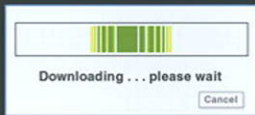




Designing and Engineering Time



The Psychology of Time Perception in Software



Steven C. Seow, Ph.D.

Praise for *Designing and Engineering Time*

“Seow has written the definitive book about understanding and engineering the perception of time in user experience. It is clear, engaging, and thorough. This is a must-read for designers, developers, or anyone else who makes decisions regarding the interaction of humans and computers.”

—Susan Hodges Ramlet, Interaction Design Engineer
Member, Usability Professionals’ Association

“The first comprehensive guide to this very important aspect of software usability. Chock-full of tangible examples and great techniques. Accessible for all members of the software development team and business sponsors too.”

—Terrence Michael Gardiner, theTEAMcompany.com
Owner and Principal User-Centered Design Consultant

“If you’re browsing for a book that explains why users are so frustrated with your software, this is it. If you’re looking for ways to eliminate those frustrations, then buy this book.”

—Tim Patrick, author of *Programming Visual Basic 2008*

“Response time is one of the most important contributors to user satisfaction with a system. The slow system seems recalcitrant to the point of defiance. It provokes multiple clicking, and if too slow, the user abandons it. Beyond just making performance better, engineers, system architects, and usability practitioners need to understand how users perceive time and how a well-designed system will exploit that understanding. In *Designing and Engineering Time*, Steve presents a scholarly yet very readable book on the perception of time and its design implications. This book is destined to become a classic.”

—Dennis Wixon, Ph.D., User Research Manager, Microsoft Games Studios

Designing and Engineering Time: The Psychology of Time Perception in Software (Adobe Reader)

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