Axure Rp Prototyping Cookbook Krahenbuhl John Henry

These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice–to–have, it's a strategic imperative. The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

Understand your users, gain strategic insights, and make your product development more efficient with user experience mapping About This Book Detailed guidance on the major types of User Experience Maps. Learn to gain strategic insights and improve communication with stakeholders. Get an idea on creating wireflows, mental model maps, ecosystem maps and solution maps Who This Book Is For This book is for Product Manager, Service Managers and Designers who are keen on learning the user experience mapping techniques. What You Will Learn Create and understand all common user experience map types. Use lab or remote user research to create maps and understand users better. Design behavioral change and represent it visually. Create 4D user experience maps, the "ultimate UX deliverable". Capture many levels of interaction in a holistic view. Use experience mapping in an agile team, and learn how maps help in communicating within the team and with stakeholders. Become more user focused and help your organisation become user-centric. In Detail Do you want to create better products and innovative solutions? User Experience Maps will help you understand users, gain strategic insights and improve communication with stakeholders. Maps can also champion user-centricity within the organisation. Two advanced mapping techniques will be revealed for the first time in print, the behavioural change map and the 4D UX map. You will also explore user story maps, task models and journey maps. You will create wireflows, mental model maps, ecosystem maps and solution maps. In this book, the author will show you how to use insights from real users to create and improve your maps and your product. The book describes each major User Experience map type in detail. Starting with simple techniques based on sticky notes moving to more complex map types. In each chapter, you will solve a real-world problem with a map. The book contains detailed, beginner level tutorials on creating maps using different software products, including Adobe Illustrator, Balsamiq Mockups, Axure RP or Microsoft Word. Even if you don't have access to any of those, each map type can also be drawn with pen and paper. Beyond creating maps, the book will also showcase communication techniques and workshop ideas. Although the book is not intended to be a comprehensive guide to modern user experience or product management, its novel ideas can help you create better solutions. You will also learn about the Kaizen-UX management framework, developed by the author, now used by many agencies and in-house UX teams in Europe and beyond. Buying this map will give you hundreds of hours worth of user experience knowledge, from one of the world's leading UX consultants. It will change your users' world for the better. If you are still not convinced, we have hidden some cat drawings in it, just in case. Style and approach An easy to understand guide, filled with real world use cases on how to plan, prioritize and visualize your project on customer experience

This book is a step-by-step tutorial which includes hands-on examples and downloadable Axure files to get you started with mobile prototyping immediately. You will learn how to develop an application from scratch, and will be guided through each and every step.If you are a mobile-centric developer/designer, or someone who would like to take their Axure prototyping skills to the next level and start designing and testing mobile prototypes, this book is ideal for you. You should be familiar with prototyping and Axure specifically, before you read this book.

When the bomb was dropped on Nagasaki, Mieko's nearby village was turned into ruins, and her hand was badly injured. Mieko loves to do calligraphy more than anything, but now she can barely hold a paintbrush. And she feels as if she has lost something that she can't paint without-the legendary fifth treasure, beauty in the heart. Then she is sent to live with her grandparents and must go to a new school. But Mieko is brave and eventually learns that time and patience can help with many things, and may even help her find the fifth treasure.

