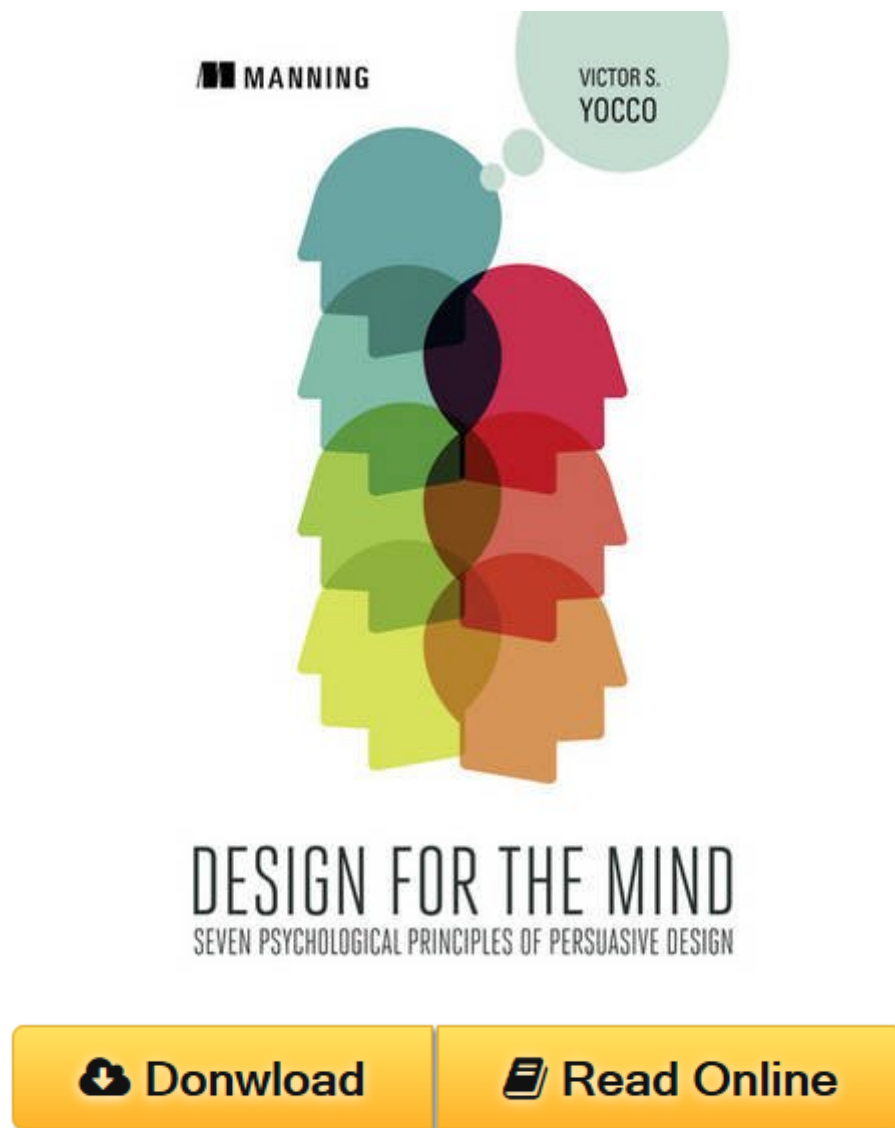# Design for the Mind: Seven Psychological Principles of Persuasive Design PDF

Design for the Mind: Seven Psychological Principles of Persuasive Design by Victor S. Yocco ISBN 1617292958

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.

Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications.

Design for the Mind: Seven Psychological Principles of Persuasive Design Review

This Design for the Mind: Seven Psychological Principles of Persuasive Design book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Design for the Mind: Seven Psychological Principles of Persuasive Design without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Design for the Mind: Seven Psychological Principles of Persuasive Design can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Design for the Mind: Seven Psychological Principles of Persuasive Design having great arrangement in word and layout, so you will not really feel uninterested in reading.