

Prioritizing Web Usability

Shaping Web Usability Prioritizing Web Usability Don't Make Me Think Web Site Usability Don't Make Me Think, Revisited Designing Web Usability Pattern Language for Web Usability A Pattern Language for Web Usability When Search Meets Web Usability Designing Web Interfaces to Library Services and Resources The McGraw-Hill 36-Hour Course: Online Marketing Eyetracking Web Usability Web Usability Net Words: Creating High-Impact Online Copy Internet Librarian & Libtech International 99 Customer-centered Design THE DEVELOPMENT OF TRAFFIC-INFORMATION WEB-SITE-DESIGN GUIDELINES Web Usability and Navigation Web Development Web Design Complete Reference Albert Badre Jakob Nielsen Steve Krug Jared M. Spool Steve Krug Jakob Nielsen Ian Graham Ian Graham Shari Thurow Kristen L. Garlock Lorrie Thomas Jakob Nielsen Jonathan Lazar Nick Usborne Information Today, Inc Kreta Chandler CHRISTOPHER NOWAKOWSKI, JOHN LENNEMAN, MARK KOJIMA, PAUL GREEN Merlyn Holmes Craig M. Baehr Thomas A. Powell Shaping Web Usability Prioritizing Web Usability Don't Make Me Think Web Site Usability Don't Make Me Think, Revisited Designing Web Usability Pattern Language for Web Usability A Pattern Language for Web Usability When Search Meets Web Usability Designing Web Interfaces to Library Services and Resources The McGraw-Hill 36-Hour Course: Online Marketing Eyetracking Web Usability Web Usability Net Words: Creating High-Impact Online Copy Internet Librarian & Libtech International 99 Customer-centered Design THE DEVELOPMENT OF TRAFFIC-INFORMATION WEB-SITE-DESIGN GUIDELINES Web Usability and Navigation Web Development Web Design Complete Reference *Albert Badre Jakob Nielsen Steve Krug Jared M. Spool Steve Krug Jakob Nielsen Ian Graham Ian Graham Shari Thurow Kristen L. Garlock Lorrie Thomas Jakob Nielsen Jonathan Lazar Nick Usborne Information Today, Inc Kreta Chandler CHRISTOPHER NOWAKOWSKI, JOHN LENNEMAN, MARK KOJIMA, PAUL GREEN Merlyn Holmes Craig M. Baehr Thomas A. Powell*

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

in 2000 jakob nielsen the world s leading expert on usability published a book that changed how people think about the designing 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 usability consultant hoa loranger and created an updated companion book that covers the essential changes to the and usability today

prioritizing usability is the guide for anyone who wants to take their site s to next level and make usability a priority through the authors wisdom experience and hundreds of real world user tests and contemporary 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

five years and more than 100 000 copies after it was first published it s hard to imagine anyone working in design who hasn t read steve krug s instant classic on 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 design three new chapters usability as common courtesy why people really leave sites 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 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 sites you must read this book jeffrey zeldman author of designing with standards

based on data collected from research conducted at uie user interface engineering this book describes how well or poorly some information rich sites performed when real users attempted to find specific answers

since don t make me think was first published in 2000 hundreds of thousands of designers and developers have relied on usability guru steve krug s guide to help them understand the principles of intuitive navigation and information design witty commonsensical and eminently practical it s one of the best loved and most recommended books on the subject now steve returns with fresh perspective to reexamine the principles that made don t make me think a classic with updated examples and a new chapter on mobile usability and it s still short profusely illustrated and best of all fun to read if you ve read it before you ll rediscover what made don t make me think so essential to 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 sites after reading it over a couple of hours and putting its ideas to work for the past five years i can say it has done more to improve my abilities as a designer than any other book jeffrey zeldman author of designing with standards

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

despite the astronomical number of hours invested in developing 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 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 professionals how to avoid common errors and create better sites