Become an Axure Master! Explore designs and interactions leveraging adaptive views, AxShare plugins, repeaters and more! About This Book Optimize designs for desktop, tablet and mobile viewports with Adaptive Views Build mastery of Repeater widgets and interactions Expand Axure's core interactions by using AxShare Plugins with JavaScript Who This Book Is For If you are a user experienced professional, designer, information architect or business analyst who wants to explore common design patterns and enhance your interactive prototyping skills with Axure, then this book is ideal for you. Having some experience in creating wireframes as well as an interest in interaction design and want to create immersive interactive prototypes will be a add-on bonus. What You Will Learn Explore foundational interactions for popular design patterns. Construct advanced interactions (i.e. parallax scrolling, etc.) using the default widget library Expand Axure's core set of interactions by using AxShare Plugins with JavaScript Construct a reusable Social Media module that includes live feeds from Facebook, Twitter, Instagram and Pinterest Build a Community Site that includes header and footer masters, and an interactive Carousel Leverage the Repeater widget to create an adaptive Photo Gallery Create a Photo Contest with registration for desktop, tablet and mobile viewports utlizing Adaptive Views. Enable an interactive eCommerce Shopping Cart optimized for desktop, tablet and mobile using an adaptive repeater widget In Detail Axure garners rave reviews from the design community and is one of the leading tools for rapid prototyping in use today. With Axure one can easily create wireframes and clickable prototypes. Additional enhancements to Axure (e.g. the Repeater widget and Adaptive Views) as well as AxShare (e.g. AxShare Plugins) and the AxShare Mobile App, provide a new level of prototyping excellence. To begin, this book provides you with a rapid introduction to Axure's interfaces and adaptive views and quickly familiarizes you with pages, panes, and the

design area. After a brief introduction to Axure, this book will help you to develop the capabilities to build simple to more complex interactive prototypes. This goal will be accomplished with a quick run through of Axure's fundamentals, followed by an exploration of detailed blueprints of different prototypes. From there, you'll walk through creating common interactions for a header, an interactive carousel, right column feed to social media channels, and a footer for a community site prototype. You'll also learn how to build a Content Aggregator, pulling together information from multiple sources and a sample portfolio prototype. You'll learn to incorporate social media feeds from Facebook and Twitter and also build a photo contest for a Facebook application. Towards the end of the book you'll utilize the Repeater Widget to build an eCommerce prototype. This book will exhibit to novice as well as experienced users, common design patterns for exploration and continued learning. Equipped with these new design patterns and methods, readers can complete engaging interactive projects faster. Style and approach Starting with the fundamentals, you will create progressively complex prototypes while learning basic, intermediate, and advanced interactions in Axure. You will apply what you learn to create an increasingly interactive prototype.

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Good design systems can help you create digital products with efficiency and consistency. But great design systems will support and strengthen your team's creativity at the same time. In Expressive Design Systems, Yesenia Perez-Cruz shows you how to build useful, dependable systems that not only maintain harmony across your products, but also flex to accommodate inspiration and experimentation. Learn to communicate your brand, collaborate across teams-and do so much more than standardize components.

A practical guide filled with case studies and easy solutions to solve the most common user experience issues Key Features Understand and fix the pain points of a bad UX design to ensure greater customer satisfaction. Correct UX issues at various stages of a UX Design with the help of different methodologies for fixing bad UXs See best practices and established principles in UX with case studies illustrating these practices and principles Book Description Have your web applications been experiencing more hits and less conversions? Are bad designs consuming your time and money? This book is the answer to these problems. With intuitive case studies, you'll learn to simplify, fix, and enhance some common, real-world application designs. You'll look at the common issues of simplicity, navigation, appearance, maintenance, and many more. The challenge that most UX designers face is to ensure that the UX is user-friendly. In this book, we address this with individual case studies starting with some common UX applications and then move on to complex applications. Each case study will help you understand the issues faced by a bad UX and teach you to break it down and fix these problems. As we progress, you'll learn about the information architecture, usability testing, iteration, UX refactoring, and many other related features with the help of various case studies. You'll also learn some interesting UX design tools with the projects covered in the book. By the end of the book, you'll be armed with the knowledge to fix bad UX designs and to ensure great customer satisfaction for your applications. What you will learn Learn about ROI and metrics in UX Understand the importance of getting stakeholders involved Learn through real cases how to fix bad UX Identify and fix UX issues using different methodologies Learn how to turn insights and finding into practical UX solutions Learn to validate, test and measure the UX solutions implemented Learn about UX refactoring Who this book is for This book is for anyone confronted with a poorly designed UX. It is ideal for UX professionals who want to solve problems with existing UX designs, and UX designers who want to enhance their designs or analyze and rectify where they went wrong.

This highly practical cookbook is comprised of easytofollow, stepbystep recipes to improve your efficiency and take your Axure skills to the next level of expertise.If you are a designer, information architect, business analyst or user experience professional who wants to gain advanced prototyping skills with Axure, this book will be ideal for you. Some experience with prototyping is preferred.

