Prioritizing Web Usability Jakob Nielsen

Usability EngineeringE-Commerce UsabilitySimple and Usable Web, Mobile, and Interaction DesignMaking the Web WorkWhen Search Meets Web UsabilityDesigning Web UsabilityUsability Inspection MethodsMorgan Kaufmann series in data management systemsElements of User Experience,TheHandbook of Usability TestingSams Teach Yourself Node.js in 24 HoursWeb Site UsabilityRemote ResearchMobile UsabilityProgramming the World Wide WebDon't Make Me ThinkBeyond the Usability LabHomepage UsabilityCoordinating User Interfaces for ConsistencyHypertext and HypermediaUsability Testing EssentialsSpeaking in StylesHCI Beyond the GUIWeb AccessibilityEyetracking Web UsabilityThe Design of SitesThe Human-Computer Interaction HandbookThe Psychology of Everyday ThingsA Project Guide to UX DesignMultimedia and HypertextPrioritizing Web UsabilityThe Zen of CSS DesignCuration NationHybrid Artificial Intelligent Systems, Part IIUX Fundamentals for Non-UX ProfessionalsPrioritizing Web UsabilityE-commerce User ExperienceData PointsThe Discourse of Food BlogsFrontend Architecture for Design Systems

Usability Engineering

In the years since Jakob Nielsen's classic collection on interface consistency first appeared, much has changed, and much has stayed the same. On the one hand, there's been exponential growth in the opportunities for following or disregarding the principles of interface consistency-more computers, more applications, more users, and of course the vast expanse of the Web. On the other, there are the principles themselves, as persistent and as valuable as ever. In these contributed chapters, you'll find details on many methods for seeking and enforcing consistency, along with bottom-line analyses of its benefits and some warnings about its possible dangers. Most of what you'll learn applies equally to hardware and software development, and all of it holds real benefits for both your organization and your users. Begins with a new preface by the collection's distinguished editor Details a variety of methods for attaining interface consistency, including central control, user definitions, exemplary applications, shared code, and model analysis Presents a cost-benefits analysis of organizational efforts to promote and achieve consistency Examines and appraises the dimensions of consistency-consistency within an application, across a family of applications, and beyond Makes the case for some unexpected benefits of interface consistency while helping you avoid the risks it can sometimes entail Considers the consistency of interface elements other than screen design Includes case studies of major corporations that have instituted programs to ensure the consistency of their products

E-Commerce Usability

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.

Simple and Usable Web, Mobile, and Interaction Design

Describes Web site usability through critiques of real-world sites, covering such factors as legibility, navigability, searchability, and design.

Making the Web Work

When Search Meets Web Usability

A fresh look at visualization from the author of Visualize This Whether it's statistical charts, geographic maps, or the snappy graphical statistics you see on your favorite news sites, the art of data graphics or visualization is fast becoming a movement of its own. In Data Points: Visualization That Means Something, author Nathan Yau presents an intriguing complement to his bestseller Visualize This, this time focusing on the graphics side of data analysis. Using examples from art, design, business, statistics, cartography, and online media, he explores both standard-and not so standard-concepts and ideas about illustrating data. Shares intriguing ideas from Nathan Yau, author of Visualize This and creator of flowingdata.com, with over 66,000 subscribers Focuses on visualization, data graphics that help viewers see trends and patterns they might not otherwise see in a table Includes examples from the author's own illustrations, as well as from professionals in statistics, art, design, business, computer science, cartography, and more Examines standard rules across all visualization applications, then explores when and where you can break those rules Create visualizations that register at all levels, with Data Points: Visualization That Means Something.

Designing Web Usability

This book delivers a proactive approach to building an effective Web site that is search engine friendly and will result in better search rankings. It outlines the steps needed to bridge the gap between a Google search and a Web site, and also improve the users' experience once they get to the site. By understanding the wide variety of information-seeking

strategies and the individual behaviors associated with them, this book helps information architects, Web designers/developers, SEOs/SEMs, and usability professionals build better interfaces and functionality into Web sites. Creating a satisfying user experience is the key to maximizing search effectiveness and getting conversions.

Usability Inspection Methods

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 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.

