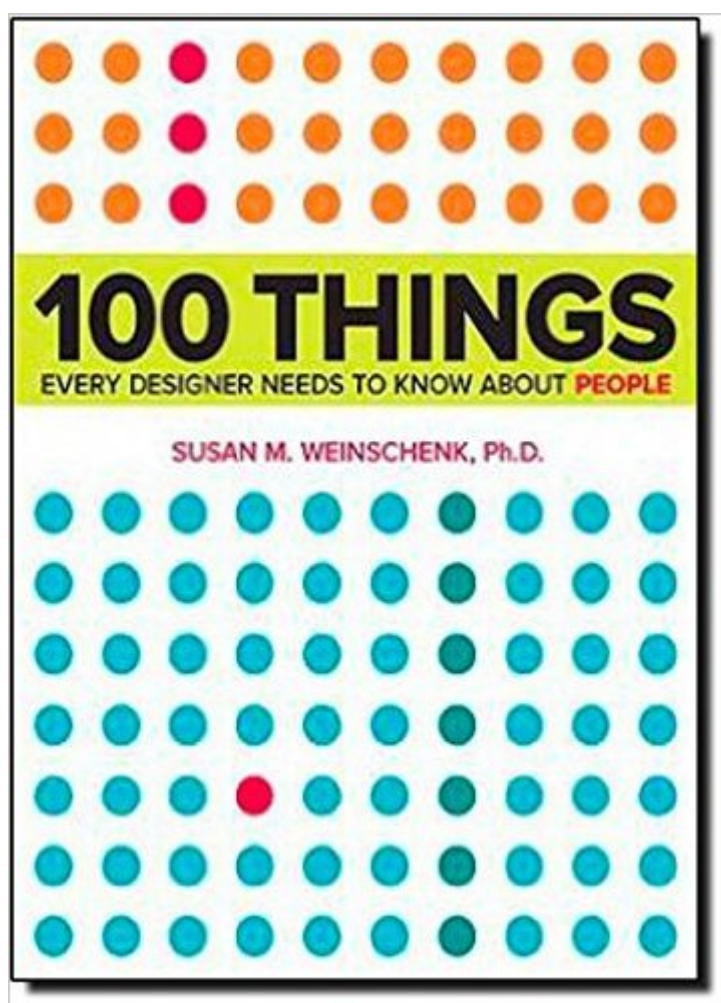The book was found

100 Things Every Designer Needs To Know About People (Voices That Matter)

Synopsis

We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it youâ ™ll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as: What grabs and holds attention on a page or screen?   What makes memories stick?   What is more important, peripheral or central vision?   How can you predict the types of errors that people will make?   What is the limit to someoneâ ™s social circle?   How do you motivate people to continue on to (the next step?   What line length for text is best?   Are some fonts better than others? These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.

Book Information

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Customer Reviews

Susan Weinschenk has a Ph.D. in Psychology, and over 30 years of experience as a behavioral scientist, applying psychology to the design of communication and online interactions. She is a consultant to Fortune 1000 companies, start-ups, educational institutions, non-profits, and US

government agencies. Susan is the founder of the Weinschenk Institute, LLC. She is a speaker and teacher, and has written several books, including How To Get People To Do Stuff, 100 Things Every Presenter Needs To Know About People, 100 Things Every Designer Needs to Know About People, and Neuro Web Design: What makes them click? Susan writes two popular blogs: the Brain Wise blog at Psychology Today, and her own blog at her website: theteamw.com/blog.

it's pretty bland. i only read the first 3 chapters so far but i don't wanna continue. i'm uninterested.

I'm only half way through the book, but I felt inclined to give some positive comments. I love the way the information is laid out in chunks, just enough for you to understand and process, regardless how technical she gets. That said, it's really great how she does go into that level of detail as far as how the brain works and what we are doing and can do with information. At the end of each segment, there is a very brief section called "Takeaways" that sums up what you just read, and I've found in a few cases, this includes things that one may or may not have gathered by reading between the lines, if you will. Whether it's to ensure that you don't miss it or simply to drive the point home, it's very helpful, clever and, I'm sure, deliberate. As a designer, it's so important that you understand your target audience, or even how humans think in general... this is a MUST BUY!

This book has a lot of great information about how to design around how people think.It covers a lot of material for things like memory, text, patterns, how people perceive shapes quickest, color-blindness . . . as I'm writing this I realize I'm missing dozens of other great and well-covered topics here.It's not a book about how to design in any visual sense, but more a book on how to use your visual sense and adapt it to bring your designs to a wider audience.If you're professional designer it WILL give you insight into things you might not have learned in the field.I've applied many of these facts and techniques already and its given me a ton of insight I might have otherwise ignored.So, here's another review giving it 5 stars.In my opinion, it's worth twice the cost.

This book is an excellent overview of the human psyche's interaction with design and marketing. It is interesting and well-presented, making it a very engaging read. It also helps you realize the complex and enormous potential (and actuality) of designing for humans. It is a great "stepping off point" with fully-cited research for those who want to explore further. Agree that the insets do not translate well for Kindle readers, but their content can be discerned with effort. It shows better on Kindle for Windows.

I loved the takeaways in this book - bullet points of how you can apply insights about psychology to your work as a designer. They are at the end of each chapter. I think I will definitely refer to these later. Occasionally though, a takeaway would be just about psychology and not relating back to design.Overall it was an interesting and relaxing book to read that I finished in a few days.

I am an instructional designer and design e-learning quite frequently. I also sometimes design print materials for training too. Within the first 10 tips, I found myself rethinking the way I do things on my e-learning courses. The week before I received this book, I was designing a software application training and kept finding that my eyes weren't drawn to some highlighted areas I needed them to move to. After reading this book, I now know why! It is amazing the insight in here and it is completely non-technical - the author uses her scientific research to explain why readers, customers, or learners are drawn to certain things on websites, e-learning, and print.If you are an instructional designer - you should buy this book! You're e-learning will be much more impactful when you're done.

If the title of this book were something like "100 things every person needs to know about human psychology" I would instantly give it 5 stars. In fact, there were some points in there that had me going: "wow, now I understand why I/people do that". But although these were all very interesting things to know, they didn't all clear the "a web designer needs to know" hurdle. Instead, the "why we need to know" explanations at the end of each point were not always that relevant or extremely practical. So if you are looking for your first web usability guide, I would go for Krug's "Don't Make Me Think". But if you have already read that and are looking for other material, then you should not be disappointed by reading this book.

The author not only presents scientific findings and research about what makes people click, but also applies it to everyday design tasks Ã¢Â Â" websites, publications, marketing, any form of communication to the general public.Written in everyday language in short 1-page topics. Read one page, ready a dozen, read how many you have time for. With every reading you will definitely learn something that you'll put to use in your daily work projects.Every editor, copywriter, graphic designer and web developer should keep this book handy Ã¢Â Â" and should refer to it frequently.

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