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*Page 9/141*

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with Sketch  
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## Designing The Experience Computer

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Design for iOS  
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me a career  
(product design)  
How to Design an  
iPhone X App  
iOS: Adobe XD  
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*Design Tutorial*

~~Why is UX Design  
Experience A  
so Important? 4~~

~~Books Every~~

~~Product / UX~~

~~Designer MUST~~

~~Read! Is Apple's  
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~~going downhill?~~

**Designing The  
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Designing the  
iPhone User

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Of course there  
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...  
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provides an end-  
to-end overview  
of the user-  
centered design  
process,  
specifically for  
iPhone  
applications.

After reading  
this book you

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"Production  
Definition  
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## **Designing the iPhone User Experience: A User Centered User ...**

"In her book  
Designing the  
iPhone User  
Experience,  
Suzanne Ginsburg  
takes a fresh  
look at cutting-  
edge, user-  
centered design  
from the



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designing mobile  
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iPhone. Her book  
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everything you  
need to know to  
design great  
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mobile  
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-Pabini Gabriel-  
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**Designing the  
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Experience eBook  
by Suzanne . . .**

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### User-Centered

#### Approach to

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Suzanne Ginsburg**

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Ginsburg

**Designing the  
iPhone User**

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**Experience –**

**Eric Paulos**

Refine your app's user interface and visual design, using best practices based on established design principles. Make your app accessible to individuals with

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impairments,  
with specific  
attention to  
VoiceOver, the  
screen-reading  
software built  
into the iPhone.  
Localize your  
app's user  
experience with  
an emphasis on  
language,  
content, and  
culture.



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help you tackle  
the user  
experience part  
of the iPhone  
challenge. Three  
key themes will

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be reinforced  
throughout the  
book: Know thy  
user, the Design  
Lifecycle, and  
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Thy User

Millions of  
people depend on  
iPhone apps to  
get them to  
work, find their  
next meal, and

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stay in touch  
with family and  
friends.

### User Centered

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### Designing the iPhone User Experience: A User-Centered Approach To

Apple's iPhone  
Human Interface  
Guidelines

contain details  
on iPhone  
controls. In  
addition, some  
will be  
discussed in

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Designing The  
more detail in  
Chapter 9, "User  
Experience A  
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and reduce  
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the approach  
supports rapid  
iterative  
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**Excerpt from  
Designing the  
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Experience: A  
User ...**

Designing the  
customer and  
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is essential to

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creating great  
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Gone is the old  
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**Designing the  
User Experience**

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## Designing The iPhone User

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Yes, it's the  
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iPhone User

**Experience: Why  
Apple's Winning**

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| **Joe Natoli** ...  
User experience  
(UX) design is  
the process  
design teams use  
to create  
products that  
provide  
meaningful and  
relevant  
experiences to  
users. This  
involves the  
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**What is User**  
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**Design? |**

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AskTog, January  
2007, updated  
July, 2007. The  
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**The iPhone User  
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First Look -  
AskTog**

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The curse of being a user experience designer is that you see the good and bad in every interaction you have. It can be annoying at times, but it does mean every interaction is an opportunity to learn. My

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is a good  
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Ginsburg

"In her book  
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takes a fresh  
look at cutting-  
edge, user-  
centered design  
from the  
perspective of  
designing mobile  
user experiences  
for the iPhone.  
Her book brings  
together

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Consultant and  
Publisher and  
Editor in Chief  
of UXmatters

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“It’s about time! Suzanne Ginsburg takes the best of User-Centered Design (UCD) principles and tweaks them with a dash of mobile and a lot of hints about what it means to implement the Apple Human Interface



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—Nancy

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-- lots of them.  
If your app is  
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consider the  
ever-growing  
field of Twitter  
clients. There  
are hundreds of  
variations in  
the App Store  
but only a  
handful stand  
out from the  
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Tweetie or  
Twitterific).

For most apps,

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it boils down to one thing: the user experience. The same is true for countless other categories within the App Store; well-designed apps are more likely to attract and retain users. Of course there are other critical

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Attention to  
Detail: Know Thy  
User Millions of  
people depend on



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iPhone apps to  
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work, find their  
next meal, and  
stay in touch  
with family and  
friends.

