Simple and Usable Web, Mobile, and Interaction Design

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In a complex world, products that are easy to use win favour with consumers. This is the first book on the topic of simplicity aimed specifically at interaction designers. It shows how to drill down and simplify user experiences when designing digital tools and applications.

Simple and Usable Web, Mobile, and Interaction Design Details

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From Reader Review Simple and Usable Web, Mobile, and Interaction Design for online ebook

Jadwiga says

Dobra ksi??ka na start z projektowaniem interfejsów, czyta si? ?atwo i szybko, a konkretne przyk?ady rozwi?za? zapadaj? w pamie?. Autor przedstawia i omawia cztery sposoby uzyskania prostoty: usuwanie, organizacja, ukrywanie i przenoszenie.

Co ciekawe, ka?de zagadnienie zosta?o poruszone dok?adnie na jednej stronie, a obok niego znalaz?a si? fotografia lub przyk?ad interfejsu je ilustruj?cy. Dzi?ki temu ksi??ka nadaje si? nie tylko do przeczytania od deski do deski, ale równie dobrze mo?na po ni? si?ga? szukaj?c inspiracji, czy wyrywkowo przegl?daj?c zagadnienia. Z pewno?ci? b?d? do niej cz?sto zagl?da?.

Brittany says

Remove what you don't need, organize what you do, hide what you can. Displace.
When you get the balance of tasks right, letting users focus on choosing and directing, and having the computer focus on remembering and calculating, you'll create experiences that are simple and surprising because of the creativity users can bring to them.

Dhuaine says

It's a very one-sided book. Sure, it offers a ton of nice advice on how to make things simpler, but NOT everything needs to be simpler. Some of the examples were so forced/silly that it really made me question the value of this text. Bashing Adobe Photoshop for not being accessible to people wanting to edit family photos? Guess what, it was made for professionals. There is other photo-retouching software on the market made specifically for home use. Don't dumb down things that are made for power users! On one hand the author wants the users to feel in control of the interface, and on the other he hides and downright removes options used by advanced users. If all products followed his advice, the world would turn into stupidity fest where a 5-year-old could go by with minimal effort.

One other thing that the author ignores that irritated me are conventions. If a program followed a similar interface design for several years (MS Office), it's no wonder that people get lost in it. Ignoring established conventions and history of the program, especially when it's an application that has a big following and a good chunk of its user base are people who've had it for years, is not a good thing.

And then there was a quite silly example with Amazon wishlists. The solution proposed by the author skips one step of wishlisting but leads to massive mess in it.

Summing up, it's a good book if you're designing for the very casual audience, with no expectations, but please don't apply these rules to everything.

Sivakumar Thangavelu says

Good short book. Important and interesting ideas with good examples.

Rasa Jonkute says

A brief book on the topic of simplicity. However, if you also have "The Laws of Simplicity: Design, Technology, Business, Life" by J. Maeda on your list, skip this one without hesitation.

Christian Jensen says

Great read for everyone in UI design. Light read with bite-sized advice and actionable takeaways. A lot of it may seem obvious, especially for designers with some experience, but I believe everyone will learn a thing or two, or at least be reminded of some important principles.

Ethan says

Pretty good general read on usability and user experience, that draws on the personal experience of a thought leader in the field. I especially enjoyed the chapters dealing with techniques for 'hiding complexity'. His use of the "Flip" camera as a usability high water mark is unfortunate, as it was just discontinued and kind of dates the book. It also illustrates how a great tech product may only have a 3-4 year life cycle in today world of constant technological churn.

Maybe every other page didn't have to be stock photography, tho.
One criticism of the book is the lack of bibliography. I would have loved to have recommendations for further reading.

Courtney says

Thesis: Simplicity and Usability are two key goals of modern design.

Summary: Begins by stating that simplicity is necessary for mainstream market (as opposed to expert or proficient users) but does not necessarily mean less or easy to implement (unicycle illustration). The practice of making something simple usually involves Removal, Sorting, Hiding or Reduction. (remote control example). When designing something simple and usable, it is important to follow stories and reduce purpose statements to the essentials (Flip example).

Relevant Questions;
1. How can I bring these principles into my own life? understand WHO client is in order to design for them,

visualize and create stories of HOW product is actually used by mainstream, dont necessarily listen to input or requests. Fill needs first.

