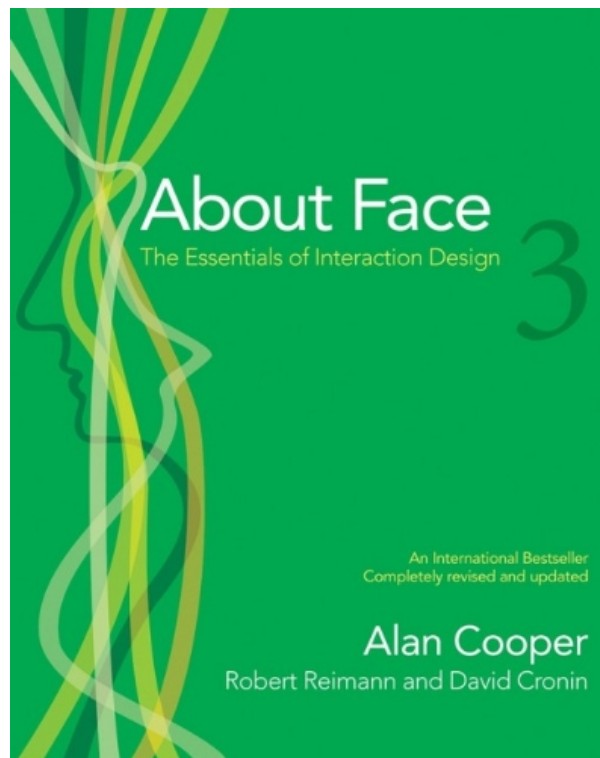
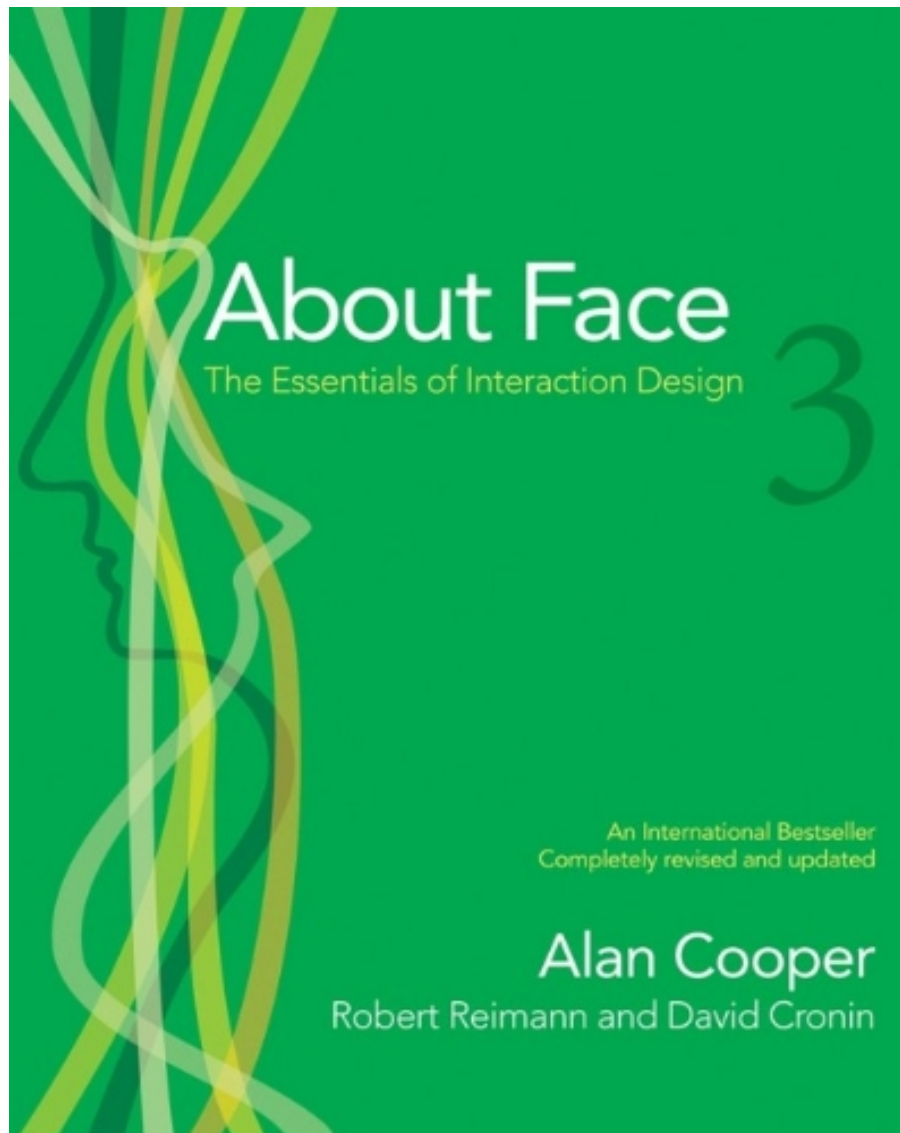


