

## Killer UX Design Jodie Moule

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Killer UX Design: Create User Experiences to Wow Your ...

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Jodie Moule is co-founder & director of Symplicit, an experience design consultancy based in Australia that focuses on research, strategy and design services. Her background as a psychologist means understanding human behavior is a core philosophy, and she has a passion for helping clients to see their brands through the eyes of their customers.

Killer UX Design by Jodie Moule, Paperback | Barnes & Noble®

This is a review of the newly released book, Killer UX Design, by Jodie Moule. I use the word " review " in the loosest sense, because I can ' t pretend to be in a position to offer an unbiased commentary of this title—as the Expert Reviewer on the book, I was heavily involved in shaping its content.

Review: Killer UX Design, by Jodie Moule - UX Mastery

Killer UX Design, Paperback by Moule, Jodie, ISBN 0987153099, ISBN-13 9780987153098, Brand New, Free shipping in the US A guide to building effective user interfaces based on user experience, with information on such topics as research, user context, data, prototypes, and iterative testing.

Killer UX Design by Jodie Moule (2012, Paperback, New ...

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Killer UX Design Jodie Moule Author: home.schoolnutritionandfitness.com-2020-09-27T00:00:00+00:01 Subject: Killer UX Design Jodie Moule Keywords: killer, ux, design, jodie, moule Created Date: 9/27/2020 12:31:58 PM

Killer UX Design Jodie Moule

It ' s been a while, but this week I got around to reading a book for the first time in ages: " Killer UX Design " by Jodie Moule. Jodie is a psychologist by background and co-founder...

" Killer UX Design" by Jodie Moule | Web Team

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Editions of Killer UX Design by Jodie Moule

Killer UX Design : Today, technology is used to shift, sway and change attitudes and behavior. This creates amazing opportunities and challenges for designers. If we want to create products and services that have the power to educate people so they may live better lives, or help to reduce the time people take to do certain tasks, we first need an understanding of how these people think and ...

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Today, technology is used to shift, sway and change attitudes and behavior. This creates amazing opportunities and challenges for designers. If we want to create products and services that have the power to educate people so they may live better lives, or help to reduce the time people take to do certain tasks, we first need an understanding of how these people think and work - what makes them "tick" The premise of this book is the need to understand how people "behave"; their habits, motivators and drivers, as a critical way to better understand what a great customer experience for your audience looks like, facilitating better design decisions. The book will lead you from understanding behavior, to extracting customer insights that can launch you into the design of something that makes a difference to people's lives - all presented in a fun, practical and non-academic way.

Today, technology is used to shift, sway and change attitudes and behavior. This creates amazing opportunities and challenges for designers. If we want to create products and services that have the power to educate people so they may live better lives, or help to reduce the time people take to do certain tasks, we first need an understanding of how these people think and work - what makes them "tick" The premise of this book is the need to understand how people "behave"; their habits, motivators and drivers, as a critical way to better understand what a great customer experience for your audience looks like, facilitating better design decisions. The book will lead you from understanding behavior, to extracting customer insights that can launch you into the design of something that makes a difference to people's lives - all presented in a fun, practical and non-academic way.

A guide to building effective user interfaces based on user experience, with information on such topics as research, user context, data, prototypes, and iterative testing.

" If you are a young designer entering or contemplating entering the UX field this is a canonical book. If you are an organization that really needs to start grokking UX this book is also for you. " -- Chris Bernard, User Experience Evangelist, Microsoft User experience design is the discipline of creating a useful and usable Web site or application—one that ' s easily navigated and meets the needs of both the site owner and its users. But there ' s a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, project management skills, and business savvy. That ' s where this book comes in. Authors Russ Unger and Carolyn Chandler show you how to integrate UX principles into your project from start to finish. • Understand the various roles in UX design, identify stakeholders, and enlist their support • Obtain consensus from your team on project objectives • Define the scope of your project and avoid mission creep • Conduct user research and document your findings • Understand and communicate user behavior with personas • Design and prototype your application or site • Make your product findable with search engine optimization • Plan for development, product rollout, and ongoing quality assurance

Summary Design for the Mind: Seven Psychological Principles of Persuasive Design teaches web designers and developers how to create sites and applications that appeal to our innate natural responses as humans. Author Victor Yocco, a researcher on psychology and communication, introduces the most immediately relevant and applicable psychological concepts, breaks down each theory into easily-digested principles, then shows how they can be used to inform better design. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Designers and design team members need to think about more than just aesthetics. How do you handle short attention spans. How does your design encourage users to engage, browse, or buy? Fortunately, there are psychological principles that you can use in your design to anticipate and benefit from how humans think, behave, and react. About the Book Design for the Mind: Seven Psychological Principles of Persuasive Design teaches you to recognize how websites and applications can benefit from an awareness of our innate, natural responses as humans, and to apply the same principles to your own designs. This approachable book introduces the psychological principles, deconstructs each into easily digestible concepts, and then shows how you can apply them. The idea is to deepen your understanding of why people react in the ways they do. After reading the book, you'll be ready to make your work more psychologically friendly, engaging, and persuasive. What's Inside Making design persuasive Encouraging visitors to take action Creating enduring messages Meeting the needs of both engaged and disengaged visitors Becoming a strategic influencer Applying theory, with case studies and real-world examples About the Reader This book is for web and UX designers and developers as well as anyone involved in customer-facing digital products. About the Author Victor Yocco, PhD, is a research director at a Philadelphia-based digital design firm. He received his PhD from The Ohio State University, where his research focused on psychology and communication in informal learning settings. Victor regularly writes and speaks on topics related to the application of psychology to design and addressing the culture of alcohol use in design and technology. He can be found at www.victoryocco.com or @victoryocco on Twitter. Table of Contents PART 1 INTRODUCING THE APPLICATION OF PSYCHOLOGY TO DESIGN Meeting users' needs: including psychology in design PART 2 WHY DO FOLKS ACT LIKE THAT? PRINCIPLES OF BEHAVIOR Designing for regular use: addressing planned behavior Risky decisions and mental shortcuts Motivation, ability, and trigger-boom! PART 3 PRINCIPLES OF INFLUENCE AND PERSUASION: NOT AS EVIL AS YOU'D THINK Influence: getting people to like and use your design Using family, friends, and social networks to influence users It's not what you say; it's how you say it! Persuasion: the deadliest art PART 4 USER EXPERIENCE DESIGN: PUTTING IT ALL TOGETHER Case study: KidTech Design Co.'s Good Choice app The next step: getting up and running

