

Jakob Nielsen
Raluca Budiu

**Mobile
Usability**

Mobile Usability Jakob Nielsen

Maximiliano Firtman



Mobile Usability Jakob Nielsen:

Mobile Usability Jakob Nielsen, Raluca Budiu, 2012-10-09 How do we create a satisfactory user experience when limited to a small device This new guide focuses on usability for mobile devices primarily smartphones and touchphones and covers such topics as developing a mobile strategy designing for small screens writing for mobile usability comparisons and looking toward the future The book includes 228 full color illustrations to demonstrate the points Based on expert reviews and international studies with participants ranging from students to early technology adopters and business people using websites on a variety of mobile devices this guide offers a complete look at the landscape for a mobile world Author Jakob Nielsen is considered one of the world's leading experts on Web usability He is the author of numerous best selling books including *Prioritizing Web Usability* and the groundbreaking *Designing Web Usability* which has sold more than 250 000 copies and has been translated in 22 languages

Mobile Usability Jakob Nielsen, Raluca Budiu, 2013-06-25 F r iPhone iPad Android Kindle Designs f r kleine Displays optimal gestalten Texte f r die mobile Nutzung verfassen und Inhalte strukturieren Einfache Navigationen f r Smartphones und Tablets Die Erstellung von mobilen Websites und Apps ist ein st ndiger Spagat zwischen der Bereitstellung von Inhalten und der Darstellung auf kleinen Displays Reduzierte Inhalte einfache Navigationsmöglichkeiten Optimierung des Designs bei langsamen bertragungsgeschwindigkeiten mit diesen Herausforderungen ist jeder Entwickler konfrontiert Wie entwirft man die besten Websites und Apps f r moderne Smartphone und Tablet Nutzer Der Bestseller Autor Jakob Nielsen und seine Co Autorin Raluca Budiu gehen dieser Frage nach und untersuchen in diesem Buch die wichtigsten Aspekte guter Mobile Usability So erfahren Sie anhand zahlreicher Beispiele wie Sie eine gelungene Navigation sowie passende Designs und Textinhalte f r mobile Ger te entwerfen und dabei die User Experience mit Blick auf das mobile Nutzungsverhalten optimal ber cksichtigen Die dargestellten Methoden basieren auf Erkenntnissen aus internationalen Studien die anhand zahlreicher Usability Tests durchgef hrt wurden Dieses Buch richtet sich an Designer und Softwareentwickler aber ebenso an Texter Redakteure Produktmanager und Marketing Mitarbeiter Sowohl Einsteiger als auch erfahrene Mobile Usability Veteranen erhalten wertvolle Hinweise und Tipps Dr Jakob Nielsen ist Mitgr nder und Leiter der Nielsen Norman Group Zudem begr ndete er auch die Discount Usability Engineering Bewegung die sich in erster Linie mit schnellen und effizienten Methoden zur Qualit tsverbesserung von Benutzeroberfl chen besch ftigt Das Nachrichtenmagazin U S News World Report bezeichnete Nielsen als den weltweit f hrenden Experten f r Web Usability und die Tageszeitung USA Today beschrieb sein Wirken gar als The next best thing to a true time machine Er ist Autor zahlreicher Bestseller wie *Web Usability Eyetracking* *Web Usability* sowie *Designing Web Usability* das weltweit mehr als 250 000 Mal verkauft und in 22 Sprachen bersetzt wurde Dr Raluca Budiu ist User Experience Specialist bei der Nielsen Norman Group In dieser Funktion bet tigt sie sich auch als Beraterin f r Gro unternehmen aus verschiedensten Industriebereichen sowie Tutorin f r die Sachgebiete Mobile Usability Touchger te Usability kognitive Psychologie f r

Designer sowie Prinzipien der Mensch Computer Interaktion **Mobile Design Pattern Gallery** Theresa Neil, 2014-04-23

When you're under pressure to produce a well designed easy to navigate mobile app there's no time to reinvent the wheel This concise book provides a handy reference to 70 mobile app design patterns illustrated by more than 400 screenshots from current iOS Android BlackBerry WebOS Windows Mobile and Symbian apps User experience professional Theresa Neil Designing Web Interfaces walks you through design patterns in 10 separate categories including anti patterns Whether you're designing a simple iPhone application or one that's meant to work for every popular mobile OS on the market *Design, User Experience, and Usability. Theory, Methods, Tools and Practice* Aaron Marcus, 2011-06-18 The two volume set LNCS 6769 LNCS 6770 constitutes the proceedings of the First International Conference on Design User Experience and Usability DUXU 2011 held in Orlando FL USA in July 2011 in the framework of the 14th International Conference on Human Computer Interaction HCI 2011 incorporating 12 thematically similar conferences A total of 4039 contributions was submitted to HCI 2011 of which 1318 papers were accepted for publication The total of 154 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in the book The papers are organized in topical sections on DUXU theory methods and tools DUXU guidelines and standards novel DUXU devices and their user interfaces DUXU in industry DUXU in the mobile and vehicle context DXU in Web environment DUXU and ubiquitous interaction appearance DUXU in the development and usage lifecycle DUXU evaluation and DUXU beyond usability culture branding and emotions **Hands-On Mobile App Testing** Daniel Knott, 2015-05-08 The First Complete Guide to Mobile App Testing and Quality Assurance Start to Finish Testing Solutions for Both Android and iOS Today mobile apps must meet rigorous standards of reliability usability security and performance However many mobile developers have limited testing experience and mobile platforms raise new challenges even for long time testers Now Hands On Mobile App Testing provides the solution an end to end blueprint for thoroughly testing any iOS or Android mobile app Reflecting his extensive real life experience Daniel Knott offers practical guidance on everything from mobile test planning to automation He provides expert insights on mobile centric issues such as testing sensor inputs battery usage and hybrid apps as well as advice on coping with device and platform fragmentation and more If you want top quality apps as much as your users do this guide will help you deliver them You'll find it invaluable whether you're part of a large development team or you are the team Learn how to Establish your optimal mobile test and launch strategy Create tests that reflect your customers data networks devices and business models Choose and implement the best Android and iOS testing tools Automate testing while ensuring comprehensive coverage Master both functional and nonfunctional approaches to testing Address mobile's rapid release cycles Test on emulators simulators and actual devices Test native hybrid and Web mobile apps Gain value from crowd and cloud testing and understand their limitations Test database access and local storage Drive value from testing throughout your app lifecycle Start testing wearables connected homes cars and Internet of Things devices **The Anywhere Library** Courtney Greene, Courtney Greene McDonald, Missy

