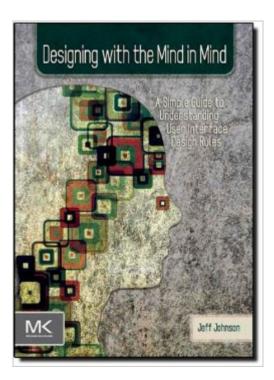
The book was found

Designing With The Mind In Mind: Simple Guide To Understanding User Interface Design Rules





Synopsis

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 constrictions, or limited resources.

Book Information

Paperback: 200 pages Publisher: Morgan Kaufmann; 1 edition (June 3, 2010) Language: English ISBN-10: 012375030X ISBN-13: 978-0123750303 Product Dimensions: 9.2 x 7.4 x 0.4 inches Shipping Weight: 1.1 pounds Average Customer Review: 4.6 out of 5 stars Â See all reviews (94 customer reviews) Best Sellers Rank: #360,127 in Books (See Top 100 in Books) #167 in Books > Computers & Technology > Computer Science > Human-Computer Interaction #169 in Books > Computers & Technology > Graphics & Design > User Experience & Usability #627 in Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

Developed from a course titled "Human-Computer Interaction" that he taught at the University of Canterbury in New Zealand, Dr. Jeff Johnson -- who holds degrees from Yale and Stanford, experience at Xerox and author of the book, "GUI Bloopers" -- offers contextual explanations as to how we visualize and categorize information, data and images in such a manner that engineers and programmers can design user interfaces in the most effective manner. It's a well-written, insightful and very practical guide that will be of interest to anyone interested in the how-and-why of computer/machine interface design. Topics covered include: How our visual perceptions are biased by experience, the current context, and user's intentions/goals; How our vision is optimized to see structure; Gestalt principles of proximity, continuity, closure, symmetry, figure/ground separation and then how they are combined; How structure enhances people's ability to scan long numbers; how visual hierarchy enables readers to focus on the most relevant information; A discussion of psychological theory that indicates than we're "wired for language, but not for reading" and the design implications of these findings; Limitations of our color vision and implications for how color is presented in user interfaces; the fact that user's peripheral vision is poor and common methods used to makes messages more visible (e.g. pop-ups, sound, and flash/motion); Design implications regarding our limited short term and long term memory; how recognition and learning from experience for readers is typically easy while problem solving and recall is hard; And, a discussion of time requirements for systems designers to consider.

This concise book by J. Johnson is filled with practical guidelines and rules of thumb for would-be designers of software-intensive, multi-function tools. Such e-tools' success requires an interface that creates direct, low-friction paths from the goals of the tool-user to the goal-promoting operations made possible by the tool, whether it be a word processor, a smartphone, or an MP3 player. Whenever one specifies a guideline or rule of thumb, or announces a policy that is about to be adopted and enforced, it is wise to explain the reasoning behind it, even if one has the power to enforce its adoption. Detailing the reasons, in tandem with examples of good and bad practice, makes the rule more memorable, and more likely to be reconstructed by someone trying to recall what the rule is. The reasoning, if valid, will also undercut the natural tendency to ignore or actively subvert rules that appear arbitrary, with no better basis than the whim of some over-controlling personality. An incredible thing about "Designing with the mind in mind" is that most of its guidelines are ultimately easy to remember and, equally important, "easy to swallow", that is, made as palatable as possible by the reasons and examples provided. Because the basis for each guideline is so well explained, the guidelines all make intuitive sense. The reasons provided for the design guidelines are primarily drawn from cognitive psychology, and secondarily from neuroscience. Therefore, the title appropriately reads "with the mind in mind" and not "with the brain in mind". In a compact book (around 200 pages) that can be read in two sessions, it would have been a mistake to try to ground all the guidelines in neural constraints.

Download to continue reading...

Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules Designing the User Interface: Strategies for Effective Human-Computer Interaction (6th Edition) Windows 10: The Ultimate User Guide for Advanced Users to Operate Microsoft Windows 10 (tips and tricks, user manual, user guide, updated and edited, Windows ...

(windows,guide,general.guide,all Book 4) Android User Interface Design: Turning Ideas and Sketches into Beautifully Designed Apps (Usability) Android XBMC Kodi 5 In 1 User Guide (Updated September 2016): Android Tablet, Phone & Google TV User Guide, XBMC Kodi & TV Streaming User Guide Echo: Echo Advanced User Guide (2016 Updated) : Step-by-Step Instructions to Enrich your Smart Life (Echo User Manual, Alexa User Guide, Echo Dot, Echo Tap) The Verilog PLI Handbook: A User's Guide and Comprehensive Reference on the Verilog Programming Language Interface Writing Effective User Stories: As a User, I Can Express a Business Need in User Story Format To Get the IT Solution I Need Computer Organization and Design, Fourth Edition: The Hardware/Software Interface (The Morgan Kaufmann Series in Computer Architecture and Design) Computer Organization and Design, Third Edition: The Hardware/Software Interface, Third Edition (The Morgan Kaufmann Series in Computer Architecture and Design) Computer Organization and Design: The Hardware Software Interface: ARM Edition (The Morgan Kaufmann Series in Computer Architecture and Design) Interface Design for Learning: Design Strategies for Learning Experiences (Voices That Matter) Interior Designer's Portable Handbook: First-Step Rules of Thumb for the Design of Interiors: First-Step Rules of Thumb for the Design of Interiors (McGraw-Hill Portable Handbook) California Rules of Court - State, 2015 ed. (Vol. I, California Court Rules) (California Rules of Court. State and Federal) Echo: The Simple User Guide How to Program Echo Fast (Echo 2016, user manual, web services, by , Free books, Free Movie, Alexa Kit) (Prime, smart devices, internet Book 5) Echo: Simple User Guide to Program Echo (Echo 2016, user manual, web services, by , Free books, Free Movie, Alexa Kit) (Prime, smart devices, internet Book 4) Understanding Bergson, Understanding Modernism (Understanding Philosophy, Understanding Modernism) Designing for Situation Awareness: An Approach to User-Centered Design, Second Edition Raspberry Pi 3: Get Started With Raspberry Pi 3 - A Simple Guide To Understanding And Programming Raspberry Pi 3 (Raspberry Pi 3 User Guide, Python Programming, Mathematica Programming) Windows 10: The Ultimate Beginner's Guide How to Operate Microsoft Windows 10 (tips and tricks, user manual, user guide, updated and edited, Windows ... (windows, guide, general, guide, all) (Volume 3)

<u>Dmca</u>