



designing the obvious



a common sense approach to web & mobile application design
second edition

robert hoekman, jr.

Praise for *Designing the Obvious*

"Great web applications are like a best friend. They remember your birthday, anticipate your next move, and forgive your errors. Great web applications are now much easier to create, thanks to Mr. Hoekman's delightful book. Armed with this new edition, you'll design web apps that work the way your customers expect—fulfilling their needs and your business's goals. For site owners and designers, your next move is obvious: buy this book."

Jeffrey Zeldman

Author of *Designing With Web Standards*

"Designing the Obvious is my first reading recommendation to both designers who want to improve and non-designers who should have a baseline understanding of what a successful user experience means. Robert's insights are brilliant, common-sense, easy to absorb, and practical. The principles have become the basis of my own set of heuristics that I use to evaluate the success of all my work. You'll be smarter as soon as you finish the first chapter."

Jason M. Putorti

Lead Designer of Mint.com

"True Story: Just the other day, I went to grab Designing the Obvious off my shelf, only to realize it wasn't there. Again. The last person I lent it to never returned it; just like all the folks before that. It turns out I've bought myself seven copies and I have given each one away. Hopefully, I can keep the next copy for myself. (Probably not. It's just too good not to share.)"

Jared Spool

Founder of UIE.com, coauthor of *Web Anatomy*

"Hoekman's pragmatic, accessible insights in Designing the Obvious translate across disciplines because they focus on helping people get stuff done...quickly, easily, happily. The book's core principles can and should inform the way we make things for our users, period. And, as a content strategist, I especially appreciate the clarity of thought (and good humor!) in Hoekman's writing. Designing the Obvious is on my 'must-have' booklist for web professionals of all stripes."

Kristina Halvorson

Author of *Content Strategy for the Web*

"Designing the Obvious rocked my socks."

Brandon Hayes

@teh_viking on Twitter

Designing the Obvious: A Common Sense Approach to Web & Mobile Application Design

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