Without words, apps would be an unusable jumble of shapes and icons, while voice interfaces and chatbots wouldn't even exist. Words make software human–centered, and require just as much thought as the branding and code. This book will show you how to give your users clarity, test your words, and collaborate with your team. You'll see that writing is designing.

Is it impossible to schedule enough time to include users in your design process? Is it difficult to incorporate elaborate user-centered design techniques into your own standard design practices? Do the resources needed seem overwhelming? This handbook introduces Rapid CD, a fast-paced, adaptive form of Contextual Design. Rapid CD is a hands-on guide for anyone who needs practical guidance on how to use the Contextual Design process and adapt it to tactical projects with tight timelines and resources. Rapid Contextual Design provides detailed suggestions on structuring the project and customer interviews, conducting interviews, and running interpretation sessions. The handbook walks you step-by-step through organizing the data so you can see your key issues, along with visioning new solutions, storyboarding to work out the details, and paper prototype interviewing to iterate the design all with as little as a two-person team with only a few weeks to spare! *Includes real project examples with actual customer data that illustrate how a CD project actually works. *Covers the entire scope of a project, from deciding on the number and type of interviews, to interview set up and analyzing collected data. Sample project schedules are also included for a variety of different types of projects. *Provides examples of how-to write affinity notes and affinity labels, build an affinity diagram, and step-by-step instructions for consolidating sequence models. *Shows how to use consolidated data to define a design within tight time frames with examples of visions, storyboards, and paper prototypes. *Introduces CDToolsâ„¢, the first application designed to support customer-centered design.

This book constitutes the joint refereed proceedings of the 19th International Conference on Next Generation Teletraffic and Wired/Wireless Advanced Networks and Systems, NEW2AN 2019, and the 12th Conference on Internet of Things and Smart Spaces, ruSMART 2019. The 66 revised full papers presented were carefully reviewed and selected from 192 submissions. The papers of NEW2AN address various aspects of next-generation data networks, with special attention to advanced wireless networking and applications. In particular, they deal with novel and innovative approaches to performance and efficiency analysis of 5G and beyond systems, employed game-theoretical formulations, advanced queuing theory, and stochastic geometry, while

also covering the Internet of Things, cyber security, optics, signal processing, as well as business aspects.ruSMART 2019, provides a forum for academic and industrial researchers to discuss new ideas and trends in the emerging areas. The 12th conference on the Internet of Things and Smart Spaces, ruSMART 2019, provides a forum for academic and industrial researchers to discuss new ideas and trends in the emerging areas.

Learn how to unify Customer Experience, User Experience and more to shape lasting customer engagement in a world of rapid change. About This Book An introductory guide to Experience Design that will help you break into XD as a career by gaining A strong foundational knowledge Get acquainted with the various phases of a typical Experience Design workflow Work through the key process and techniques in XD, supported by most of the common use cases Who This Book Is For This book is for designers who wish to enter the field of UX Design, especially Programmers, Content Strategists, and Organizations keen to understand the core concepts of UX Design. What You Will Learn Understand why Experience Design (XD) is at the forefront of business priorities, as organizations race to innovate products and services in order to compete for customers in a global economy driven by technology and change Get motivated by the numerous professional opportunities that XD opens up for practitioners in wide-ranging domains, and by the stories of real XD practitioners Understand what experience is, how experiences are designed, and why they are effective Gain knowledge of user-centered design principles, methodologies, and best practices that will improve your product (digital or physical) Get to know your X's and D's—understand the differences between XD and UX, CX, IxD, IA, SD, VD, PD, and other design practices In Detail We live in an experience economy in which interaction with products is valued more than owning them. Products are expected to engage and delight in order to form the emotional bonds that forge long-term customer loyalty: Products need to anticipate our needs and perform tasks for us: refrigerators order food, homes monitor energy, and cars drive autonomously; they track our vitals, sleep, location, finances, interactions, and content use; recognize our biometric signatures, chat with us, understand and motivate us. Beautiful and easy to use, products have to be fully customizable to match our personal preferences. Accomplishing these feats is easier said than done, but a solution has emerged in the form of Experience design (XD), the unifying approach to fusing business, technology and design around a user-centered philosophy. This book explores key dimensions of XD: Close collaboration among interdisciplinary teams, rapid iteration and ongoing user validation. We cover the processes, methodologies, tools, techniques and best-practices practitioners use throughout the entire product development life-cycle, as ideas are transformed to into positive experiences which lead to perpetual customer engagement and brand loyalty.

