

# **Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Steve Krug**

The Practice of Creativity Customers Included UX for  
Lean Startups Validating Product Ideas Eye Tracking in  
User Experience Design Data-Driven Marketing Just  
Enough Research Interviewing Users Design for How  
People Think Not Rocket Surgery Web Usability Web  
Accessibility User Friendly The Moderator's Survival  
Guide Don't Make Me Think The User Experience Team  
of One Web Form Design Responsive Web Design with  
HTML5 and CSS3 A Project Guide to UX Design It's Not  
Rocket Surgery Designing with Web  
Standards Smashing UX Design Handbook of Usability  
Testing Don't Make Me Think, Revisited Forms that  
Work Usable Usability Causal Reasoning in  
Physics Letting Go of the Words The Language of  
Things Writing for the Web Business Analyst's Mentor  
Book 100 MORE Things Every Designer Needs to Know  
About People Rocket surgery made easy Usability  
Engineering Understanding Your Users Ctrl Alt  
Delete Usability Testing Essentials Rocket Surgery  
Made Easy Tragic Design Moderating Usability Tests

## **The Practice of Creativity**

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

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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.

## **Customers Included**

Handleiding voor het verbeteren van de gebruiksvriendelijkheid van een website.

## **UX for Lean Startups**

"Learn how to have great conversations through your site or app. Meet your business goals while satisfying your site visitors' needs. Learn how to create useful and usable content from the master - Ginny Redish. Ginny's easy-to-read style will teach you how to plan, organize, write, design, and test your content"--

## **Validating Product Ideas**

Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has revisited his classic, industry-shaking guidebook. Updated in collaboration with co-author Ethan Marcotte, this third edition covers improvements and challenges in the changing environment of standards-based design. Written in the same engaging and witty style, making even the most complex information easy to digest, Designing

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with Web Standards remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain. Substantially revised—packed with new ideas How will HTML5, CSS3, and web fonts change your work? Learn new strategies for selling standards Change what “IE6 support” means “Occasionally (very occasionally) you come across an author who makes you think, ‘This guy is smart! And he makes me feel smarter, because now I finally understand this concept.’” — Steve Krug, author of Don’t Make Me Think and Rocket Surgery Made Easy “A web designer without a copy of Designing with Web Standards is like a carpenter without a level. With this third edition, Zeldman continues to be the voice of clarity; explaining the complex in plain English for the rest of us.” — Dan Cederholm, author, Bulletproof Web Design and Handcrafted CSS “Jeffrey Zeldman sits somewhere between ‘guru’ and ‘god’ in this industry—and manages to fold wisdom and wit into a tale about WHAT web standards are, HOW standards-based coding works, and WHY we should care.” — Kelly Goto, author, Web ReDesign 2.0: Workflow that Works “Some books are meant to be read. Designing with Web Standards is even more: intended to be highlighted, dogeared, bookmarked, shared, passed around, and evangelized, it goes beyond reading to revolution.” — Liz Danzico, Chair, MFA Interaction Design, School of Visual Arts

## **Eye Tracking in User Experience Design**

The Moderator's Survival Guide is your indispensable

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resource for navigating the rocky shoals of your one-on-one user research sessions. Inside, you'll find guidance for nearly 100 diverse situations (ranging from business-as-usual to tricky and sticky) that might occur during usability studies, contextual inquiries, or user interviews. As a moderator, you are responsible for the well-being of the participant, your study, and your organization. You must be prepared for anything that may happen, from your technology failing to the participant quailing. Use this guide to identify your best next steps, react appropriately, and survive any challenges that comes your way. Practical, field-tested, and actionable tips for what to do and say—and what NOT to do or say—in each situation. Key patterns and extensive examples to sharpen your approach to the commonplace and prepare you for the unlikely. Illustrative "survival stories" contributed by numerous professionals on the front lines of user research.

### **Data-Driven Marketing**

Why do companies so often fail to give customers what they want? "Customers Included" provides a roadmap for any executive or entrepreneur who wants to create better products and services. Using real-world case studies—from Apple, Google, Netflix, and Walmart to an African hand pump, a New York City park, and the B-17 bomber—the book clearly explains why including the customer is an essential ingredient of success for any team, company, or organization. Mark Hurst, a pioneer in the field of customer experience, provides practical tips for a

strategic, customer-inclusive approach that generates results.

