
Mobile Usability Jakob Nielsen

Prioritizing Web Usability
Design, User Experience, and Usability. Theory, Methods, Tools and Practice
UX Design for Mobile
101 UX Principles
Eyetracking Web Usability
Mobile Usability
Hypertext and Hypermedia
Usability of Mobile Websites
The Persona Lifecycle
Ambient Findability
The Anywhere Library
Microinteractions
Usability of Mobile Websites and Applications
E-commerce User Experience
Visual Usability
Just Enough Research
Usability Inspection Methods
Laws of UX
Site-Seeing
Digital Design Essentials
Evil by Design
jQuery Mobile
Don't Make Me Think
The Psychology of Everyday Things
Research-based Web Design & Usability Guidelines
Coordinating User Interfaces for Consistency
Advances in Usability, User Experience and Assistive Technology
Designing the User Interface
Designing Mobile Interfaces
Don't make me think!
Mobile Usability: How Nokia Changed the Face of the Mobile Phone
Homepage Usability
Remote Research
Designing Web Usability
Usability Engineering
Mobile Usability
Usability Design for Location Based Mobile Services in Wireless Metropolitan Networks
Designing and Evaluating Mobile Interaction

KRISTA ANTON

Prioritizing Web Usability Pearson Education

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.

Design, User Experience, and Usability. Theory, Methods, Tools and Practice Pearson Education

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

UX Design for Mobile Morgan Kaufmann

Covering the latest version of the jQuery Mobile Framework, jQuery Mobile: Develop and Design teaches readers step-by-step how to get started, how to write code, and ultimately how to create mobile websites using the jQuery Mobile framework. The book is hands-on, with code examples (with corresponding on-line demos) and activities throughout.

101 UX Principles Peachpit Press

Reviews the current approaches and recent advances in the design and evaluation of mobile interaction and mobile user interfaces. It addresses the challenges, the most significant results and the upcoming research directions.

Eyetracking Web Usability "O'Reilly Media, Inc."

With hundreds of thousands of mobile applications available today, your app has to capture users immediately. This book provides practical techniques to help you catch—and keep—their attention. You'll learn core principles for designing effective user interfaces, along with a set of common patterns for interaction design on all types of mobile devices. Mobile design specialists Steven Hooper and Eric Berkman have collected and researched 76 best practices for everything from composing pages and displaying information to the use of screens, lights, and sensors. Each pattern includes a discussion of the design problem and solution, along with variations, interaction and presentation details, and antipatterns. Compose pages so that information is easy to locate and manipulate Provide labels and visual cues appropriate for your app's users Use information control widgets to help users quickly access details Take advantage of gestures and other sensors Apply specialized methods to prevent errors and the loss of user-entered data Enable users to easily make selections, enter text, and manipulate controls Use screens, lights, haptics, and sounds to communicate your message and increase user satisfaction "Designing Mobile Interfaces is another stellar addition to O'Reilly's essential interface books. Every mobile designer will want to have this thorough book on their shelf for reference." —Dan Saffer, Author of Designing Gestural Interfaces

Mobile Usability Pearson

A comprehensive, clearly written overview of hypertext, this book gives broad coverage of different

hypertext systems, as well as their features and applications using many concrete examples and illustrations of real systems. Nielsen provides a history of the subject and explores the social issues related to hypertext.

Hypertext and Hypermedia Ingram

"With a user-centered, practical emphasis geared to the non-technical librarian, this book approaches the creation of a mobile-optimized library website as a process rather than simply a product."--Introduction.

Usability of Mobile Websites Rockport Pub

Imagine how much easier creating web and mobile applications would be if you had a practical and concise, hands-on guide to visual design. Visual Usability gets into the nitty-gritty of applying visual design principles to complex application design. You'll learn how to avoid common mistakes, make informed decisions about application design, and elevate the ordinary. We'll review three key principles that affect application design – consistency, hierarchy, and personality – and illustrate how to apply tools like typography, color, and layout to digital application design. Whether you're a UI professional looking to fine-tune your skills, a developer who cares about making applications beautiful and usable, or someone entirely new to the design arena, Visual Usability is your one-stop, practical guide to visual design. Discover the principles and rules that underlie successful application design Learn how to develop a rationale to support design strategy and move teams forward Master the visual design toolkit to increase user-friendliness and make complicated processes feel straightforward for your product

The Persona Lifecycle "O'Reilly Media, Inc."

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.