Many businesses are based on creating desirable experiences, products and services for users. However in spite of this, companies often fail to consider the end user - the customer - in their planning and development processes. As a result, organizations find themselves spending huge sums of money creating products and services that, quite simply, don't work. User experience research, also known as UX research, focuses on understanding user behaviours, needs and motivations through a range of observational techniques, task analysis and other methodologies. User Research is a practical guide that shows readers how to use the vast array of user research methods available. Covering all the key research methods including face-to-face user testing, card sorting, surveys, A/B testing and many more, the book gives expert insight into the nuances, advantages and disadvantages of each, while also providing guidance on how to interpret, analyze and share the data once it has been obtained. Ultimately, User Research is about putting natural powers of observation and conversation to use in a specific way. The book isn't bogged down with small, specific, technical detail - rather, it explores the fundamentals of user research, which remain true regardless of the context in which they are applied. As such, the tools and frameworks given here can be used in any sector or industry, to improve any part of the customer journey and experience; whether that means improving software, websites, customer services, products, packaging or more.

If you are a user experience professional, designer, information architect, or business analyst who wants to gain interactive prototyping skills with Axure, then this book is ideal for you. Some familiarity with Axure is preferred but not essential.

Build robust, content-centric web applications with Plone 4.

'My ambition is to give back to the women of my blood the power of speech confiscated by their men.' Badra is a young Berber girl from a North African village who is married off to an old man, and brutally raped on her wedding night. She thinks sexual pleasure exists only for men, until she escapes from her cruel husband to the city. Then she meets a handsome doctor who introduces her to a new world of sexual passion. L'AMANDE, written under a pseudonym by a North African woman living in France, reads like an erotic manifesto for modern women who want to break free from the repressive bonds of cultural tradition to unashamedly demand their right to pleasure.

User Experience Re-Mastered: Your Guide to Getting the Right Design provides an understanding of key design and development processes aimed at enhancing the user experience of websites and web applications. The book is organized into four parts. Part 1 deals with the concept of usability, covering user needs analysis and card sorting—a tool for shaping information architecture in websites and software applications. Part 2 focuses on idea generation processes, including brainstorming; sketching; persona development; and the use of prototypes to validate and extract assumptions and requirements that exist among the product team. Part 3 presents core design principles and guidelines for website creation, along with tips and examples on how to apply these principles and guidelines. Part 4 on evaluation and analysis discusses the roles, procedures, and documents needed for an evaluation session; guidelines for planning and conducting a usability test; the analysis and interpretation of data from evaluation sessions; and user interface inspection using heuristic evaluation and other inspection methods. *A guided, hands-on tour through the process of creating the ultimate user experience – from testing, to prototyping, to design, to evaluation *Provides tried and tested material from best sellers in Morgan Kaufmann's Series in Interactive Technologies, including leaders in the field such as Bill Buxton and Jakob Nielsen *Features never before seen material from Chauncey Wilson's forthcoming, and highly anticipated Handbook for User Centered Design

