

The Mobile Frontier



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A must-read for anyone who cares about the future of digital media, The Mobile Frontier explains not only the technological revolution that's upon us, but also the behavioral, cultural, and psychological changes (and opportunities) ushered in by mobile. If you're not listening to Rachel Hinman, you're not hooked up right. ----Josh Clark, Author, Tapworthy: Designing Great iPhone Apps

In The Mobile Frontier, Rachel Hinman offers a comprehensive perspective on designing for mobile devices in support of mobile people. She draws on her decade of experience, and the results are highly readable, engaging, and more importantly actionable. ----Jon Kolko, Director, Austin Center for Design

From tiny touchscreens to geo-located services, mobile devices have caused us to rethink how we design. If you're looking for a primer on mobile fundamentals, look no further than The Mobile Frontier. In casual, easy-to-understand language, Rachel Hinman gives an overview of today's mobile landscape and tomorrow's. --Dan Saffer Author of Designing for Interaction

作者介绍:

Rachel Hinman is a researcher, designer and a recognized thought leader in the mobile user experience field. Her passion for cultural study, art, and design coupled with the belief that people can use technology to improve the human condition have been the driving forces in her career for over a decade.

Currently, Rachel is a Senior Research Scientist at the Nokia Research Center in Palo Alto, California. There she focuses on the research and design of emergent and experimental mobile interfaces and mobile experiences for emerging markets. Prior to joining Nokia, Rachel was an experience design director at Adaptive Path, and a mobile researcher and strategist for Yahoo's mobile group. Rachel's innate sensitivity to people and culture have proven powerful skills in the field, enabling her to successfully lead research studies on mobile phone usage in the US, Europe, Asia and Africa.

Rachel writes and speaks frequently on the topic of mobile research and design. She is the creative force behind the 90 Mobiles in 90 Days Project and her perspectives on mobile user experience have been featured in Interactions Magazine, BusinessWeek and Wired.

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书评

书里面满满的干活，整本书的内容结构比较好，作者从整体大的方面简单的谈了一下用户体验。如果想更多的了解用户体验还需要深入实践，结合理论总结属于自己的东西。毕竟书本里面作者自己的心得比较多，对某些新东西还要持怀疑态度。

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