Ambient Findability Rosenfeld Media

"This report is based on usability studies with users in two countries (US and UK), reporting how they actually used a broad variety of websites on a range of mobile devices, including touch phones, smartphones, and feature phones from many vendors. The report also presents the findings from our diary study of users in 6 countries (Australia, The Netherlands, Romania, Singapore, UK, and US) that let us follow user behavior over a longer time period than is feasible in traditional user testing. The basic finding from this research is that mobile users face severe usability problems in attempting to get things done on today's websites, whether dedicated mobile sites or traditional desktop-optimized sites that are rendered through a mobile browser. From our empirical observation of real user behavior we derived a set of design guidelines for improving the usability of Web-based content and services when they are used on a mobile device"--Nielsen Norman Group website.

The Anywhere Library Packt Publishing Ltd

"A Visual Approach to Web Usability" takes a fresh approach to the hot topic of Web usability. The book shows readers how to apply good visual communications principles to make their Web sites more user-friendly.

Microinteractions Assoc of Collge & Rsrch Libr

The Persona Lifecycle is a field guide exclusively focused on interaction design's most popular new technique. The Persona Lifecycle addresses the "how" of creating effective personas and using those personas to design products that people love. It doesn't just describe the value of personas; it offers detailed techniques and tools related to planning, creating, communicating, and using personas to create great product designs. Moreover, it provides rich examples, samples, and illustrations to imitate and model. Perhaps most importantly, it positions personas not as a panacea, but as a method used to complement other user-centered design (UCD) techniques including scenario-based design, cognitive walkthroughs and user testing. The authors developed the Persona Lifecycle model to communicate the value and practical application of personas to product design and development professionals. This book explores the complete lifecycle of personas, to guide the designer at each stage of product development. It includes a running case study with rich examples and samples that demonstrate how personas can be used in building a product end-to-end. It also presents recommended best practices in techniques, tools, and innovative methods and contains hundreds of relevant stories, commentary, opinions, and case studies from user experience professionals across a variety of domains and industries. This book will be a valuable resource for UCD professionals, including usability practitioners, interaction designers, technical writers, and program managers; programmers/developers who act as the interaction designers for software; and those professionals who work with developers and designers. Features * Presentation and discussion of the complete lifecycle of personas, to guide the designer at each stage of product development. * A running case study with rich examples and samples that demonstrate how personas can be used in building a product end-to-end. * Recommended best practices in techniques, tools, and innovative methods. * Hundreds of relevant stories, commentary, opinions, and case studies from user experience

professionals across a variety of domains and industries.

Usability of Mobile Websites and Applications Springer

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.

E-commerce User Experience Basic Books

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!

Visual Usability Pearson Education

How do you find your way in an age of information overload? How can you filter streams of complex information to pull out only what you want? Why does it matter how information is structured when Google seems to magically bring up the right answer to your questions? What does it mean to be "findable" in this day and age? This eye-opening new book examines the convergence of information and connectivity. Written by Peter Morville, author of the groundbreaking *Information Architecture for the World Wide Web*, the book defines our current age as a state of unlimited findability. In other words, anyone can find anything at any time. Complete navigability. Morville discusses the Internet, GIS, and other network technologies that are coming together to make unlimited findability possible. He explores how the melding of these innovations impacts society, since Web access is now a standard requirement for successful people and businesses. But before he does that, Morville looks back at the history of wayfinding and human evolution, suggesting that our fear of being lost has driven us to create maps, charts, and now, the mobile Internet. The book's central thesis is that information literacy, information architecture, and usability are all critical components of this new world order. Hand in hand with that is the contention that only by planning and designing the best