Get proficient in building beautiful and appealing mobile interfaces (UI) with this complete mobile user experience (UX) design guide. About This Book Quickly explore innovative design solutions based on the real needs of your users. Create low and high fidelity prototypes using some of the best tools. Master a pragmatic design process to create successful products. Plan an app design from scratch to final test, with real users. Who This Book Is For This book is for designers, developers and product managers interested in creating successful apps. Readers will be provided with a process to produce, test and improve designs based on best practices. What You Will Learn Plan an app design from scratch to final test, with real users. Learn from leading companies and find working patterns. Apply best UX design practices to your design process. Create low and high fidelity prototypes using some of the best tools. Follow a step by step examples for Tumult Hype and Framer Studio. Test your designs with real users,

early in the process. Integrate the UX Designer profile into a working team. In Detail User experience (UX) design provides techniques to analyze the real needs of your users and respond to them with products that are delightful to use. This requires you to think differently compared to traditional development processes, but also to act differently. In this book, you will be introduced to a pragmatic approach to exploring and creating mobile app solutions, reducing risks and saving time during their construction. This book will show you a working process to quickly iterate product ideas with low and high fidelity prototypes, based on professional tools from different software brands. You will be able to quickly test your ideas early in the process with the most adequate prototyping approach. You will understand the pros and cons of each approach, when you should use each of them, and what you can learn in each step of the testing process. You will also explore basic testing approaches and some more advanced techniques to connect and learn from your users. Each chapter will focus on one of the general steps needed to design a successful product according to the organization goals and the user needs. To achieve this, the book will provide detailed hands-on pragmatic techniques to design innovative and easy to use products. You will learn how to test your ideas in the early steps of the design process, picking up the best ideas that truly work with your users, rethinking those that need further refinement, and discarding those that don't work properly in tests made with real users. By the end of the book, you will learn how to start exploring and testing your design ideas, regardless the size of the design budget. Style and approach A quick and simple guide to design and test a mobile application from the UX design point of view

Have you ever struggled to move a key innovation project forward at work? Based on his experiences running Design Sprints for top companies, Douglas Ferguson wrote Beyond the Prototype to offer practical advice for people shifting from discovery to realization. Full of stories from companies like Google, Liberty Mutual, and Adobe, this guide outlines six steps that every team should take to launch their vision.

A textbook and study guide for new and intermediate Microsoft Access users, this book takes Access developers through the development process step by step. Terms and concepts are explained as they arise and relevant examples are provided to keep users on track and to teach them how to the use the appropriate Access features in the same context in which they will use them in their own work. Users are guided through the process of creating a working database from the first step (defining the business problem it is intended to solve) through the last (deploying the application into an organization and providing ongoing support to users). Also included are case studies that provide practical guidelines for situations Access users might find themselves in.

In this practical guide, experienced embedded engineer Lewin Edwards demonstrates faster, lower-cost methods for developing high-end embedded systems. With today's tight schedules and lower budgets, embedded designers are under greater pressure to deliver prototypes and system designs faster and cheaper. Edwards demonstrates how the use of the right tools and operating systems can make seemingly impossible deadlines possible. Designer's Guide to Embedded Systems Development shares many advanced, in-the-trenches design secrets to help engineers achieve better performance on the job. In particular, it covers many of the newer design tools supported by the GPL (GNU Public License) system. Code examples are given to provide concrete illustrations of tasks described in the text. The general procedures are applicable to many possible projects based on any 16/32-bit microcontroller. The book covers choosing the right architecture and development hardware to fit the project; choosing an operating system and developing a toolchain; evaluating software licenses and how they affect a project; step-by-step building instructions for gcc, binutils, gdb and newlib for the ARM7 core used in the case study project; prototyping techniques using a custom printed circuit board; debugging tips; and portability considerations. A wealth of practical tips, tricks and techniques Design better, faster and more cost-effectively

The hardcover, fully updated edition of the only multi-craft trade guide Respected by generations of skilled workers, Audel Millwright's and Mechanic's Guide is the only trade manual to cover maintenance and troubleshooting for all the mechanical trades in a single volume. Now available in hardcover, it covers the newest equipment on shop floors as well as older machinery, sometimes more than 30 years old, for which little maintenance and repair information remains available. Millwrights, mechanics, machinists, carpenters, pipe fitters, electricians, engineers, and those who supervise them will find this book invaluable. The only hardcover maintenance and repair manual to cover all the mechanical trades in one guide This updated guide covers new industrial machinery as well as 30-year-old equipment for which little information can be found Essential for those who repair machinery as well as machinists, carpenters, pipe fitters, electricians, millwrights, mechanics, engineers, mechanical technicians, industrial maintenance managers, and construction tradespeople This hardcover edition of Audel Millwright's and Mechanic's Guide is as valuable to today's skilled workers as previous editions were to their fathers and grandfathers.

