collections, strings and
text, input and output,
macros, unsafe code, and
foreign function
interfaces This revised,

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updated edition covers
Usability Problems (Voices
the Rust 2021 Edition.
That Matter)

In a complex world,
products that are easy
to use win favor with
consumers. This is the
first book on the topic
of simplicity aimed
specifically at
interaction designers.
It shows how to drill
down and simplify user
experiences when
designing digital tools
and applications. It
begins by explaining why
simplicity is
attractive, explores the
laws of simplicity, and

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*presents proven
strategies for achieving
simplicity. Remove,
hide, organize and
displace become
guidelines for
designers, who learn
simplicity by seeing
before and after
examples and case
studies where the
results speak for
themselves.*

*It Ain't Rocket Surgery
Creating Compelling Web
Content Using Words,
Pictures, and Sound
The Do-It-Yourself Guide
to Finding and Fixing*

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Made Easy: The Do It Yourself
Guide To Finding And Fixing
Usability Problems
The Do-it-yourself Guide
to Finding and Fixing
Usability Problems
Why High-tech Products
Drive Us Crazy and how
to Restore the Sanity
A Project Guide to UX
Design
A Developer's Guide to
Building User-Friendly
Applications

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

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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.

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"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

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

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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

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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.

Good information gives designers a competitive advantage.

Understanding the wishes of a client and the needs and preferences of their audience drives innovation. The ability to gather research, analyze findings, and apply them to project goals is as important to successful design teams as their conceptual and aesthetic skills. This essential

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handbook will help readers understand what design research is and why it is necessary, outline proven techniques and methods, and explain how to incorporate them into any creative process. A Designer's Research Manual was one of the first books to apply research practices to the benefit of visual communication designers. This long awaited second edition follows more than a decade of active use by practitioners, design educators, and students around the world. Comprehensively updated, A Designer's Research Manual second edition includes: Over 25 proven research strategies and tactics Added content about planning research, analyzing

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results, and integrating research into the design process

Suggestions for scaling research for any project, timeline, or budget

All new in-depth case studies from industry leaders, outlining strategy and impact Updated images,

illustrations, and visualizations

Quick Tips for rapid integration of research concepts into your practice

Handleiding voor het verbeteren van de gebruiksvriendelijkheid van een website.

Beyond the Usability Lab

For user experience designers in the field or in the making

How to Create Human-Centered Products and Services

Conducting Large-scale Online

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User Experience Studies HCI Models, Theories, and Frameworks

Toward a Multidisciplinary Science Practical User Research

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.

Late in the afternoon of Sunday, 3 October 1993, 140 elite US soldiers abseiled from helicopters into a teeming market neighbourhood in the heart of the city of Mogadishu, Somalia. Their mission was to abduct two top lieutenants of a Somali

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warlord and return to base. It was supposed to take them about an hour. Instead, they were pinned down through a long and terrible night in a hostile city, fighting for their lives against thousands of heavily armed Somalis. When the unit was rescued the following morning, 18 American soldiers were dead and more than 70 badly injured. The Somali toll was far worse - more than 500 killed and over 1000 injured. Authoritative, and insightful, *Black Hawk Down* is a minute-by-minute account of modern war.

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

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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.

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If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Everyone loves a good game! Now take that a step further and think about how the game applies to User Experience (UX). UX FMK focuses on unique advice sorted into the 20 things you should know, the 20 ways to avoid wasting time, and 20 ways NOT to fail in the field of User Experience. Using the all too familiar premise of the original FMK game, this book invites you to take a deep dive into UX and what works, what doesn't work, what has longevity, and how royally things can be screwed up. In this book, you'll find premises that will change the way you think about UX, will give you inspiration to change what needs to be changed, and keep what's working phenomenally well: How to recognize the "Oh F**k!" moment

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and what to do about it What to avoid and behaviors to marry and embrace for the long-term And finally, how and why you are killing your UX career If you're looking for an easy-to-understand book about UX and how it applies to you or your business, UX: FMK is the must-have guide to help you.

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Letting Go of the Words

Web Usability

Real Users, Real Time, Real Research

Web Form Design

The Moderator's Survival Guide

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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

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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

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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

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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. 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

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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

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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
Looks at the application design process, describing how to create user-friendly applications.
Spells out an approach to usability testing that anyone can easily apply to his or her own website, application or

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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.

A Designer's Research Manual, 2nd edition, Updated and Expanded

Programming Rust

Usability Testing Essentials:

Ready, Set ...Test!

UX for Lean Startups

Writing for the Web

Succeed in Design by Knowing Your Clients and

Understanding What They Really Need

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Remote Research

*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*

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trademark humor, Steve explains
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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

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*proven mix of clear writing,
before-and-after examples, witty
illustrations, and practical advice
that made Don't Make Me Think
so popular.*

*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 Krug spells out*

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***an approach to usability testing
that anyone can easily apply to
their own web site, application,
or other product. (As he said in
Don't.
Evil by Design***