

Mobile User Experience



[Mobile User Experience 下载链接1](#)

著者:Adrian Mendoza

出版者:Morgan Kaufmann

出版时间:2013-11-11

装帧:Paperback

isbn:9780124095144

This is your must-have resource to the theoretical and practical concepts of mobile UX. You'll learn about the concepts and how to apply them in real-world scenarios. Throughout the book, the author provides you with 10 of 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 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 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, you'll be better equipped to maneuver this emerging specialty.

作者介绍:

Adrian's career is highlighted by over twenty years of design and user experience work. His first studio, Synthesis3, worked with several Palm OS software companies in creating their brand for both a web and retail presence. His current business, Mendoza Design, specifically focuses on delivering user experience design for clients. Adrian has consulted on a variety of user experience for web and mobile projects ranging from orange juice to international airports. Additionally, he is a cofounder of Marlin Mobile whose focus is on creating tools to measure the performance of mobile user experiences.

He has taught visual design at Suffolk University, Harvard University, The University of Southern California, and Massachusetts College of Art. His focus has been on creating a narrative using digital media. Adrian earned his BA with honors from the University of Southern California, and his Master's from the Harvard Graduate School of Design.

目录:

[Mobile User Experience_下载链接1](#)

标签

用户体验

设计

UX

Mobile

评论

广而浅，类似于综述，可以作为设计师、开发人员入门的书籍。介绍了设计、开发移动APP或移动Web应该从何处着手，以及注意哪些方面。

可以称得上移动互联网产品经理入行必读教材~

[Mobile User Experience 下载链接1](#)

书评

[Mobile User Experience 下载链接1](#)