

Tapworthy: Designing Great iPhone Apps



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Reviews

*A must buy book if you need to adding benefit. It is actually writter in basic phrases and never difficult to understand. I found out this book from my dad and i advised this publication to find out.
(Miss Camila Schuppe III)*

TAPWORTHY: DESIGNING GREAT IPHONE APPS



O'Reilly Media. Paperback. Book Condition: New. Paperback. 322 pages. Dimensions: 9.1in. x 7.0in. x 0.6in. So you've got an idea for an iPhone app -- along with everyone else on the planet. Set your app apart with elegant design, efficient usability, and a healthy dose of personality. This accessible, well-written guide shows you how to design exceptional user experiences for the iPhone and iPod Touch through practical principles and a rich collection of visual examples. Whether you're a designer, programmer, manager, or marketer, Tapworthy teaches you to think iPhone and helps you ask the right questions -- and get the right answers -- throughout the design process. You'll explore how considerations of design, psychology, culture, ergonomics, and usability combine to create a tapworthy app. Along the way, you'll get behind-the-scenes insights from the designers of apps like Facebook, USA Today, Twitterrific, and many others. Develop your ideas from initial concept to finished design. Build an effortless user experience that rewards every tap. Explore the secrets of designing for touch. Discover how and why people really use iPhone apps. Learn to use iPhone controls the Apple way. Create your own personality-packed visuals. Ten Tips for Crafting Your Apps. Visual Identity. Choose a personality. Don't let your app's personality emerge by accident. Before you start designing, choose a personality for your app. The right personality for the right audience and features makes an app irresistible and creates a bonafide emotional connection. Tapworthy designs have the power to charm and beguile. Voices (left) has a Vaudeville personality appropriate to a funny-voices novelty app. iShots Irish Edition (right) creates a gritty dive-bar ambience for its collection of drink recipes. Favor standard controls. Because they're commonplace, the standard set of controls is sometimes dismissed as visually dull. Not so fast: commonplace means familiarity and ease for...



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