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this book delivers a proactive approach to building an effective 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 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 designers developers seos sems and usability professionals build better interfaces and functionality into sites creating a satisfying user experience is the key to maximizing search effectiveness and getting conversions

libraries can build sites unrivaled in content commercial databases online catalogs community resources indexes but it takes a well designed interface to make the content accessible in the library tradition of access for all you must not only consider the 50 million plus people in the united states with some kind of disability but also users running netscape 2 0 on a 486 as librarians in the acclaimed jstor electronic publishing project authors kristen l garlock and sherry piortek have worked with dozens of participating libraries in troubleshooting problems and soliciting user feedback drawing on their experience they identify the methods behind the best library site designs

a crash course on the most dynamic marketing platform today online marketing has evolved far beyond flashy websites and banner ads shouting at customers about your product it s about using an array of internet tools to build credibility and visibility spread your message and form meaningful customer relationships the mcgraw hill 36 hour course online marketing puts you on the fast track to harnessing the power of the for your marketing goals it begins with planning and building a website and then provides in depth coverage of essential online marketing tools and techniques such as content marketing and blogging social media marketing analytics search engine optimization seo

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eyetracking 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 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 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

user interface design human computer interaction usability a user centered design approach jonathan lazarus towson university isbn 0 321 32135 9 design with the user in mind a site design that does not consider its user is a site that is destined to be a disappointing experience for the user this new book by jonathan lazarus provides readers with the concepts and tools needed to develop sites that maximize the user experience it takes readers through the entire user centered development life cycle demonstrating practical skills and techniques that will help them for years to come the user centered development life cycle the user centered development life cycle ensures that the needs of a site s users are the focus of the site s design from its inception through its implementation and management keeping this focus while collecting requirements designing pages and performing usability testing results in a more effective design and more satisfied users real world applications are highlighted in four case studies which demonstrate how both commercial and noncommercial organizations designed user centered sites kodak com eastman kodak playfootball com national football league site for children cancer net gov national cancer institute asha org american speech language hearing association jonathan lazarus s unique combination of expertise teaching research and practice of hci informatics it and accessibility is what really sets him apart from the other experts publishing today his text reflects the diversity that successful design requires by balancing user centeredness with a solid understanding of technical and business issues arnie lund director of design and usability microsoft corporation this text is magic it packs experience between the covers of a book lazarus s energetic style is filled

with examples focused lists and case studies that walk readers through the design process and give them the confidence to do it themselves he makes user centered design seem easy by making sure that people matter if every designer trained from this book the world wide would be a better place ben shneiderman professor of computer science university of maryland for more information about addison wesley computing books visit aw.com/computing

a guide to creating copy that connects with customers and makes the sale advertising and promotion professionals have long known that while bells and whistles may grab a customer's attention words make the sale yet nearly a decade into the revolution e-commerce professionals are just now waking up to the fact that the usual high tech graphics heavy approach to site design is bad for business net words explores the reasons why and makes a strong case for a revolutionary new approach to copywriting tailored to the unique demands of a powerful new medium with the help of dozens of examples of successful and unsuccessful on line writing author nick usborne shows readers how to harness the power of the written word for the readers learn how to imbue a business with a distinctive on line voice and use it to forge lasting bonds with customers increase market share and close sales

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 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

make user centered sites tempt more users to your site and build useful dependable navigation tools

an excellent reference for professionals and experienced designers this text takes a holistic approach to web development at the heart of the text is the belief that keeping the user's needs in mind during development process will create more effective sites it addresses planning structure navigation content design and usability while focusing on their interconnectedness within web development both traditional and contemporary

theoretical approaches are discussed including rhetorical theory visual spatial thinking and user centered design a number of real world examples including screen captures of actual sites advice from practicing professionals and ready to use materials make this book a must have for anyone interested in effective web development provides an overview of the web development process and planning phases covers the basics of document markup and publishing looks at critical factors in overall development relating to site structure navigation systems research content development visual design interface design and usability accessibility includes examples of architectures navigation interface designs usability tests accessibility standards and content development appropriate for advanced technical writing courses in multimedia and design an excellent resource for anyone interested in developing effective websites

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