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## From the Back Cover

When the first edition of About Face was published in 1995, the idea of designing products based on human goals was a revolutionary concept. Thanks to the work of Alan Cooper and other pioneers, interaction design is now widely recognized as a unique and vital discipline, but our work is far from finished.

This completely updated volume presents the effective and practical tools you need to design great desktop applications, Web 2.0 sites, and mobile devices. This book will teach you the principles of good product behavior and introduce you to Cooper's Goal-Directed Design method, from conducting user research to defining your product using personas and scenarios. In short, About Face 3 will show you how to design the best possible digital products and services.

## About the Author

For over 30 years Alan Cooper has been a pioneer of the modern computing era. His groundbreaking work in software design and construction has influenced a generation of programmers and business people—and helped a generation of users. He is best known as the "Father of Visual Basic," inventor of personas, and founder of Cooper, the leading design consultancy.

As Director of Design R&D at Cooper, Robert Reimann led dozens of design projects and helped develop many of the methods described in About Face 3. Currently, he is Manager of User Experience at Bose Corporation and President of IxDA, the Interaction Design Association.

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3 of 3 people found the following review helpful.

If you're an interface dummy like me, this is a good read.

By Chris R.

I'm a full-time software engineer/consultant who couldn't interface design his way out of the proverbial wet paper bag.

This book didn't really change that.

What it did do, however, is get me to start recognizing the things that make a bad UI/UX to the point where I could, and this is important, properly quantify what was wrong. I could explain the details I was looking at in relevant terms instead of having to rely on things like "feels wrong" or "just isn't right."

If you're a bit of an interface dummy like me... yea, pick it up and you won't be sorry.

1 of 1 people found the following review helpful.

Definitive interaction design bible

By Scott

This book serves two purposes:

1. It's a great intro to interaction design and UX in general
2. It's a handy reference for when specific design questions come up and you need to remember what the best practice is for a certain type of interface element.

I'm a UX Designer with several years experience, and I still can't get enough of this book. Cooper knows his stuff (of course; he goes way back with software and he's the head of one of the big UX consultancies) and lays it out simply and logically. If you do any kind of software design, read this and remember it. If you're a designer, keep it on hand.

0 of 0 people found the following review helpful.

great even for programmers with no design experience

By Chad Mills

I really learned a lot from this book. I can't think of any reason to give it less than 5 stars.

It's a great overview of a field I'm not particularly familiar with, so I can't comment about the choice of topics. However, what is covered is covered rather effectively. There are wonderful examples throughout to concretize the principles illustrated.

The author has a clear perspective on what good and bad design is, and it was very tastefully done. It doesn't come across as derogatory even when criticizing a particular approach or product. It's always a learning experience to read through an example you're already familiar with.

This book helped me to see design as a sort of science with many useful principles. It won't make me good at design per se, but there was enough practical suggestions that it'll greatly improve the apps I write for fun. And the theory also serves as a good context for the practical advice. They're connected very well, with a good mix of each.

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