

# Return on Design



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If you don't understand the information design principles that guide content display on the Web, all the bells and whistles on the planet can't guarantee a return on your Web investment. What can is Return on Design: Smarter Web Design That Works. In these pages, the focus is on the information design essentials that can determine a Web site's success or failure. In seven chapters author Ani Phyo outlines her seven-step process for designing successful Web sites, from "Understanding Requirements" to "Ongoing Testing and Revision." Along the way, this

designer/instructor covers a range of topics, including assembling the right team, settling on (and then collecting) visual content, usability testing, and more—using lots of personal insights, examples, and anecdotes to make her points resonate. Through it all, the book never loses its focus on returns: the critical cost-cutting techniques and choices that will enable you to deliver more impact for less outlay in today's cost-conscious economy.

作者介绍:

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## 标签

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## 评论

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## 书评

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