## **Just Enough Research**

We live in a world drowning in objects. But what do they tell us about ourselves? In *The Language of Things*, Deyan Sudjic charts our relationship - both innocent and knowing - with all things designed. From the opulent excesses of the catwalk, or the technical brilliance of a laptop computer, to the subtle refinement of a desk lamp, he shows how we can be manipulated and seduced by our possessions. Sudjic delivers an exhilarating insider's history of design as he introduces us to the world's most original innovators and reveals the hidden meanings in their work. How did the design of a pistol influence a car? Why did a chair make a cafe the most fashionable place in Paris? What can we learn from a banknote, a police uniform or a typeface? And why can't any of us decide what size to wear our trousers? In an age when the word 'designer' has become synonymous with the cynical and manipulative, Sudjic examines the qualities behind successful design and explores the conflicting tensions between high art and mass production. Brilliant and courageous, *The Language of Things* defines the visual vocabulary of our time and gives us a powerful new way of seeing the world.

## **Interviewing Users**

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

## **Design for How People Think**

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.

## **Not Rocket Surgery**

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With *Writing for the Web*, you'll learn everything you need to know to create effective Web content using words, pictures, and sound. Follow along as instructor and writer Lynda Felder combines easy-to-follow guidelines with photographs, lists, and tables to illustrate the key concepts behind writing nonlinear, interactive stories; creating succinct and clear copy; and working compelling images, motion graphics, and sound into your content. Many books offer instruction on how to use software programs to build Web sites, podcasts, and illustrations. But only *Writing for the Web* explains when and why an author might choose an illustration over a photograph, motion graphics over text, or a slice of Beethoven's Fifth over the sound of a bubbling brook. Focusing on storytelling techniques that work best for digital media, this book describes the essential skills and tools in a Web author's toolbox, including a thorough understanding of grammar and style, a critical eye for photography, and an ear for just the right sound byte for a podcast. This clearly written guide provides a fun and practical approach to Web writing that busy students and writers will be eager to learn and explore. Uses concise, straight-to-the-point style to illustrate techniques for writing sharp and focused Web copy, coupled with compelling visuals and sound. Focuses on writing practices and guidelines, with exercises and prompts developed and tested by the author. Features clear design, with plenty of pictures and visual elements, and a friendly and knowledgeable voice. Take your learning even further with Lynda's companion book: *The Web Writer's Toolkit: 365 prompts, collaborative exercises, games, and challenges for effective online content*. For more tips,

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exercises, and suggestions for teachers, check out the book's Web site at [www.write4web.com](http://www.write4web.com).

## **Web Usability**

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.

## **Web Accessibility**

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). 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.

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- 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

## **User Friendly**

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,

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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 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!

## **The Moderator's Survival Guide**

### **Don't Make Me Think**

The A-to-Z guide to spotting and fixing usability problems Frustrated by pop-ups? Forms that make you start over if you miss a field? Nonsensical error messages? You're not alone! This book helps you simply get it right the first time (or fix what's broken). Boasting a full-color interior packed with design and layout examples, this book teaches you how to

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understand a user's needs, divulges techniques for exceeding a user's expectations, and provides a host of hard won advice for improving the overall quality of a user's experience. World-renowned UX guru Eric Reiss shares his knowledge from decades of experience making products useable for everyone all in an engaging, easy-to-apply manner. Reveals proven tools that simply make products better, from the users' perspective Provides simple guidelines and checklists to help you evaluate and improve your own products Zeroes in on essential elements to consider when planning a product, such as its functionality and responsiveness, whether or not it is ergonomic, making it foolproof, and more Addresses considerations for product clarity, including its visibility, understandability, logicalness, consistency, and predictability Usable Usability walks you through numerous techniques that will help ensure happy customers and successful products!

## **The User Experience Team of One**

### **Web Form Design**

Web accessibility not just morally sound – there are legal obligations as well Very large potential audience, consisting of web developers and business managers Very little competition to this book

### **Responsive Web Design with HTML5 and CSS3**

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.

