



About Face: The Essentials of Interface Design, Forth Edition

By Christopher Noessel, David Cronin, Robert Reimann, Alan Cooper

Wiley India Pvt. Ltd, 2016. Softcover. Book Condition: New. 4th edition. 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 better illustrate modern design concepts. Contents: Foreword Introduction Part I: Goal-Directed Design CH 1: A Design Process for Digital Products The Consequences of Poor Product Behavior Why Digital Products Fail Planning and Designing Product Behavior Recognizing User Goals Implementation Models and Mental Models An Overview of Goal-Directed Design CH 2: Understanding the Problem: Design Research Qualitative versus Quantitative Data in Design Research Goal-Directed Design Research Interviewing and Observing Users Other Types of Qualitative Research Research Is Critical to Good Design CH 3: Modeling Users: Personas and Goals Why Model? The Power of Personas Why Personas Are Effective Understanding Goals Constructing Personas Personas in Practice Other Design Models CH 4: Setting the Vision: Scenarios and Design Requirements Bridging the Research-Design Gap Scenarios: Narrative as a Design Tool Design Requirements: The "What"...



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