

Nielsen Designing Web Usability

Getting the books **Nielsen Designing Web Usability** now is not type of challenging means. You could not deserted going subsequent to book amassing or library or borrowing from your links to approach them. This is an extremely simple means to specifically get lead by on-line. This online message Nielsen Designing Web Usability can be one of the options to accompany you following having further time.

It will not waste your time. admit me, the e-book will certainly appearance you supplementary concern to read. Just invest tiny become old to admittance this on-line revelation **Nielsen Designing Web Usability** as well as review them wherever you are now.

Shaping Web Usability - Albert Badre 2002

This text provides a complete web usability framework that reflects advanced research & practical experience. It addresses the issues that make web usability design unique including security, privacy, dynamic content, audience & navigation.

Customer-centered Design - Kreta Chandler 2003

-- HP's expertise in this area has earned them Vendor of the Year awards in e-commerce from key reseller partners.-- Case studies showing how the new principles, techniques, and methodologies worked at Web sites such as Amazon, Office Depot, QVC, and Outpost. This book is a practical guide to understanding web page design and usability factors needed for the online store shelf. Designing and structuring information correctly enhances navigation through your site as well as delivering your customers a satisfying shopping experience. The authors have consulted with such diverse customers as Amazon, AOL, QVC, Outpost, Egghead, Office Depot and others. The concepts they've brought to these accounts have earned HP Vendor of the Year award in e-commerce from key HP reseller partners. Learn to blend customer insights with products and with web capabilities to create web sites that maximize customer-centered design. Your resulting web sites will have an ease of usability that lead to superior customer experiences while maximizing sales. This book includes plenty of examples and case studies showing how to apply new principles, techniques, and methodologies that will win you loyal customers.

Web Engineering - Emilia Mendes 2006-03-28

Since its original inception back in 1989 the Web has changed into an environment where Web applications range from small-scale information dissemination applications, often developed by non-IT professionals, to large-scale, commercial, enterprise-planning and scheduling applications, developed by multidisciplinary teams of people with diverse skills and backgrounds and using cutting-edge, diverse technologies. As an engineering discipline, Web engineering must provide principles, methodologies and frameworks to help Web professionals and researchers develop applications and manage projects effectively. Mendes and Mosley have selected experts from numerous areas in Web engineering, who contribute chapters where important concepts are presented and then detailed using real industrial case studies. After an introduction into the discipline itself and its intricacies, the contributions range from Web effort estimation, productivity benchmarking and conceptual and model-based application development methodologies, to other important principles such as usability, reliability, testing, process improvement and quality measurement. This is the first book that looks at Web engineering from a measurement perspective. The result is a self-containing, comprehensive overview detailing the role of measurement and metrics within the context of Web engineering. This book is ideal for professionals and researchers who want to know how to use sound principles for the effective management of Web projects, as well as for courses at an advanced undergraduate or graduate level.

Research-based Web Design & Usability Guidelines - 2006

The guidelines were originally designed to help NCI staff improve the presentation of cancer-related information to cancer researchers and the public, though they are applicable to anyone who designs and manages information web sites.

Usability Engineering - Jakob Nielsen 1994-09-23

Executive Summary. What is usability. Generations of user interfaces. The usability engineering lifecycle.

Usability heuristics. Usability testing. Usability assessment methods beyond testing. Interface standards. International user interfaces. Future developments. Exercises. Bibliography. Author index. Subject index.

Integrating Usability Engineering for Designing the Web Experience: Methodologies and Principles - Spiliotopoulos, Tasos 2010-01-31

"The book provides a link between theoretical research and web engineering, presenting a more holistic approach to web usability"--Provided by publisher.

Designing Web Interfaces - Bill Scott 2009-01-15

Want to learn how to create great user experiences on today's Web? In this book, UI experts Bill Scott and Theresa Neil present more than 75 design patterns for building web interfaces that provide rich interaction. Distilled from the authors' years of experience at Sabre, Yahoo!, and Netflix, these best practices are grouped into six key principles to help you take advantage of the web technologies available today. With an entire section devoted to each design principle, *Designing Web Interfaces* helps you: Make It Direct-Edit content in context with design patterns for In Page Editing, Drag & Drop, and Direct Selection Keep It Lightweight-Reduce the effort required to interact with a site by using In Context Tools to leave a "light footprint" Stay on the Page-Keep visitors on a page with overlays, inlays, dynamic content, and in-page flow patterns Provide an Invitation-Help visitors discover site features with invitations that cue them to the next level of interaction Use Transitions-Learn when, why, and how to use animations, cinematic effects, and other transitions React Immediately-Provide a rich experience by using lively responses such as Live Search, Live Suggest, Live Previews, and more *Designing Web Interfaces* illustrates many patterns with examples from working websites. If you need to build or renovate a website to be truly interactive, this book gives you the principles for success.

