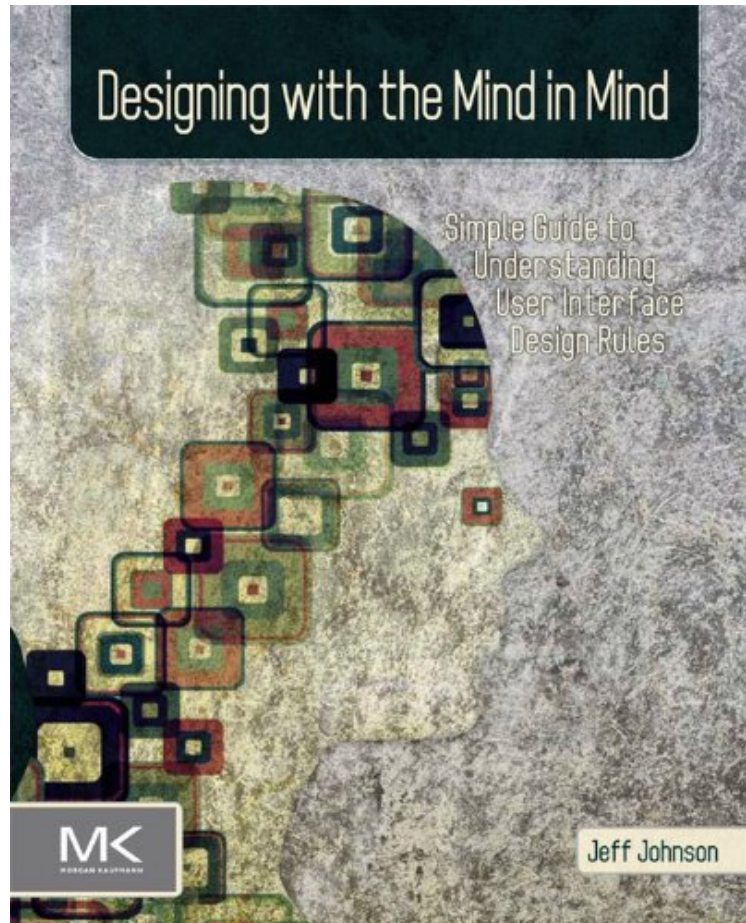


(Ebook pdf) Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules

Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules

Von Jeff Johnson

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Von Jeff Johnson : Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules before purchasing it in order to gage whether or not it would be worth my time, and all praised Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules:

KundenrezensionenHilfreichste Kundenrezensionen8 von 9 Kunden fanden die folgende Rezension hilfreich. angewandte NeurobiologieVon Dr. Joachim GruberDie Beurteilungen des Herausgebers lassen uns viel erwarten - und das mit Recht. ber das dort Gesagte hinaus gibt mir das Buch viel mehr: Es wurde mein Lehrbuch in angewandter Neurobiologie, sehr angenehm geschrieben, oft verblffend, beunruhigend und immer ansant. Jeff Johnson bietet mir eine praktische Demonstration der Leistungfhigkeit von Gerald Edelmans "Theory of Neuronal Group Selection", einem in sich schlssigen Model unseres Bewutseins (Bcher dazu: Neural Darwinism: Theory of Neuronal Group Selection (Oxford Paperbacks) oder A Universe of Consciousness How Matter Becomes Imagination, Gehirn und

Geist. Wie aus Materie Bewusstsein entsteht. Nach meiner Ansicht hat das Buch gänzlich neuartige Wege eröffnet, wie wir mit Computern in der Zukunft umgehen werden. Ich meine, Jeff Johnson geht noch darüber hinaus: Er eröffnet mir einen Blick in eine neue Welt der Kommunikation, in eine, welche auf moderner Neurobiologie aufbaut. Es mag komisch klingen, aber es ist wahr: Nachdem ich nun das Buch eingehend gelesen habe, berprüfe ich fortwährend, ob meine alltägliche Kommunikation den Regeln von Jeff Johnsons Buch entspricht. 0 von 0 Kunden fanden die folgende Rezension hilfreich. Gutes Buch Von Marcel Gutes Buch und auch sehr gut zu verstehen. Hat mir bei meiner Arbeit sehr gut weitergeholfen. Ist auch so sehr interessant zu lesen, wenn man es nicht für eine Recherche benötigt.

Kurzbeschreibung Early user interface (UI) practitioners were trained in cognitive psychology, from which UI design rules were based. But as the field evolves, 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 *Designing with the Mind in Mind*, Jeff Johnson, author of the best selling *GUI Bloopers*, provides designers with just enough background in perceptual and cognitive psychology that UI design guidelines make intuitive sense rather than being just a list of rules to follow. * The first practical, all-in-one source for practitioners on user interface design rules and why, when and how to apply them. * Provides just enough background into the reasoning behind interface design rules that practitioners can make informed decisions in every project. * Gives practitioners the insight they need to make educated design decisions when confronted with tradeoffs, including competing design rules, time constraints, or limited resources.

Pressestimmen "Take fundamental principles of psychology. Illustrate. Combine with Fundamental Principles of Design. Stir gently until fully blended. Read daily until finished. Caution: The mixture is addictive." -- Don Norman, Nielsen Norman group, Author of *Design of Future Things*. "This book is a primer to understand the why of the larger human action principles at work—a sort of cognitive science for designers in a hurry. Above all, this is a book of profound insight into the human mind for practical people who want to get something done." -- Stuart Card, Senior Research Fellow and the manager of the User Interface Research group at the Palo Alto Research Center from the foreword "If you want to know why design rules work, Jeff Johnson provides fresh insight into the psychological rationale for user-interface design rules that pervade discussions in the world of software product and service development." -- Aaron Marcus, President, Aaron Marcus and Associates, Inc. "As anyone who has taken a course in human-computer interaction (HCI) will attest, cognitive science textbooks tend towards the drier end of the literary spectrum. The achievement of this book in making the material easily accessible is therefore nothing short of magnificent. It discusses the relevant scientific findings without any lack of scholarship, but always with an eye to how those findings can be put to practical use." -- BCS, British Computer Society Online, November 2010 "Anyone who has a hand in developing software applications that people interact with should read this book. That includes those who build data visualization applications, such as custom analytical applications and performance monitoring dashboards. Computer technologies that are supposed to help people think will only work if they're designed to interact hand in glove with human perception and cognition. This book distills the most important insights we've learned about how the human brain functions for the purpose of human-computer interaction, explains them simply, clearly, entertainingly, and in practical terms, then goes on to teach design principles that should be followed to build systems that people can interact with productively and enjoyably." -- Perceptual Edge blog

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