While the REST design philosophy has captured the imagination of web and enterprise developers alike, using this approach to develop real web services is no picnic. This cookbook includes more than 100 recipes to help you take advantage of REST, HTTP, and the infrastructure of the Web. You'll learn ways to design RESTful web services for client and server applications that meet performance, scalability, reliability, and security goals, no matter what programming language and development framework you use. Each recipe includes one or two problem statements, with easy-to-follow, step-by-step instructions for solving them, as well as examples using HTTP requests and responses, and XML, JSON, and Atom snippets. You'll also get implementation guidelines, and a discussion of the pros, cons, and trade-offs that come with each solution. Learn how to design resources to meet various application scenarios Successfully design representations and URIs Implement the hypertext constraint using links and link headers Understand when and how to use Atom and AtomPub Know what and what not to do to support caching Learn how to implement concurrency control Deal with advanced use cases involving copying, merging, transactions, batch processing, and partial updates Secure web services and support OAuth

The basic rules of REST APIs - "many nouns, few verbs, stick with HTTP" - seem easy, but that simplicity and power require discipline to work smoothly. This brief guide provides next steps for implementing complex projects on simple and extensible foundations.

Building an elegant, functional website requires more than just knowing how to code. In Adaptive Web Design, Second Edition, you ' ll learn how to use progressive enhancement to build websites that work anywhere, won ' t break, are accessible by anyone—on any device—and are designed to work well into the future. This new edition of Adaptive Web Design frames even more of the web design process in the lens of progressive enhancement. You will learn how content strategy, UX, HTML, CSS, responsive web design, JavaScript, server-side programming, and performance optimization all come together in the service of users on whatever device they happen to use to access the web. Understanding progressive enhancement will make you a better web professional, whether you ' re a content strategist, information architect, UX designer, visual designer, front-end developer, back-end developer, or project manager. It will enable you to visualize experience as a continuum and craft interfaces that are capable of reaching more users while simultaneously costing less money to develop. When you ' ve mastered the tenets and concepts of this book, you will see the web in a whole new way and gain web design superpowers that will make you invaluable to your employer, clients, and the web as a whole. Visit http://adaptivewebdesign.info to learn more.

"Interaction design has many dimensions to it. It addresses how people deal with words, read images, explore physical space, think about time and motion, and how actions and responses affect human behavior. Various disciplines make up interaction design, such as industrial design, cognitive psychology, user interface design and many others. It is my hope that this book is a starting point for creating a visual language to enhance the understanding of interdisciplinary theories within interaction design. The book uses concise descriptions, visual metaphors and comparative diagrams to explain each term's meaning. Many ideas in this book are based on timeless principles that will function in varying contexts"--Provided by author.

With Writing for the Web, you'll learn everything you need to know to create effective Web content using words, pictures, and sound. Follow along as instructor and writer Lynda Felder combines easy-to-follow guidelines with photographs, lists, and tables to illustrate the key concepts behind writing nonlinear, interactive stories; creating succinct and clear copy; and working compelling images, motion graphics, and sound into your content. Many books offer instruction on how to use software programs to build Web sites, podcasts, and illustrations. But only Writing for the Web explains when and why an author might choose an illustration over a photograph, motion graphics over text, or a slice of Beethoven's Fifth over the sound of a bubbling brook. Focusing on storytelling techniques that work best for digital media, this book describes the essential skills and tools in a Web author's toolbox, including a thorough understanding of grammar and style, a critical eye for photography, and an ear for just the right sound byte for a podcast. This clearly written guide provides a fun and practical approach to Web writing that busy students and writers will be eager to learn and explore. Uses concise, straight-to-the-point style to illustrate techniques for writing sharp and focused Web copy, coupled with compelling visuals and sound Focuses on writing practices and guidelines, with exercises and prompts developed and tested by the author Features clear design, with plenty of pictures and visual elements, and a friendly and knowledgeable voice Take your learning even further with Lynda's companion book, The Web Writer's Toolkit: 365 prompts, collaborative exercises, games, and challenges for effective online content. For more tips, exercises, and suggestions for teachers, check out the book's Web site at www.write4web.com.

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