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# Mobile Usability



## Synopsis

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.

## Book Information

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## Customer Reviews

Jakob Nielsen has a long-established reputation for understanding how we use the internet, and admonishes us to design around the user's natural inclinations, not try to reengineer the user or guide her mouse-clicks. In an ever increasingly complex world, he has made a career teaching us to keep it simple. He co-founded the Nielsen Norman group (NN/g) to preach and teach usability, and its staff are all rocket-scientist-caliber researchers who teach from facts and figures, solid research all. In "Mobile Usability", he teams up with NN/g researcher Raluca Budiu to produce a wonderfully narrated, extensively illustrated and entertaining read, showing us by numerous examples why we

must simplify our website designs for the mobile device. Screen real estate is the prime constraint, and most websites which work on the 20" desktop cannot function on the hand-held device, unless we strip away the unnecessary 'chrome', assure that our page links are easily 'discoverable', and each precious user click offers high 'affordance' - you get the content you want and expect when you click a link. These simple guidelines are easily adopted by even novice web designers, and should be read by anyone designing mobile websites. A seventh grader can read and understand this book, and that's my definition for good writing. The examples range from ordering a Pizza to browsing the news; the sites featured all are targets for improvement in usability. Martha Stewart's site emphasizes cutesy over discoverability - good luck figuring out what is a hyperlink.

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