Morgan Kaufmann series in data management systems

Based on data collected from research conducted at UIE (User Interface Engineering), this book describes how well or poorly some information-rich Web sites performed when real users attempted to find specific answers.

Elements of User Experience,The

Presents lessons on how to build server-side applications using the Node.js platform.

Handbook of Usability Testing

Written by the author of the bestselling HyperText & HyperMedia, this book is an excellent guide to the methods of usability engineering. It emphasizes cost effective methods that will help developers improve user interfaces immediately. Step-by-step information on which methods to use at various stages during the development life cycle are included, along with how to run a usability test.

Sams Teach Yourself Node.js in 24 Hours

Top performing dotcoms share a common feature. It isn't a new software plug-in or a design gadget or any other piece of technology. These sites share a passionate focus on usability. This book is written by an international usability consultant, writer and trainer who specializes in the design and evaluation of web-based and wireless applications,

Web Site Usability

Reflecting the changes in the hypertext/multimedia market, this book includes illustrated examples of a variety of new hypermedia systems, particularly those related to the Internet, plus many examples of the use of Mosaic and the HTML.

Remote Research

Demystify UX and its rules, contradictions, and dilemmas. This book provides real-world examples of user experience concepts that empower teams to create compelling products and services, manage social media, interview UX candidates, and oversee product teams. From product decisions to performance reviews, your ability to participate in discussions about UX has become vital to your company's success as well as your own. However, UX concepts can seem complex. Many UX books are written by and for UX professionals. UX Fundamentals for Non-UX Professionals serves the needs of project managers, graphic designers, copyeditors, marketers, and others who wish to understand UX design and research. You will discover how UX has influenced history and continues to affect our daily lives. Entertaining real-world examples demonstrate what a massive, WWII-era tank teaches us about design, what a blue flower tells us about audiences, and what drunk marathoners show us about software. What You'll Learn: Know the fundamentals of UX through real-world examples Acquire the skills to participate intelligently in discussions about UX design and research Understand how UX impacts business, including product, pricing, placement, and promotion as well as security, speed, and privacy.

Mobile Usability

Usability Testing Essentials provides readers with the tools and techniques needed to begin usability testing or to advance their knowledge in this area. The book begins by presenting the essentials of usability testing, which include focusing on the user and not the product; knowing when to conduct small or large studies; and thinking of usability as hill climbing. It then reviews testing options and places usability testing into the context of a user-centered design (UCD). It goes on to discuss the planning, preparation, and implementation of a usability test. The remaining chapters cover the analysis and reporting of usability test findings, and the unique aspects of international usability testing. This book will be useful to anyone else involved in the development or support of any type of product, such as software or web developers, engineers, interaction designers, information architects, technical communicators, visual or graphic designers, trainers, user-assistance specialists, and instructional technologists. Provides a comprehensive, step-by-step guide to usability testing, a crucial part of every product's development The fully updated four-color edition now features important usability issues such as international testing, persona creation, remote testing, and accessibility Follow-up to Usability Testing and Research (9780205315192, Longman, 2001), winner of the highest-level award from the Society for Technical Communication

Programming the World Wide Web

There are no other books that examine the effectiveness and benefits of having well designed and created web applications. This guide includes case studies that are well-known, global, and emphasize the points and theories discussed. It covers all aspects involved of creating the effective application in concise and easy to understand ways.

Don't Make Me Think

This second edition of The Human-Computer Interaction Handbook provides an updated, comprehensive overview of the most important research in the field, including insights that are directly applicable throughout the process of developing effective interactive information technologies. It features cutting-edge advances to the scientific

Beyond the Usability Lab

How do we create a satisfactory user experience when limited to a small device? This new guide focuses on usability for mobile devices, primarily smartphones and touchphones, and covers such topics as developing a mobile strategy, designing for small screens, writing for mobile, usability comparisons, and looking toward the future. The book includes 228-full color illustrations to demonstrate the points. Based on expert reviews and international studies with participants ranging from students to early technology adopters and business people using websites on a variety of mobile devices, this guide offers a complete look at the landscape for a mobile world. Author Jakob Nielsen is considered one of the world's leading experts on Web usability. He is the author of numerous best-selling books, including Prioritizing Web Usability and the groundbreaking Designing Web Usability, which has sold more than 250,000 copies and has been translated in 22 languages.

