



# UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication

By Everett N McKay

Download now

Read Online ➔

## UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay

User interface design is a challenging, multi-disciplinary activity that requires understanding a wide range of concepts and techniques that are often subjective and even conflicting. Imagine how much it would help if there were a single perspective that you could use to simplify these complex issues down to a small set of objective principles. In *UI is Communication*, Everett McKay explains how to design intuitive user interfaces by focusing on effective human communication. A user interface is ultimately a conversation between users and technology. Well-designed user interfaces use the language of UI to communicate to users efficiently and naturally. They also recognize that there is an emotional human being at the other end of the interaction, so good user interfaces strive to make an emotional connection. Applying what you learn from *UI is Communication* will remove much of the mystique, subjectiveness, and complexity from user interface design, and help you make better design decisions with confidence. It's the perfect introduction to user interface design.

- Approachable, practical communication-based guide to interaction and visual design that you can immediately apply to projects to make solid design decisions quickly and confidently
- Includes design makeovers so you can see the concepts in practice with real examples
- Communication-based design process ties everything from interaction to visual design together

↓ [Download UI is Communication: How to Design Intuitive, User ...pdf](#)

📖 [Read Online UI is Communication: How to Design Intuitive, Us ...pdf](#)

# UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication

By Everett N McKay

## UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay

User interface design is a challenging, multi-disciplinary activity that requires understanding a wide range of concepts and techniques that are often subjective and even conflicting. Imagine how much it would help if there were a single perspective that you could use to simplify these complex issues down to a small set of objective principles. In *UI is Communication*, Everett McKay explains how to design intuitive user interfaces by focusing on effective human communication. A user interface is ultimately a conversation between users and technology. Well-designed user interfaces use the language of UI to communicate to users efficiently and naturally. They also recognize that there is an emotional human being at the other end of the interaction, so good user interfaces strive to make an emotional connection. Applying what you learn from *UI is Communication* will remove much of the mystique, subjectiveness, and complexity from user interface design, and help you make better design decisions with confidence. It's the perfect introduction to user interface design.

- Approachable, practical communication-based guide to interaction and visual design that you can immediately apply to projects to make solid design decisions quickly and confidently
- Includes design makeovers so you can see the concepts in practice with real examples
- Communication-based design process ties everything from interaction to visual design together

## UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay Bibliography

- Sales Rank: #239590 in Books
- Brand: Brand: Morgan Kaufmann
- Published on: 2013-06-25
- Released on: 2013-06-11
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .89" w x 7.50" l, 1.70 pounds
- Binding: Paperback
- 378 pages

 [Download UI is Communication: How to Design Intuitive, User ...pdf](#)

 [Read Online UI is Communication: How to Design Intuitive, Us ...pdf](#)



## Download and Read Free Online UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay

---

### Editorial Review

#### Review

*"Here [McKay] offers a guide to designing user interfaces by drawing on principles and common-sense insight about communication. There are no prerequisites, he says, no assumptions about the reader's field or level of experience."--Reference & Research Book News, October 2013* *"The best teammate a designer can have is a communication specialist to look over your shoulder. Having Everett's book is the next best thing to having him on your team."--Bert Keely, Architect of Windows Pen and Touch* *"McKay practices what he preaches – UI is Communication is relevant, readable, entertaining, and chock full of useful examples."--Carolyn Snyder, Snyder Consulting*

#### About the Author

Everett McKay is Principal of UX Design Edge, a userexperience design training and consulting company for mobile, web, and desktopapplications. Everett's specialty is UX design training for softwareprofessionals who aren't experienced designers through onsite and virtualcourses and workshops. He has delivered UX design workshops to an internationalaudience that includes Europe (UK, Ireland, Poland, Greece, Turkey), Asia(India, China), South America (Argentina), and Africa (South Africa, Cameroon).

Everett is author of "UI is Communication: How todesign intuitive, user-centered user interfaces by focusing on effectivecommunication", published by Morgan Kaufmann. While at Microsoft, he wasresponsible for writing and evangelizing the Windows User ExperienceGuidelines. Before joining Microsoft, he was a programmer, specializing in designing and developing Windows and Macintosh user interfaces.

### Users Review

#### From reader reviews:

##### Linda Long:

Inside other case, little folks like to read book UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication. You can choose the best book if you'd prefer reading a book. Providing we know about how is important a new book UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication. You can add know-how and of course you can around the world with a book. Absolutely right, due to the fact from book you can realize everything! From your country right up until foreign or abroad you may be known. About simple point until wonderful thing you may know that. In this era, we are able to open a book as well as searching by internet product. It is called e-book. You may use it when you feel bored stiff to go to the library. Let's read.

##### Angela Taylor:

The book UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication can give more knowledge and information about everything you want. So just why must we leave a good thing like a book UI is Communication: How to Design Intuitive, User Centered Interfaces by

Focusing on Effective Communication? A number of you have a different opinion about publication. But one aim that will book can give many info for us. It is absolutely proper. Right now, try to closer along with your book. Knowledge or data that you take for that, you are able to give for each other; you are able to share all of these. Book UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication has simple shape however, you know: it has great and large function for you. You can appearance the enormous world by open and read a guide. So it is very wonderful.

**Nancy Leto:**

Are you kind of hectic person, only have 10 or maybe 15 minute in your time to upgrading your mind skill or thinking skill perhaps analytical thinking? Then you are experiencing problem with the book when compared with can satisfy your short period of time to read it because pretty much everything time you only find guide that need more time to be examine. UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication can be your answer because it can be read by a person who have those short extra time problems.

**Billy Golden:**

In this era globalization it is important to someone to obtain information. The information will make anyone to understand the condition of the world. The condition of the world makes the information simpler to share. You can find a lot of personal references to get information example: internet, classifieds, book, and soon. You can view that now, a lot of publisher that will print many kinds of book. The book that recommended for you is UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication this reserve consist a lot of the information in the condition of this world now. That book was represented how does the world has grown up. The vocabulary styles that writer use for explain it is easy to understand. Often the writer made some study when he makes this book. That is why this book acceptable all of you.

**Download and Read Online UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay #WZI0ERAJH5D**

# **Read UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay for online ebook**

UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay books to read online.

## **Online UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay ebook PDF download**

**UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay Doc**

**UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay Mobipocket**

**UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay EPub**

**WZIOERAJH5D: UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication By Everett N McKay**