

Designing The Iphone User Experience A User Centered Approach To Sketching And Prototyping Iphone Apps

Suzanne Ginsburg

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Designing the iPhone User Experience, is both a practical, beautifully illustrated, manual for someone ready to employ user-centered design (UCD) on a project as well as a valuable introduction to how UCD works in real life.

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Designing the iPhone User Experience - Eric Paulos

Designing the customer and user experience is essential to creating great products today. Gone is the old paradigm of "form follows function" model of design. The process must be iterative and follow the best product design and development processes. While designing a great user experience can be a lengthy and expensive process, there are approaches to doing it faster and smarter, without compromising results.

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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 recent purchase of an iPhone X is a good example. Do all you can to make the user experience as frictionless as possible.

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"In her book *Designing the iPhone User Experience*, Suzanne Ginsburg 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 everything you need to know to design great products for mobile contexts." —Pabini Gabriel-Petit, UX Strategy & Design Consultant and Publisher and Editor in Chief of ...

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Designing the iPhone User Experience provides an end-to-end overview of the user-centered design process, 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 known as the "Production Definition Statement."

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User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

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different iPhone application styles-Utility, Productivity, and

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you start designing your iPhone app, read through the application

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Designing the iPhone User Experience will help you tackle the

user experience part of the iPhone challenge. Three key themes

will be reinforced throughout the book: Know thy user, the Design

Lifecycle, and Attention to Detail: Know Thy User Millions of

people depend on iPhone apps to get them to work, find their

next meal, and stay in touch with family and friends.

[Excerpt from Designing the iPhone User Experience: A User ...](#)

The Apple Watch, as a version one product, has a closer

customer satisfaction rating to the current iPhone at 99% than it

does the version one iPhone or iPad. That is remarkable to me.

That's the kind of customer satisfaction ratings you get when

user experience is a company's highest priority.

[What is User Experience \(UX\) Design? | Interaction Design ...](#)

Refine your app's user interface and visual design, using best

practices based on established design principles. Make your app

accessible to individuals with 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.

[Designing the iPhone User Experience: A User-Centered ...](#)

The iPhone user experience is, quite simply, superior on nearly

every front. Look, it would be easy to list all the functions and

innovations of the iPhone and ooh and aaah over each one. Yes,

it's the first phone with visual voicemail messages, you can

randomly move among voicemails, you control everything via an

elegant, responsive touch ...

Designing the iPhone User Experience ()

Designing the iPhone User Experience will help you tackle the

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Apple's iPhone Human Interface Guidelines contain details on

iPhone controls. In addition, some will be discussed in more detail

in Chapter 9, "User Interface Design." Word of Caution-As

discussed earlier, paper prototypes can improve collaboration

and reduce costs. These benefits can occur only if the approach

supports rapid iterative design.

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Of course there are other critical aspects of iPhone app

development: the coding, the marketing, the customer support.

All of the elements must come together. *Designing the iPhone*

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