

# FREE EPUB DESIGNING WEB USABILITY JAKOB NIELSEN (READ ONLY)

DESIGNING USABILITY IS THE DEFINITIVE GUIDE TO USABILITY FROM JAKOB NIELSEN THE WORLD'S LEADING AUTHORITY OVER 250 000 INTERNET PROFESSIONALS AROUND THE WORLD HAVE TURNED TO THIS LANDMARK BOOK IN WHICH NIELSEN SHARES THE FULL WEIGHT OF HIS WISDOM AND EXPERIENCE FROM CONTENT AND PAGE DESIGN TO DESIGNING FOR EASE OF NAVIGATION AND USERS WITH DISABILITIES DESIGNING USABILITY DELIVERS COMPLETE DIRECTION ON HOW TO CONNECT WITH ANY WEB USER IN ANY SITUATION 432 PAGES FULL COLOR ILLUSTRATIONS INTRODUCTION WHY WEB USABILITY PAGE DESIGN CONTENT DESIGN SITE DESIGN INTRANET DESIGN ACCESSIBILITY FOR USERS WITH DISABILITIES INTERNATIONAL USE SERVING A GLOBAL AUDIENCE FUTURE PREDICTIONS THE ONLY WEB CONSTANT IS CHANGE CONCLUSION SIMPLICITY IN WEB DESIGN WHAT IS USABILITY HOW WHEN AND WHERE CAN YOU IMPROVE IT WHY SHOULD YOU CARE JAKOB NIELSEN DEFINES KEY USABILITY CONCEPTS GIVE TO YOUR BOSS OR ANYONE ELSE WHO DOESN'T HAVE MUCH TIME BUT NEEDS TO KNOW BASIC USABILITY FACTS JAKOB NIELSEN BORN 5 OCTOBER 1957 IS A DANISH WEB USABILITY CONSULTANT HUMAN COMPUTER INTERACTION RESEARCHER AND CO FOUNDER OF NIELSEN NORMAN GROUP HE WAS NAMED THE GURU OF PAGE USABILITY IN 1998 BY THE NEW YORK TIMES AND THE KING OF USABILITY BY INTERNET MAGAZINE DESIGNING USABILITY IS THE DEFINITIVE GUIDE TO USABILITY FROM JAKOB NIELSEN THE WORLD'S LEADING AUTHORITY OVER 250 000 INTERNET PROFESSIONALS AROUND THE WORLD HAVE TURNED TO THIS IN DESIGNING THE PRACTICE OF SIMPLICITY RENOWNED USABILITY GURU JAKOB NIELSEN SHARES HIS INSIGHTFUL THOUGHTS ON THE SUBJECT PACKED WITH ANNOTATED EXAMPLES OF ACTUAL SITES THIS BOOK SETS OUT MANY OF THE DESIGN PRECEPTS ALL DEVELOPERS SHOULD FOLLOW JAKOB NIELSEN SHARES WITH YOU THE FULL WEIGHT OF HIS WISDOM AND EXPERIENCE FROM CONTENT AND PAGE DESIGN TO DESIGNING FOR EASE OF NAVIGATION AND USERS WITH DISABILITIES NIELSEN DELIVERS COMPLETE DIRECTION ON HOW TO CONNECT WITH ANY WEB USER IN ANY SITUATION IN DESIGNING THE PRACTICE OF SIMPLICITY RENOWNED USABILITY GURU JAKOB NIELSEN SHARES HIS INSIGHTFUL THOUGHTS ON THE SUBJECT PACKED WITH ANNOTATED EXAMPLES OF ACTUAL SITES THIS BOOK SETS OUT MANY OF THE DESIGN PRECEPTS ALL DEVELOPERS SHOULD FOLLOW JAKOB NIELSEN'S CLASSIC BOOK DISCUSSES THE MOST IMPORTANT OF THE GUIDELINES FOR USABILITY IT ALSO REVISITS GUIDELINES FROM THE 1990S IN LIGHT OF NEWER RESEARCH PRIORITIZING USABILITY IS THE GUIDE FOR ANYONE WHO WANTS TO TAKE THEIR SITE'S TO NEXT LEVEL AND MAKE USABILITY A PRIORITY THROUGH THE AUTHOR'S WISDOM EXPERIENCE AND HUNDREDS OF USABILITY JAKOB NIELSEN HOA LORANGER ADDISON WESLEY 2006 SITES 395 PAGES THIS IS THE UPDATED VERSION TO JAKOB NIELSEN'S DESIGNING USABILITY THE PRACTICE OF SIMPLICITY WHICH CAME OUT BACK IN 1999 THAT BOOK WAS ONE OF THE FIRST BOOKS OF ITS KIND IN REVIEWING HOW USERS VIEW THE WEB AND HOW WEB DESIGNERS SHOULD CREATE WEB PAGES JAKOB NIELSEN PH D IS A PRINCIPAL OF NIELSEN NORMAN GROUP HE IS THE FOUNDER OF THE DISCOUNT USABILITY ENGINEERING MOVEMENT WHICH EMPHASIZES FAST AND EFFICIENT METHODS FOR IMPROVING THE QUALITY OF USER INTERFACES WHAT WE MEAN BY THE USABILITY OF A WEBSITE WHY YOU NEED TO IMPROVE YOUR WEBSITE USABILITY JAKOB NIELSEN'S GENERAL PRINCIPLES OF INTERACTION DESIGN AND THE 5 PRINCIPLES OF USABILITY FOR TODAY'S WEBSITES WITHOUT FURTHER ADO LET'S GET TO IT JAKOB NIELSEN'S 10 GENERAL PRINCIPLES FOR INTERACTION DESIGN THEY ARE CALLED HEURISTICS BECAUSE THEY ARE BROAD RULES OF THUMB AND NOT SPECIFIC USABILITY GUIDELINES USABILITY OF A WEBSITE CONSISTS OF BROAD GOALS OF USABILITY PRESENTATION OF INFORMATION CHOICES MADE IN A CLEAR AND CONCISE WAY A LACK OF AMBIGUITY AND THE PLACEMENT OF IMPORTANT ITEMS IN APPROPRIATE AREAS AS WELL AS ENSURING THAT THE CONTENT WORKS ON VARIOUS DEVICES AND BROWSERS PRIORITIZING USABILITY REALLY GETS TO THE HEART OF CREATING SITES THAT USERS FIND UNOBTRUSIVE AND THAT ENABLE THEM TO REACH THEIR GOALS WITH AS LITTLE HASSLE AS POSSIBLE FROM FOCUSING ON WRITING GOOD CONTENT THAT USERS CAN UNDERSTAND TO THE PLACEMENT OF ELEMENTS ON THE PAGE JAKOB NIELSEN AND HOA LORANGER REALLY LAY DOWN THE GUIDELINES DIGITAL MAGAZINE AN INTERVIEW WITH DR JAKOB NIELSEN USABILITY EXPERT FULL LIST OF INTERVIEWS ALERTBOX COLUMN USABILITY USABILITY ENGINEERING AND JAKOB'S MINIMALIST APPROACH TO QUALITY JAKOB'S BIOGRAPHY CONFERENCES AND TRAINING EVENTS CONTENT USABILITY PROBLEMS WEIGHTED BY THEIR SEVERITY SCORE EACH SLICE INDICATES THE PER CENTAGE OF THE TOTAL MISERY IMPOSED ON USERS BY EACH TYPE OF DESIGN MISTAKE THE LAST SLICE REPRESENTS THE 4 PERCENT OF THE TOTAL SCORE THAT WAS DUE TO VARIOUS MISCELLANEOUS ISSUES THAT DEFY CLASSIFICATION

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