

Designing Web Navigation: Optimizing the User Experience

Von James Kalbach

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Von James Kalbach : Designing Web Navigation: Optimizing the User Experience before purchasing it in order to gage whether or not it would be worth my time, and all praised Designing Web Navigation: Optimizing the User Experience:

KundenrezensionenHilfreichste Kundenrezensionen2 von 2 Kunden fanden die folgende Rezension hilfreich. A well thought companion in user experience design (UX)Von Axel KlarmannI bought the book to be able to treat the user visually right.My expectations were full-filled with an overview of basic design principles and basic cognitive behavior of users using the up-to-date web technology. Some hints concerning accessibility were very interesting and seems to reflect active developments in user interface design.The elaborated framework was applicable in diverse web projects and the outcome of using hints made in the book, were thought-out websites with user-centered design.A very positive aspect was the section "further reading" at the end of every chapter, with commented links to scientific work,

which leads to a deeper understanding of the presented hints. 1 von 1 Kunden fanden die folgende Rezension hilfreich.
Kurzverdict: Sehr empfehlenswert
Von Jrg Hoewner
Wenn es ein Referenzwerk zum Thema "Web(site) Navigation" geben sollte, das ist es. Dermaen strukturiert und systematisch (und bersichtlich gestaltet) werden hier alle mglichen Navigationsprinzipien und -systeme erlutert und illustriert (Teil 1 des Buches).Im zweiten Teil des Buches wird ein "Fragework for Navigation Design" vorgestellt, das sich aus den Schritten Evaluation, Analyse, Architektur, Layout und Prsentation zusammensetzt, den meisten Konzeptionern jedoch nicht fremd sein sollte.Im dritten Teil wird auf spezifische Themenfelder eingegangen: Suche und Navigation, Social Tagging und Navigation in Rich Media.Fr jeden Webkonzeptioner, Webdesigner und Webberater ein "Must-read".

Kurzbeschreibung
Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. Designing Web Navigation demonstrates that good navigation is not about technology-it's about the ways people find information, and how you guide them.Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, Designing Web Navigation offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book:
Provides the foundations of web navigation and offers a framework for navigation design
Paints a broad picture of web navigation and basic human information behavior
Demonstrates how navigation reflects brand and affects site credibility
Helps you understand the problem you're trying to solve before you set out to design
Thoroughly reviews the mechanisms and different types of navigation
Explores "information scent" and "information shape"
Explains "persuasive" architecture and other design concepts
Covers special contexts, such as navigation design for web applications
Includes an entire chapter on tagging
While Designing Web Navigation focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.