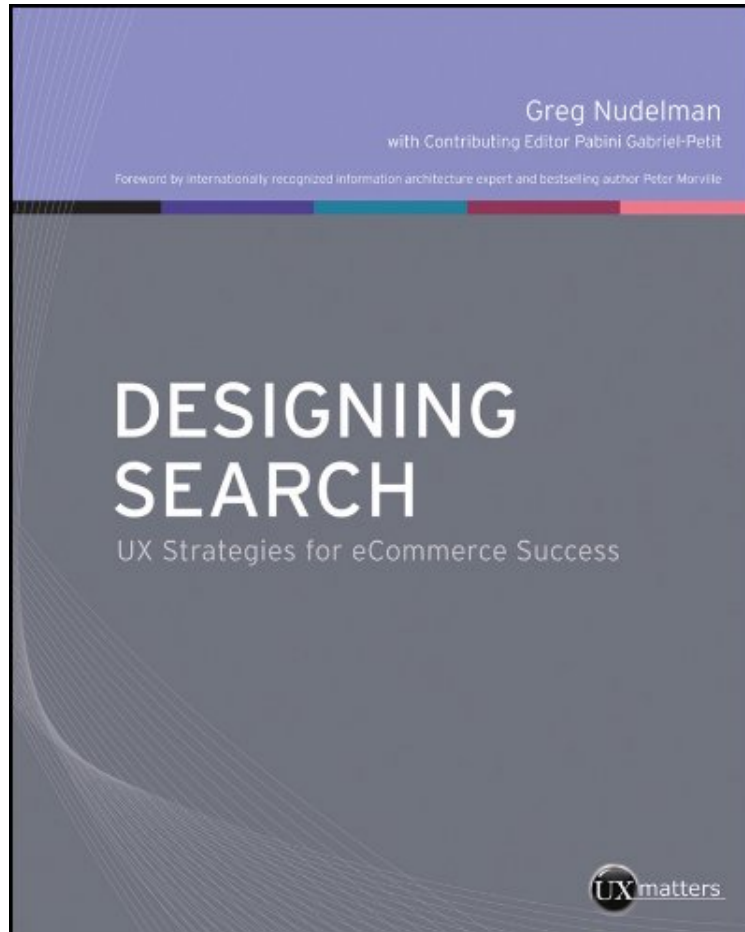


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Designing Search: UX Strategies for eCommerce Success

Von Greg Nudelman

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Von Greg Nudelman : Designing Search: UX Strategies for eCommerce Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Designing Search: UX Strategies for eCommerce Success:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Sehr gutes Buch zur SucheVon Anne ThomWer sich mit Usability befasst und bei Online-Shops unweigerlich auf die Suche stsst: hier ist wirklich ein gutes anschauliches Buch um die Facetten rund um die Suche zu beleuchten. In angenehmer amerikanischer Weise ist dieses Buch mit praktischen Hinweisen und Beispielen gefllt. Es lsst sich sehr gut lesen und trgt sehr dazu bei, sich darber bewut zu werden: wie suchen die Nutzer? Was wird erwartet? Welche technischen Features gibt es? Darber hinaus ist es strukturiert aufgebaut.Ich habe es in diesem Jahr (2013) gelesen und fand es von den Beispielen und der Technik noch sehr aktuell, es geht im letzten Teil auch noch auf mobile devices ein. Wer der englischen Sprache in etwa mchtig ist, findet hier einen super Einstieg und viele Anregungen fr eine

bessere Suche.

Kurzbeschreibung Best practices, practical advice, and design ideas for successful ecommerce search A glaring gap has existed in the market for a resource that offers a comprehensive, actionable design patterns and design strategies for ecommerce search but no longer. With this invaluable book, user experience designer and user researcher Greg Nudelman shares his years of experience working on popular ecommerce sites as he tackles even the most difficult ecommerce search design problems. Nudelman helps you create highly effective and intuitive ecommerce search design solutions and he takes a unique forward-thinking look at trends such as integrating searching with browsing to create a single-finding user interface. Offers much-needed insight on how to create ecommerce search experiences that truly benefit online shoppers Juxtaposes examples of common design pitfalls against examples of highly effective ecommerce search design solutions Presents comprehensive guidance on ecommerce search design strategies for the Web, mobile phone applications, and new tablet devices Shares the author's years of unique experience working with ecommerce from the perspective of the users experience Designing ecommerce Search is mandatory reading if you are interested in orchestrating successful ecommerce search strategies.

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