

Usability Engineering Jakob Nielsen Free

This text is about achieving usability in product user interface design through a process called Usability Engineering. The techniques presented include not only UI requirements analysis, but also organizational and managerial strategies.

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

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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.

Written by the author of the best-selling *HyperText & HyperMedia*, this book is an excellent guide to the methods of usability engineering. The book provides the tools needed to avoid usability surprises and improve product quality. Step-by-step information on which method to use at various stages during the development lifecycle are included, along with detailed information on how to run a usability test and the unique issues relating to international usability. *

- * Emphasizes cost-effective methods that developers can implement immediately
- * Instructs readers about which methods to use when, throughout the development lifecycle, which ultimately helps in cost-benefit analysis.
- * Shows readers how to avoid the four most frequently listed reasons for delay in software projects.
- * Includes detailed information on how to run a usability test.
- * Covers unique issues of international usability.

* Features an extensive bibliography allowing readers to find additional information. *

* Written by an internationally renowned expert in the field and the author of the best-selling *HyperText & HyperMedia*. *Computer Science/Computers-Human Interaction Usability Inspection Methods* is the first

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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

This book is a practical guide to understanding the web page design and usability factors needed for the eShelf - the online store shelf. The authors help you learn how to create a conceptual framework for your web design that is targeted to the individual consumer and the basic rules of managing the customer relationship.

A guide to designing for the Web critiques existing Web sites, suggests simple solutions for improving

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site usability, and offers advice on writing for the Web

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

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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!

Please note that the content of this book primarily consists of articles available from Wikipedia or other free sources online. Pages: 75. Chapters: Affinity diagram, Affordance, Attitudinal analytics, Baby duck syndrome, Banner blindness, Bodystorming, Card sorting, Cognitive dimensions of notations, Comparison of usability evaluation methods, Component-based usability testing, Dancing pigs, DWIM, Eating your own dog food, Edge case, ELMER guidelines, Eye tracking, Flexibility-usability tradeoff, Heat map, InstaLoad, Interaction design, Intranet design annual, Jaime Levy Russell, Jakob Nielsen (usability consultant), Jan Chipchase, Jared Spool, List of human-computer interaction topics, Living lab, Look and feel, Natural mapping (interface

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design), Needs analysis, OpenUsability, Partial concurrent thinking aloud, Personalization, Persona (user experience), Pictive, Process-centered design, Progressive enhancement, Project Oxygen, Questionnaire for User Interaction Satisfaction (QUIS), Reactive system, Readspeaker, RITE Method, Safety assurance, Scenario (computing), Seven stages of action, Spatial file manager, System usability scale, System utility (system engineering), Think aloud protocol, Tree testing, Universal usability, Usability engineering, Usability goals, Usability lab, Usability Professionals' Association, Usage-centered design, Use-centered design, User-centered design, User (system), User analysis, User interface design, Use error, Web accessibility, Web usability, World Usability Day. Excerpt: Usability is the ease of use and learnability of a human-made object. The object of use can be a software application, website, book, tool, machine, process, or anything a human interacts with. A usability study may be conducted as a primary job function by a usability analyst or as a secondary job function by designers, technical writers, marketing personnel, and others. It is widely used in consumer electronics, communication, and knowledge transfer...

The most important things you need to know about creating successful user experiences We want our UX to be brilliant. We want to create stunning user experiences. We want our UX to drive the success of our

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business with useful and usable software products. This book draws on the wisdom and training of Jakob Nielsen and Don Norman to help you get your UX right - in 101 ways! 101 UX Principles shows you the 101 most important things you need to know about usability and design. A practical reference for UX professionals, and a shortcut to greatness for anyone who needs a clear and wise selection of principles to guide their UX success. Learn the key principles that drive brilliant UX design. Enjoy 101 Principles including 'Good UX has a Beginning, a Middle, and an End', 'Make Your Links Look Like Links', 'Don't Use Obsolete Icons', 'Decide Whether an Interaction Should Be Obvious, Easy, or Possible', 'Test with Real Users', 'Making the most of fonts', 'Good UX for search results', and 'Show your user - don't tell your user!' "Good to read from beginning to end, and a nice dip-in-and-out text, the chapter titles reminded me of principles I don't even think about explicitly when I likely should. The book inspired me to start more explicitly articulating some of the principles I just take for granted." - Elizabeth Churchill, Director of User Experience at Google "This is a great practical read. It is convenient to use as a reference when solving real UX problems. I would definitely recommend it as an introduction to UX, but also as a good reminder of best practices for more experienced designers." - Anne-Marie Léger, Designer at Shopify "A great Mood Booster and Pep Talk. Like a good pep talk from a sports coach before a game, Will reminds us of the common pitfalls we all come across." - Kate Pincott Product Designer at Facebook Some more of the 101 UX Principles featured

