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~~Evil by Design: Interaction Design to Lead Us into ...~~

A bit dated now, Evil By Design was a great look into how websites and other online services capture people's attention or their trust. I'm not sure a more recent book exists out there but many of the concepts described within are still put to use today. The tactics are just more refined now. flag Like · see review

~~Evil by Design: Interaction Design to Lead Us Into ...~~

This book is not for software developers wanting to improve their interaction design skills. The book is too aggressively targeted at the evil parts, some examples from the book: page 99 "How to instill doubt", page 133 "How to scare people". As a developer I do not want to instill doubt, I want to provider confidence and well being.

~~Evil by Design: Interaction Design to Lead Us into ...~~

Evil by Design: Interaction design to lead us into temptation. by Chris Nodder. ... but will you use your new knowledge for good or evil? About the author: Chris Nodder is an independent UX consultant who also publishes techniques for agile UX teams on the Questionable Methods site.

~~Evil by Design: Interaction design to lead us into ...~~

How to make customers feel good about doing what you want Learn how companies make us feel good about doing what they want. Approaching persuasive design from the dark side, this book melds psychology, marketing, and design concepts to show why we re susceptible to certain persuasive techniques. Packed with examples from every nook and cranny of the web, it provides easily digestible and ...

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Here is a quick description and cover image of book Evil by Design: Interaction Design to Lead Us Into Temptation written by Chris Nodder which was published in 2013-1-1. You can read this before Evil by Design: Interaction Design to Lead Us Into Temptation PDF EPUB full Download at the bottom. A fun and twisted look at persuasive, interaction design patterns If you're wondering how your mind works, why you're susceptible to persuasion, and how, as a web or app designer, you can exploit ...

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Pride really isn't the sin it used to be. In the 21st Century, with the advent of social media, it appears that we more often ask, "Have you no pride?" when confronted with yet more drunken party photos, as if pride is a positive attribute (self-esteem) that arbitrates in matters of taste.

~~Pride - Evil by Design: Interaction design to lead us into ...~~

This site provides regular updates on the topics in the Evil By Design book. If you know about the techniques you can see when someone tries them on you. If you are a designer you can use the design patterns either for good or evil. It's up to you.

~~About - Evil by Design: Interaction design to lead us into ...~~

Celebrities tweet about or are seen with the product, which is typically very pleasing to look at and has a unique interaction design that solves problems in an elegant manner, especially if it provides functionality that solves a problem that people didn't previously know they had. ... Share an Evil Design. Found an evil design ...

~~Manufacture desirability - Evil by Design: Interaction ...~~

And that, perhaps, is the definition of evil design: to get customers emotionally involved in doing something that benefits you more than it does them. Now, your first reaction may be to deny that this would ever happen in your company, much less that you'd be complicit in it.

~~Evil by Design? How Interaction Design Can Lead Us into ...~~

Evil by design: interaction design to lead us into temptation. Nodder, Chris. A fun and twisted look at persuasive, interaction design patterns. If you're wondering how your mind works, why you're susceptible to persuasion, and how, as a web or app designer, you can exploit the twisted way everyone else's brain works, you've come to the right ...

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The interaction sees them squaring off about how to convince the world he's as charming as he believes, and the answer they settle on is a television interview which slyly suggests Fernando is the ...

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