2. Identify some beautifully designed, simple products Knife/piano illustration was excellent

3. Identify poorly designed or overly complex products and how they can be improved (by which method?)

Notes:

Author works in design, possibly web development and lost personal anecdotes are centered around the auto industry.

Doublemeanings says

Before design,set a vision first, then tell your story.

Two ways to describle what's core.

>The quick and dirty way is to write down a one-line description, ask yourself"what is this for?" when you design something very small.

>The better and longer way is to describe the experience I want the users to have,when you design someting big.

Three types of user:Experts,Willing adopters,Mainstreamers.

Experience that feel simple are designed for the mainstreamers.

Design has to satisfy emotional needs.Key emotional need is for users to feel that they're in control.

A good user story is brief, concrete, credible, and use relevant details.

Three levels of vision

>A believable world(the "where" and "when" of our story)

>Credible charactors(the"who" and"why")

>A coherent plot(the "what" and "how")

Reviw your story and ask: what things have the most important on your user's behavir?

Don't rush into design,understanding what's core takes time.

?

*Four strategies for simplicity:

*>Remove-get rid of all the unnecessary buttons until the device is stripped back its essentials.

It doesn't mean removing features that is difficult to build.

? Cutting features can be bloody process, focus on what's core.

? ?Kill lame features,avoid speculating about what users might or might not to.

*Prioritizing features' principles:

? ?>Identify the users' goals and set them in order of priority.

? ?>Focus on solutions that completely meet users' high-priority goals.Only move on the lower-priority

? ?>Identify things that are common sources of anxiety or stress and prioritize features that alleviate that stress effortlessly.

? ?>Identify the "good enough" controls that satisfy mainstream users' needs and the "precision" controls for experts.

? ?*limit visual clutter:

? ?>Use white space or subtle background tints to divide up the page rather than lines.

? ?>Avoid thick dark lines where fine,light lines will do.

? ?>Limit the levels of information.Limit the number , size, and weghts of fronts.

? ?>Limit the variation in sizes of elements.

? ?>Limit the shapes of elements.

*>Organize-arrange the buttons into groups that make more sence. ?
? ?Chunking.Grids.
? ?Size and location:
? ?>Make important things big ,even if that means making them out of scale.
? ?>Less important items should be smaller.
? ?>Put similar things close together.
*>Hide-hide all but the most important buttons behind a hatch so they don't distract users.
? ?>Hide one-time setting and options
? ?>Hide precision controls, but the expert users choose to keep them revealed.
? ?>Don't force or expert mainstreamers to customize,but offer this option for experts.
? ?>Hide elegantly, that is, hide completely and reveal just in time.
*>Displace-create a very simple remote control with a few basic features and control the rest via a menu on the TV screen, displacing the complexity from the remote control to the TV.

It's very useful for UX novice.

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lehaleha says

Nice book - very simple and indeed usable. It makes sense, in contrast to many other much thicker books on UX. Actually it's tiny size is also big plus - it can be read in one evening. Unless you hope to become UX-pro by finding magical recipe in a book - in that case you should looks somewhere else, "UX in 21 day" or something like that.

Chris Witt says

Having been in the Web Design Game for over a dozen years now, this definitely hit home. If you are like me and are often irritated at how developers think like "power users" instead of like "normal people", then this will resonate with you. If you *don't* think that way, then you should; this book will help explain why.

Stringy says

Fantastic book that made me re-think all the projects I'm working on. I love that Colborne practices what he preaches: his book is simple to read and presents useful processes in addition to theories. Anyone making user interfaces for websites, apps or even appliances should read this to make their product great instead of merely good.

Matej Latin says

This book fundamentally changed how I think about design and the world in general. We live in a complicated world, but it doesn't really have to be this way. Giles Colborne uses very simple language and examples to get to the point. This book is short and concise.

Barkan Saeed says

Great Book for UX Beginners. Concepts Explained very nicely and learned a lot of things.

Presents a nice way on how you should approach UX for simplicity rather than usability. Highly recommended for Startup owners and anyone looking to invest into web or mobile solutions or even every day things that we use

Leonard Houx says

With an uninspiring, slightly patronizing opening gambit and a dull magazine style format (every other picture is a stock photo), *Simple and Usable* almost had me giving up. It's a good thing I held on, though, because once it gets going, it provides a concrete, systematic list of methods for simplifying user interfaces.

If you can stand the corporate, stock photo cheesiness, and you want get beyond minimalist slogans like 'less is more', then give this a shot.