## **A Project Guide to UX Design**

Moderating Usability Tests provides insight and guidance for usability testing. To a large extent, successful usability testing depends on the skills of the person facilitating the test. However, most usability specialists still learn how to conduct tests through an apprentice system with little formal training. This book is the resource for new and experienced moderators to learn about the rules and practices for interacting. Authors Dumas and Loring draw on their combined 40 years of usability testing experience to develop and present the most effective principles and practices - both practical and ethical - for moderating successful usability tests. The videos are available from the publisher's companion web site. Presents the ten "golden rules that maximize every session's value Offers targeted advice on how to maintain objectivity Discusses the ethical considerations that apply in all usability testing Explains how to reduce the stress that participants often feel Considers the special requirements of remote usability testing Demonstrates good and bad moderating techniques with laboratory videos accessible from the publisher's companion web site

# Bookmark File PDF Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Steve Krug **It's Not Rocket Surgery**

It's been known for years that usability testing can dramatically improve products. But with a typical price tag of \$5,000 to \$10,000 for a usability consultant to conduct each round of tests, it rarely happens. In this how-to companion to *Don't Make Me Think: A Common Sense Approach to Web Usability*, Steve Krug spells out a streamlined approach to usability testing that anyone can easily apply to their own Web site, application, or other product. (As he said in *Don't Make Me Think*, "It's not rocket surgery".) Using practical advice, plenty of illustrations, and his trademark humor, Steve explains how to: Test any design, from a sketch on a napkin to a fully-functioning Web site or application Keep your focus on finding the most important problems (because no one has the time or resources to fix them all) Fix the problems that you find, using his "The least you can do" approach By paring the process of testing and fixing products down to its essentials ("A morning a month, that's all we ask"), *Rocket Surgery* makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. *Rocket Surgery Made Easy* adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made *Don't Make Me Think* so popular.

## **Designing with Web Standards**

The DNA of business has changed. Forever. You can blame technology, smartphones, social media, online

shopping and everything else, but nothing changes this reality: we are in a moment of business purgatory. So, what are you going to do about it? Mitch Joel, one of the world's leading experts in new media, warns that the time has come to CTRL ALT DELETE. To reboot and to start re-building your business model. If you don't, Joel warns, not only will your company begin to slide backwards, but you may find yourself unemployable within five years. That's a very strong warning, but in his new book, CTRL ALT DELETE, Joel explains the convergence of five key movements that have changed business forever. The movements have already taken place, but few businesses have acted on them. He outlines what you need to know to adapt right now. He also points to the seven triggers that will help you take advantage of these game-changing factors to keep you employable as this new world of business unfolds. Along the way, Joel introduces his novel concept of "squiggle" which explains how you can learn to adapt your personal approach to your career, as new technology becomes the norm. In short, this is not a book about "change management" but rather a book about "changing both you AND your business model."

## **Smashing UX Design**

With the rate at which the cost of health insurance is increasing far outpacing overall inflation and more importantly workers earnings, what was once the crown jewel of an employee benefit package has now become a liability to many employers. To address the inevitable annual cost increases employers have been

forced to reduce benefits while also increasing employee payroll deductions resulting in plans that employees can barely afford to have, let alone use. But there isn't anything that can be done about it, right? Fortunately, there is an alternative to the status quo. As outlined in this book employers who have elected to take control over their health plan, rather than outsource the management of their health care supply chain to an insurance carrier, have found that it is possible to not only reduce the cost of health insurance while also improving the plan. The Total Control Health Plan puts allows employers to use the same management strategies they use for all other aspects of their business and the results are astounding.

## **Handbook of Usability Testing**

This book will lead you, step by step and with illustrative screenshots, through a real example. Are you writing two websites - one for mobile and one for larger displays? Or perhaps you've heard of Responsive Design but are unsure how to bring HTML5, CSS3, or responsive design all together. If so, this book provides everything you need to take your web pages to the next level - before all your competitors do!

## **Don't Make Me Think, Revisited**

User experience doesn't happen on a screen; it happens in the mind, and the experience is multidimensional and multisensory. This practical

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book will help you uncover critical insights about how your customers think so you can create products or services with an exceptional experience. Corporate leaders, marketers, product owners, and designers will learn how cognitive processes from different brain regions form what we perceive as a singular experience. Author John Whalen shows you how anyone on your team can conduct "contextual interviews" to unlock insights. You'll then learn how to apply that knowledge to design brilliant experiences for your customers. Learn about the "six minds" of user experience and how each contributes to the perception of a singular experience Find out how your team—without any specialized training in psychology—can uncover critical insights about your customers' conscious and unconscious processes Learn how to immediately apply what you've learned to improve your products and services Explore practical examples of how the Fortune 100 used this system to build highly successful experiences

