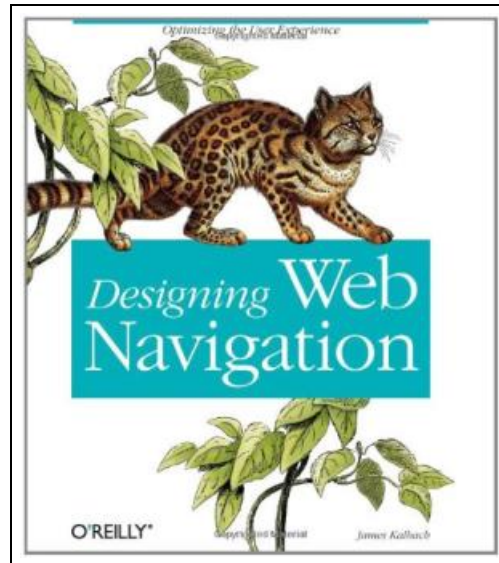# Designing Web Navigation: Optimizing the User Experience (Paperback)

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Reviews

Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think.
(Felicia Nikolaus)

DESIGNING WEB NAVIGATION: OPTIMIZING THE USER EXPERIENCE (PAPERBACK)

O Reilly Media, Inc, USA, United States, 2007. Paperback. Condition: New. Language: English . Brand New Book. Thoroughly rewritten for today s web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various rich interactive technologies, the basic problems of creating a good web navigation system remain. Designing Web Navigation demonstrates that good navigation is not about technology - it s about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, Designing Web Navigation offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user s needs? You ll learn that navigation design touches most other aspects of web site development. This book: provides the foundations of web navigation and offers a framework for navigation design; paints a broad picture of web navigation and basic human information behavior; demonstrates how navigation reflects brand and affects site credibility; helps you understand the problem you re trying to solve before you set out to design; thoroughly reviews the mechanisms and different types of navigation; explores information scent and information shape ; explains persuasive architecture and other design concepts; covers special contexts, such as navigation design for web applications; and, includes an entire chapter on tagging. While Designing Web Navigation focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an...

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