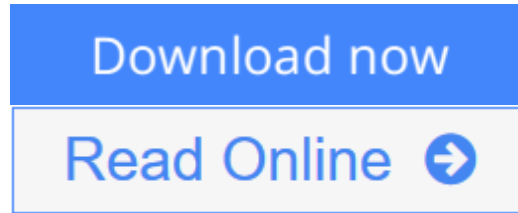




Mobile Usability

By Jakob Nielsen, Raluca Budiu



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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.

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Editorial Review

About the Author

Jakob Nielsen, Ph.D., is a principal of Nielsen Norman Group and founder of the “discount usability engineering” movement, emphasizing fast and efficient methods for improving the quality of user interfaces. Dr. Nielsen has been called, “the world’s leading expert on Web usability” by *U.S. News and World Report* and “the next best thing to a true time machine” by *USA Today*. He is the author of numerous best-selling books, including *Prioritizing Web Usability*, *Eyetracking Usability*, and the groundbreaking *Designing Web Usability*, which has sold more than 250,000 copies and has been translated in 22 languages.

Raluca Budiu, Ph.D. is a user experience specialist with Nielsen Norman Group (NN/g). She consults for clients from a variety of industries and presents tutorials on mobile usability, usability of touch devices, cognitive psychology for designers, and principles of human computer interaction. She has authored several NN/g reports and published numerous articles on HCI topics.

Users Review

From reader reviews:

Mary Salas:

The feeling that you get from Mobile Usability is the more deep you looking the information that hide inside the words the more you get considering reading it. It does not mean that this book is hard to understand but Mobile Usability giving you enjoyment feeling of reading. The author conveys their point in certain way that can be understood by means of anyone who read the item because the author of this book is well-known enough. That book also makes your own personal vocabulary increase well. Therefore it is easy to understand then can go along with you, both in printed or e-book style are available. We highly recommend you for having that Mobile Usability instantly.

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