

# About Face: The Essentials of Interaction Design

By Alan Cooper, Robert Reimann, David Cronin, Christopher Noessel



**About Face: The Essentials of Interaction Design** By Alan Cooper, Robert Reimann, David Cronin, Christopher Noessel

**The essential interaction design guide, fully revised and updated for the mobile age**

*About Face: The Essentials of Interaction Design, Fourth Edition* is the latest update to the book that shaped and evolved the landscape of interaction design. This comprehensive guide takes the worldwide shift to smartphones and tablets into account. New information includes discussions on mobile apps, touch interfaces, screen size considerations, and more. The new full-color interior and unique layout better illustrate modern design concepts.

The interaction design profession is blooming with the success of design-intensive companies, priming customers to expect "design" as a critical ingredient of marketplace success. Consumers have little tolerance for websites, apps, and devices that don't live up to their expectations, and the responding shift in business philosophy has become widespread. *About Face* is the book that brought interaction design out of the research labs and into the everyday lexicon, and the updated *Fourth Edition* continues to lead the way with ideas and methods relevant to today's design practitioners and developers.

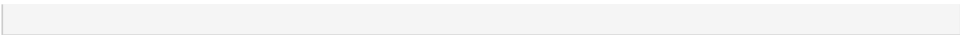
Updated information includes:

- Contemporary interface, interaction, and product design methods
- Design for mobile platforms and consumer electronics
- State-of-the-art interface recommendations and up-to-date examples
- Updated Goal-Directed Design methodology

Designers and developers looking to remain relevant through the current shift in consumer technology habits will find *About Face* to be a comprehensive, essential resource.

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### Editorial Review

From the Back Cover

#### **MASTERING INTERACTION DESIGN FOR NEW DEVICES AND INTERFACES.**

The first three editions of About Face shaped the evolution of interaction design, bringing it from development shops and research labs into the everyday language of product marketing, design and development. This fourth edition, the most significant revision yet, features a stunning new design and a full color interior. Addressing the many changes in the design landscape since its last publication, this new edition includes interaction methods and strategies for touchscreen phones and tablets, as well as updated chapters for the web and for desktop applications.

#### **THIS NEW EDITION FEATURES**

- Updated interaction design principles, patterns, and practices
- New content relevant to mobile platforms and differing screen sizes
- Updated examples reflecting current state-of-the-art interfaces
- The latest iteration of Cooper's popular Goal-Directed Design methodology

About the Author

#### **ABOUT THE AUTHORS**

**ALAN COOPER** is a founder of Cooper and a pioneer of modern computing. His groundbreaking work has influenced a generation of programmers, business people, and users.

**ROBERT REIMANN** was founding president of the Interaction Design Association (IxDA). He is Principal Interaction Designer at PatientsLikeMe, and former Director of Design R&D at Cooper.

**DAVID CRONIN** is a Design Director at GE. He was also Director of Interaction Design at Smart Design, and a former Managing Director at Cooper.

**CHRISTOPHER NOESSEL** is Cooper's first Design Fellow, and the co-author of *Make It So*. He teaches and speaks about design all over the world.

### Users Review

**From reader reviews:**

**Samual Larkin:**

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**Harold Riggs:**

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**Patricia Ackermann:**

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**Clifford McDaniel:**

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