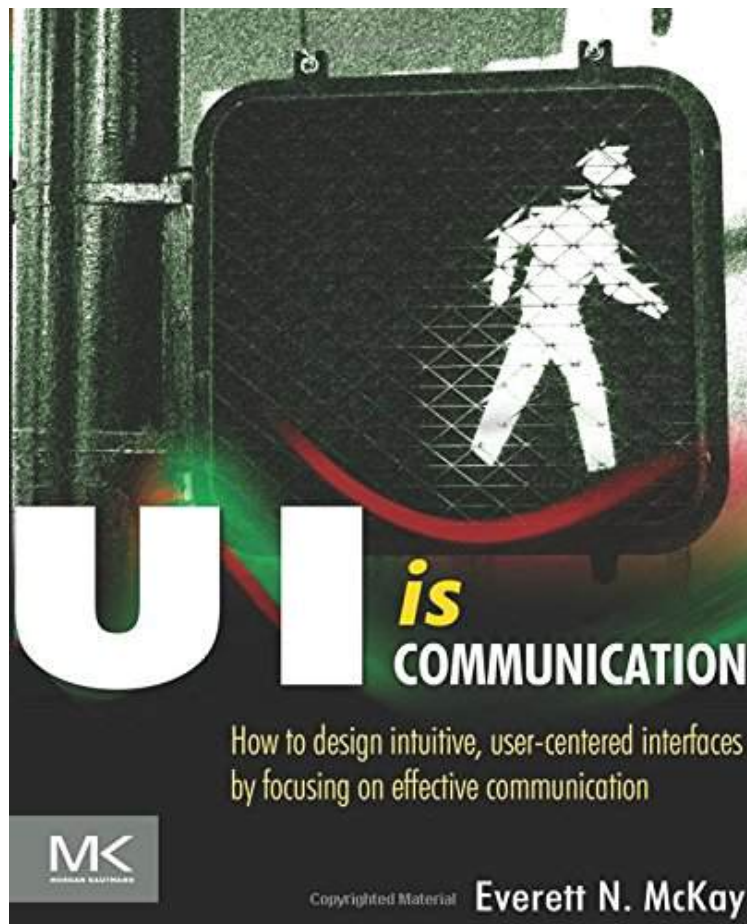


UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication

UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication

By Everett N McKay



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11 of 11 review helpful This book should be on a UX Designer s required reading list By Thomas Tanner The book is well written with more than just theory Mr McKay gives you a concept examples and practical practice questions at the end of each chapter It is easy to read I especially like the BOLD text throughout the book that highlights the most important aspects of the section for those that speed read something User interface design is a challenging multi disciplinary activity that requires understanding a wide range of concepts and techniques that are often subjective and even conflicting Imagine how much it would help if there were a single perspective that you could use to simplify these complex issues down to a small set of objective principles In UI is Communication Everett McKay explains how to design intuitive user interfaces by focusing on effective human c Here McKay offers a guide to designing user interfaces by drawing on principles and common sense insight about communication There are no prerequisites he says no assumptions about the reader s field or level of experience Reference Re

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