How the tools of design research can involve designers more directly with objects, products and services they design; from human-centered research methods to formal experimentation, process models, and application to real world design problems. The tools of design research, writes Brenda Laurel, will allow designers "to claim and direct the power of their profession." Often neglected in the various curricula of design schools, the new models of design research described in this book help designers to investigate people, form, and process in ways that can make their work more potent and more delightful. "At the very least," Peter Lunenfeld writes in the preface, "design research saves us from reinventing the wheel. At its best, a lively research methodology can reinvigorate the passion that so often fades after designers join the profession." The goal of the book is to introduce designers to the many research tools that can be used to inform design as well as to ideas about how and when to deploy them effectively. The chapter authors come from diverse institutions and enterprises, including Stanford University, MIT, Intel, Maxis, Studio Anybody, Sweden's HUMlab, and Big Blue Dot. Each has something to say about how designers make themselves better at what they do through research, and illustrates it with real world examples—case studies, anecdotes, and images. Topics of this multi-voice conversation include qualitative and quantitative methods, performance ethnography and design improvisation, trend research, cultural diversity, formal and structural research practice, tactical discussions of design research process, and case studies drawn from areas as unique as computer games, museum information systems, and movies. Interspersed throughout the book are one-page "demos," snapshots of the design research experience. Design Research charts the paths from research methods to research findings to design principles to design results and demonstrates the transformation of theory into a richly satisfying and more reliably successful practice.

A foundational yet practical approach to UX that delivers more creative, collaborative, holistic, and mature design solutions, regardless of your background or experience About This Book Improve your UX design awareness and skills Gain greater confidence to know when you have delivered a "good" UX design Learn by example using a book designed by a UX mind for a UX mind Who This Book Is For This book is written for the beginner as well as the experienced UX practitioner, regardless of team size, company size, or job title. It is also intended for anyone with an interest in UX, engages with UX, is involved in any way in interactive problem solving and design, or simply wants to learn more about what we do, how we do it, and why those in the UX field are so passionate about wanting to do it better. What You Will Learn Awaken your UX mind and dispel the myths of non-UX thinkers Create the six optimal conditions for your best ideas to appear Identify and incorporate the ten design principles found in all good UX design Develop a broader understanding of Information Architecture (IA) to better engage, guide, and inform Develop a fundamental understanding of patterns and the properties that create them Raise your level of UX maturity with a strategy that transforms your approach to problem solving and helps others understand the true value of your work Utilize important tools of the UX trade that never go out of style

Increase your knowledge of UX, incorporate valuable ideas and insights into your work, and look at design from a very unique perspective In Detail Written in an easy-to-read style, this book provides real-world examples, a historical perspective, and a holistic approach to design that will ground you in the fundamental essentials of interactive design, allow you to make more informed design decisions, and increase your understanding of UX in order to reach the highest levels of UX maturity. As you will see, UX is more than just delighting customers and users. It is also about thinking like a UX practitioner, making time for creativity, recognizing good design when you see it, understanding Information Architecture as more than just organizing and labeling websites, using design patterns to influence user behavior and decision making, approaching UX from a business perspective, transforming your client's and company's fundamental understanding of UX and its true value, and so much more. This book is an invaluable resource of knowledge, perspective, and inspiration for those seeking to become better UX designers, increase their confidence, become more mature design leaders, and deliver solutions that provide measurable value to stakeholders, customers, and users regardless of project type, size, and delivery method. Style and approach An in-depth, easy to read, and entertaining journey into and through the world of UX using real-world examples, thoughtful illustrations, and engaging quotes to inspire and explain fully the how and why of UX in a practical and impactful way and used immediately in your own work.