Roser,Elizabeth Ruane,2010 With a user centered practical emphasis geared to the non technical librarian this book approaches the creation of a mobile optimized library website as a process rather than simply a product Introduction

Programming the Mobile Web Maximiliano Firtman,2013-03-15 The market for mobile apps continues to evolve at a breakneck pace as tablets join the parade of smartphones and feature phones If you re an experienced web developer this second edition of this popular book shows you how to build HTML5 and CSS3 based apps that access geolocation accelerometer multi touch screens and other features in these mobile devices You ll learn how to build a standard app core that you can extend to work with specific devices You ll also discover how to deal with platform variations browsers native web platforms HTML5 compatibility design patterns for mobile development and other issues Learn how to use your existing web skills to move into mobile development Discover the particulars and pitfalls of building mobile apps with HTML5 CSS and other standard web tools Create effective user interfaces in the mobile environment for touch and non touch devices Understand variations among iOS Android Windows Phone BlackBerry and other mobile platforms Bypass the browser to create full screen and native web apps e books and Apache Cordova PhoneGap applications Build apps for the App Store Google Play Store Windows Marketplace App World and other online retailers **Rapid Media Development for Trainers**

Jonathan Halls,2016-12-30 Create stunning digital media quickly and affordably Shaky camerawork and scratchy audio just won t cut it with your learners But can your time and budget constrained training department produce the polished media they expect Absolutely In *Rapid Media Development for Trainers* veteran trainer and author Jonathan Halls uses his experience running the BBC s prestigious production training department to help even the smallest learning team dazzle Whether you need to build a training program blend your offerings or flip your classroom this book will help you make learning dynamic with rapid media techniques Free of overly technical jargon *Rapid Media Development for Trainers* is for novice and expert learning professionals alike It explains essential learning and media concepts and adapts standard production practices to your work schedule You won t need to max out your budget on expensive equipment or stress over camera models and editing software Use simple tools some that you already have to create video audio and online content while avoiding common missteps Turn once uninspiring training programs into riveting learning experiences that incorporate compelling video crisp podcasts and eye catching presentations Discover why planning media production always beats out winging it which cost effective tools can deliver high quality digital media what visual auditory and graphical concepts are indispensable during creation how you can pull all your media together and edit it for a complete learning experience Boost your production and content quality with this ultimate guide to fast and affordable media development **Essentials Of**

Mobile Design ,2012 Designing for Mobile can be very complex it requires many skills such as programming usability typography creating applications all of this without forgetting the necessary ingredient of visual appeal This eBook *Essentials of Mobile Design* will give you an overview of the basic features you need to know for designing beautiful and useful Mobile

interfaces and apps

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M-libraries 2 Mohamed Ally, Gill Needham, 2010 Interest in m library services has grown exponentially in the last five years as libraries are recognizing the potential of ubiquitous and increasingly sophisticated mobile devices Building on the highly regarded M Libraries libraries on the move to provide virtual access this new book brings together research and case studies from all corners of the globe on the development and delivery of library services and content to mobile devices Based on the proceedings of the Second International M Libraries Conference held in Vancouver this new collection of contributions from authorities in the field serves to demonstrate the ingenuity and creativity of developers and service providers in this area ranging from the innovative application of basic mobile phone technology to provide information services in remote parts of the globe lacking internet access to the development of new tools and technologies which harness the full functionality of popular mobile phones Key topics include enhancing library access through the use of mobile technology the university library digital reading room mobile access for workplace and language training the role of an agent supplying content on mobile devices cyberlearning and reference services via mobile devices podcasting as an outreach tool service models for information therapy services delivered to mobiles bibliographic ontology and e books health literacy and healthy action in the connected age a collaborative approach to support flexible blended and technology enhanced learning The collection demonstrates the emergence of an evidence base for m libraries with a number of contributions presenting the results of user surveys and studies of user behaviour Readership This highly topical book should be read by information professionals in all sectors and by policy makers researchers developers publishers and suppliers It will also be of great interest to library and information studies students and newcomers to the profession

Whispering the Strategies of Language: An Mental Journey through **Mobile Usability Jakob Nielsen**

In a digitally-driven world where monitors reign supreme and immediate transmission drowns out the subtleties of language, the profound secrets and psychological subtleties concealed within words usually get unheard. Yet, set within the pages of **Mobile Usability Jakob Nielsen** a charming fictional prize blinking with raw feelings, lies an extraordinary quest waiting to be undertaken. Composed by a skilled wordsmith, this enchanting opus encourages readers on an introspective journey, softly unraveling the veiled truths and profound impact resonating within the very fabric of each and every word. Within the psychological depths of this emotional evaluation, we shall embark upon a sincere exploration of the book is primary subjects, dissect their fascinating writing type, and fail to the powerful resonance it evokes strong within the recesses of readers hearts.

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Mobile Usability Jakob Nielsen Introduction

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