Coordinating User Interfaces for Consistency - Jakob Nielsen 2014-06-28

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

Designing Web Sites that Work - Tom Brinck 2002

Demonstrates Web design fundamentals that consider usability a major design goal, provides advice on

incorporating usability considerations in each stage of the design process, and discusses the functionality of e-commerce sites.

User Experience Re-Mastered - Chauncey Wilson 2009-09-11

User Experience Re-Mastered: Your Guide to Getting the Right Design provides an understanding of key design and development processes aimed at enhancing the user experience of websites and web applications. The book is organized into four parts. Part 1 deals with the concept of usability, covering user needs analysis and card sorting—a tool for shaping information architecture in websites and software applications. Part 2 focuses on idea generation processes, including brainstorming; sketching; persona development; and the use of prototypes to validate and extract assumptions and requirements that exist among the product team. Part 3 presents core design principles and guidelines for website creation, along with tips and examples on how to apply these principles and guidelines. Part 4 on evaluation and analysis discusses the roles, procedures, and documents needed for an evaluation session; guidelines for planning and conducting a usability test; the analysis and interpretation of data from evaluation sessions; and user interface inspection using heuristic evaluation and other inspection methods. *A guided, hands-on tour through the process of creating the ultimate user experience - from testing, to prototyping, to design, to evaluation *Provides tried and tested material from best sellers in Morgan Kaufmann's Series in Interactive Technologies, including leaders in the field such as Bill Buxton and Jakob Nielsen *Features never before seen material from Chauncey Wilson's forthcoming, and highly anticipated Handbook for User Centered Design

Eyetracking Web Usability - Jakob Nielsen 2010-04-26

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.

Web Style Guide, 3rd edition - Patrick J. Lynch 2008

Mobile Usability - Jakob Nielsen 2012-10-09

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.

Designing Web Usability - Jakob Nielsen 2000

A guide to creating user-friendly web sites that provides information on how companies can ensure their web sites are easy to locate and navigate.

The Trouble with Computers - Thomas K. Landauer 1995

Beginning with an explanation of why considerable outlays for computing since 1973 have not resulted in comparable payoffs, the author proposes that emerging techniques for user-centred development can turn

the situation around - through task analysis, etc

Laws of UX - Jon Yablonski 2020-04-21

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

E-commerce User Experience - Jakob Nielsen 2001

Lien

Hypertext and Hypermedia - Jakob Nielsen 1990

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.

101 UX Principles - Will Grant 2018-08-31

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

Web Usability for Senior Citizens - Kara Pernice 2005

Designing Web Usability - Jakob Nielsen 1999-12

New approaches for crafting effective sites. This book is a tutorial and exposition of the principles of Web site design. It aids users in building web sites that stand out from the noise of the web and bring them to the content in an effective and efficient way. This four-color book gives substantial critiques of existing Web site designs.

Advertising, Promotion, and New Media - Marla R. Stafford 2015-03-26

Today, new media enter our lives faster than ever before. This volume provides a complete, state-of-the-art overview of the newest media technologies and how they can be used in marketing communications - essential information for any organization that wants to maintain an effective advertising program, as well as for experts and students in the fields of advertising and mass communications. Advertising, Promotion,

and New Media offers crucial insights on the use of cutting-edge techniques including 3-D advertising, mobile advertising, advergames, interactivity, and netvertising images, as well as more familiar Internet advertising formats such as banner ads and pop-ups. It also discusses such important topics as how to select online affiliates, and how to assess the effectiveness of new media advertising and compare it with traditional formats. Throughout the book, the chapter authors offer up-to-date information and thought provoking ideas on emerging technology and how it can be used effectively for advertising and promotion in the future.

Mobile Usability - Jakob Nielsen 2013-05-14

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

Forms that Work - Caroline Jarrett 2009-03-02

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!

Emotional Design - Don Norman 2007-03-20

Why attractive things work better and other crucial insights into human-centered design Emotions are inseparable from how we humans think, choose, and act. In Emotional Design, cognitive scientist Don Norman shows how the principles of human psychology apply to the invention and design of new technologies and products. In The Design of Everyday Things, Norman made the definitive case for human-centered design, showing that good design demanded that the user's must take precedence over a designer's aesthetic if anything, from light switches to airplanes, was going to work as the user needed. In this book, he takes his thinking several steps farther, showing that successful design must incorporate not just what users need, but must address our minds by attending to our visceral reactions, to our behavioral choices, and to the stories we want the things in our lives to tell others about ourselves. Good human-centered design isn't just about making effective tools that are straightforward to use; it's about making affective tools that mesh well with our emotions and help us express our identities and support our social lives. From roller coasters to robots, sports cars to smart phones, attractive things work better. Whether designer or consumer, user or inventor, this book is the definitive guide to making Norman's insights work for you.