SFML Game Development is a fast-paced, step-by-step guide, providing you with all the knowledge and tools you need to create your first game using SFML 2.0.SFML Game Development addresses ambitious C++ programmers who want to develop their own game. If you have plenty of ideas for an awesome and unique game, but don't know how to start implementing them, then this book is for you. The book assumes no knowledge about SFML or game development, but a solid understanding of C++ is required.

How Your Business Can Use the Science That Helped Win the White House The average conversion rate—the rate at which visitors convert into customers—across the web is only 2%. That means it's likely that 98% of visitors to your website won't end up converting into customers. What's the solution? A/B testing. A/B testing is the simple idea of showing several different versions of a web page to live traffic, and then measuring the effect each version has on visitors. Using A/B testing, companies can improve the effectiveness of their marketing and user experience and, in doing so, can sometimes double or triple their conversion rates. Testing has been fundamental in driving the success of Google, Amazon, Netflix, and other top tech companies. Even Barack Obama and Mitt Romney had dedicated teams A/B testing their campaign websites during the 2012 Presidential race. In the past, marketing teams were unable to unleash the power of A/B testing because it required costly engineering and IT resources. Today, a new generation of technology that enables marketers to run A/B tests without depending on engineers is emerging and quickly becoming one of the most powerful tools for making data-driven decisions. Authors Dan Siroker and Pete Koomen are cofounders of Optimizely, the leading A/B testing platform used by more than 5,000 organizations across the world. A/B Testing: The Most Powerful Way to Turn Clicks Into Customers offers best practices and lessons learned from more than 300,000 experiments run by Optimizely customers. You'll learn: What to test How to choose the testing solution that's right for your organization How to assemble an A/B testing dream team How to create personalized experiences for every visitor And much more Marketers and web professionals will become obsolete if they don't embrace a data-driven approach to decision making. This book shows you how, no matter your technical expertise.

In today's hectic and tension-filled world, more and more Americans are turning to the comforts of home and hearth to soothe their souls. In the process, we are rediscovering our roots and returning to tradition. And few things speak more to our hearts than the recipes handed down from mother to daughter, from great-aunt to great-niece, generation after generation. These recipes remind us of whence we came - be it the steppes of Russia or the plains of Iowa - and are as rich in family history as they are in flavor. But how many of these recipes have been lost over the years - and how many of us long for just one more taste of Grandma's peppermint patty cookies, or Aunt Rose's latkes! We search for these recipes because we are searching for ourselves - and for the people who are no longer with us. Heirloom Recipes brings together the family recipes of the women of iVillage, and reflects the spirit in which these recipes were originally shared. Coupled with each recipe are the special tips, fond memories and the bit of love with which the food was originally prepared. As much a joy to read as it is to cook from, this book will feature blank pages where readers can add their own family heirloom recipes.

2. Axure Basics-the User Interface; Getting started; Working with multiple project files; The Axure workspace; Customizing the workspace; The Sitemap pane; Wireframe pages; Flow pages; The Page Properties pane; Page notes; Managing notes; Page interactions; Page formatting; Sketch effects; The Widgets pane; Wireframe Widgets; Flow widgets; Creating your own widget library; Third party widget libraries; The Widget Properties pane; Annotation tab; Annotation fields; Annotation views; Interactions tab; Interactions; Events; Cases; Actions; Formatting tab; Location and size; Font.

This book is intended for both professionals game developers and hobbist who are interested in making games with Unity. Users are expected to have knowledge of basics / fundamentals of unity 2D game development and should have a working knowledge of C#.

What does it mean to be a designer, and what does it take to be a good designer? Understanding Design stimulates designers to think about what they do, how they do it, and why they aim for a certain effect. One hundred seventy five precisely formulated mini-essays give insight into the design process and encourage reflection.