## **Forms that Work**

It's Not Rocket Surgery Journal - Notebook - Workbook - 6x9 - 100 Pages - Graph Paper 5x5 - Glossy Softback Cover Medicine Puns Novelty: This Funny Medical Quote design would make an incredible gift for Nurses, Doctors And Funny Medical Jokes fans. Amazing It's Not Rocket Surgery illustrative work with Original Hand-Drawn Doctor Operating A Rocket. Act now & get your new favorite Medicine Puns artwork or gift it to family & friends. 100 duo sided bright white pages 6x9 dimensions, portable size (bag, school,

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home, work, desc, ) High quality glossy softbound cover designed with love Makes an ideal present for any gift giving occasion Perfect gift idea for: birthdays, back to school, christmas, thanksgiving, family & friends, notebook & planner lovers, teachers, graduation gifts, co-workers, boss gift, gift baskets,

## **Usable Usability**

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 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

## **Causal Reasoning in Physics**

NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing

\$53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

## **Letting Go of the Words**

Much has been written on the role of causal notions and causal reasoning in the so-called 'special sciences' and in common sense. But does causal reasoning also play a role in physics? Mathias Frisch argues that, contrary to what influential philosophical arguments purport to show, the answer is yes. Time-asymmetric causal structures are as integral a part of the representational toolkit of physics as a theory's dynamical equations. Frisch develops his argument partly through a critique of anti-causal arguments and partly through a detailed examination of actual examples of causal notions in physics, including causal principles invoked in linear response theory and in representations of radiation phenomena. Offering a new perspective on the nature of scientific theories and causal reasoning, this book will be of interest to professional philosophers, graduate students, and anyone interested in the role of causal thinking in science.

## **The Language of Things**

Want to know what your users are thinking? If you're

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a product manager or developer, this book will help you learn the techniques for finding the answers to your most burning questions about your customers. With step-by-step guidance, Validating Product Ideas shows you how to tackle the research to build the best possible product.

### **Writing for the Web**

Interviewing is a foundational user research tool that people assume they already possess. Everyone can ask questions, right? Unfortunately, that's not the case. Interviewing Users provides invaluable interviewing techniques and tools that enable you to conduct informative interviews with anyone. You'll move from simply gathering data to uncovering powerful insights about people.

### **Business Analyst's Mentor Book**

#### **100 MORE Things Every Designer Needs to Know About People**

Business Analyst's Mentor Book includes tips and best practices in a broad range of topics like: Business analysis techniques and tools Agile and waterfall methodologies Scope management Change request management Conflict management Use cases UML Requirements gathering and documentation User interface design Usability testing Software testing Automation tools Real-life examples are provided to help readers apply these best practices in their own IT

organizations. The book also answers the most frequent questions of business analysts regarding software requirements management.

## **Rocket surgery made easy**

Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product.

- Determine whether people will buy your product before you build it
- Listen to your customers throughout the product's lifecycle
- Understand why you should design a test before you design a product
- Get nine tools that are critical to designing your product
- Discern the difference between necessary features and nice-to-haves
- Learn how a Minimum Viable Product affects your UX decisions
- Use A/B testing in conjunction with good UX practices
- Speed up your product development process without sacrificing quality

## **Usability Engineering**

AMAZON BEST BOOKS OF 2019 PICK FORTUNE WRITERS AND EDITORS' RECOMMENDED BOOKS OF 2019 PICK "User Friendly is a tour de force, an engrossing fusion of scholarly research, professional experience and revelations from intrepid firsthand reporting." —EDWARD TENNER, The New York Times Book Review In User Friendly, Cliff Kuang and Robert Fabricant reveal the untold story of a paradigm that quietly rules our modern lives: the assumption that machines should anticipate what we need. Spanning over a century of sweeping changes, from women's rights to the Great Depression to World War II to the rise of the digital era, this book unpacks the ways in which the world has been—and continues to be—remade according to the principles of the once-obscure discipline of user-experience design. In this essential text, Kuang and Fabricant map the hidden rules of the designed world and shed light on how those rules have caused our world to change—an underappreciated but essential history that's pieced together for the first time. Combining the expertise and insight of a leading journalist and a pioneering designer, User Friendly provides a definitive, thoughtful, and practical perspective on a topic that has rapidly gone from arcane to urgent to inescapable. In User Friendly, Kuang and Fabricant tell the whole story for the first time—and you'll never interact with technology the same way again.

