

**EFFECTIVE UI: THE ART OF BUILDING GREAT USER
EXPERIENCE IN SOFTWARE**

Payge Tien

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Effective UI provides a complete roadmap to building groundbreaking software centered on user The Art of Building Great User Experience in Software.

Effective UI by Jonathan Anderson

given aspect of the software. Briefly, building great UX requires the combination of science, skilled craftsmanship, and art to address a subjective need.

With Effective UI, you'll learn proven user-experience strategies that will satisfy your clients and customers, drive business value, and increase.

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Better UX helps make the company money. Balancing the realities of how software is built with the need for a sense of security by the business and stakeholders is a tremendous challenge.

HowtowriteagreatreviewDoSaywhatyoulikedbestandleastDescribebeautifulEileen also conducted much of the early research and interviews that went into this book, and her thoughtful questions and follow ups ensured that the information captured was useful. National Geographic brings its strong brand consistency to its software products.

Atthesametime,though,therewasagenerallypoorunderstandingofhowtobu expect effortless, engaging interaction with desktop and web applications, but producing software that generates enjoyable user experiences is much harder than many companies anticipate. Thus, when the ribbon is cut on the software and the executive is hoping to put that challenge behind her, someone is waiting at her door asking for yet more money to resolve a problem or improve an area she thought was already solved.