Writing for Interaction focuses on the art of creating the information experience as it appears within software and web applications, specifically in the form of user interface text. It also provides strategies for ensuring a consistent, positive information experience across a variety of delivery mechanisms, such as online help and social media. Throughout this book, you'll learn simple techniques for writing consistent text with the right tone, how to select content delivery mechanisms, and how straightforward, clear layouts help your customer interact with your application. Divided into five sections, the book completely covers the information experience design process from beginning to end. You'll cover everything from understanding your users and their needs, to creating personas, designing the IX strategy, creating your information, and evaluating the resulting information experience. This is your one-stop reference for information experience! Illuminates writing principles and practices for use in interactive design Includes examples, checklists, and sample processes, highlighting practical approaches to designing the information experience Provides the complete picture: understanding customer needs, creating personas, and writing the text appearing within the user interface

Cursed by a voodoo priestess and destined to spend eternity bringing together romantic soulmates, former privateer Sebastien Valentin meets his match when he encounters former powerboat racing champion Jamie Sullivan, a sceptical and fiery young woman who refuses to believe in happily ever after. Original.

Throughout the book, we will follow a fictional company, the case study will help you in implementing FIM 2010 R2. All the examples in the book will relate to this fictive company and you will be taken from design, to installation, to configuration of FIM 2010 R2. If you are implementing and managing FIM 2010 R2 in your business, then this book is for you. You will need to have a basic understanding of Microsoft based infrastructure using Active Directory. If you are new to Forefront Identity Management, the case-study approach of this book will help you to understand the concepts and implement them.

Being able to fit design into the Agile software development processes is an important skill in today's market. There are many ways for a UX team to succeed (and fail) at being

Agile. This book provides you with the tools you need to determine what Agile UX means for you. It includes practical examples and case studies, as well as real-life factors to consider while navigating the Agile UX waters. You'll learn about what contributes to your team's success, and which factors to consider when determining the best path for getting there. After reading this book, you'll have the knowledge to improve your software and product development with Agile processes quickly and easily. Includes hands on, real-world examples to illustrate the successes and common pitfalls of Agile UX Introduces practical techniques that can be used on your next project Details how to incorporate user experience design into your company's agile software/product process

Effective Prototyping for Software Makers is a practical, informative resource that will help anyone—whether or not one has artistic talent, access to special tools, or programming ability—to use good prototyping style, methods, and tools to build prototypes and manage for effective prototyping. This book features a prototyping process with guidelines, templates, and worksheets; overviews and step-by-step guides for nine common prototyping techniques; an introduction with step-by-step guidelines to a variety of prototyping tools that do not require advanced artistic skills; templates and other resources used in the book available on the Web for reuse; clearly-explained concepts and guidelines; and full-color illustrations and examples from a wide variety of prototyping processes, methods, and tools. This book is an ideal resource for usability professionals and interaction designers; software developers, web application designers, web designers, information architects, information and industrial designers. * A prototyping process with guidelines, templates, and worksheets; * Overviews and step-by-step guides for 9 common prototyping techniques; * An introduction with step-by-step guidelines to a variety of prototyping tools that do not require advanced artistic skills; * Templates and other resources used in the book available on the Web for reuse; * Clearly-explained concepts and guidelines; * Full-color illustrations, and examples from a wide variety of prototyping processes, methods, and tools. * www.mkp.com/prototyping

After Noah and Jacob Ingledew travel to Arkansas from Tennessee, they found the town of Stay More that becomes home to six succeeding, struggling, and extremely girl-shy generations of Ingledews

Information is easy. Understanding is hard. From incomprehensible tax policies to confusing medical explanations, we're swamped with information that we can''t make sense of. Figure It Out shows us how to transform information into better presentations, better meetings, better software, and better decisions. So take heart: under the guidance of Anderson and Fast, we can, in fact, figure it out—for ourselves and for others.

A clear, biblical theology of evangelism, presented with a historical foundation and practical instruction. Expand your MacArthur Pastor's Library to include this much-needed topic. Evangelism begins by comparing the current state of outreach in American Christianity with evangelism throughout church history and also in the Bible. Presenting a theology on the subject that addresses the theological principles that govern evangelism, showing how they are played out in the church, as well as the family and personal interaction. It includes preaching, one-on-one witnessing, missions, parenting evangelism, and commissioning and supporting missionaries. This book's substantive and doctrinally insightful guide to biblical outreach complements the previous volumes Preaching, Biblical Counseling, and Pastoral Ministry.