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Titolo	Mindful Design : How and Why to Make Design Decisions for the Good of Those Using Your Product // by Scott Riley
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Descrizione fisica	1 online resource (368 pages)
Disciplina	004.21
Soggetti	Computer programming Web Development
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	1. Attention and Distraction -- 2. Vision, Perception, and Aesthetics -- 3. Learning and Memory -- 4. Expectation, Surprise, and the Musical Interface -- 5. Reward and Motivation -- 6. Designing Environments -- 7. The Design Stack -- 8. Emotional Mapping -- 9. The Anatomy of an Interaction -- 10. Responsible Implementation.
Sommario/riassunto	Learn to create seamless designs backed by a responsible understanding of the human mind. This book examines how human behavior can be used to integrate your product design into lifestyle, rather than interrupt it, and make decisions for the good of those that are using your product. Mindful Design introduces the areas of brain science that matter to designers, and passionately explains how those areas affect each human's day-to-day experiences with products and interfaces. You will learn about the neurological aspects and limitations of human vision and perception; about our attachment to harmony and dissonance, such as visual harmony, musical harmony; and about our brain's propensity towards pattern recognition and how we perceive the world cognitively. In the second half of the book you will focus on the practical application of what you have learned, specific to interaction and interface design. Real-world examples are used throughout so that you can really see how design is impacting our everyday digital experience. Design is a responsibility, but not enough designers understand the human mind or the process of thought. This book

explores the key factors involved and shows you how to make the right design choices.
