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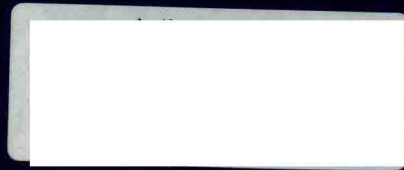
Jakob Nielsen

**Designing
Web Usability**



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Web Usability**



**New
Riders**

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Designing Web Usability: The Practice of Simplicity

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Jakob Nielsen, Ph.D. is a User Advocate specializing in web usability and a principal of Nielsen Norman Group (www.nngroup.com), which he co-founded with Dr. Donald A. Norman, former vice president of Apple Research. Until 1998, Dr. Nielsen was a Sun Microsystems Distinguished Engineer and led that company's web usability efforts starting with the original design of SunWeb in early 1994. His previous affiliations include the IBM User Interface Institute, Bell Communications Research, and the Technical University of Denmark. Nielsen is the author and editor of 8 other books and more than 75 research papers on usability engineering, user interface design, and hypertext. He is also a frequent keynote presenter at industry conferences. Nielsen is the founder of the "discount usability engineering" movement for fast and simple ways of improving user interfaces. Nielsen's Alertbox column about web usability has been published on the Internet since 1995 (www.useit.com/alertbox) and currently has about 100,000 readers. He is also the usability columnist for Ziff-Davis Network's *DevHead* and a web design critic for *Internet World* magazine. He holds 46 U.S. patents, mainly on ways to make the Internet easier to use. Dr. Nielsen's website is at www.useit.com: It's text-only and pretty fast.

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Jakob Nielsen

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Kudos as well to Kim Scott for an extraordinary job of turning the vision of a well-designed book into a reality. And special thanks to Jennifer Eberhardt.

A Message from New Riders

Jakob Nielsen is one of the busiest speakers and commentators in the world of high-tech because of his message and the eloquence with which he delivers it. His message is simple—at least on the surface—and is accessible to anyone who will listen (and multitudes do each year): Put USABILITY first. Practice SIMPLICITY.

The challenges and complexities to the ‘put usability first’ philosophy of design can begin when ideation turns to planning, and planning turns to implementation. The challenges never stop, and Jakob helps you to understand them and enable yourself to make the continual adjustments necessary to survive and prosper in the ‘user-first’ world of the Web.

The best thing about this book, along with what you’ll learn about yourself and others who use the Web (and how to improve the usefulness of your website immeasurably), is that *Designing Web Usability* is flat-out one of the best reads you’ll encounter—in technology publishing or elsewhere. Jakob has a gift for communication that enables him to wrap his vision in a lucid, compelling discourse that appeals to academics and lay people, web designers and web users. *Designing Web Usability* holds this broad appeal because Jakob’s message makes so much sense, while being masterfully communicated on so many levels.

Who said you can’t have fun while expanding your horizons?

New Riders is honored to have worked with Jakob Nielsen over the past two years as he’s written and refined *Designing Web Usability: The Practice of Simplicity*. We believe it’s been well worth the wait. Let us know what you think...

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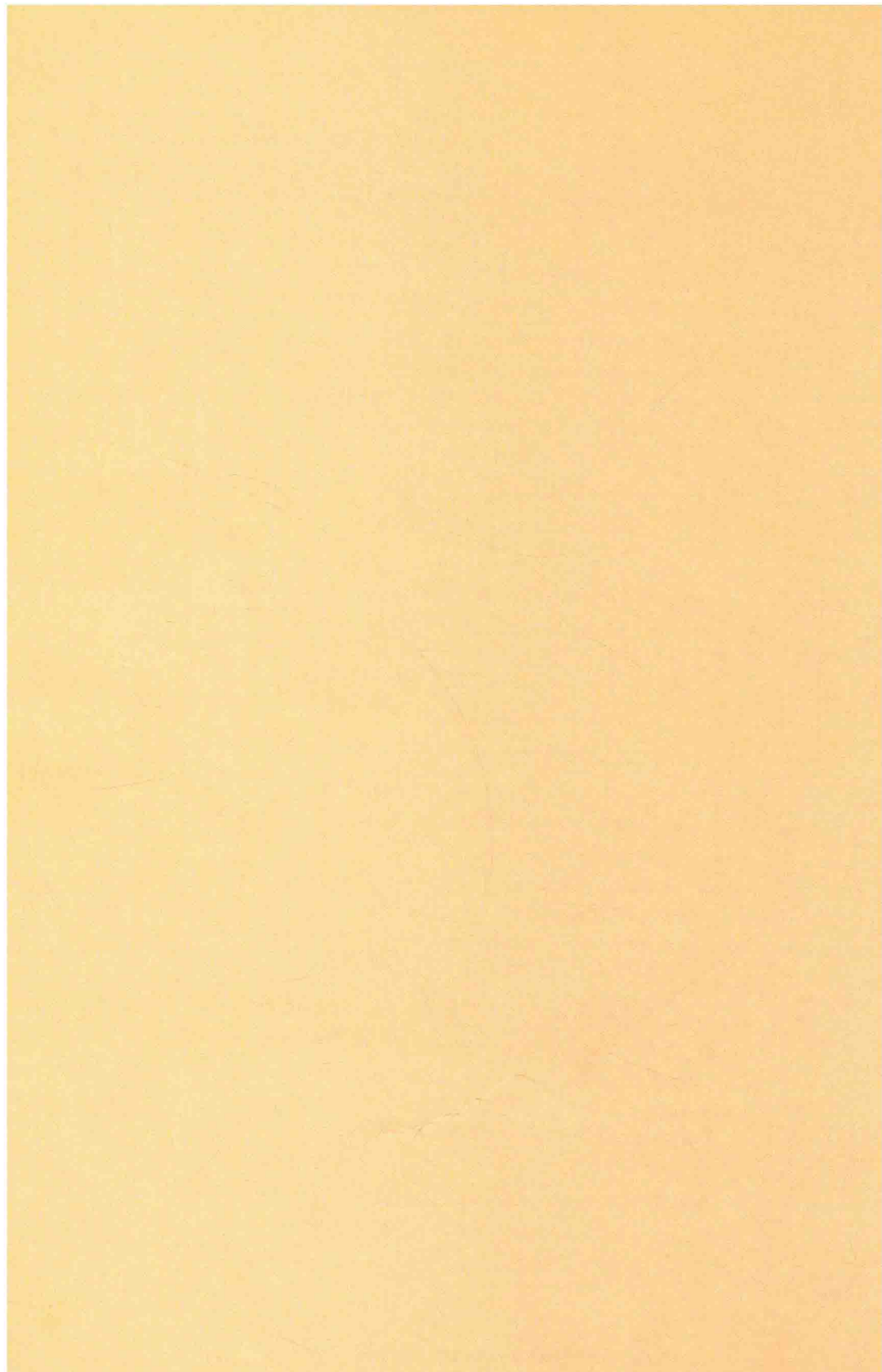
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Preface

“Enough, already, Jakob. Isn't it self-defeating to publish on dead trees when you are writing about the Web?”

I am sure that a lot of readers will be asking this question, so let me answer it up front.