Evil by Design - Chris Nodder 2013-06-05

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 susceptible to certain persuasive techniques.

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 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 website, evilbydesign.info.

A Pattern Language for Web Usability - Ian Graham 2003

Despite the astronomical number of hours invested in developing Web sites, it is quite clear that the vast majority of them are difficult to use. To address this issue, the author developed a pattern language, which he named the Web usability pattern language, or wu, which enables these solutions to be linked into sequences. This book is the result of that workshop, showing the millions of Web professionals how to avoid common errors and create better sites.

Designing the User Interface - Ben Shneiderman 2017-01-12

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. The much-anticipated fifth edition of Designing the User Interface provides a comprehensive, authoritative introduction to the dynamic field of human-computer interaction (HCI). Students and professionals learn practical principles and guidelines needed to develop high quality interface designs—ones that users can understand, predict, and control. It covers theoretical foundations, and design processes such as expert reviews and usability testing. Numerous examples of direct manipulation, menu selection, and form fill-in give readers an understanding of excellence in design The new edition provides updates on current HCI topics with balanced emphasis on mobile devices, Web, and desktop platforms. It addresses the profound changes brought by user-generated content of text, photo, music, and video and the raised expectations for compelling user experiences. Provides a broad survey of designing, implementing, managing, maintaining, training, and refining the user interface of interactive systems. Describes practical techniques and research-supported design guidelines

for effective interface designs Covers both professional applications (e.g. CAD/CAM, air traffic control) and consumer examples (e.g. web services, e-government, mobile devices, cell phones, digital cameras, games, MP3 players) Delivers informative introductions to development methodologies, evaluation techniques, and user-interface building tools. Supported by an extensive array of current examples and figures illustrating good design principles and practices. Includes dynamic, full-color presentation throughout. Guides students who might be starting their first HCI design project Accompanied by a Companion Website with additional practice opportunities and informational resources for both students and professors.

Web Site Usability - Jared M. Spool 1999

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.

Interface Culture - Steven A. Johnson 1999-10-07

Drawing on his own expertise in the humanities and on the Web, Steven Johnson not only demonstrates how interfaces - those buttons, graphics, and words on the computer screen through which we control information - influence our daily lives, but also tracks their roots back to Victorian novels, early cinema, and even medieval urban planning. The result is a lush cultural and historical tableau in which today's interfaces take their rightful place in the lineage of artistic innovation. With a distinctively accessible style, *Interface Culture* brings new intellectual depth to the vital discussion of how technology has transformed society, and is sure to provoke wide debate in both literary and technological circles.

Ensuring Web Usability - Jakob Nielsen 2015-04-30

Homepage Usability - Jakob Nielsen 2001-11

Beginning with a briefing of Nielsen's Web usability principles, each of this book's two-page spreads is dedicated to a specific Web site's home page, where each is analyzed and the author explains his analysis and offers suggestions for improving the design for usability.

Prioritizing Web Usability - Jakob Nielsen 2006-04-20

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!

Homepage Usability - Jakob Nielsen 2001

The Design of Everyday Things - Don Norman 2013-11-05

Design doesn't have to be complicated, which is why this guide to human-centered design shows that usability is just as important as aesthetics. Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious -- even liberating -- book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. *The Design of Everyday Things* shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the

right action on the right control at the right time. *The Design of Everyday Things* is a powerful primer on how -- and why -- some products satisfy customers while others only frustrate them.

When Search Meets Web Usability - Shari Thurow 2009-04-08

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.

People and Computers XIV — Usability or Else! - Sharon McDonald 2012-12-06

Currently we are at the beginnings of widespread wireless connectivity and ubiquitous computing. The Web is merging with a variety of technologies: cell phones, laptop computers, hand held organisers, information appliances, and GPS and other sensors. The capability for access anytime and anywhere is here. The increasing frequency of cell phone calls at inappropriate times testifies that people no longer can easily control access. Devices can determine where they are located and can make a range of information available to users as well as make users available to others or their devices. We have proposed a general technique that promises to assist in mediating access. It capitalises on advantages afforded by computation (Hollan & Stometta, 1992). We first described the negotiation technique in the context of problems involved in scheduling meetings and then showed that similar issues, which at first may seem unrelated but in fact have much in common, arise in other contexts. One such activity, gaining immediate access, is currently of growing importance because of expanding connectivity via wireless technology. Cell phones and related technologies make it possible to be constantly available for synchronous interaction. At times, this can be advantageous but the associated costs and benefits result in a complex tradeoff space for designers as well as users.

Don't Make Me Think - Steve Krug 2009-08-05

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*

Web Usability : Deutsche Ausgabe - Jakob Nielsen 2008

Multimedia and Hypertext - Jakob Nielsen 1995-02-27

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.