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Ep.4 Seductive Interaction Design Creating Playful

We create seductive design to introduce the world to our true potential and missions. If our missions and purposes are great then customers will fall in love, that is if we behave in such a way as to be lovable also. This is where design plays a part by inspiring emotion to get us to do the right things. In doing the right things, we feel good.

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In *Seductive Interaction Design*, speaker and author Stephen P. Anderson takes a fresh approach to designing sites and interactions based on the stages of seduction. This beautifully designed book examines what motivates people to act.

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In *Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences*, Stephen P. Anderson describes how the same tactics humans use to attract a mate can be applied to the interactions between users and interfaces, in order to ensure the most meaningful connections possible and make your interface stand out from the rest.

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OVERVIEW Writer, designer, and speaker Stephen Anderson shows you in this book how the same tactics humans use to attract a mate can apply to the interactions between humans and interactive devices, to make people "fall in love" with your websites and/or applications.

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designing sites and interactions based on the stages of seduction. This beautifully designed book examines what motivates people to act.

What happens when you've built a great website or app, but no one seems to care? How do you get people to stick around long enough to see how your service might be of value? In *Seductive Interaction Design*, speaker and author Stephen P. Anderson takes a fresh approach to designing sites and interactions based on the stages of seduction. This beautifully designed book examines what motivates people to act. Topics include: **AESTHETICS, BEAUTY, AND BEHAVIOR:** Why do striking visuals grab our attention? And how do emotions affect judgment and behavior? **PLAYFUL SEDUCTION:** How do you create playful engagements during the moment? Why are serendipity, arousal, rewards, and other delights critical to a good experience? **THE SUBTLE ART OF SEDUCTION:** How do you put people at ease through clear and suggestive language? What are some subtle ways to influence behavior and get people to move from intent to action? **THE GAME OF SEDUCTION:** How do you continue motivating people long after the first encounter? Are there lessons to be gained from learning theories or game design? Principles from psychology are found throughout the book, along with dozens of examples showing how these techniques have been applied with great success. In addition, each section includes interviews with influential web and interaction designers.

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Game design is a sibling discipline to software and Web design, but they're siblings that grew up in different houses. They have much more in common than their perceived distinction typically suggests, and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to the real problems of design. This book will show you how.

Looks at the core concepts of user experience design and offers a variety of activities and exercises for individuals and groups.

How do we create a satisfactory user experience when limited to a small device? This new guide focuses on usability for mobile devices, primarily smartphones and touchphones, and covers such topics as developing a mobile strategy, designing for small screens, writing for mobile, usability comparisons, and looking toward the future. The book includes 228 full-color illustrations to demonstrate the points. Based on expert reviews and international studies with participants ranging from students to early technology adopters and business people using websites on a variety of mobile devices, this guide offers a complete look at the landscape for a mobile world. Author Jakob Nielsen is considered one of the world's leading experts on Web usability. He is the author of numerous best-selling books, including *Prioritizing Web Usability* and the groundbreaking *Designing Web Usability*, which has sold more than 250,000 copies and has been translated in 22 languages.

Make the Web Work for You You know how to design. But you can increase your value as a designer in the marketplace by learning how to make that design function on the web. From informational sites to e-commerce portals to blogs to mobile apps, *The Designer's Web Handbook* helps any designer

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understand the full life cycle of a digital product: idea, design, production and maintenance. The best web designers create not only beautiful sites but also sites that function well--for both client and end user. Patrick McNeil, creator of the popular web design blog [designmeltdown.com](http://designmeltdown.com) and author of the bestselling *Web Designer's Idea Book*, volumes 1 and 2, teaches you how to work with developers to build sites that balance aesthetics and usability, and to do it on time and on budget.

*Information Architecture: Blueprints for the Web*, Second Edition introduces the core concepts of information architecture: organizing web site content so that it can be found, designing website interaction so that it's pleasant to use, and creating an interface that is easy to understand. This book helps designers, project managers, programmers, and other information architecture practitioners avoid costly mistakes by teaching the skills of information architecture swiftly and clearly.

Information is easy. Understanding is hard. From incomprehensible tax policies to confusing medical explanations, we're swamped with information that we can't make sense of. *Figure It Out* shows us how to transform information into better presentations, better meetings, better software, and better decisions. So take heart: under the guidance of Anderson and Fast, we can, in fact, figure it out--for ourselves and for others.

Make cool stuff. If you're a designer or artist without a lot of programming experience, this book will teach you to work with 2D and 3D graphics, sound, physical interaction, and electronic circuitry to create all sorts of interesting and compelling experiences -- online and off. *Programming Interactivity* explains programming and electrical engineering basics, and introduces three freely available tools



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created specifically for artists and designers: Processing, a Java-based programming language and environment for building projects on the desktop, Web, or mobile phones Arduino, a system that integrates a microcomputer prototyping board, IDE, and programming language for creating your own hardware and controls OpenFrameworks, a coding framework simplified for designers and artists, using the powerful C++ programming language BTW, you don't have to wait until you finish the book to actually make something. You'll get working code samples you can use right away, along with the background and technical information you need to design, program, build, and troubleshoot your own projects. The cutting edge design techniques and discussions with leading artists and designers will give you the tools and inspiration to let your imagination take flight.

Emotion. Ego. Impatience. Stubbornness. Characteristics like these make creating sites and apps for kids a daunting proposition. However, with a bit of knowledge, you can design experiences that help children think, play, and learn. With Design for Kids, you'll learn how to create digital products for today's connected generation.

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