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## Design for the Mind:Seven Psychological Principles of Persuasive Design (Paperback)

By Victor S. Yocco

Manning Publications, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book. DESCRIPTION The days of purely aesthetic design are long gone. Today s web designers are driven by pertinent questions like these: How will I win the battle of the short attention span? How do I put visitors at ease and provide the information they re consciously (and unconsciously) expecting? How will the design of my site encourage users to engage, browse, or buy? There s a body of tested psychological principles that can transform digital designs by anticipating and benefiting from how human beings react to stimuli. This scientific approach to the decision making process, attitudes to risk and reward, group influence, and more are a treasure trove ready to be applied to the field of website design. Design for the Mind teaches web designers and developers how to create sites and applications that appeal to our innate natural responses as humans. The book introduces the most immediately relevant and applicable psychological concepts, breaks down each theory into easily-digested principles, then shows how they can be used to create powerful designs. The idea is not to produce a use-by-rote set of patterns for digital persuasion, but..



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