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in this book: Work with user expectations not against them How to build upon established metaphors How to arrange navigation elements How to introduce new ideas to your user Matching pagination and content structure When invention is not good for UX Striving for simplicity Reducing user tasks What to make clickable Making the most of fonts Making your links look like links Picking the right control for the job Data input and what users care about How to handle destructive user actions When color should not convey information Tappable areas and the size of fingers Getting payment details the right way Use the standard e-commerce pattern If you really must use a flat design When to use progress bars or spinners Dropdowns the right and wrong way Handling just-off-screen content How to do Hamburger menus right When to hide Advanced Settings Good UX for Notifications 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

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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

Usability Engineering Elsevier

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.

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

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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

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

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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

The huge success of personal computing technologies has brought astonishing benefits to individuals, families, communities, businesses, and government, transforming human life, largely for the better. These democratizing transformations happened because a small group of researchers saw the opportunities to convert sophisticated computational tools into appealing personal devices offering valued services by way of easy-to-use interfaces. Along the way, there were challenges to their agenda of human-centered design by: (1) traditional computer scientists who were focused on computation rather than people-oriented services and (2) those who sought to build anthropomorphic agents or robots based on excessively autonomous scenarios. The easy-to-learn and easy-to-use interfaces based on direct manipulation became the dominant form of interaction for more than six billion people. This book gives my personal history of the intellectual arguments and the key personalities I encountered. I believe that the lessons of how the discipline of Human-Computer Interaction (HCI) and the profession of User Experience Design (UXD) were launched can guide others in forming new disciplines and professions. The stories and photos of

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the 60 HCI pioneers, engaged in discussions and presentations, capture the human drama of collaboration and competition that invigorated the encounters among these bold, creative, generous, and impassioned individuals.

Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design.

This book reflects the move in Human Computer Interaction studies from standard usability concerns towards a wider set of problems to do with fun, enjoyment, aesthetics and the experience of use.

Traditionally HCI has been concerned with work and task based applications but as digital technologies proliferate in the home fun becomes an important issue. There is an established body of knowledge and a range of techniques and methods for making products and interfaces usable, but far less is known about how to make them enjoyable. Perhaps in the future there will be a body of knowledge and a set of techniques for assessing the pleasure of interaction that will be as thorough as those that currently assess usability. This book is a first step towards that. It brings together a range of researchers from academia and industry to provide answers. Contributors include Alan Dix, Jakob Nielsen and Mary Beth Rosson as well as a number of other researchers from academia and industry.

Leading authorities from around the world discuss the latest topics in international user-interface design. With most major companies in the computer industry depending on exports for 50 percent or more of their

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sales, user-interface design teams face a major challenge in making their products both useful and accessible to the global marketplace. It is no longer enough to simply offer a product translated in ten to twenty different languages. Users also want a product that acknowledges their unique cultural characteristics and business practices. In *International User Interfaces*, Elisa del Galdo and Jakob Nielsen head a team of acknowledged international authorities who confront some of the problems currently facing international user-interface developers, including: *International Usability Engineering*. *Developing a Cultural Model*. *Arabization of Graphical User Interfaces*. *Managing a Multiple-Language Document System*. *An Intelligent Lexical Management System for Multilingual Machine Translation*. *A Chinese Text Display Supported by an Algorithm for Chinese Segmentation*. *Breaking the Language Barrier with Graphics*. *Cultural Issues That Can Affect Training*

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

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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!

Usability Testing Essentials presents a practical, step-by-step approach to learning the entire process of planning and conducting a usability test. It explains how to analyze and apply the results and what to do when confronted with budgetary and time restrictions. This is the ideal book for anyone involved in usability or user-centered design—from students to seasoned professionals. Filled with new examples and case studies, Usability Testing Essentials, 2nd Edition is completely updated to reflect the latest approaches, tools and techniques needed to begin usability testing or to advance in this area. Provides a comprehensive, step-by-step guide to usability testing, a crucial part of every product's development Discusses important usability issues such as international testing, persona creation, remote testing, and accessibility Presents new examples covering mobile devices and apps, websites, web applications, software, and more Includes strategies for using tools for moderated and unmoderated testing, expanded content on task analysis, and on analyzing and reporting results

Measuring the User Experience was the first book that focused on how to quantify the user experience. Now in the second edition, the authors include new material on how recent technologies have made it easier and more