Professionals of  
all kinds also  
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look up drug  
interactions;  
photographers

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cyclists find  
the best routes.  
To truly  
understand how  
your apps can  
fit into their  
lives, designers  
and developers  
must learn how  
users do things  
today, what's  
important to

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methods. The  
Design Lifecycle  
Award-winning  
designs rarely  
happen

overnight; they usually only occur after many rigorous design cycles. To illustrate this point, consider USA TODAY's iPhone application, which went through at least seven iterations for the article

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view in their  
app. These kinds  
of iterations  
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launch your app,  
since it will  
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bad design could  
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also affects the  
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difficult to



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read, and a poorly rendered icon will be challenging to interpret. Apps with a razor sharp attention to detail will stand out because their apps will look good and perform well. Part IV, Refining your

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will show you  
how to make to  
your app shine,  
from visual  
design and  
branding to  
accessibility  
and  
localization.  
Mastering these  
three areas will  
help set your  
app apart from

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## Designing The

the crowd. You may not have an award-winning app over night. But knowing your users, iterative design, and attention to detail are important first steps.

With the millions of apps

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Experience A  
Store, it can be  
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and get it the  
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Wow Factor shows  
you how to get

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User Centered  
Approach To  
Sketching And  
Prototyping  
iPhone Apps  
Suzanne  
Ginsburg

noticed! It explains how to go beyond the basics and where to "break the rules" to give your users a "wow" experience! You'll learn to use standard controls, as well as to create non-

Access PDF  
Designing The  
standard User  
controls and  
Experience A  
high-impact  
User Centered  
custom  
interactions to  
Approach To  
realize truly  
Sketching And  
compelling app  
Prototyping  
designs. Get  
iPhone Apps  
grounded in  
Apple's Human  
Suzanne  
Interface  
Ginsburg  
Guidelines (HIG)  
so that you can  
appreciate all

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Prototyping  
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its wisdom. From  
that excellent  
foundation, move  
beyond the HIG  
and learn how to  
ensure that all  
your apps have  
that "wow"  
factor. Learn  
all about user  
experience (UX)  
design  
techniques, with  
and beyond

Access PDF  
Designing The  
Apple's HIG, and  
how to move your  
apps out of  
mundane design  
and into  
innovative user  
experiences.  
Examine the  
characteristics  
and constraints  
of the iOS  
platform and how  
to leverage its  
strengths to



Access PDF  
Designing The  
maximum user  
in your apps.  
iOS Wow Factor  
explains what  
makes a  
successful  
mobile app  
design, and how  
to apply those  
principles of  
success to your  
own apps. Once  
you get the iOS  
Wow Factor into

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your apps, you  
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and earn a  
profit in the  
Apple iTunes App  
Store. Find out  
everything  
you'll need to  
"wow" your

# Access PDF Designing The future User customers!

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Prototyping  
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Apple's iPhone  
and iPod Touch  
not only feature  
the world's most  
powerful mobile  
operating  
system, they  
also usher in a  
new standard of  
human-computer  
interaction

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Designing The  
through gestural  
interfaces and  
Experience A  
multi-touch  
User Centered  
navigation. This  
Approach To  
book provides  
Sketching And  
you with a hands-  
Prototyping  
on, example-  
iPhone Apps  
driven tour of  
Suzanne  
UIKit, Apple's  
Ginsburg  
user interface  
toolkit, and  
includes common  
design patterns  
to help you

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Designing The  
create new  
iPhone and iPod  
Experience A  
Touch user  
User Centered  
experiences.  
Using Apple's  
Cocoa Touch  
Sketching And  
framework,  
Prototyping  
you'll learn how  
iPhone Apps  
to build  
applications  
Suzanne  
that respond in  
Ginsburg  
unique ways when  
users tap,  
slide, swipe,

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Prototyping  
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tilt, shake, or  
pinch the  
screen.  
Programming the  
iPhone User  
Experience is a  
perfect  
companion to  
Apple's Human  
Interface  
Guidelines, and  
provides the  
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Sketching And  
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need to develop  
innovative  
applications for  
the iPhone and  
iPod Touch,  
whether you're a  
CTO, developer,  
or UI/UX  
designer.  
Understand the  
basics of the  
Cocoa Touch  
framework for  
building iPhone

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Designing The  
iPhone User  
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Experience A  
Learn theory and  
User Centered  
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for using Cocoa  
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Designing The

interface, such  
as network- and  
location-  
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Approach To

Written in a  
cookbook style,  
this book offers  
solutions using  
a recipe based  
approach. Each  
recipe contains  
step-by-step  
instructions

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followed by an  
analysis of what  
was done in each  
task and other  
useful  
information. The  
cookbook  
approach means  
you can dive  
into whatever  
recipes you want  
in no particular  
order. The  
iPhone Interface

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Designing The  
Cookbook is  
written from the  
ground up for  
people who are  
new to iOS or  
application  
interface design  
in general. Each  
chapter  
discusses the  
reasoning and  
design strategy  
behind critical  
interface

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components, as  
well as how to  
best integrate  
each into any  
iPhone or iPad  
application.  
Detailed and  
straight-forward  
recipes help  
give guidance  
and build  
understanding  
far beyond what  
is offered

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## Designing The

### through Apple's

#### Human Interface

##### Experience A

###### Guidelines.

## User Centered

With over  
100,000 iPhone  
applications and  
125,000

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Ginsburg  
developers, is  
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possible to  
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is essential.

