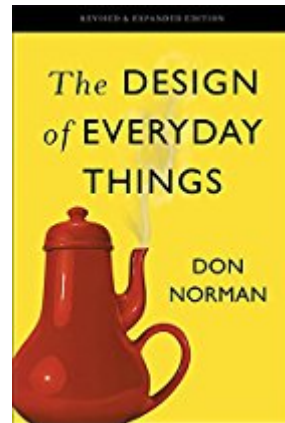# Ebook The Design of Everyday Things: Revised and Expanded Edition By Don Norman

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, The Design of Everyday Things is a powerful primer on how—and why—some products satisfy customers while others only frustrate them.

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Review "Even classics can be updated and improved ... Highly recommended."Ã¢Â�Â�Choice "This book changed the field of design. As the pace of technological change accelerates, the principles in this book are increasingly important. The new examples and ideas about design and product development make it essential reading."Ã¢Â�Â�Patrick Whitney, Dean, Institute of Design, and Steelcase/Robert C. Pew Professor of Design, Illinois Institute of Technology "Twenty-five years ago The Design of Everyday Things was instrumental in orienting my approach to design. With this latest revised and expanded edition, Don Norman has given me a host of new ideas to explore as well as reminding me of the fundamental principles of great and meaningful design. Part operating manual for designers and part manifesto on the power of designing for people, The Design of Everyday Things is even more relevant today than it was when first published."Ã¢Â�Â�Tim Brown, CEO, IDEO, and author of Change by Design About the Author Don Norman is a co-founder of the Nielsen Norman Group, and holds graduate degrees in both engineering and psychology. His many books include Emotional Design, The Design of Future Things, and Living with Complexity. He lives in Silicon Valley, California.

Customer Reviews Most helpful customer reviews 0 of 0 people found the following review helpful. The Design of Everyday Things shows up in every recommended reading list for product managers. By H.C [[VIDEOID:160386d40ffeaa8cdf18cda2eb658420]] The Design of Everyday Things, by Donald A. Norman, was first published in 1988 under the title The Psychology of Everyday Things, and it shows up in every recommended reading list for product managers. I became a product manager in July 2016, and it is now my turn to read this book. This book lays out many great frameworks for product designing, which I have summarized in greater detail in this blog post's video. Chapter One introduces the six interaction points between the products and users: affordance, signifier, constraints, mapping, feedback, and conceptual model. Chapter Two explores the human behavior – how we make, execute, and evaluate decisions. Chapters Three, Four, and Five elaborate on the six interaction points. Chapters Six and Seven provide the framework for product designing and go-to-market strategies. This book could have been structured more clearly. Mr. Norman did a great job updating his book with new observations from the 21st century, such as online education, 3D printers, and cognitive computing. Perhaps because of these updates, the overall structure becomes a bit patchy and not very easy to follow. For instance, Chapter One introduces the six interaction points, but these interaction points are explained neither methodically nor sequentially in Chapters Three through Five. If we can slough through and digest those three chapters, we will be aptly rewarded with Chapters Six and Seven. It is too often that product managers and designers rush into a solution and build a feature that the users request, but the solution does not necessarily solve the core user problem. To avoid this pitfall, Chapter Six introduces the product design frameworks: The Double-Diamond model and the Human-Centered Design Process. These frameworks stress the importance of finding the right problem. Chapter Seven calls out the importance of go-to-market strategies. A good product that does not sell is not a good product. Product managers and designers must pay attention to the market, competitors, and user acceptance. Numerous new technologies were not accepted in the commercial market several decades after they were introduced in the lab. For example, our modern smartphone's multi-touch keyboards were first developed by the University of Toronto in the early 1980s, but the first generation iPhone was not introduced until 2007. If the product managers and designers decide to enter the market before the product can be generally accepted, they also might fail. The first mover advantage does not always pay off, and go-to-market strategies need to be carefully devised for a product to succeed. Overall, this is a great book. I highly recommend all product managers and designers to read it. 1 of 1 people found the following review helpful. Foundational classic By BZ If you design anything that isn't purely aesthetic, you should read this book. There are probably very few great English-speaking designers that have not read this book. 4 of 4 people found the following review helpful. Great reading for designers and non-designers! By Fernanda Marques Norman does a terrific job explaining the Design discipline as a means to approach human problems and find solutions that make things simple and straightforward

(to humans!). He provides clear explanations of concepts that originate from fields like cognitive psychology and human behaviour studies and "translates" them to your everyday language. This book is one of the rarest that explains in plain English that Design is a way to make sense of the world, by observing it and by asking the right questions to find out what's the real issue to solve. Love it! ;) See all 255 customer reviews...

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