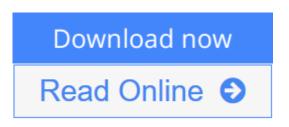# Usable Usability: Simple Steps for Making Stuff Better

By Eric Reiss

Usable Usability: Simple Steps for Making Stuff Better By Eric Reiss

The A-to-Z guide to spotting and fixing usability problems Frustrated by pop-ups? Forms that make you start over if you miss a field? Nonsensical error messages? You're not alone! This book helps you simply get it right the first time (or fix what's broken). Boasting a full-color interior packed with design and layout examples, this book teaches you how to understand a user's needs, divulges techniques for exceeding a user's expectations, and provides a host of hard won advice for improving the overall quality of a user's experience. World-renowned user-experience expert Eric Reiss shares his knowledge from decades of experience making products useable for everyone...all in an engaging, easy-to-apply manner.

- Reveals proven tools that simply make products better, from the users' perspective
- Provides simple guidelines and checklists to help you evaluate and improve your own products
- Zeroes in on essential elements to consider when ensuring ease-of-use so products and services are functional, responsive, ergonomic, convenient, and foolproof.
- Addresses considerations to ensure elegance and clarity of design so things are visible, understandable, logical, consistent, and predictable.
- Concrete "next steps" that show you how to put these ideas into action, even when you don't have a budget or the support of your superiors.

Usable Usability walks you through numerous techniques that will help ensure happy customers and successful products!

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Editorial Review

From the Back Cover

I stopped reading because I was tempted to steal stuff for my next book!"
—**Steve Krug**, author of *Don't Make Me Think*

If you're serious about creating great user experiences, this is a must-read book! Eric's insights on usability are reinforced with delightful examples and are presented with a business-smart perspective that few others can match."
—**Richard Dalton**, Senior Manager, Experience Strategy & Measurement, The Vanguard Group

"I just want it to work!"

That's what "usability" means to the user. It's about whether a product or service does what the user wants—and expects—it to do. And that's what makes people want—or not want—what you have to sell. This book is packed with suggestions, steps, and guidelines to help you create products and services that do what users want. Many of them are unbelievably simple. They just work.

How to create usable stuff

- Have clear goals for what you want to accomplish
- Use the checklists in each chapter to help you spot potential problems
- Learn what makes users happy—or not happy
- Discover three keys to responsiveness
- Put logical reasoning to work for you
- Improve profitability by improving usability

About the Author
Eric Reiss has been meddling with service- and product-design projects for longer than he cares to remember. Today, he is CEO of The FatDUX Group, an international user-experience design company headquartered in Copenhagen, Denmark. Eric has also lectured on design principles at the Bauhaus University in Weimar, is a former Professor of Usability and Design at the IE Business School in Madrid, and serves on the advisory boards of several universities and institutes in both Europe and the United States. His Web Dogma, a design philosophy that transcends both fashion and technology, has been adopted by thousands of developers and companies around the world. You can follow Eric Reiss on Twitter: @elreiss

Users Review

From reader reviews:

Daniel McDonald:

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Billie Gould:

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April Baker:

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