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Autore	Johnson Jeff
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Nota di contenuto	Front Cover; Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines; Copyright; Contents; Acknowledgments; Foreword; Introduction; USER-INTERFACE DESIGN RULES: WHERE DO THEY COME FROM AND HOW CAN THEY BE USED EFFECTIVELY?; USER-INTERFACE DESIGN AND EVALUATION REQUIRES UNDERSTANDING AND EXPERIENCE; COMPARING USER-INTERFACE DESIGN GUIDELINES; WHERE DO DESIGN GUIDELINES COME FROM?; INTENDED AUDIENCE OF THIS BOOK; Chapter 1 - Our Perception is Biased; PERCEPTION BIASED BY CURRENT CONTEXT; PERCEPTION BIASED BY GOALS TAKING BIASED PERCEPTION INTO ACCOUNT WHEN DESIGNINGChapter 2 - Our Vision is Optimized to See Structure; GESTALT PRINCIPLE: PROXIMITY; GESTALT PRINCIPLE: SIMILARITY; GESTALT PRINCIPLE: CONTINUITY; GESTALT PRINCIPLE: CLOSURE; GESTALT PRINCIPLE: SYMMETRY; GESTALT PRINCIPLE: FIGURE/GROUND; GESTALT PRINCIPLE: COMMON FATE; GESTALT PRINCIPLES: COMBINED; Chapter 3 - We Seek and Use Visual Structure; STRUCTURE ENHANCES PEOPLE'S ABILITY TO SCAN LONG NUMBERS; DATA-SPECIFIC CONTROLS PROVIDE EVEN MORE STRUCTURE; VISUAL HIERARCHY LETS PEOPLE FOCUS ON THE RELEVANT INFORMATION Chapter 4 - Our Color Vision is LimitedHOW COLOR VISION WORKS; VISION IS OPTIMIZED FOR CONTRAST, NOT BRIGHTNESS; THE ABILITY

TO DISCRIMINATE COLORS DEPENDS ON HOW COLORS ARE PRESENTED; COLOR-BLINDNESS; EXTERNAL FACTORS THAT INFLUENCE THE ABILITY TO DISTINGUISH COLORS; GUIDELINES FOR USING COLOR; Chapter 5 - Our Peripheral Vision is Poor; RESOLUTION OF THE FOVEA COMPARED TO THE PERIPHERY; IS THE VISUAL PERIPHERY GOOD FOR ANYTHING?; EXAMPLES FROM COMPUTER USER INTERFACES; COMMON METHODS OF MAKING MESSAGES VISIBLE; HEAVY ARTILLERY FOR MAKING USERS NOTICE MESSAGES

VISUAL SEARCH IS LINEAR UNLESS TARGETS "POP" IN THE PERIPHERYChapter 6 - Reading is Unnatural; WE'RE WIRED FOR LANGUAGE, BUT NOT FOR READING; IS READING FEATURE-DRIVEN OR CONTEXT-DRIVEN?; SKILLED AND UNSKILLED READING USE DIFFERENT PARTS OF THE BRAIN; POOR INFORMATION DESIGN CAN DISRUPT READING; MUCH OF THE READING REQUIRED BY SOFTWARE IS UNNECESSARY; TEST ON REAL USERS; Chapter 7 - Our Attention is Limited; Our Memory is Imperfect; SHORT- VERSUS LONG-TERM MEMORY; A MODERN VIEW OF MEMORY; CHARACTERISTICS OF ATTENTION AND WORKING MEMORY

IMPLICATIONS OF WORKING MEMORY CHARACTERISTICS FOR USER-INTERFACE DESIGNCHARACTERISTICS OF LONG-TERM MEMORY; IMPLICATIONS OF LONG-TERM MEMORY CHARACTERISTICS FOR USER-INTERFACE DESIGN; Chapter 8 - Limits on Attention Shape Our Thought and Action; WE FOCUS ON OUR GOALS AND PAY LITTLE ATTENTION TO OUR TOOLS; WE NOTICE THINGS MORE WHEN THEY ARE RELATED TO OUR GOALS; WE USE EXTERNAL AIDS TO KEEP TRACK OF WHAT WE ARE DOING; WE FOLLOW THE INFORMATION "SCENT" TOWARD OUR GOAL; WE PREFER FAMILIAR PATHS; OUR THOUGHT CYCLE: GOAL, EXECUTE, EVALUATE

AFTER WE ACHIEVE A TASK'S PRIMARY GOAL, WE OFTEN FORGET CLEANUP STEPS

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## Sommario/riassunto

In this completely updated and revised edition of *Designing with the Mind in Mind*, Jeff Johnson provides you with just enough background in perceptual and cognitive psychology that user interface (UI) design guidelines make intuitive sense rather than being just a list of rules to follow. Early UI practitioners were trained in cognitive psychology, and developed UI design rules based on it. But as the field has evolved since the first edition of this book, designers enter the field from many disciplines. Practitioners today have enough experience in UI design that they have b

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