



Effective UI: The Art of Building Great User Experience in Software

By EffectiveUI, Jonathan Anderson, John McRee, Robb Wilson



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People expect effortless, engaging interaction with desktop and web applications, but producing software that generates enjoyable user experiences is much harder than many companies anticipate. With *Effective UI*, you'll learn proven user-experience strategies that will satisfy your clients and customers, drive business value, and increase brand strength.

This book shows you how to capture the collaborative and cooperative spirit among designers, engineers, and management required for building engaging software. You'll also learn valuable methods for maintaining focus throughout the process -- whether you're a product manager who needs a clear roadmap, a developer or designer looking for guidance and advocacy, or a businessperson who wants to understand and manage user-experience software initiatives.

Learn how to build software that will:

- Generate engaging and interactive experiences between consumers and businesses, or between businesspeople and their information systems
- Account for how people work with, think about, and consume information
- Establish a richer means of collaboration and communication
- Reduce frustration by streamlining complex tasks and creating processes that are more intuitive
- Distinguish products, services, and brands to create a competitive advantage
- Create scalable systems that adapt to changing user needs and behaviors

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Editorial Review

About the Author

Jonathan Anderson helped found EffectiveUI before becoming managing editor of *UX Magazine*, an online resource for user experience professionals and enthusiasts. In this role, Jonathan develops and oversees original content creation and sourcing that explores the maturing field of UX and details industry trends and emerging technologies.

John McRee is a lead information architect for EffectiveUI who brings more than a decade of experience to designing highly intuitive and engaging user interfaces. Specializing in design process management, user research, information architecture and interaction design, John has designed software for a diverse group of clients, including many Fortune 500 companies.

Robb Wilson is co-owner of *UX Magazine* and a technology research consultant for many Fortune 500 companies, including Qwest and National Geographic. An active member in the UX community, Robb's work affords him the unique opportunity to meld business strategy with creative processes and emerging technologies. He has worked as a creative executive at Time Warner and is an industry thought leader, providing innovative insight on emerging technologies and trends. Robb has founded four successful technology companies.

Users Review

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