Homepage Usability

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

Coordinating User Interfaces for Consistency

Provides information on creating imaginative Web site designs using CSS.

Hypertext and Hypermedia

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

Usability Testing Essentials

Speaking in Styles

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.

HCI Beyond the GUI

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

Web Accessibility

Beginning with a tutorial on customer-centered Web site design, this updated manual features a comprehensive compendium of ninety Web site design patterns, organized by color-coded pages for quick reference, with new sections on Web Application design, the Mobile Web, and Online Communities, as well as updated coverage of blog sites, customer support sites, and intranet design. Original. (Intermediate)

Eyetracking Web Usability

Eyetracking Web Usability is based on one of the largest studies of eyetracking usability in existence. Best-selling author Jakob Nielsen and coauthor Kara Pernice used rigorous usability methodology and eyetracking technology to analyze 1.5 million instances where users look at Web sites to understand how the human eyes interact with design. Their findings will help designers, software developers, writers, editors, product managers, and advertisers understand what people see or don't see, when they look, and why. With their comprehensive three-year study, the authors confirmed many known Web design conventions and the book provides additional insights on those standards. They also discovered important new user behaviors that are revealed here for the first time. Using compelling eye gaze plots and heat maps, Nielsen and Pernice guide the reader through hundreds of examples of eye movements, demonstrating why some designs work and others don't. They also provide valuable advice for page layout, navigation menus, site elements, image selection, and advertising. This book is essential reading for anyone who is serious about doing business on the Web.

The Design of Sites

Imagine what a large-scale web project would look like if frontend development were not treated as an add-on, but as an equal partner with backend development and content strategy. This practical book takes experienced web developers through the new discipline of frontend architecture, including the latest tools, standards, and best practices that have elevated frontend web development to an entirely new level. Using real-world examples, case studies, and practical tips and tricks throughout, author Micah Godbolt introduces you to the four pillars of frontend architecture. He also provides compelling arguments for developers who want to embrace the mantle of frontend architect and fight to make it a first-class citizen in their next project. The four pillars include: Code: how to approach the HTML, CSS, and JavaScript of a design system Process: tools and processes for creating an efficient and error-proof workflow Testing: creating a stable foundation on which to build your site Documentation: tools for writing documentation while the work is in progress

The Human-Computer Interaction Handbook

Technologies for web applications -- Data model -- Hypertext model -- Content management model -- Advanced hypertext model -- Overview of the development process -- Requirements specifications -- Data design -- Hypertext design -- Architecture design -- Data implementation -- Hypertext implementation -- Advanced hypertext implementation -- Tools for model-based development of web applications.

The Psychology of Everyday Things

Web accessibility not just morally sound – there are legal obligations as well Very large potential audience, consisting of web developers and business managers Very little competition to this book

A Project Guide to UX Design

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 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 and reliable results

Multimedia and Hypertext

Prioritizing Web Usability

th The 5 International Conference on Hybrid Artificial Intelligence Systems (HAIS 2010) has become a unique, established and broad interdisciplinary forum for researchers and practitioners who are involved in developing and applying symbolic and sub-symbolic techniques aimed at the construction of highly robust and reliable problem-solving techniques, and bringing the most relevant achievements in this field. Overcoming the rigid encasing imposed by the arising orthodoxy in

the field of arti- cial intelligence, which has led to the partition of researchers into so-called areas or fields, interest in hybrid intelligent systems is growing because they give freedom to design innovative solutions to the ever-increasing complexities of real-world pr- lems. Noise and uncertainty call for probabilistic (often Bayesian) methods, while the huge amount of data in some cases asks for fast heuristic (in the sense of suboptimal and ad-hoc) algorithms able to give answers in acceptable time frames. High dim- sionality demands linear and non-linear dimensionality reduction and feature extr- tion algorithms, while the imprecision and vagueness call for fuzzy reasoning and linguistic variable formalization. Nothing impedes real-life problems to mix diffic- ties, presenting huge quantities of noisy, vague and high-dimensional data; therefore, the design of solutions must be able to resort to any tool of the trade to attack the problem. Combining diverse paradigms poses challenging problems of computational and methodological interfacing of several previously incompatible approaches. This is, thus, the setting of HAIS conference series, and its increasing success is the proof of the vitality of this exciting field.