With this book,

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iPhone User  
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Innovative  
Sketching And  
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you'll get  
practical advice  
on user  
interface design  
from 10  
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like you, have  
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Whatever type of  
iPhone project

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you have in  
mind—social  
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benefit from the  
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this book. More  
than just tips  
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## Designing The

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of FontShuffle,



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prepared to  
match great code  
with striking  
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create the app  
that everyone is  
talking about.

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So you've got an  
idea for an  
iPhone app --  
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your app apart  
with elegant  
design,  
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usability, and a  
healthy dose of  
personality.  
This accessible,  
well-written  
guide shows you  
how to design  
exceptional user  
experiences for  
the iPhone and

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iPod Touch  
through  
Experience A  
practical  
User Centered  
principles and a  
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of visual  
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Whether you're a  
designer,  
programmer,  
manager, or  
marketer,

Tapworthy  
teaches you to

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"think iPhone"  
and helps you  
ask the right  
questions -- and  
get the right  
answers --  
throughout the  
design process.  
You'll explore  
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culture,

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Develop your  
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User Experience  
Innovation is  
backed by 18  
years of  
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holding more

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than 100 patents  
relating to user  
experience. This  
is a book  
written by a  
practitioner for  
other  
practitioners.  
You'll learn 17  
specific methods  
for creating  
innovation;  
these methods  
run the gamut

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from targeting  
user needs to  
relieving pain  
points, to  
providing  
positive  
surprises, to  
innovating  
around  
paradoxes. Each  
method is one  
that the author  
has used  
successfully.

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Taken together,  
they can help  
you create truly  
successful user  
experience  
innovations to  
benefit your  
company or  
organization,  
and to help you  
grow as an  
experienced  
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your own user .  
Provides 17  
proven methods  
for innovating  
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guide teaches  
readers about  
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culture. The  
book reviews the  
essentials of  
cognitive UI  
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how they are  
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and expectations  
can work in UX  
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how to optimize  
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Explores how to  
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well as how  
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and expectations  
can work in UX  
design

This is your  
must-have  
resource to the

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User Centered  
mobile UX.

You'll learn  
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about the  
Sketching And  
concepts and how  
Prototyping  
to apply them in  
iPhone Apps  
real-world  
scenarios.

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Throughout the  
book, the author  
provides you  
with 10 of the

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## Designing The

most commonly used archetypes in the UX arena to help

illustrate what mobile UX is and how you can master it as

quickly as possible. First, you'll start off learning how to

communicate mobile UX flows

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visually. From  
there, you'll  
learn about  
applying and  
using 10 unique  
user experience  
patterns or  
archetypes for  
mobile. Finally,  
you'll  
understand how  
to prototype and  
use these  
patterns to

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create websites  
and apps.  
Whether you're a  
UX professional  
looking to  
master mobility  
or a designer  
looking to  
incorporate the  
best UX  
practices into  
your website,  
after reading  
this book,

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you'll be better  
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emerging  
specialty.  
Addresses the  
gap between  
theoretical  
concepts and the  
practical  
application of  
mobile user  
experience  
design

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## Designing The

Illustrates concepts and examples through an abundance of diagrams, flows, and patterns

Explains the differences in touch gestures, user interface elements, and usage patterns across the most common mobile



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Includes real-  
world examples  
and case studies  
for this rapidly  
growing field  
Designing the  
iPhone User  
Experience  
provides an end-  
to-end overview  
of the user-  
centered design

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Designing The  
process, User  
specifically for  
iPhone  
applications.  
After reading  
this book you  
will know how  
to: Conduct  
upfront user and  
competitive  
research to  
inform your  
app's vision  
statement, also

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## Designing The

### known as the

#### "Production

##### Experience A

###### Definition

###### User Centered

###### Statement."

Brainstorm,  
sketch, and  
prototype your  
app concepts.

The prototypes  
covered take  
many different  
forms, from  
simple paper to  
scripted videos.

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