About Face 2.0: The Essentials of Interaction Design

Alan Cooper, Robert Reimann

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First published seven years ago - just before the World Wide Web exploded into dominance in the software world - "About Face" rapidly became a bestseller. While the ideas and principles in the original book remain as relevant as ever, the examples in "About Face 2.0" are updated to reflect the evolution of the Web. Interaction Design professionals are constantly seeking to ensure that software and software-enabled products are developed with the end-user's goals in mind, that is, to make them more powerful and enjoyable for people who use them. "About Face 2.0" ensures that these objectives are met with the utmost ease and efficiency. Alan Cooper (Palo Alto, CA) has spent a decade making high-tech products easier to use and less expensive to build - a practice known as "Interaction Design." Cooper is now the leader in this growing field. Mr. Cooper is also the author of two bestselling books that are widely considered indispensable texts. "About Face: The Essentials of User Interface Design", introduced the first comprehensive set of practical design principles. "The Inmates Are Running the Asylum" explains how talented people and companies continually create aggravating high-tech products that fail to meet customer expectations. Robert Reimann has spent the past 15 years pushing the boundaries of digital products as a designer, writer, lecturer, and consultant. He has led dozens of interaction design projects in domains including e-commerce, portals, desktop productivity, authoring environments, medical and scientific instrumentation, wireless, and hand held devices for startups and Fortune 500 clients alike. Joining Cooper in 1996, Reimann led the development and refinement of many goal-directed design methods described in "About Face 2.0". He has lectured on these methods at major universities and to international industry audiences. He is a member of the advisory board of the UC Berkeley Institute of Design.

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