possible software, devices, and Internet, will we be able to maintain this connectivity in the future. Morville's book is highlighted with full color illustrations and rich examples that bring his prose to life. Ambient Findability doesn't preach or pretend to know all the answers. Instead, it presents research, stories, and examples in support of its novel ideas. Are we truly at a critical point in our evolution where the quality of our digital networks will dictate how we behave as a species? Is findability indeed the primary key to a successful global marketplace in the 21st century and beyond. Peter Morville takes you on a thought-provoking tour of these memes and more -- ideas that will not only fascinate but will stir your creativity in practical ways that you can apply to your work immediately. "A lively, enjoyable and informative tour of a topic that's only going to become more important." --David Weinberger, Author, *Small Pieces Loosely Joined* and *The Cluetrain Manifesto* "I envy the young scholar who finds this inventive book, by whatever strange means are necessary. The future isn't just unwritten--it's unsearched." --Bruce Sterling, Writer, Futurist, and Co-Founder, The Electronic Frontier Foundation "Search engine marketing is the hottest thing in Internet business, and deservedly so. Ambient Findability puts SEM into a broader context and provides deeper insights into human behavior. This book will help you grow your online business in a world where being found is not at all certain." --Jakob Nielsen, Ph.D., Author, *Designing Web Usability: The Practice of Simplicity* "Information that's hard to find will remain information that's hardly found-- from one of the fathers of the discipline of information architecture, and one of its most experienced practitioners, come penetrating observations on why findability is elusive and how the act of seeking changes us." --Steve Papa, Founder and Chairman, Endeca "Whether it's a fact or a figure, a person or a place, Peter Morville knows how to make it findable. Morville explores the possibilities of a world where everything can always be found--and the challenges in getting there--in this wide-ranging, thought-provoking book." --Jesse James Garrett, Author, *The Elements of User Experience* "It is easy to assume that current searching of the World Wide Web is the last word in finding and using information. Peter Morville shows us that search engines are just the beginning. Skillfully weaving together information science research with his own extensive experience, he develops for the reader a feeling for the near future when information is truly findable all around us. There are immense implications, and Morville's lively and humorous writing brings them home." --Marcia J. Bates, Ph.D., University of California Los Angeles "I've always known that Peter Morville was smart. After reading *Ambient Findability*, I now know he's (as we say in Boston) wicked smart. This is a timely book that will have lasting effects on how we create our future. --Jared Spool, Founding Principal, User Interface Engineering "In *Ambient Findability*, Peter Morville has put his mind and keyboard on the pulse of the electronic noosphere. With tangible examples and lively writing, he lays out the challenges and wonders of finding our way in cyberspace, and explains the mutually dependent evolution of our changing world and selves. This is a must read for everyone and a practical guide for designers." --Gary Marchionini, Ph.D., University of North Carolina "Find this book! Anyone interested in making information easier to find, or understanding how finding and being found is changing, will find this thoroughly researched, engagingly written, literate, insightful and very, very cool book well worth their time. Myriad examples from rich and varied domains and a valuable idea on nearly every page. Fun to read, too! --Joseph Janes, Ph.D., Founder, Internet Public Library *Just Enough Research* "O'Reilly Media, Inc."

Inhaltsangabe:Abstract: The market of mobile technologies is growing at an enormous rate worldwide. With the latest developments in technology, new services are being invented which were not even possible some years ago. As new devices, applications and services emerge, also the number of mobile users is increasing in a rapid manner. Mobile broadband networks like UMTS, EDGE or Wireless LAN make it possible to reach a large group of users who gain access with their personal mobile devices, equipped with multimedia and data capabilities. Due to this development, new interesting possibilities arise for many areas. One of these areas is the tourism sector, which is being referred to in this thesis. The so-called m-tourism (mobile tourism) is an emerging field with an enormous marketing potential, as described in Chapter 2. Recent hardware inventions and developments are greatly pushing the market share. Companies are offering tailored products filling the needs of their customers. Personalization of services becomes a popular trend in this sector. But what do users think about such a mobile tourism service? Do they feel the service has added benefits, compared to traditional media and Web-based services? Are those products really user friendly? What would be the crucial applications and qualities that make the big difference? A range of usability issues concerning mobile services is being discussed in the science community; are there already viable, good solutions? With the recent hype of so-called location based services, the consumer keeps calling for more usable products, featuring more intuitive interfaces. Others may fear being overwhelmed with features. Especially for the senior users, a relatively big target group for most mobile applications, these products often remain a mystery. Usability has been and should always remain a key element for quality software and successful applications. In this thesis, several applications are described, some of their user interfaces are analyzed and major flaws discovered. Furthermore, a corresponding prototype user interface is introduced with a specific analysis of each development step, taken from the book *The Usability Engineering Lifecycle* by Deborah J. Mayhew. Once prototypical realisations are available, users can validate the implemented approaches and evaluate concepts and realization details from their point of view. Such first user experiences are a valuable guidance for further [...]

Mobile Usability

Publisher description.

[Usability Inspection Methods](#) MITP-Verlags GmbH & Co. KG

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.

Laws of UX Newnes

Although recent findings show the public increasingly interacting with government Web sites, a common problem is that people can't find what they're looking for. In other words, the sites lack usability. The Research-Based Web Design and Usability Guidelines aid in correcting this problem by providing the latest Web design guidance from the research and other forms of evidence. This unique publication has been updated from its earlier version to include over 40 new or updated research guidelines, bringing the total to 209. Primary audiences for the book are: Web managers,

designers, and all staff involved in the creation of Web sites. Topics in the book include: home page design, page and site navigation, graphics and images, effective Web content writing, and search. A new section on usability testing guidance has been added. Experts from across government, industry, and academia have reviewed and contributed to the development of the Guidelines. And, since their introduction in 2003, the Guidelines have been widely used by government, private, and academic institutions to improve Web design.

Site-Seeing mitp Verlags GmbH & Co. KG

Guide to web design optimized for mobile devices, in order to deliver the mobile web experience users want. Argues companies should create websites and applications for mobile devices first, and for desktops/laptop computers second, if at all.

Related with Mobile Usability Jakob Nielsen:

- Strength Training Program Pdf : [click here](#)