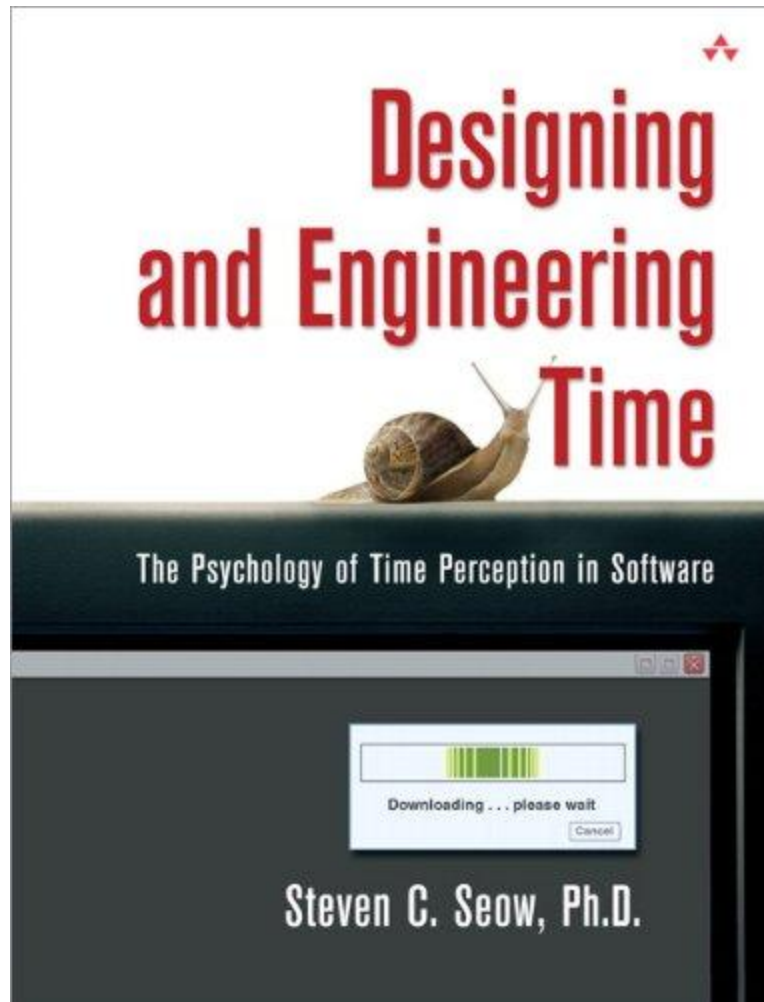# Designing and Engineering Time: The Psychology of Time Perception in Software (Mobipocket) by Steven C. Seow

[An Excellent Title For Any Library Strong In Software Development Or Psychology](#)

This is the eBook version of the printed book. If the print book includes a CD-ROM, this content is not included within the eBook version.

Build Applications, Websites, and Software Solutions that Feel Faster, More Efficient, and More Considerate of Users' Time!

One hidden factor powerfully influences the way users react to your software, hardware, User Interfaces (UI), or web applications: how those systems utilize users' time. Now, drawing on the nearly 40 years of human

computer interaction research–including his own pioneering work–Dr. Steven Seow presents state-of-the-art best practices for reflecting users' subjective perceptions of time in your applications and hardware.

Seow begins by introducing a simple model that explains how users perceive and expend time as they interact with technology. He offers specific guidance and recommendations related to several key aspects of time and timing–including user tolerance, system responsiveness, progress indicators, completion time estimates, and more. Finally, he brings together proven techniques for impacting users' perception of time drawn from multiple disciplines and industries, ranging from psychology to retail, animal research to entertainment.

• Discover how time and timing powerfully impact user perception, emotions, and behavior

• Systematically make your applications more considerate of users' time

• Avoid common mistakes that consistently frustrate or infuriate users

• Manage user perceptions and tolerance, and build systems that are perceived as faster

• Optimize "flow" to make users feel more productive, empowered, and creative

• Make reasonable and informed tradeoffs that maximize limited development resources

• Learn how to test usability issues related to time–including actual vs. perceived task duration

Designing and Engineering Time is for every technology developer, designer, engineer, architect, usability specialist, manager, and marketer. Using its insights and techniques, technical and non-technical professionals can work together to build systems and applications that provide far more value–and create much happier users.

Steven C. Seow has a unique combination of experience in both experimental psychology and software usability. He joined Microsoft as a User Researcher after completing his Ph.D. in Experimental Psychology at

Brown University with a research focus on human timing and information theory models of human performance. Seow holds Bachelor's and Master's Degrees in Forensic Psychology from John Jay College of Criminal Justice, and wrote his master's thesis on distortions in time perception. For more information about Steven Seow and his research, visit his website at www.StevenSeow.com.

informit.com/aw

Personal Review: Designing and Engineering Time: The Psychology of Time Perception in Software (Mobipocket) by Steven C. Seow

Once a hidden topic, discussions of how systems utilize users' time are now key to designing a solid web application, and nearly 40 years of human computer interaction research prompts Dr. Steven Seow to present a discussion of best practices for reflecting users' subjective perceptions of time in hardware and software alike. DESIGNING AND ENGINEERING TIME: PSYCHOLOGY OF TIME PERCEPTION IN SOFTWARE PSYCHOLOGY AND SOFTWARE DEVELOPMENT is an excellent title for any library strong in software development or psychology.

For More 5 Star Customer Reviews and Lowest Price:
[Designing and Engineering Time: The Psychology of Time Perception in Software (Mobipocket) by Steven C. Seow 5 Star Customer Reviews and Lowest Price!](#)