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~~Common Sense Approach to Web Usability 3rd Edition Voices That Matter~~
~~Don't Make Me Think Chapter 1~~
~~Don't Make Me Think The "Don't Make Me Think" approach to UX Design~~
~~Book Review Catchup 1~~
~~(Chasing Daylight, Ready Player One, Scrum: The Art of~~
~~Don't Make Me Think)~~

~~Discussion - User Defenders: Community (Book Club: 006)~~
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~~Me Think! Presentation [Yichun He] Don't Make Me Think (Revisited) Don't Make Me Think! Presentation Don't Make Me Think Chapter 1 How A Christmas Carol Perfectly Demonstrates Five-Act Structure Dont Make Me Think Revisited~~

Don't Make Me Think, Revisited. Core Concept Think about design from the user's perspective; make things feel simple to use. For modern developers, UX expertise is indispensable. Without outstanding user experience, your software will fail.

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Don't Make Me Think A Common Sense Approach To Web Usability, Second Edition, Steve Krug-- Review Don't Make Me Think is a book about web usability. Usability is basically

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how easy it is to efficiently use a website. It tests how to make a website easier for the average visitor. This book gives you insights into how to make a website easy to use.

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Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter)

~~Don't Make Me Think: A Common Sense Approach to Web ...~~

Introduction: Don't Make Me Think, Revisited. Today, it's hard to imagine any business without a website or internet presence. The book "Don't Make Me Think" was first written in 2000 around the dot-com crash. Since then, technology has changed rapidly,

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yet the principles in the book remain unchanged.

~~Book Summary - Don't Make Me Think, Revisited~~

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wrote the first edition of Don't Make Me Think back in 2000. By 2002, I began to get a few emails a year from readers asking (very politely) if I'd thought about updating it. Not complaining; just trying to be helpful.

“A lot of the examples are out of date” was the usual comment.

~~Don't Make Me Think, Revisited~~ Don't Make Me Think, Revisited

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Quotes Showing 1-30 of 62 ¶ If there's one thing you learn by working on a lot of different Web sites, it's that almost any design idea--no matter how appallingly bad--can be made usable in the right circumstances, with enough effort. ¶ Steve Krug, Don't Make Me Think: A Common Sense Approach to Web Usability

~~Don't Make Me Think, Revisited Quotes by Steve Krug~~

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Don't Make Me Think, Revisited: A
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Usability (Voices That Matter)
Paperback Illustrated, 9 Jan. 2014 by
Steve Krug (Author)

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Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability, Edition 3. Since Don't Make Me Think was first published in 2000, hundreds of thousands of Web designers and developers...

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|a Cover title: "Don't make me think, revisited: a common sense approach to web and mobile usability" 500 |a Includes index. 520 |a Hundreds of thousands of Web designers and developers have relied on usability guru Steve Krug's guide to understand the principles of intuitive navigation and information design. Witty, commonsensical, and eminently practical, it's one of the best loved and most recommended books on the subject.

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

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

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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

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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

Offers observations and solutions to fundamental Web design problems, such as how to design pages for scanning, how to eliminate needless words, and how to streamline design for user navigation, while revealing why most Web design team arguments about usability are a waste of time.

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Since Don't Make Me Think was first published in 2000, hundreds of thousands of Web designers and developers have relied on usability guru Steve Krug's guide to help them understand the principles of intuitive navigation and information design. Witty, commonsensical, and eminently practical, it's one of the best-loved and most recommended books on the subject. Now Steve returns with fresh perspective to reexamine the principles that made Don't Make Me Think a classic—with updated examples and a new chapter on mobile usability. And it's still short, profusely illustrated—and best of all—fun to read. If you've read it before, you'll rediscover what made Don't Make Me Think so essential to Web designers and developers around the world. If you've

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never read it, you'll see why so many people have said it should be required reading for anyone working on Web sites. 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. Jeffrey Zeldman, author of Designing with Web Standards

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

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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

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proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made Don't Make Me Think so popular.

We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you'll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and

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usability of your own design projects by finding the answers to questions such as: What grabs and holds attention on a page or screen? What makes memories stick? What is more important, peripheral or central vision? How can you predict the types of errors that people will make? What is the limit to someone's social circle? How do you motivate people to continue on to (the next step? What line length for text is best? Are some fonts better than others? These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.

User experience (UX) design has traditionally been a deliverables-based practice, with wireframes, site maps, flow diagrams, and mockups. But in today's web-driven reality,

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orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of building shared understanding with the rest of the product team. Lean UX is the evolution of product design; refined through the real-world experiences of companies large and small, these practices and principles help you maintain daily, continuous engagement with your teammates, rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way teams work together

- Frame a vision of the problem you're solving and focus your team on the right outcomes
- Bring the designer's

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tool kit to the rest of your product team
Break down the silos created by job titles and learn to trust your teammates Improve the quality and productivity of your teams, and focus on validated experiences as opposed to deliverables/documents Learn how Lean UX integrates with Agile UX

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 with Web Standards* remains your essential guide to

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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,

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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

In 2000, Jakob Nielsen, the world’s leading expert on Web usability, published a book that changed how

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people think about the Web—Designing Web Usability (New Riders). Many applauded. A few jeered. But everyone listened. The best-selling usability guru is back and has revisited his classic guide, joined forces with Web usability consultant Hoa Loranger, and created an updated companion book that covers the essential changes to the Web and usability today. Prioritizing Web Usability is the guide for anyone who wants to take their Web site(s) to next level and make usability a priority! Through the authors' wisdom, experience, and hundreds of real-world user tests and contemporary Web site critiques, you'll learn about site design, user experience and usability testing, navigation and search capabilities, old guidelines and prioritizing usability issues, page design and layout, content design, and

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