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An absolute must-read for designers, this sequel to the classic "100 things every designer needs to know about people", is full of further cognitive and behavioural psychology insights. I folded the most corners in "how people read and interpret information" and "how people relate to other people and technology".

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100 things every designer needs to know about people is the first UX book I've ever read. I have got this awesome fountain of knowledge on my first weekend with UX Well in Brno. We are supposed ...

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100 Things Every Designer Needs to Know About People (2011) is an essential guide for every designer. Combining research and practical examples, the book illustrates how important it is for designers to know, among many other things, how consumers make decisions and how memory is integral to good design.

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In 100 Things Every Designer Needs to Know About People, 2nd Edition , Dr. Susan Weinschenk shows design and web professionals how to apply the latest research in cognitive, perceptual, and social psychology to create more effective web sites and apps. Dr. Weinschenk offers concise, plain-English insights and practical examples for designing sites and apps that are more intuitive and engaging ...

Download [PDF] 100 Things Every Designer Needs To Know ...
Buy 100 Things Every Designer Needs to Know About People (Voices That Matter) illustrated by Weinschenk, Susan (ISBN: 9780321767530) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

100 Things Every Designer Needs to Know About People ...
Pearson Education Release Date: April 14, 2011 Imprint: New Riders ISBN: 9780132658607 Language: English Download options: EPUB 2 (Adobe DRM)

100 Things Every Designer Needs to Know About People ...
"[O]ne great book is Susan Weinschenk's "100 Things Every Designer Needs to Know About People." (Amazon affiliate link.) This is an easy and practical read on how design can influence people," said Daryl. He is absolutely right. The book is approachable, easy to read, and always relates the science back to design decisions.

Review: 100 Things Every Designer Needs To Know About ...
100 Things Every Designer Needs to Know About People is a good introductory book to design and psychology. It covers a range of well known ideas in psychology as they relate to design. That said, I did not like the self promotion in the book.

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100 Things Every Designer Needs to Know About People | UX ...
I've read some really fantastic books and some not-so-wonderful books. When it comes to e-learning, Dr. Susan Weinschenk has put together a fantastic list of 100 Things Every Designer Needs to Know About People.She's combined the industry research on how people learn with her personal experiences to create a book that's easy to follow, and easy to pick up and put down as needed.

Book Review: 100 Things Every Designer Needs to Know About ...
100 MORE Things Every Designer Needs to Know About People (Voices That Matter) Susan Weinschenk. 4.1 out of 5 stars 32. Kindle Edition. CDNS15.39. The Design of Everyday Things: Revised and Expanded Edition Donald A. Norman. 4.5 out of 5 stars 882. Kindle Edition.

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100 Things Every Designer Needs to Know About People by ...
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.