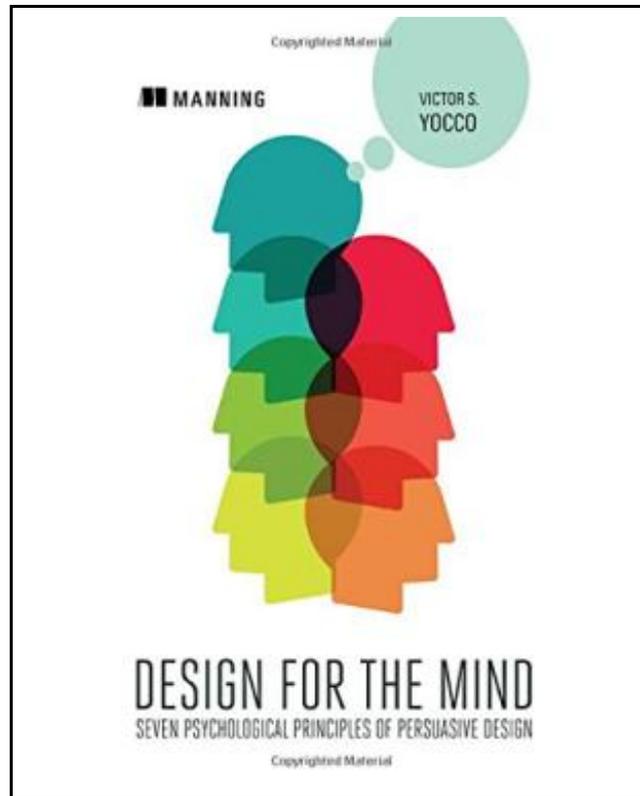


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DESIGN FOR THE MIND:SEVEN PSYCHOLOGICAL PRINCIPLES OF PERSUASIVE DESIGN (PAPERBACK)



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Manning Publications, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book. DESCRIPTION The days of purely aesthetic design are long gone. Today s web designers are driven by pertinent questions like these: How will I win the battle of the short attention span? How do I put visitors at ease and provide the information they re consciously (and unconsciously) expecting? How will the design of my site encourage users to engage, browse, or buy? There s a body of tested psychological principles that can transform digital designs by anticipating and benefiting from how human beings react to stimuli. This scientific approach to the decision making process, attitudes to risk and reward, group influence, and more are a treasure trove ready to be applied to the field of website design. Design for the Mind teaches web designers and developers how to create sites and applications that appeal to our innate natural responses as humans. The book introduces the most immediately relevant and applicable psychological concepts, breaks down each theory into easily-digested principles, then shows how they can be used to create powerful designs. The idea is not to produce a use-by-rote set of patterns for digital persuasion, but to deepen the understanding of why people react in the way they do to design features and approaches. After reading the book, readers should be equipped to make their work more psychologically friendly, engaging, and persuasive. KEY SELLING POINTS Provides insight into creating powerful user focused design Approachable to readers at all stages of their careers Empowers readers to think critically AUDIENCE Web designers, UX designers, Technical architects and anyone involved in customer facing digital products will benefit from the book. ABOUT THE TECHNOLOGY Understanding psychological theory as it applies to digital design allows those studying to become or currently...

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