



# Designing the User Interface: Strategies for Effective Human-Computer Interaction (5th Edition)

By Ben Shneiderman, Catherine Plaisant, Maxine Cohen, Steven Jacobs

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**Designing the User Interface: Strategies for Effective Human-Computer Interaction (5th Edition)** By Ben Shneiderman, Catherine Plaisant, Maxine Cohen, Steven Jacobs

The much-anticipated *fifth edition* of *Designing the User Interface* provides a comprehensive, authoritative introduction to the dynamic field of human-computer interaction (HCI). Students and professionals learn practical principles and guidelines needed to develop high quality interface designs—ones that users can understand, predict, and control. It covers theoretical foundations, and design processes such as expert reviews and usability testing. Numerous examples of direct manipulation, menu selection, and form fill-in give readers an understanding of excellence in design. The new edition provides updates on current HCI topics with balanced emphasis on mobile devices, Web, and desktop platforms. It addresses the profound changes brought by user-generated content of text, photo, music, and video and the raised expectations for compelling user experiences.

- Provides a broad survey of designing, implementing, managing, maintaining, training, and refining the user interface of interactive systems.
- Describes practical techniques and research-supported design guidelines for effective interface designs
- Covers both professional applications (e.g. CAD/CAM, air traffic control) and consumer examples (e.g. web services, e-government, mobile devices, cell phones, digital cameras, games, MP3 players)
- Delivers informative introductions to development methodologies, evaluation techniques, and user-interface building tools.
- Supported by an extensive array of current examples and figures illustrating good design principles and practices.
- Includes dynamic, full-color presentation throughout. Guides students who might be starting their first HCI design project
- Accompanied by a Companion Website with additional practice opportunities and informational resources for both students and professors.

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## **Editorial Review**

From the Back Cover  
[Software Engineering / User Interface]

Ben Shneiderman & Catherine Plaisant  
written in collaboration with Maxine Cohen & Steve Jacobs

Designing the User Interface: Strategies for Effective Human-Computer Interaction provides a comprehensive introduction to the dynamic field of human-computer interaction (HCI). An expanded author team brings unparalleled industry and academic experience to this latest edition. Practical techniques, research-supported design guidelines, and a multitude of current examples and figures illustrate good design principles and practices, effectively guiding readers through their first HCI design projects.

The Fifth Edition addresses the profound changes engendered by user-generated content and social media participation, which increase the need for compelling user experiences. Topics covered include:

- Current HCI issues, with balanced emphasis on mobile devices, the Web, and desktop platforms
- Innovations in social media and social networking
- Strategies for enhancing quality of user-generated content
- Universal usability, sustainable design, and societal transformation
- Spam, privacy, security, and other contemporary challenges
- Internationalization issues and customization of consumer electronics
- Recent research results and innovative commercial products

The Companion Website ([www.aw.com/DTUI](http://www.aw.com/DTUI)) includes quizzes, links, discussion questions, additional practice opportunities, and resources for both students and professors.

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About the Author

**Ben Shneiderman** is a Professor in the Department of Computer Science, Founding Director (1983—2000) of the Human-Computer Interaction Laboratory (<http://www.cs.umd.edu/hcil>), and Member of the Institute for Advanced Computer Studies and the Institute for Systems Research, all at the University of Maryland at College Park. He is a Fellow of the ACM and AAAS and received the ACM CHI (Computer Human Interaction) Lifetime Achievement Award. His books, research papers, and frequent lectures have made him an international leader in this emerging discipline. For relaxation he likes biking, hiking, skiing, and travel.

**Catherine Plaisant** is Associate Research Scientist at the Human-Computer Interaction Laboratory of the University of Maryland Institute for Advanced Computer Studies. She earned a Doctorat d'Ingénieur degree in France in 1982 and has been conducting research in the field of human-computer interaction since then. In 1987, she joined Professor Shneiderman at the University of Maryland, where she has worked with students and members of the lab, throughout the growth of the field of human-computer interaction. Her research contributions range from focused interaction techniques to innovative visualizations validated with user studies to practical applications developed with industrial partners.

**Maxine S. Cohen** is a Professor in the Graduate School of Computer and Information Sciences at Nova Southeastern University in Fort Lauderdale, Florida where she teaches graduate courses in Human-Computer Interaction (HCI). Before joining NSU, she worked at IBM in the User Centered Design department. Prior to IBM, she was a faculty member in the Computer Science department, in the Watson School of Engineering at the State University of New York at Binghamton. She has been teaching and working in the HCI field for over 20 years. She received a B.A. in Mathematics from the University of Vermont, a M.S. (specialization Computer Science) and a Ph.D. (specialization Systems Science) from the State University of New York at Binghamton.

**Steven M. Jacobs** recently retired from the aerospace industry and is now a lecturer at Northern Arizona University, Flagstaff, Arizona. He was formerly with Northrop Grumman Mission Systems in Carson, California. Mr. Jacobs managed engineers developing user interface and web applications software for various government and commercial applications. He was also Adjunct Assistant Professor at the University of Southern California for 17 years, where he developed and taught their graduate computer science courses in user interface design and human performance engineering. He has also taught short courses in similar topics for UCLA Extension and ACM. He received his M.S.C.S. from UCLA, B.A. in Mathematics from Monmouth University (N.J.).

## Users Review

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