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effective to collect a broader range of data about the user experience. As more UX and web professionals need to justify their design decisions with solid, reliable data, *Measuring the User Experience* provides the quantitative analysis training that these professionals need. The second edition presents new metrics such as emotional engagement, personas, keystroke analysis, and net promoter score. It also examines how new technologies coming from neuro-marketing and online market research can refine user experience measurement, helping usability and user experience practitioners make business cases to stakeholders. The book also contains new research and updated examples, including tips on writing online survey questions, six new case studies, and examples using the most recent version of Excel. Learn which metrics to select for every case, including behavioral, physiological, emotional, aesthetic, gestural, verbal, and physical, as well as more specialized metrics such as eye-tracking and clickstream data. Find a vendor-neutral examination of how to measure the user experience with web sites, digital products, and virtually any other type of product or system. Discover in-depth global case studies showing how organizations have successfully used metrics and the information they revealed. Companion site, www.measuringux.com, includes articles, tools, spreadsheets, presentations, and other resources to help you effectively measure the user experience.

Is it impossible to schedule enough time to include users in your design process? Is it difficult to incorporate elaborate user-centered design techniques into your own

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standard design practices? Do the resources needed seem overwhelming? This handbook introduces Rapid CD, a fast-paced, adaptive form of Contextual Design. Rapid CD is a hands-on guide for anyone who needs practical guidance on how to use the Contextual Design process and adapt it to tactical projects with tight timelines and resources. Rapid Contextual Design provides detailed suggestions on structuring the project and customer interviews, conducting interviews, and running interpretation sessions. The handbook walks you step-by-step through organizing the data so you can see your key issues, along with visioning new solutions, storyboarding to work out the details, and paper prototype interviewing to iterate the design all with as little as a two-person team with only a few weeks to spare! *Includes real project examples with actual customer data that illustrate how a CD project actually works. *Covers the entire scope of a project, from deciding on the number and type of interviews, to interview set up and analyzing collected data. Sample project schedules are also included for a variety of different types of projects. *Provides examples of how-to write affinity notes and affinity labels, build an affinity diagram, and step-by-step instructions for consolidating sequence models. *Shows how to use consolidated data to define a design within tight time frames with examples of visions, storyboards, and paper prototypes. *Introduces CDTools, the first application designed to support customer-centered design.

This new and completely updated edition is a comprehensive, easy-to-read, "how-to" guide on user

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research methods. You'll learn about many distinct user research methods and also pre- and post-method considerations such as recruiting, facilitating activities or moderating, negotiating with product development teams/customers, and getting your results incorporated into the product. For each method, you'll understand how to prepare for and conduct the activity, as well as analyze and present the data - all in a practical and hands-on way. Each method presented provides different information about the users and their requirements (e.g., functional requirements, information architecture). The techniques can be used together to form a complete picture of the users' needs or they can be used separately throughout the product development lifecycle to address specific product questions. These techniques have helped product teams understand the value of user experience research by providing insight into how users behave and what they need to be successful. You will find brand new case studies from leaders in industry and academia that demonstrate each method in action. This book has something to offer whether you are new to user experience or a seasoned UX professional. After reading this book, you'll be able to choose the right user research method for your research question and conduct a user research study. Then, you will be able to apply your findings to your own products. Completely new and revised edition includes 30+% new content! Discover the foundation you need to prepare for any user research activity and ensure that the results are incorporated into your products Includes all new case studies for each method from leaders in industry and

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academia

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.

Eye Tracking for User Experience Design explores the many applications of eye tracking to better understand how users view and interact with technology. Ten leading experts in eye tracking discuss how they have taken advantage of this new technology to understand, design, and evaluate user experience. Real-world stories are included from these experts who have used eye tracking during the design and development of products ranging from information websites to immersive games. They also explore recent advances in the technology which tracks how users interact with mobile devices, large-screen displays and video game consoles. Methods for combining eye tracking with other research techniques for a more holistic understanding of the user experience are discussed. This is an invaluable resource to those who want to learn how eye tracking can be used to better understand and design for their users. Includes highly relevant examples and information for those who perform user research and design interactive experiences Written by numerous experts in user experience and eye tracking. Highly relevant to anyone interested in eye tracking & UX design Features contemporary eye tracking research emphasizing the latest uses of eye tracking technology in the user experience industry.

