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Bottlenecks: Aligning UX Design with User Psychology takes user experience one step further by giving in-depth detail behind the psychology of how users experience and interact with technology. Each chapter focuses on a different subject, allowing readers to apply what they have learned step by step.

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In our view, the answer is how well it aligns with the psychological bottlenecks of attention, perception, memory, disposition, motivation, and social influence. As Richard Dawkins, the sociobiologist who invented the word meme (see the Prologue) put it, “ The survival value of [a] meme in the meme pool results from its great psychological appeal. ”

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Bottlenecks: Aligning UX Design with User Psychology fills a need for entrepreneurs, designers, and marketing professionals in the application of foundational psychology to user-experience design. The first generation of books on the topic focused on web pages and cognitive psychology.

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Author David Evans is an experimental psychology Ph.D. and senior manager of consumer research at Microsoft who recounts high-stakes case studies in which behavioral theory aligned digital designs with the bottlenecks in human nature to the benefit of users and businesses alike. Innovators in design and students of psychology will learn: The psychological processes determining users' perception

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their innovations an edge on what are increasingly competitive platforms such as apps, bots, in-car apps, augmented reality content. Usability researchers and market researchers will leverage it to enhance their consulting and reporting. Students and lecturers in psychology departments will want it to help land employment in the private sector. Praise “ Bottlenecks ’ is a tight and eminently actionable read for business leaders in startups and enterprises alike. Evans gives us a rich sense of key psychological processes and even richer examples of them in action. ” - Nir Eyal, Author of Hooked: How to Build Habit-Forming Products “ Clients frequently ask our UX researchers and designers for deeper truths about why certain designs work and others fail. Bottlenecks offers practical explanations and evidence based on the idea that human cognition did not begin with the digital age. ” - John Dirks, UX Director and Partner, Blink UX “ Bottlenecks brings together two very important aspects of user experience design: understanding users and translating this into business impact. A must-read for anyone who wants to learn both. ” - Josh Lamar, Sr. UX Lead, Microsoft Outlook

People expect effortless, engaging interaction with desktop and web applications, but producing software that generates enjoyable user experiences is much harder than many companies anticipate. With Effective UI, you'll learn proven user-experience strategies that will satisfy your clients and customers, drive business value, and increase brand strength. This book shows you how to capture the collaborative and cooperative spirit among designers, engineers, and management required for building engaging software. You'll also learn valuable methods for maintaining focus throughout the process -- whether you're a product manager who needs a clear roadmap, a developer or designer looking for guidance and advocacy, or a businessperson who wants to understand and manage user-experience software initiatives. Learn how to build software that will: Generate engaging and interactive experiences

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between consumers and businesses, or between businesspeople and their information systems Account for how people work with, think about, and consume information Establish a richer means of collaboration and communication Reduce frustration by streamlining complex tasks and creating processes that are more intuitive Distinguish products, services, and brands to create a competitive advantage Create scalable systems that adapt to changing user needs and behaviors

Today, businesses of all sizes generate a great deal of creative graphic media and content, including websites, presentations, videos and social media posts. Most big companies, including Procter & Gamble, Coca-Cola, Tesco and Google, now use neuroscience research and theories to optimise their digital content. Neuro Design opens up this new world of neuromarketing design theories and recommendations, and describes insights from the growing field of neuroaesthetics that will enable readers to enhance customer engagement with their website and boost profitability.

Top-ranking Japanese officers offer their personal perspectives of the Pacific War. Lauded by historians and World War II buffs eager for the Japanese viewpoint, this collection of essays makes significant contributions to the field of World War II literature. This second edition, originally published in 1986, adds five articles to the original twelve to provide a full picture of the Japanese 's navy 's role in the war. Most of these moving accounts were written in the 1950s and retain the immediacy felt by the writers when they participated in the events. They provide valuable information on the strategy, tactics, and operations of the Japanese fleet, as well as insights into the personalities and motives of its leaders. Here, Vice Admiral Shigeru Fukudome comes to grips with allegations that the assault on Pearl Harbor represented strategic folly, political blundering, and tactical stupidity. Captain Mitsuo Fuchida describes how his bombing group unleashed “ devils of doom ” on

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Battleship Row, and Mitsuru Yoshida gives an eye-witness account of the sinking of the famous battleship Yamato. The new contributions to the volume, translated especially for this book by the editor, discuss operations in the Indian Ocean, the battle of the Philippine Sea, the protection of merchant shipping, submarine warfare, and Japan ' s overall naval strategy. A brief introduction precedes each essay to set it in historical context, and a biographical summary of each contributor is included. A striking collection of photographs and maps, many of which are new to this edition, augment the text.

