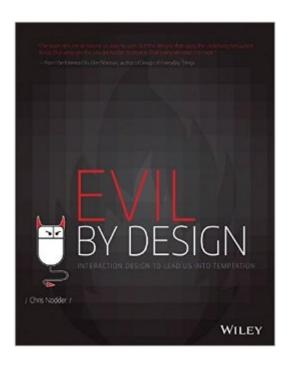
The book was found

Evil By Design: Interaction Design To Lead Us Into Temptation





Synopsis

Learn how companies make us feel good about doing what they want. Approaching persuasive design from the dark side, this book melds psychology, marketing, and design concepts to show why we're susceptible to certain persuasive techniques. Packed with examples from every nook and cranny of the web, it provides easily digestible and applicable patterns for putting these design techniques to work. Organized by the seven deadly sins, it includes:Pride -- use social proof to position your product in line with your visitors' valuesSloth -- build a path of least resistance that leads users where you want them to goGluttony -- escalate customers' commitment and use loss aversion to keep them thereAnger -- understand the power of metaphysical arguments and anonymityEnvy -- create a culture of status around your product and feed aspirational desiresLust -- turn desire into commitment by using emotion to defeat rational behaviorGreed -- keep customers engaged by reinforcing the behaviors you desireNow you too can leverage human fallibility to create powerful persuasive interfaces that people will love to use -- but will you use your new knowledge for good or evil? Learn more on the companion website, evilbydesign.info.

Book Information

Paperback: 320 pages

Publisher: Wiley; 1 edition (June 17, 2013)

Language: English

ISBN-10: 1118422147

ISBN-13: 978-1118422144

Product Dimensions: 7.4 x 0.6 x 9.2 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars Â See all reviews (25 customer reviews)

Technology > Graphics & Design > User Experience & Usability #1689 in Books > Computers &

Best Sellers Rank: #300,720 in Books (See Top 100 in Books) #129 in Books > Computers &

Technology > Web Development & Design #3716 in Books > Textbooks > Computer Science

Customer Reviews

What if you the designer could find a book just like this, but one that would tell a good person how to design for good? What if such a book would give you, in a single, slim volume, a remarkable compendium of all we have learned about of the art and science of persuasion? What if that book also ended up enlightening you the consumer as to all the psychological tricks played on you 1500 or 2000 times a day, not only when you're in front of a computer, but in front of the TV or wandering

around the local mall? This is that book. This book isn't really about evil at all, its about persuasion. Why the unique format? Evil people apply persuation so blatantly that studying their extreme use is a brilliant exercise for those designers who would do good. Designers need only take what the evil-doers are doing, tone it down a bit, and redirect it to their customers' benefit instead of detriment. This book is a must for every designer's bookshelf. I have never seen a such a concise, accurate, and complete compendium of the art and science of persuasion as this, and I know about such things: I spent 15 years teaching and applying retail techiques before Steve Jobs drafted me to be Apple's first software designer 35 years ago. (Yes, I am very, very old.) Persuasive design is not intrinsically good or evil. It's application will result in one or the other depending on the intent of the people applying it. What is intrinsically evil is failing to understand and apply persuation at all. Let me illustrate. Three people have websites that sell groceries, Mr. Evil, Mr. Stupid, and Mr. Good.

Download to continue reading...

Evil by Design: Interaction Design to Lead Us into Temptation Interaction Design: Beyond Human-Computer Interaction Red Dog: An Evil Dead MC Story (The Evil Dead MC Series Book 6) Fall Into Temptation: A Small Town Love Story (Blue Moon Book 2) Interdisciplinary Interaction Design: A Visual Guide to Basic Theories, Models and Ideas for Thinking and Designing for Interactive Web Design and Digital Device Experiences Dark World: Into the Shadows with the Lead Investigator of The Ghost Adventures Crew Office for Visual Interaction: Lighting Design & Process Essays That Will Get You into Medical School (Essays That Will Get You Into...Series) [Second Edition] (Barron's Essays That Will Get You Into Medical School) Upside Down: How the Left Turned Right into Wrong, Truth into Lies, and Good into Bad Every Man's Battle: Winning the War on Sexual Temptation One Victory at a Time (The Every Man Series) Every Young Man's Battle: Strategies for Victory in the Real World of Sexual Temptation (The Every Man Series) Designing the User Interface: Strategies for Effective Human-Computer Interaction (6th Edition) Learning Processing, Second Edition: A Beginner's Guide to Programming Images, Animation, and Interaction (The Morgan Kaufmann Series in Computer Graphics) Temptation Collection (Chocolate Lover's Cookbook & Bubbling Brown Sugar): 120 #Delish Recipes Sulcata Tortoise Owners Guide. Sulcata Tortoise care, behavior, feeding, enclosures, costs, health, interaction and myths. The Captive Care of Sulcata Tortoises. The Psychology of Human-Computer Interaction Human Computer Interaction Handbook: Fundamentals, Evolving Technologies, and Emerging Applications, Third Edition (Human Factors and Ergonomics) Try (Temptation Series Book 1) Trump Temptation: The Billionaire & The Bellboy Take (Temptation Series Book 2)

Dmca