Winner of a 2013 CHOICE Outstanding Academic Title Award
The third edition of a groundbreaking reference, The Human-

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Computer Interaction Handbook: Fundamentals, Evolving Technologies, and Emerging Applications raises the bar for handbooks in this field. It is the largest, most complete compilation of HCI theories, principles, advances, case st In this completely updated and revised edition of Designing with the Mind in Mind, Jeff Johnson provides you with just enough background in perceptual and cognitive psychology that user interface (UI) design guidelines make intuitive sense rather than being just a list or rules to follow. Early UI practitioners were trained in cognitive psychology, and developed UI design rules based on it. But as the field has evolved since the first edition of this book, designers enter the field from many disciplines. Practitioners today have enough experience in UI design that they have been exposed to design rules, but it is essential that they understand the psychology behind the rules in order to effectively apply them. In this new edition, you'll find new chapters on human choice and decision making, hand-eye coordination and attention, as well as new examples, figures, and explanations throughout. Provides an essential source for user interface design rules and how, when, and why to apply them Arms designers with the science behind each design rule, allowing them to make informed decisions in projects, and to explain those decisions to others Equips readers with the knowledge to make educated tradeoffs between competing rules, project deadlines, and budget pressures Completely updated and revised, including additional coverage on human choice and decision making, hand-eye coordination and attention, and new mobile and touch-screen examples throughout Computers used to be for geeks. And geeks were fine with dealing with a difficult and finicky interface--they liked this--it was even a sort of badge of honor (e.g. the Unix geeks). But making the interface really intuitive and useful--think about the first Macintosh computers--took computers far far beyond

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the geek crowd. The Mac made HCI (human computer interaction) and usability very popular topics in the productivity software industry. Suddenly a new kind of experience was crucial to the success of software - the user experience. Now, 20 years later, developers are applying and extending these ideas to games. Game companies are now trying to take games beyond the 'hardcore' gamer market--the people who love challenge and are happy to master a complicated or highly genre-constrained interface. Right about now (with the growth of interest in casual games) game companies are truly realizing that usability matters, particularly to mainstream audiences. If it's not seamless and easy to use and engaging, players will just not stay to get to the 'good stuff'. By definition, usability is the ease with which people can employ a particular tool in order to achieve a particular goal. Usability refers to a computer program's efficiency or elegance. This book gives game designers a better understanding of how player characteristics impact usability strategy, and offers specific methods and measures to employ in game usability practice. The book also includes practical advice on how to include usability in already tight development timelines, and how to advocate for usability and communicate results to higher-ups effectively.

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. 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

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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

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.

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

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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

Scenario-based usability engineering -- Analyzing requirements -- Activity design -- Information design -- interaction design -- Prototyping -- Usability evaluation -- User documentation -- Emerging paradigms for user interaction -- Usability engineering in practice.

Cognetics and the locus of attention - Meanings, modes, monotony, and myths - Quantification - Unification - Navigation and other aspects of humane interfaces - Interface issues outside the user interface.

User Interface Inspection Methods succinctly covers five inspection methods: heuristic evaluation, perspective-based user interface inspection, cognitive walkthrough, pluralistic walkthrough, and formal usability inspections. Heuristic evaluation is perhaps the best-known inspection method, requiring a group of evaluators to review a product against a set of general principles. The perspective-based user interface inspection is based on the principle that different perspectives will find different problems in a user interface. In the related persona-based inspection, colleagues assume the roles of personas and review the product based on the needs, background, tasks, and pain points of the different personas. The cognitive walkthrough focuses on ease of learning. Most of the inspection methods do not require users; the main exception is the pluralistic walkthrough, in which a user is invited to provide feedback while members of a product team listen, observe the user, and ask questions. After reading this book, you will be able to use these UI

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inspection methods with confidence and certainty.

Lien

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.

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

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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.

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.

Today many companies are employing a user-centered design (UCD) process, but for most companies, usability begins and ends with the usability test. Although usability testing is a critical part of an effective user-centered life cycle, it is only one component of the UCD process. This book is focused on the requirements gathering stage, which often receives less attention than usability testing, but is equally as important. Understanding user requirements is critical to the development of a successful product. *Understanding Your Users* is an easy to read, easy to implement, how-to guide on usability in the real world. It focuses on the "user requirements gathering" stage of product development and it provides a variety of techniques, many of which may be new to usability professionals. For each technique, readers will learn how to prepare for and conduct the activity, as well as analyze and present the data—all in a practical and hands-on way. In addition, each method presented provides different information about the user and their requirements (e.g., functional requirements, information architecture, task flows).

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The techniques can be used together to form a complete picture of the users' requirements or they can be used separately to address specific product questions. These techniques have helped product teams understand the value of user requirements gathering by providing insight into how users work and what they need to be successful at their tasks. Case studies from industry-leading companies demonstrate each method in action. In addition, readers are provided with the foundation to conduct any usability activity (e.g., getting buy-in from management, legal and ethical considerations, setting up your facilities, recruiting, moderating activities) and to ensure the incorporation of the results into their products. -Covers all of the significant requirements gathering methods in a readable, practical way -Presents the foundation readers need to prepare for any requirements gathering activity and ensure that the results are incorporated into their products -Includes invaluable worksheet and template appendices -Includes a case study for each method from industry leaders -Written by experienced authors who teach conference courses on this subject to usability professionals and new product designers alike

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