

100 Things Every Designer Needs to Know About People (Voices That Matter)



100 More Things Every Designer Needs To Know About People Voices That Matter

Roman Wölfel



100 More Things Every Designer Needs To Know About People Voices That Matter:

100 Things Every Designer Needs to Know About People Susan Weinschenk, 2011-04-14 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 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

[100 MORE Things Every Designer Needs to Know About People](#) Susan Weinschenk, 2015-09-25 Thousands of designers marketers and product managers have come to rely on Susan Weinschenk s original 100 Things Every Designer Needs To Know About People as a go to book for practical advice on how to use the latest findings in psychology and neuroscience to directly inform and improve their designs brands and products Research hasn t stopped since the book was written and new design challenges have emerged Weinschenk s new book 100 MORE Things Every Designer Needs To Know About People applies the latest research in psychology neuroscience brain research and social psychology to the design of technology products including websites apps wearables and artificial intelligence Weinschenk combines real science and research citations with practical examples to make her 100 MORE Things engaging persuasive easy to read accessible and useful 100 MORE Things Every Designer Needs to Know About People is not just another design guidelines book because it explains the WHY behind the guidelines providing concrete examples and prescriptions that can be easily and instantly applied

Summary Book Summary Publishing, 2020-03-05 100 Things Every Designer Needs to Know About People Design more intuitive and engaging work for print websites applications and products that matches the way people think work and play by Susan Weinschenk Most people in our day and age use digital interfaces daily Yet being able to make an intuitive and easy interface ironically requires many hours of work and thought For an interface to work well in other words for it to be easy to use and responsive one must have a deep understanding of the human mind The latest discoveries in neuroscience the grouping of all sciences that study brain functioning are very informative and useful How people perceive feel and respond to the world around them will lead you to reconsider the way in which you design your interfaces So whether you re designing a website app or software the advice that follows will be extremely useful Why read this summary Save time Understand the key concepts Notice This is a 100 THINGS EVERY

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The latest advances in neuroscience the body of science that studies the functioning of the brain are very instructive The way human beings perceive feel and respond to the world around them leads you to reconsider the way you design your interfaces Whether you re embarking on the creation of a website an application or a software the following tips will be very useful Buy now the summary of this book for the modest price of a cup of coffee

The Farmer's Voice ,1912 Public Opinion ,1886 Collier's ,1907 Modern Screen ,1937 *Daddy Wouldn't Buy Me a Bauhaus* Janet Abrams,2020-10-27

Daddy Wouldn't Buy Me a Bauhaus collects the unparalleled writings of legendary British wordsmith Janet Abrams for the first time From pivotal figures in international modernism to the pioneers of digital medium Abrams explored the ideas theories and emotions that fueled their work The book s twenty six profiles written in Abrams s signature personal often hilarious style include Reyner Banham Berthold Lubetkin Philip Johnson Paul Rand Phyllis Lambert Frank Gehry Rem Koolhaas Muriel Cooper April Greiman and Michael Bloomberg Many of the profiles are back in print for the first time having originally appeared in Blueprint I D magazine the Independent and in books and catalogs from the 1980s through the early 2000s A foreword by Blueprint s founding editor Deyan Sudjic and new reflections by Abrams set the stage

Out ,2001-10

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