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About Face 3 2012-06-12 this completely updated volume presents the effective and practical tools you need to design great desktop applications 2 0 sites and mobile devices you ll learn the principles of good product behavior and gain an understanding of cooper s goal directed design method which involves everything from conducting user research to defining your product using personas and scenarios ultimately you ll acquire the knowledge to design the best possible digital products and services

About Face 2014-09-02 the essential interaction design guide fully revised and updated for the mobile age 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 the interaction design profession is blooming with the success of design intensive companies priming customers to expect design as a critical ingredient of marketplace success consumers have little tolerance for websites apps and devices that don t live up to their expectations and the responding shift in business philosophy has become widespread about face is the book that brought interaction design out of the research labs and into the everyday lexicon and the updated fourth edition continues to lead the way with ideas and methods relevant to today s design practitioners and developers updated information includes contemporary interface interaction and product design methods design for mobile platforms and consumer electronics state of the art interface recommendations and up to date examples updated goal directed design methodology designers and developers looking to remain relevant through the current shift in consumer technology habits will find about face to be a comprehensive essential resource

About Face 2.0 2003-03-28 the following description is for the second edition of about face the 3rd edtion about face 3 isbn 0470084111 is now available first published seven years ago just before the world wide exploded into dominance in the software world about face rapidly became a bestseller while the ideas and principles in the original book remain as relevant as ever the examples in about face 2 0 are updated to reflect the evolution of the interaction design professionals are constantly seeking to ensure that software and software enabled products are developed with the end user s goals in mind that is to make them more powerful and enjoyable for people who use them about face 2 0 ensures that these objectives are met with the utmost ease and efficiency alan cooper palo alto ca has spent a decade making high tech products easier to use and less expensive to build a practice known as interaction design cooper is now the leader in this growing field mr cooper is also the author of two bestselling books that are widely considered indispensable texts about face the essentials of user interface design intro duced the first comprehensive set of practical design principles the inmates are running the asylum explains how talented people and companies continually create aggravating high tech products that fail to meet customer expectations robert reimann has spent the past 15 years pushing the boundaries of digital products as a designer writer lecturer and consultant he has led dozens of interaction design projects in domains including e commerce portals desktop productivity authoring environments medical and scientific instrumentation wireless and handheld devices for startups and fortune 500 clients alike joining cooper in 1996 reimann led the development and refinement of many goal directed design methods described in about face 2 0 he has lectured on these methods at major universities and to international industry audiences he is a member of the advisory board of the uc berkeley institute of design

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Essential Mobile Interaction Design 2014-03-21 design user friendly intuitive smartphone and tablet apps for any platform mobile apps should feel natural and intuitive and users should understand them quickly and easily this means that effective interaction and interface design is crucial however few mobile app developers or even designers have had adequate training in these areas essential mobile interaction design fills this gap bringing together proven principles and techniques you can use in your next app for any platform target device or user this tutorial requires virtually no design or programming knowledge even if you ve never designed a mobile app before this guide teaches you the key skills that lead to the best results cameron banga and josh weinhold help you master the mindset processes and vocabulary of mobile interaction design so you can start making better choices right away they guide you through the entire design process demystifying issues that arise at every stage the authors share hard won lessons from years of experience developing more than one hundred mobile apps for clients and customers of every type they cover important issues that platform specific guides often overlook including internationalization accessibility hybrid apps sandboxing and what to do after release this guide shows you how to think through your designs instead of just throwing together ui elements allow an intuitive design flow to emerge from your app sketch and wireframe apps more effectively reflect key differences among smartphones tablets and desktops design for visual appeal without compromising usability work effectively with programmers make sure your apps are accessible to everyone get usable feedback and understand what it s telling you learn valuable lessons from today s most successful apps refresh your designs in new apps and future versions discover new tools for designing more successfully packed with ios and androidtm examples essential mobile interaction design offers dozens of tips and solutions that will be equally useful on today s platforms and on whatever comes next extensive resources are available at cameronbanga com emidbook

About Face 1995-08-25 this book is intended to provide the reader with effective and practical tools for designing user interfaces it integrates tactical and strategic approaches helping the programmer understand how the user comprehends their software

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what why

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Transgenerational Technology and Interactions for the 21st Century 2022-10-25 the kinetic mechanisms by which enzymes interact with inhibitors and activators collectively called modifiers are scrutinized and ranked taxonomically into autonomous species in a way similar to that used in the biological classification of plants and animals the systematization of the mechanisms is based on two fundamental characters the allosteric linkage between substrate and modifier and the factor by which a modifier affects the catalytic constant of the enzyme combinations of the physically significant states of these two characters in an ancestor descendant like fashion reveal the existence of seventeen modes of interaction that cover the needs of total partial and fine tuning modulation of enzyme activity these interactions comprise five linear and five hyperbolic inhibition mechanisms five nonessential activation mechanisms and two hybrid species that manifest either hyperbolic inhibition or nonessential activation characteristics depending on substrate concentration five essential activation mechanisms which are taxonomically independent of the mentioned basic species complete the inventory of enzyme modifiers often masked under conventional umbrella terms or treated as anomalous cases all seventeen basic inhibition and nonessential activation mechanisms are represented in the biochemical and pharmacological literature of this and the past century either in the form of rapid or slow onset reversible interactions or as irreversible modification processes the full potential of enzyme inhibitors and activators can only be appreciated after elucidating the details of their kinetic mechanisms of action exploring the entire range of physiologically significant reactant concentrations this book highlights the wide spectrum of allosteric enzyme modification in physiological occurrences as well as in pharmacological and biotechnological applications that embrace simple and multiple enzyme modifier interactions the reader is guided in the journey through this still partly uncharted territory with the aid of mechanistically oriented criteria aimed at showing the logical way towards the identification of a particular mechanism

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