## **Understanding Your Users**

Thousands of designers, marketers, and product managers have come to rely on Susan Weinschenk's

original 100 Things Every Designer Needs To Know About People as a “go-to book” for practical advice on how to use the latest findings in psychology and neuroscience to directly inform and improve their designs, brands, and products. Research hasn’t stopped since the book was written, and new design challenges have emerged. Weinschenk’s new book, 100 MORE Things Every Designer Needs To Know About People applies the latest research in psychology, neuroscience, brain research, and social psychology to the design of technology products, including websites, apps, wearables, and artificial intelligence. Weinschenk combines real science and research citations with practical examples to make her 100 MORE Things engaging, persuasive, easy to read, accessible, and useful. 100 MORE Things Every Designer Needs to Know About People is not just another “design guidelines” book because it explains the WHY behind the guidelines, providing concrete examples and prescriptions that can be easily and instantly applied.

## **Ctrl Alt Delete**

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 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

## **Usability Testing Essentials**

Bad design is everywhere, and its cost is much higher than we think. In this thought-provoking book, authors Jonathan Shariat and Cynthia Savard Saucier explain how poorly designed products can anger, sadden, exclude, and even kill people who use them. The designers responsible certainly didn't intend harm, so what can you do to avoid making similar mistakes? *Tragic Design* examines real case studies that show how certain design choices adversely affected users, and includes in-depth interviews with authorities in the design industry. Pick up this book and learn how you can be an agent of change in the design community and at your company. You'll explore: Designs that can kill, including the bad interface that doomed a young cancer patient Designs that anger, through impolite technology and dark patterns How design can inadvertently cause emotional pain Designs that exclude people through lack of

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accessibility, diversity, and justice How to advocate for ethical design when it isn't easy to do so Tools and techniques that can help you avoid harmful design decisions Inspiring professionals who use design to improve our world

## **Rocket Surgery Made Easy**

Usability Testing Essentials provides readers with the tools and techniques needed to begin usability testing or to advance their knowledge in this area. The book begins by presenting the essentials of usability testing, which include focusing on the user and not the product; knowing when to conduct small or large studies; and thinking of usability as hill climbing. It then reviews testing options and places usability testing into the context of a user-centered design (UCD). It goes on to discuss the planning, preparation, and implementation of a usability test. The remaining chapters cover the analysis and reporting of usability test findings, and the unique aspects of international usability testing. This book will be useful to anyone else involved in the development or support of any type of product, such as software or web developers, engineers, interaction designers, information architects, technical communicators, visual or graphic designers, trainers, user-assistance specialists, and instructional technologists. Provides a comprehensive, step-by-step guide to usability testing, a crucial part of every product's development The fully updated four-color edition now features important usability issues such as international testing, persona creation, remote testing, and accessibility Follow-up to

Usability Testing and Research (9780205315192, Longman, 2001), winner of the highest-level award from the Society for Technical Communication

## **Tragic Design**

Every meeting leader has faced groups that stagnate creatively, or worse turn acrimonious—a dullness or negativity stemming from the group's inability to pursue ideas productively and beyond their obvious limits. "The Practice of Creativity" offers a bold and time-tested approach to this problem, an approach both dependable and dynamic; one that uses a unique method of metaphorical thinking to stimulate creative response. Written by the former president of Synectics, Inc., this book provides detailed instructions on how to use a method already proven successful in many organizations, including some of the largest and most successful in the world. It explores the process of facing and understanding problems, eliminating inadequate ideas, and unifying the entire group to concentrate its collective intelligence and imagination on fresh solutions. The leader's role is also discussed. Showing leaders not only how to enhance and encourage imagination and flexibility, but to insure that the personal interactions remain open and constructive, that the discussion retains healthy momentum, and that the fear of being "wrong" will not inhibit open, creative expression. An invaluable book for business, government and other organizations, "The Practice of Creativity" is unique in the field of meaningful communications. George Prince was the co-founder and president of Synectics,

Inc. Educated at Exeter and at Williams College, he lived in Winchester, Massachusetts until his death in 2009 at age 91. His work has appeared in many prominent publications, including the "Harvard Business Review, " which lists his article on running meetings as one of its all-time most requested reprints.

## **Moderating Usability Tests**

Forms make or break the most crucial online interactions: checkout (commerce), registration (community), data input (participation and sharing), and any task requiring information entry. In *Web Form Design*, Luke Wroblewski draws on original research, his considerable experience at Yahoo! and eBay, and the perspectives of many of the field's leading designers to show you everything you need to know about designing effective and engaging Web forms.

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The Do It Yourself Guide To Finding And Fixing  
Usability Problems Steve Krug

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