



SITE-SEEING

A VISUAL APPROACH TO WEB USABILITY

LUKE WROBLEWSKI

Site Seeing A Visual Approach To Web Usability

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Site-Seeing Luke Wroblewski,2002-06 A Visual Approach to Web usability takes a fresh approach to the hot topic of Web usability Shows readers how to apply good visual communications principles to make their Web sites more user friendly A Visual Approach to Web Usability goes beyond the usual engineering approach to usability and instead teaches visual literacy for the Web It shows how to create positive Web experiences Warning Other usability books may be hazardous to your creativity A Visual Approach to Web Usability shows that good usability means much more than fast downloads and no frames Shows how to balance look and feel technology and organization to create Web sites that are easy to navigate Packed with full color examples that deconstruct the good the bad and the ugly of Web design A Visual Approach to Web Usability graphically shows what works what doesn't and why What it is Web usability means designing sites so that a user can easily navigate the contents obtain the information he seeks and enjoy the experience enough so that he's likely to return Many of the principles espoused in this and other usability books seem like common sense yet the persistence of poorly designed sites on the Web shows that common sense may not be so common

Site-Seeing Wroblewski,2002-08-01 *Site-Seeing* Luke Wroblewski,2002-07-12 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

Visual Design for the Modern Web Penny McIntire,2007-11-14 Just as great artists must understand their tools great Web designers must understand the technology behind their art In Visual Design for the Web author Penny McIntire shows novice Web designers how to use their tools including HTML CSS and JavaScript in conjunction with the principles of aesthetics and usability to become masters of their craft Chapters begin with explanations of the terminology and techniques of web structures then demonstrate how to apply the rules of design to create beautiful sites The book Illustrates how fundamental principles of design apply to the web Includes charts diagrams and graphics to enhance learning and retention Covers site analysis navigation layout color graphics typography and forms Demonstrates multiple techniques for getting just the right look and feel for your web sites Focuses on the characteristics that make sites usable engaging and memorable

Designing for Interaction Dan Saffer,2010 Building products and services that people interact with is the big challenge of the 21st century Dan Saffer has done an amazing job synthesizing the chaos into an understandable ordered reference that is a bookshelf must have for anyone thinking of creating new designs Jared Spool CEO of User Interface Engineering Interaction design is all around us If you've ever wondered why your mobile phone looks pretty but doesn't work well you've confronted bad interaction design But if you've ever marveled at the joy of using an iPhone shared your photos on Flickr used an ATM machine recorded a television show on TiVo or ordered a movie off Netflix you've encountered good interaction design products that work as well as they look Interaction design is the new field that defines how our interactive products behave Between the technology that powers our devices and the visual and industrial design that creates the products

aesthetics lies the practice that figures out how to make our products useful usable and desirable This thought provoking new edition of *Designing for Interaction* offers the perspective of one of the most respected experts in the field Dan Saffer This book will help you learn to create a design strategy that differentiates your product from the competition use design research to uncover people s behaviors motivations and goals in order to design for them employ brainstorming best practices to create innovativenew products and solutions understand the process and methods used to define product behavior It also offers interviews and case studies from industry leaders on prototyping designing in an Agile environment service design ubicomp robots and more

Designing Web Navigation James Kalbach,2007-08-28 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

Multimedia and E-Content Trends Peter A. Bruck,2009-02-17 The authors reflect the preoccupation of academia with the latest trends in e content and communication technologies such as going mobile or discovering new innovative interfaces In addition they introduce new learning methods with interactive media

Web Aesthetics and Usability Konstantinos Efstratios Kripintiris,2008

Patient-Centered E-Health Wilson, E. Vance,2008-09-30 Presents the perspective of a distinct form of e health that is patient focused patient aware patient empowered and patient active Addresses the special characteristics of the e health domain through a user centered design providing foundational topics in areas such as patient centered design methods

psychological aspects of online health communication and e health marketing **Community and Website Design for Earth System Science Informal Education Network** Aloysius Lim,Sae Yi Park,Xiao Yu Wang,2007 **Communication Arts** ,2005 *Web Development* Craig M. Baehr,2007 An excellent reference for professionals and experienced designers this text takes a holistic approach to web development At the heart of the text is the belief that keeping the user s needs in mind during development process will create more effective sites It addresses planning structure navigation content design and usability while focusing on their interconnectedness within web development Both traditional and contemporary theoretical approaches are discussed including rhetorical theory visual spatial thinking and user centered design A number of real world examples including screen captures of actual sites advice from practicing professionals and ready to use materials make this book a must have for anyone interested in effective web development Provides an overview of the web development process and planning phases Covers the basics of document markup and publishing Looks at critical factors in overall development relating to site structure navigation systems research visual design interface design and usability accessibility Includes examples of architectures navigation interface designs usability tests accessibility standards and content development Appropriate for advanced technical writing courses in Multimedia and Web Design An excellent resource for anyone interested in developing effective websites Visual Communication Susan Hilligoss,Tharon Howard,2001-08 Designing Web Site Interface Elements Eric Eaton,2003 Eric Eaton offers expert advice to Web programmers on creating targeted and effective Web site interfaces based on successful real world examples **Digital History** Daniel Cohen,Roy Rosenzweig,2006 Selected by Choice magazine as an Outstanding Academic Title Digital History A Guide to Gathering Preserving and Presenting the Past on the Web provides for the first time a plainspoken and thorough introduction to the web for historians teachers and students archivists and museum curators professors as well as amateur enthusiasts who wish to produce online historical work or to build upon and improve the projects they have already started in this important new medium The book takes the reader step by step through planning a project understanding the technologies involved and how to choose the appropriate ones designing a site that is both easy to use and scholarly digitizing materials in a way that makes them web friendly while preserving their historical integrity and reaching and responding to an intended audience effectively It also explores the repercussions of copyright law and fair use for scholars in a digital age and examines more cutting edge web techniques involving interactivity such as sites that use the medium to solicit and collect historical artifacts Finally the book provides basic guidance for ensuring that the digital history the reader creates will not disappear in a few years Throughout Digital History maintains a realistic sense of the advantages and disadvantages of putting historical documents interpretations and discussions online The authors write in a tone that makes Digital History accessible to those with little knowledge of computers while including a host of details that more technically savvy readers will find helpful And although the book focuses particularly on historians those working in related fields in the

humanities and social sciences will also find this to be a useful introduction Digital History builds upon more than a decade of experience and expertise in creating pioneering and award winning work by the Center for History and New Media at George Mason University *Conference Proceedings* ,2003 **Encyclopedia of Networked and Virtual Organizations** Goran Putnik, Maria Manuela Cunha, 2008 This book documents the most relevant contributions to the introduction of networked dynamic agile and virtual organizational models definitions taxonomies opportunities and reference models and architectures It creates a repository of the main developments regarding the virtual organization compiling definitions characteristics comparisons advantages practices enabling technologies and best practices Provided by publisher *Journal of Visual Impairment & Blindness* ,2007 □□□□ ,2007-06 **IUI 02** David B. Leake, Yolanda Gil, 2002

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