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

Learn to create seamless designs backed by a responsible understanding of the human mind. This book examines how human behavior can be used to integrate your product design into lifestyle, rather than interrupt it, and make decisions for the good of those that are using your product. Mindful Design introduces the areas of

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brain science that matter to designers, and passionately explains how those areas affect each human 's day-to-day experiences with products and interfaces. You will learn about the neurological aspects and limitations of human vision and perception; about our attachment to harmony and dissonance, such as visual harmony, musical harmony; and about our brain 's propensity towards pattern recognition and how we perceive the world cognitively. In the second half of the book you will focus on the practical application of what you have learned, specific to interaction and interface design. Real-world examples are used throughout so that you can really see how design is impacting our everyday digital experience. Design is a responsibility, but not enough designers understand the human mind or the process of thought. This book explores the key factors involved and shows you how to make the right design choices. What You'll Learn Review how attention and distraction work and the cost of attentional switching Use Gestalt principles to communicate visual grouping Ensure your underlying models make sense to your audience Use time, progression, and transition to create a composition Carefully examine controlling behavior through reductionist and behaviorist motivation concepts Apply the theoretical knowledge to practical, mindful application design Who This Book Is For The primary audience for this book is professional designers who wish to learn more about the human mind and how to apply that to their work. The book is also useful for design-focussed product owners and startup founders who wish to apply ethical thinking to a team, or when bootstrapping their products. The secondary audience is design students who are either studying a ' traditional ' visual design course, or a UX/interaction design course who have a desire to learn how they might be able to apply mindful design to their early careers. Finally, a tertiary audience for this book would be tutors involved in teaching design, or peripheral, courses who may wish to incorporate its teachings into their lectures, workshops or seminars.

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These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice – to – have, it's a strategic imperative. The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

Improving the measurement of symptoms of emotional disorders has been an important goal of mental health research. In direct response to this need, the Expanded Version of the Inventory of Depression and Anxiety Symptoms (IDAS-II) was developed to assess symptom dimensions underlying psychological disorders. Unlike other scales that serve as screening instruments used for diagnostic purposes, the IDAS-II is not closely tethered to the Diagnostic and Statistical Manual of Mental Disorders (DSM); rather, its scales cut across DSM boundaries to examine psychopathology in a dimensional rather than a categorical way. Developed by authors David Watson and Michael O'Hara, the IDAS-II has broad implications for our understanding of psychopathology. Understanding the Emotional Disorders is the first manual for how to use the IDAS-II and examines important, replicable symptom dimensions contained within five adjacent diagnostic classes in the DSM-5: depressive disorders, bipolar and related disorders, anxiety disorders, obsessive-compulsive and related disorders, and trauma- and stressor-related disorders. It reviews problems and limitations associated with traditional, diagnosis-based approaches to studying psychopathology and establishes the theoretical and clinical value of analyzing specific types of symptoms within the emotional disorders. It demonstrates that several of these disorders contain multiple symptom dimensions that clearly can be differentiated from one another. Moreover, these symptom dimensions are highly robust and generalizable and can be identified in multiple types of data, including self-ratings, semi-

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structured interviews, and clinicians' ratings. Furthermore, individual symptom dimensions often have strikingly different correlates, such as varying levels of criterion validity, incremental predictive power, and diagnostic specificity. Consequently, it is more informative to examine these specific types of symptoms, rather than the broader disorders. The book concludes with the development of a more comprehensive, symptom-based model that subsumes various forms of psychopathology-including sleep disturbances, eating- and weight-related problems, personality pathology, psychosis/thought disorder, and hypochondriasis-beyond the emotional disorders.

This textbook provides a comprehensive overview of the human-computer interface in clear, non-technical language, making it an ideal introduction for students of both psychology and computer science. Covering the past, present, and future developments in technology and psychology, it combines cutting-edge academic research with engaging illustrations and examples that show students how the material relates to their lives. Topics addressed include: human factors of input devices, and the basics of sensation and perception; memory and cognitive issues of users navigating their way through interfaces; communication via programming languages and natural speech interaction; cyberpathologies such as techno-stress and Internet addiction disorders; and challenges surrounding automation and artificial intelligence. This thoroughly updated second edition features new chapters on virtual reality and cybersecurity; expanded coverage of social media, mobile computing, e-learning, and video games; and end-of-chapter review questions that ensure students have mastered key objectives.

In 1997, Bill Gates famously said "Content is king." Since then, the digital marketing world has been scrambling to fulfill this promise, as we finally shift our focus to what consumers really want from our brands: a conversation. The Digital Crown walks you through the

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essentials of crafting great content: the fundamentals of branding, messaging, business goal alignment, and creating portable, mobile content that is future-ready. Systems create freedom, and within this book you ' ll learn the seven critical rules to align your internal and external content processes, including putting your audience first, involving stakeholders early and often, and creating multidisciplinary content teams. Complete with case studies and experience drawn directly from global content projects, you are invited to observe the inner workings of successful content engagements. You ' ll learn how to juggle the demands of IT, design, and content teams, while acquiring all the practical tools you need to devise a roadmap for connecting and engaging with your customers. This is your next step on the journey to creating and managing winning content to engage your audience and keep them coming back for more. Discover easy-to-follow, simple breakdowns of the major ideas behind engaging with your customer Learn both the theoretical and practical applications of content and communication on-line Maximize on the case studies and real-world examples, enabling you to find the best fit for your own business

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