The Zen of CSS Design

This volume adopts a multidisciplinary perspective in analyzing and understanding the rich communicative resources and dynamics at work in digital communication about food. Drawing on data from a small corpus of food blogs, the book implements a range of theoretical frameworks and methodological approaches to unpack the complexity of food blogs as a genre of computer-mediated communication. This wide-ranging framework allows for food blogs' many layered components, including recipes, photographs, narration in posts, and social media tie-ins, to be unpacked and understood at the structural, visual, verbal, and discourse level in a unified way. The book seeks to provide a comprehensive account of this popular and growing genre and contribute to our understandings of digital communication more generally, making this key reading for students and scholars in computer-mediated communication, multimodality, critical discourse analysis, corpus linguistics, and pragmatics.

Curation Nation

Reviews the features and applications of a broad range of computer software systems that allow the user to choose the sequence of text or other display at the time of use. Contains a well-annotated bibliography. Annotation copyright Book News, Inc. Portland, Or.

Hybrid Artificial Intelligent Systems, Part II

UX Fundamentals for Non-UX Professionals

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!

Prioritizing Web Usability

Speaking in Styles aims to help Web designers learn the "language" that will be used to take their vision from the static comp to the live Internet. Many designers think that CSS is code, and that it's too hard to learn. Jason takes an approach to CSS that breaks it down around common design tasks and helps the reader learn that they already think in styles--they just need to learn to speak the language. Jason helps Web designers find their voice, walks them through the grammar of CSS, shows them how to write their design specs in CSS, and how to prepare it for screen, printer or handheld devices. Along the way designers will learn to optimize their code, make it accessible, optimize for search engines, mix it up with Flash, and more.

E-commerce User Experience

'Programming The World Wide Web', written by bestselling author Robert Sebesta, provides a comprehensive introduction to the programming tools and skills required for building and maintaining server sites on the Web.

Data Points

From the moment it was published almost ten years ago, Elements of User Experience became a vital reference for web and interaction designers the world over, and has come to define the core principles of the practice. Now, in this updated, expanded, and full-color new edition, Jesse James Garrett has refined his thinking about the Web, going beyond the desktop to include information that also applies to the sudden proliferation of mobile devices and applications. Successful interaction design requires more than just creating clean code and sharp graphics. You must also fulfill your strategic objectives while meeting the needs of your users. Even the best content and the most sophisticated technology won't help you balance those goals without a cohesive, consistent user experience to support it. With so many issues

involved—usability, brand identity, information architecture, interaction design— creating the user experience can be overwhelmingly complex. This new edition of The Elements of User Experience cuts through that complexity with clear explanations and vivid illustrations that focus on ideas rather than tools or techniques. Garrett gives readers the big picture of user experience development, from strategy and requirements to information architecture and visual design.

The Discourse of Food Blogs

As technology expands and evolves, one-dimensional, graphical user interface (GUI) design becomes increasingly limiting and simplistic. Designers must meet the challenge of developing new and creative interfaces that adapt to meet human needs and technological trends. HCI Beyond the GUI provides designers with this know how by exploring new ways to reach users that involve all of the human senses. Dr. Kortum gathers contributions from leading human factors designers to present a single reference for professionals, researchers, and students. Explores the human factors involved in the design and implementation of the nontraditional interfaces, detailing design strategies, testing methodologies, and implementation techniques Provides an invaluable resource for practitioners who design interfaces for children, gamers and users with accessibility needs Offers extensive case studies, examples and design guidelines

Frontend Architecture for Design Systems

User experience design is the discipline of creating a useful and usable Web site or application that's easily navigated and meets the needs of the site owner and its users. There's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of this important book comes in. With new information on design principles, mobile and gestural interactions, content strategy, remote research tools and more, you'll learn to: Recognize the various roles in UX design, identify stakeholders, and enlist their support Obtain consensus from your team on project objectives Understand approaches such as Waterfall, Agile, and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely, and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development, product rollout, and ongoing quality assurance

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION