

Designing Interfaces Jenifer Tidwell

Despite all of the UI toolkits available today, it's still not easy to design good application interfaces. This bestselling book is one of the few reliable sources to help you navigate through the maze of design options. By capturing UI best practices and reusable ideas as design patterns, *Designing Interfaces* provides solutions to common design problems that you can tailor to the situation at hand. This updated edition includes patterns for mobile apps and social media, as well as web applications and desktop software. Each pattern contains full-color examples and practical design advice that you can use immediately. Experienced designers can use this guide as a sourcebook of ideas; novices will find a roadmap to the world of interface and interaction design. Design engaging and usable interfaces with more confidence and less guesswork. Learn design concepts that are often misunderstood, such as affordances, visual hierarchy, navigational distance, and the use of color. Get recommendations for specific UI patterns, including alternatives and warnings on when not to use them. Mix and recombine UI ideas as you see fit. Polish the look and feel of your interfaces with graphic design principles and patterns. "Anyone who's serious about designing interfaces should have this book on their shelf for reference. It's the most comprehensive cross-platform examination of common interface patterns anywhere."--Dan Saffer, author of *Designing Gestural Interfaces* (O'Reilly) and *Designing for Interaction* (New Riders)

Provides information on designing easy-to-use interfaces.

Learn how to build a design system framed within the context of your specific business needs.

This book guides you through the process of defining a design language that can be

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understood across teams, while also establishing communication strategies for how to sell your system to key stakeholders and other contributors. With a defined set of components and guidelines, designers can focus their efforts on solving user needs rather than recreating elements and reinventing solutions. You'll learn how to use an interface inventory to surface inconsistencies and inefficient solutions, as well as how to establish a component library by documenting existing patterns and creating new ones. You'll also see how the creation of self-documenting styles and components will streamline your UX process. Building Design Systems provides critical insights into how to set up a design system within your organization, measure the effectiveness of that system, and maintain it over time. You will develop the skills needed to approach your design process systematically, ensuring that your design system achieves the purpose of your organization, your product, and your team. What You'll Learn

- Develop communication strategies necessary to gain buy-in from key stakeholders and other teams
- Establish principles based on your specific needs
- Design, build, implement, and maintain a design system from the ground up
- Measure the effectiveness of your system over time

Who This Book Is For All teams, large and small, seeking to unify their design language through a cohesive design system and create buy-in for design thinking within their organization; UX, visual, and interaction designers, as well as product managers and front-end developers will benefit from a systematic approach to design.

Designing Interfaces Patterns for Effective Interaction Design "O'Reilly Media, Inc."

A comprehensive guide to UI design, providing key features and functional requirements, best practices and design guidelines, and components of the user experience of the application, illustrated with "live" case study examples.

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With hundreds of thousands of mobile applications available today, your app has to capture users immediately. This book provides practical techniques to help you catch—and keep—their attention. You'll learn core principles for designing effective user interfaces, along with a set of common patterns for interaction design on all types of mobile devices. Mobile design specialists Steven Hoober and Eric Berkman have collected and researched 76 best practices for everything from composing pages and displaying information to the use of screens, lights, and sensors. Each pattern includes a discussion of the design problem and solution, along with variations, interaction and presentation details, and antipatterns. Compose pages so that information is easy to locate and manipulate Provide labels and visual cues appropriate for your app's users Use information control widgets to help users quickly access details Take advantage of gestures and other sensors Apply specialized methods to prevent errors and the loss of user-entered data Enable users to easily make selections, enter text, and manipulate controls Use screens, lights, haptics, and sounds to communicate your message and increase user satisfaction "Designing Mobile Interfaces is another stellar addition to O'Reilly's essential interface books. Every mobile designer will want to have this thorough book on their shelf for reference." —Dan Saffer, Author of Designing Gestural Interfaces

Discusses Web site hierarchy, usability, navigation systems, content labeling, configuring search systems, and managing the information architecture development process.

So you've got an idea for an iPhone app -- along with everyone else on the planet. Set your app apart with elegant design, efficient usability, and a healthy dose of personality. This accessible, well-written guide shows you how to design exceptional user experiences for the iPhone and iPod Touch through practical principles and a rich collection of visual examples.

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Whether you're a designer, programmer, manager, or marketer, Tapworthy teaches you to "think iPhone" and helps you ask the right questions -- and get the right answers -- throughout the design process. You'll explore how considerations of design, psychology, culture, ergonomics, and usability combine to create a tapworthy app. Along the way, you'll get behind-the-scenes insights from the designers of apps like Facebook, USA Today, Twitterrific, and many others. Develop your ideas from initial concept to finished design Build an effortless user experience that rewards every tap Explore the secrets of designing for touch Discover how and why people really use iPhone apps Learn to use iPhone controls the Apple way Create your own personality-packed visuals

TypeScript is a typed superset of JavaScript with the potential to solve many of the headaches for which JavaScript is famous. But TypeScript has a learning curve of its own, and understanding how to use it effectively can take time. This book guides you through 62 specific ways to improve your use of TypeScript. Author Dan Vanderkam, a principal software engineer at Sidewalk Labs, shows you how to apply these ideas, following the format popularized by Effective C++ and Effective Java (both from Addison-Wesley). You'll advance from a beginning or intermediate user familiar with the basics to an advanced user who knows how to use the language well. Effective TypeScript is divided into eight chapters: Getting to Know TypeScript TypeScript's Type System Type Inference Type Design Working with any Types Declarations and @types Writing and Running Your Code Migrating to TypeScript

Want to learn how to create great user experiences on today's Web? In this book, UI

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experts Bill Scott and Theresa Neil present more than 75 design patterns for building web interfaces that provide rich interaction. Distilled from the authors' years of experience at Sabre, Yahoo!, and Netflix, these best practices are grouped into six key principles to help you take advantage of the web technologies available today. With an entire section devoted to each design principle, *Designing Web Interfaces* helps you:

- Make It Direct-Edit content in context with design patterns for In Page Editing, Drag & Drop, and Direct Selection
- Keep It Lightweight-Reduce the effort required to interact with a site by using In Context Tools to leave a "light footprint"
- Stay on the Page-Keep visitors on a page with overlays, inlays, dynamic content, and in-page flow patterns
- Provide an Invitation-Help visitors discover site features with invitations that cue them to the next level of interaction
- Use Transitions-Learn when, why, and how to use animations, cinematic effects, and other transitions
- React Immediately-Provide a rich experience by using lively responses such as Live Search, Live Suggest, Live Previews, and more

Designing Web Interfaces illustrates many patterns with examples from working websites. If you need to build or renovate a website to be truly interactive, this book gives you the principles for success.

An understanding of psychology—specifically the psychology behind how users behave and interact with digital interfaces—is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather than working within the "blueprint" of how humans perceive and process

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the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX designers can build experiences that adapt to how users perceive and process digital interfaces. You'll learn: How aesthetically pleasing design creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including Fitts's law, Jakob's law, and Hick's law Ethical implications of using psychology in design A framework for applying these principles

Well-designed graphical user interfaces (GUIs) for business systems can greatly increase user productivity, but designing them can be difficult and time consuming. This book walks developers through the basics of good interface design, using real-world examples from systems that are proven successes. Galitz is an internationally recognized consultant, author, and instructor with many years of experience with information systems and user interface design. Written especially for developers who may be designing user interfaces for the first time, but also extremely useful for any developer involved in GUI or Web site design. Revised to reflect the profound enhancements in interface design, specifically how Web page design has revolutionized interface design. New information covers a variety of platforms, both traditional and Web-based.

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The ITIL pocket guides of Van Haren Publishing are since long recognized as the industry classic guide on the topic of ITIL, in many languages. Over the years this authoritative guide has earned its place on the bookshelves and in the briefcases of industry experts as they implement best practices within their organizations. This pocket guide will provide readers with an understanding of the ITIL 4 service management framework, by:

- * understanding the key concepts of service management
- * understanding how the seven ITIL guiding principles can help an organization adopt and adapt service management
- * understanding the four dimensions of service management
- * understanding the purpose and components of the ITIL service value system
- * understanding the six activities of the service value chain, and how they interconnect
- * knowing the purpose and key terms of 15 of the 34 ITIL practices
- * understanding seven of these 15 ITIL practices in detail

All exam requirements for the ITIL 4 Foundation exam are covered in this pocket guide. It also provides support for everyone who has knowledge of previous ITIL editions and is looking for a bridge to the new edition. ITIL 4 took a big leap into the modern world of IT service management, covering the latest principles and practices in a customer-focused, service-centric way, enabling Agile principles for maximum support of any business. Bron: Flaptekst, uitgeversinformatie.

Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work

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with stakeholders, clients, and other non-designers is more critical than the designs themselves—simply because the most articulate person usually wins. This practical guide focuses on principles, tactics, and actionable methods for presenting your designs. Whether you design UX, websites, or products, you'll learn how to win over anyone who has influence over the project—with the goal of creating the best experience for the end user. Walk through the process of preparing for and presenting your designs Understand stakeholder perspectives, and learn how to empathize with them Cultivate both implicit and explicit listening skills Learn tactics and formulas for expressing the most effective response to feedback Discover why the way you follow through is just as crucial as the meeting itself Educate your stakeholders by sharing the chapter from this book on how to work with designers

Ironically, many designers of graphical user interfaces are not always aware of the fundamental design rules and techniques that are applied routinely by other practitioners of communication-oriented visual design -- techniques that can be used to enhance the visual quality of GUIs, data displays, and multimedia documents. This volume focuses on design rules and techniques that are drawn from the rational, functionalist design aesthetic seen in modern graphic design, industrial design, interior design, and architecture -- and applies them to various graphical user interface problems experienced in commercial software development. Describes the basic design principles (the what and why), common errors, and practical step-by-step

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techniques (the how) in each of six major areas: elegance and simplicity; scale, contrast, and proportion; organization and visual structure; module and program; image and representation; and style. Focuses on techniques that will not only improve the aesthetics of the visual display, but, because they promote visual organization, clarity, and conciseness, will also enhance the usability of the product. Includes a catalog of common errors drawn from existing GUI applications and environments to illustrate practices that should be avoided in developing applications. For anyone responsible for designing, specifying, implementing, documenting, or managing the visual appearance of computer-based information displays.

Designers, developers, and entrepreneurs today must grapple with creating social interfaces to foster user interaction and community, but grasping the nuances and the building blocks of the digital social experience is much harder than it appears. Now you have help. In the second edition of this practical guide, UX design experts Christian Crumlish and Erin Malone share hard-won insights into what works, what doesn't, and why. With more than 100 patterns, design principles, and best practices, you'll learn how to balance opposing forces and grow healthy online communities by co-creating the experience with your users. Understand the overarching principles before applying tactical design patterns Cultivate healthy participation and rein in misbehaving users Learn patterns for adding social components to an existing site Encourage users to interact with one another, whether it's one-to-one or many-to-many Use a rating

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system to build a social experience around products or services Orchestrate collaborative groups and discover the real power of social networks Explore numerous examples of each pattern, with an emphasis on mobile apps Learn how to apply social design patterns to enterprise environments

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

Systems programming provides the foundation for the world's computation. Writing performance-sensitive code requires a programming language that puts programmers

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in control of how memory, processor time, and other system resources are used. The Rust systems programming language combines that control with a modern type system that catches broad classes of common mistakes, from memory management errors to data races between threads. With this practical guide, experienced systems programmers will learn how to successfully bridge the gap between performance and safety using Rust. Jim Blandy, Jason Orendorff, and Leonora Tindall demonstrate how Rust's features put programmers in control over memory consumption and processor use by combining predictable performance with memory safety and trustworthy concurrency. You'll learn: Rust's fundamental data types and the core concepts of ownership and borrowing How to write flexible, efficient code with traits and generics How to write fast, multithreaded code without data races Rust's key power tools: closures, iterators, and asynchronous programming Collections, strings and text, input and output, macros, unsafe code, and foreign function interfaces This revised, updated edition covers the Rust 2021 Edition.

User experience (UX) strategy requires a careful blend of business strategy and UX design, and this hands-on guide offers an easy-to-apply framework for executing it. This updated edition introduces strategy tools and techniques to help you and your team craft innovative products that people want to use. You'll find new chapters on growth design and digital transformation. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple to

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advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through cases studies and up-to-date interviews with top strategists. Define and validate target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace and create unique value Focus your team on the primary utility and business model of your product by running structured experiments using efficient prototyping tools Learn how to conduct guerrilla user research online to get valuable insights on a small budget Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

Mobile apps should feel natural and intuitive. Users should quickly and easily understand them. This means effective interaction and interface design is crucial to the success of any mobile app. However, few mobile app developers (or even designers) have had adequate training in these areas.

The essential interaction design guide, fully revised and updated for the mobile age About Face: The Essentials of Interaction Design, Fourth Edition is the latest update to the book that shaped and evolved the landscape of interaction design. This comprehensive guide takes the worldwide shift to smartphones and tablets into account. New information includes discussions on mobile apps, touch interfaces, screen size considerations, and more. The new full-color interior and unique layout

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better illustrate modern design concepts. The interaction design profession is blooming with the success of design-intensive companies, priming customers to expect "design" as a critical ingredient of marketplace success. Consumers have little tolerance for websites, apps, and devices that don't live up to their expectations, and the responding shift in business philosophy has become widespread. About Face is the book that brought interaction design out of the research labs and into the everyday lexicon, and the updated Fourth Edition continues to lead the way with ideas and methods relevant to today's design practitioners and developers. Updated information includes: Contemporary interface, interaction, and product design methods Design for mobile platforms and consumer electronics State-of-the-art interface recommendations and up-to-date examples Updated Goal-Directed Design methodology Designers and developers looking to remain relevant through the current shift in consumer technology habits will find About Face to be a comprehensive, essential resource.

"Hackos and Redish wisely offer us the three things we most need about user and task analysis: practical advice, practical advice, and practical advice." -Ben Shneiderman, University of Maryland "This book is well written, thorough, and loaded with techniques, examples, and resources that bring analysis to everyone." -Marcia L. Conner, Director of Usability & Learnability PeopleSoft, Inc. User and Task Analysis for Interface Design helps you design a great user interface by focusing on the most important step in the process -the first one. You learn to go out and observe your users at work, whether

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they are employees of your company or people in customer organizations. You learn to find out what your users really need, not by asking them what they want, but by going through a process of understanding what they are trying to accomplish. JoAnn Hackos and Janice (Ginny) Redish, internationally known experts in usable design, take you through a step-by-step process to conduct a user and task analysis. You learn:

- * How interface designers use user and task analysis to build successful interfaces
- * Why knowledge of users, their tasks, and their environments is critical to successful design
- * How to prepare and set up your site visits
- * How to select and train your user and task analysis team
- * What observations to make, questions to ask, and questions to avoid
- * How to record and report what you have learned to your development team members
- * How to turn the information you've gathered into design ideas
- * How to create paper prototypes of your interface design
- * How to conduct usability tests with your prototypes to find out if you're on the right track.

This book includes many examples of design successes and challenges for products of every kind.

Describes effective approaches to interaction design, with information on developing a design strategy, conducting research, analyzing the data, creating concepts, and testing and deployment.

Get proficient in building beautiful and appealing mobile interfaces (UI) with this complete mobile user experience (UX) design guide. About This Book Quickly explore innovative design solutions based on the real needs of your users. Create low and high

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fidelity prototypes using some of the best tools. Master a pragmatic design process to create successful products. Plan an app design from scratch to final test, with real users. Who This Book Is For This book is for designers, developers and product managers interested in creating successful apps. Readers will be provided with a process to produce, test and improve designs based on best practices. What You Will Learn Plan an app design from scratch to final test, with real users. Learn from leading companies and find working patterns. Apply best UX design practices to your design process. Create low and high fidelity prototypes using some of the best tools. Follow a step by step examples for Tumult Hype and Framer Studio. Test your designs with real users, early in the process. Integrate the UX Designer profile into a working team. In Detail User experience (UX) design provides techniques to analyze the real needs of your users and respond to them with products that are delightful to use. This requires you to think differently compared to traditional development processes, but also to act differently. In this book, you will be introduced to a pragmatic approach to exploring and creating mobile app solutions, reducing risks and saving time during their construction. This book will show you a working process to quickly iterate product ideas with low and high fidelity prototypes, based on professional tools from different software brands. You will be able to quickly test your ideas early in the process with the most adequate prototyping approach. You will understand the pros and cons of each approach, when you should use each of them, and what you can learn in each step of the testing

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process. You will also explore basic testing approaches and some more advanced techniques to connect and learn from your users. Each chapter will focus on one of the general steps needed to design a successful product according to the organization goals and the user needs. To achieve this, the book will provide detailed hands-on pragmatic techniques to design innovative and easy to use products. You will learn how to test your ideas in the early steps of the design process, picking up the best ideas that truly work with your users, rethinking those that need further refinement, and discarding those that don't work properly in tests made with real users. By the end of the book, you will learn how to start exploring and testing your design ideas, regardless the size of the design budget. Style and approach A quick and simple guide to design and test a mobile application from the UX design point of view

Book Design Made Simple gives DIY authors, small presses, and graphic designers-novices and experts alike-the power to design their own books. It's the first comprehensive book of its kind, explaining every step from installing Adobe InDesign right through to sending the files to press. For those who want to design their own books but have little idea how to proceed, Book Design Made Simple is a semester of book design instruction plus a publishing class rolled into one. Let two experts guide you through the process with easy step-by-step instructions, resulting in a professional-looking top-quality book

Cognetics and the locus of attention - Meanings, modes, monotony, and myths -

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Quantification - Unification - Navigation and other aspects of humane interfaces - Interface issues outside the user interface.

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

Create Web Designs That Work Perfectly on Any Device—Simply and Beautifully!

Billions of people access the web via smartphones, tablets, and devices of all types, using every imaginable interface and display. But they all want the same thing: the right information, right now, delivered in the most aesthetically pleasing way possible. Give them what they want with Responsive Mobile Design . Whether you're a developer, designer, or manager, Phil Dutson teaches you principles, techniques, and best practices for delivering a successful experience to all users on all devices. Dutson shows how to design sites that are responsive “from the start,” while keeping development simple and flexible. Next, he delivers complete technical know-how for transforming responsive designs into responsive sites. You'll find coverage of key issues such as integrating media content, optimizing performance, and serving Retina or high-density displays. Throughout, he combines detailed and practical explanations with functional, easy-to-reuse code snippets. Coverage includes

- Demonstrating why “mobile first” is still a best practice
- Fusing content, structure, and beauty to deliver experiences users love
- Using responsive images to improve speed and convey visual messages more effectively
- Using grid systems without making it feel like your design

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is “locked in a box” • Mastering measurement values such as px, em, rem, and viewport units—and understanding their crucial differences • Improving the finer details of your design with web fonts • Retrofitting current websites to prepare them for the future • Introducing web components into your HTML markup • Using built-in browser development tools to streamline debugging and “in-browser” prototyping

Designing good application interfaces isn’t easy now that companies need to create compelling, seamless user experiences across an exploding number of channels, screens, and contexts. In this updated third edition, you’ll learn how to navigate through the maze of design options. By capturing UI best practices as design patterns, this best-selling book provides solutions to common design problems. You’ll learn patterns for mobile apps, web applications, and desktop software. Each pattern contains full-color examples and practical design advice you can apply immediately. Experienced designers can use this guide as an idea sourcebook, and novices will find a road map to the world of interface and interaction design. Understand your users before you start designing Build your software’s structure so it makes sense to users Design components to help users complete tasks on any device Learn how to promote wayfinding in your software Place elements to guide users to information and functions Learn how visual design can make or break product usability Display complex data with artful visualizations

Delivers a thorough examination of best practices and proven results for many different

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kinds of applications, including porting existing applications to the Internet from a PDA or Web-enabled cell phone, plus a quick reference for designers looking for fast solutions to enhance Web applications. Original. (Advanced)

User interface design is a challenging, multi-disciplinary activity that requires understanding a wide range of concepts and techniques that are often subjective and even conflicting. Imagine how much it would help if there were a single perspective that you could use to simplify these complex issues down to a small set of objective principles. In *UI is Communication*, Everett McKay explains how to design intuitive user interfaces by focusing on effective human communication. A user interface is ultimately a conversation between users and technology. Well-designed user interfaces use the language of UI to communicate to users efficiently and naturally. They also recognize that there is an emotional human being at the other end of the interaction, so good user interfaces strive to make an emotional connection. Applying what you learn from *UI is Communication* will remove much of the mystic, subjectiveness, and complexity from user interface design, and help you make better design decisions with confidence. It's the perfect introduction to user interface design. Approachable, practical communication-based guide to interaction and visual design that you can immediately apply to projects to make solid design decisions quickly and confidently Includes design makeovers so you can see the concepts in practice with real examples Communication-based design process ties everything from interaction to visual design together

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Take a peek inside the heads of some of the world's greatest living graphic designers. How do they think, how do they connect to others, what special skills do they have? In honest and revealing interviews, nineteen designers, including Stefan Sagmeister, Michael Beirut, David Carson, and Milton Glaser, share their approaches, processes, opinions, and thoughts about their work with noted brand designer Debbie Millman. The internet radio talk host of Design Matters, Millman persuades the greatest graphic designers of our time to speak frankly and openly about their work. How to Think Like a Great Graphic Designer offers a rare opportunity to observe and understand the giants of the industry. Designers interviewed include: —Milton Glaser —Stefan Sagmeister —David Carson —Paula Scher —Abbott Miler —Lucille Tenazas —Paul Sahre —Emily Oberman and Bonnie Siegler —Chip Kidd —James Victore —Carin Goldberg —Michael Bierut —Seymour Chwast —Jessica Helfand and William Drenttel —Steff Geissbuhler —John Maeda Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of

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readers.

Despite all of the UI toolkits available today, it's still not easy to design good application interfaces. This bestselling book is one of the few reliable sources to help you navigate through the maze of design options. By capturing UI best practices and reusable ideas as design patterns, *Designing Interfaces* provides solutions to common design problems that you can tailor to the situation at hand. This updated edition includes patterns for mobile apps and social media, as well as web applications and desktop software. Each pattern contains full-color examples and practical design advice that you can use immediately. Experienced designers can use this guide as a sourcebook of ideas; novices will find a roadmap to the world of interface and interaction design. Design engaging and usable interfaces with more confidence and less guesswork. Learn design concepts that are often misunderstood, such as affordances, visual hierarchy, navigational distance, and the use of color. Get recommendations for specific UI patterns, including alternatives and warnings on when not to use them. Mix and recombine UI ideas as you see fit. Polish the look and feel of your interfaces with graphic design principles and patterns. "Anyone who's serious about designing interfaces should have this book on their shelf for reference. It's the most comprehensive cross-platform examination of common interface patterns anywhere."--Dan Saffer, author of *Designing Gestural Interfaces* (O'Reilly) and *Designing for Interaction* (New Riders).

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Customers who have inconsistent, broken experiences with products and services are understandably frustrated. But it's worse when people inside these companies can't pinpoint the problem because they're too focused on business processes. This practical book shows your company how to use alignment diagrams to turn valuable customer observations into actionable insight. With this unique tool, you can visually map your existing customer experience and envision future solutions. Product and brand managers, marketing specialists, and business owners will learn how experience diagramming can help determine where business goals and customer perspectives intersect. Once you're armed with this data, you can provide users with real value. Mapping Experiences is divided into three parts: Understand the underlying principles of diagramming, and discover how these diagrams can inform strategy Learn how to create diagrams with the four iterative modes in the mapping process: setting up a mapping initiative, investigating the evidence, visualizing the process, and using diagrams in workshops and experiments See key diagrams in action, including service blueprints, customer journey maps, experience maps, mental models, and spatial maps and ecosystem models

When you depend on users to perform specific actions—like buying tickets, playing a game, or riding public transit—well-placed words are most effective. But how do you choose the right words? And how do you know if they work? With this practical book, you'll learn how to write strategically for UX, using tools to build foundational pieces for

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UI text and UX voice strategy. UX content strategist Torrey Podmajersky provides strategies for converting, engaging, supporting, and re-attracting users. You'll use frameworks and patterns for content, methods to measure the content's effectiveness, and processes to create the collaboration necessary for success. You'll also structure your voice throughout so that the brand is easily recognizable to its audience. Learn how UX content works with the software development lifecycle Use a framework to align the UX content with product principles Explore content-first design to root UX text in conversation Learn how UX text patterns work with different voices Produce text that's purposeful, concise, conversational, and clear

If you want to get ahead in this new era of interaction design, this is the reference you need. Nintendo's Wii and Apple's iPhone and iPod Touch have made gestural interfaces popular, but until now there's been no complete source of information about the technology. Designing Gestural Interfaces provides you with essential information about kinesiology, sensors, ergonomics, physical computing, touchscreen technology, and new interface patterns -- all you need to know to augment your existing skills in "traditional" web design, software, or product development. Packed with informative illustrations and photos, this book helps you: Get an overview of technologies surrounding touchscreens and interactive environments Learn the process of designing gestural interfaces, from documentation to prototyping to communicating to the audience what the product does Examine current patterns and trends in touchscreen

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and gestural design Learn about the techniques used by practicing designers and developers today See how other designers have solved interface challenges in the past Look at future trends in this rapidly evolving field Only six years ago, the gestural interfaces introduced in the film *Minority Report* were science fiction. Now, because of technological, social, and market forces, we see similar interfaces deployed everywhere. *Designing Gestural Interfaces* will help you enter this new world of possibilities.

Designing a good interface isn't easy. Users demand software that is well-behaved, good-looking, and easy to use. Your clients or managers demand originality and a short time to market. Your UI technology -- web applications, desktop software, even mobile devices -- may give you the tools you need, but little guidance on how to use them well. UI designers over the years have refined the art of interface design, evolving many best practices and reusable ideas. If you learn these, and understand why the best user interfaces work so well, you too can design engaging and usable interfaces with less guesswork and more confidence. *Designing Interfaces* captures those best practices as design patterns -- solutions to common design problems, tailored to the situation at hand. Each pattern contains practical advice that you can put to use immediately, plus a variety of examples illustrated in full color. You'll get recommendations, design alternatives, and warnings on when not to use them. Each chapter's introduction describes key design concepts that are often misunderstood, such as affordances,

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visual hierarchy, navigational distance, and the use of color. These give you a deeper understanding of why the patterns work, and how to apply them with more insight. A book can't design an interface for you -- no foolproof design process is given here -- but Designing Interfaces does give you concrete ideas that you can mix and recombine as you see fit. Experienced designers can use it as a sourcebook of ideas. Novice designers will find a roadmap to the world of interface and interaction design, with enough guidance to start using these patterns immediately.

When you're under pressure to produce a well designed, easy-to-navigate mobile app, there's no time to reinvent the wheel. This concise book provides a handy reference to 70 mobile app design patterns, illustrated by more than 400 screenshots from current iOS, Android, BlackBerry, WebOS, Windows Mobile, and Symbian apps. User experience professional Theresa Neil (Designing Web Interfaces) walks you through design patterns in 10 separate categories, including anti-patterns. Whether you're designing a simple iPhone application or one that's meant to work for every popular mobile OS on the market, these patterns provide solutions to common design challenges. This print edition is in full color. Pattern categories include: Navigation: get patterns for primary and secondary navigation Forms: break the industry-wide habits of bad form design Tables and lists: display only the most important information Search, sort, and filter: make these functions easy to use Tools: create the illusion of direct interaction Charts: learn best practices for basic chart design Invitations: invite users to

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get started and discover features Help: integrate help pages into a smaller form factor "It's a super handy catalog that I can flip to for ideas." —Bill Scott, Senior Director of Web Development at PayPal "Looks fantastic." —Erin Malone, Partner at Tangible UX "Just a quick thanks to express my sheer gratitude for this pub, it has been a guide for me reworking a design for an app already in production!" —Agatha June, UX designer

Most programmers' fear of user interface (UI) programming comes from their fear of doing UI design. They think that UI design is like graphic design—the mysterious process by which creative, latte-drinking, all-black-wearing people produce cool-looking, artistic pieces. Most programmers see themselves as analytic, logical thinkers instead—strong at reasoning, weak on artistic judgment, and incapable of doing UI design. In this brilliantly readable book, author Joel Spolsky proposes simple, logical rules that can be applied without any artistic talent to improve any user interface, from traditional GUI applications to websites to consumer electronics. Spolsky's primary axiom, the importance of bringing the program model in line with the user model, is both rational and simple. In a fun and entertaining way, Spolsky makes user interface design easy for programmers to grasp. After reading *User Interface Design for Programmers*, you'll know how to design interfaces with the user in mind. You'll learn the important principles that underlie all good UI design, and you'll learn how to perform usability testing that works.

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