

Ally Keller

March 31, 2016

Annotated Bibliography

Bock, Lazlo. 2015. *Work Rules! Insights from Inside Google That Will Transform How You Live and Lead*. New York, NY: Hachette Book Group.

Throughout this book, Lazlo Bock who leads a human resources team at Google discusses the best practices that he has acquired over the years that he's spent working and managing sections of the company. The practices he discusses are based on why the people that choose to work at Google are often some of the most intelligent and highly sought after. He digs into the culture of Google and why so often people are urged to take ownership over the projects and technology they are working to innovate. While the people on their workforce create some of the most recognizable digital experiences in the world, they take a very specific approach to the hiring and maintaining of their company culture.

While this source is outside of my refined topic, I believe that looking into the companies that constantly strive to innovate within technology will lead to several insights. Google hires people in a way that strongly identifies with user experience, there is a specific flow which is followed with achievable goals in mind. This information does not directly look into the products that Google makes, however it looks into the mindset required to build these products and the psychology behind collective gathering of their workforce.

Norman, Donald A. 2013. *The Design of Everyday Things*. Revised and Expanded Edition ed.
New York: Basic Books.

This book dives into the underlying psychological implications of design, and emphasizes both their relevance and importance. Being one of the first to really sink into the idea of affordances which can be defined as limitations which naturally exist within objects and design. Donald Norman uses each chapter to focus on a different aspect of design in conjunction with action. He often refers to modern examples when explaining his theories of how design and the human mind interact with one another. Broken into 7 chapters, each is focused on a specific niche varying from product, user experience, to interactive design.

This book is often one of the first that is recommended by other designers. It references so many touch points that exist within user experience design, while referencing the design we engage with on a regular basis. Human-centric design is the main theme of this book and I found that the information from various chapters might integrate well throughout my research paper. The terminology used throughout can be slightly difficult to comprehend at times, but throughout Norman uses great examples to explain and validate his theories about design. Throughout my research I plan to focus on chapter 2 which directly addresses the psychology of everyday actions, and chapter 5 which is focused on understanding the difference between human error and bad design.

Weinschenk, Susan. 2011. *100 Things Every Designer Needs to Know About People*. Berkeley, CA: New Riders.

This book discusses the various ways in which people interact and engage with design in a way that's easy for designers to digest. Each section takes the reader through various

examples in order to provide designers with examples and insights into the way that people interact and deal with design. Examples ranging from the perspective of an object in reality, to the scan ability of a website are explored as far as their usability and the specific interactions and problem areas that people may experience with them.

I plan to use this source as a reference when contrasting specific experiences that people have with their environment and how those experiences are occasionally replicated into UX design features. Through observations in my ethnographic research I plan to document the data I collect. There are a multitude of examples directly related to user experience design and the way in which people interact with them. This book covers a wide variety of UX topics that are useful; the only thing that it might fail to cover is a more in depth examination of a particular project.

The Field Guide to Human-Centered Design: Design Kit. San Francisco: Innovation, Design Engineering Organization, 2015.

I believe this book was a collaborative effort between multiple IDEO designers, however they did not list their names. IDEO is considered to be one of the best and most innovative design agencies in the world due to their philosophy and strategic design practices. With a focus on human-centered design, this book creates best practices for those looking to make their UX more intuitive. Throughout the book the idea that empowering the user to take control over whatever product they are using is iterated time again. The chapters reference different strategies on how to influence people through trustworthy design practices.

I plan to use this text to introduce the idea of user experience design, and what it means to create human-centric designs. I found the this book covered a large amount of material in a digestible way. The topics are not limited to technology but cover all products that can be

impacted by UX. Each chapter has a human title and headline which directly addresses how people respond to design or is related to how a designer should think about getting a response.

Cao, Jerry, Carrie Cousins, Kamil Zieba, and Krzysztof Stryjewski. 2015. *Futureproof Web UI Design Techniques: Interaction Design & Animations*. UXPin Inc.

Interactions have become a mandatory feature of most modern mobile applications. This book covers how interactions which are seamlessly included in digital products are needed in order to create a more convincing user experience. The book references how specific features must work intuitively in order to simulate experiences that we have with other individuals or outside of the digital world.

This book is an excellent resource to compare how animations within technology are a direct reflection of how the behaviors people demonstrate when they interact with the world. This book also references the expectations users have when they interact with a product, which I think will be helpful in validating theories I develop throughout my ethnographic research. This text covers a great deal of content on animation in digital design and how these experiences create specific reactions from users, but does not dig too deeply into specific products.

Bank, Chris, Cao, Jerry. 2015. *The Guide to UX Design Process & Documentation*. UXPin Inc.

UX designers take various approaches to creating human-centric products. This book covers best practices from start to finish on how to build a product that will not only be successful, but will help users with their needs. The book is broken down into 9 chapters from basic sketching to measuring and iterating the product. This source aims to help designers think more clearly through their process while maintaining key UX principles.

I choose this source because it covers the process of building something digital end to end. I feel like I will be able to reference this material throughout my research especially when working on ethnography. While this material is very extensive in the various strategies it discussed about digital process it lacks references about other types of design. I plan to use my other resources to collect this information instead. This book differentiates from the others because of its heavy focus on process versus animation.

Cao, Jerry, Kamil Zieba, Sergio Nouvel, and Matt Ellis. 2015. *UX Design 2015 & 2016 Successful Trends for Digital Products*. UXPin.

This book takes a really interesting approach to discussing the various methods of constructing UX on the web. Versus the other two UXPin books, this source focuses heavily on what constitutes user experience, and how it can be created by both people and machines. Looking into artificial intelligence and taking a look at how various UX practices are both similar and different, this a much more technical book about what constitutes UX design.

I plan to use this source to reference the different types of thinking that can be used throughout user experience design. There are several complex examples used in this source that refer to the different approaches that are taken when bridging visual and user experience design. This source will be helpful especially when referring to the way that people interpret visuals and how they interact with specific objects, animations, and styles of text within technology.

Stickdorn, Marc, and Jakob Schneider. 2011. *This Is Service Design Thinking: Basics, Tools, Cases*. Amsterdam: BIS Publ.

UX design has a broad range of definitions and accompanying titles, service design falls under the category as an extension of it. This book takes service design and breaks it down in every sense. Chapters range in length from dense information in combination with infographics to brief summaries of a specific definition or aspect within design. I believe this book covers some tactics that are relevant in European UX design which is very similar to the style that I am most familiar with. Referencing product design, graphic design, marketing, and business plans this book is a very diverse resource with a multitude of options to content pull from.

I think this source will be a great resource when I discuss my ethnographic research. Many of the design principles discussed accompany the style of work that takes place in design agencies. There is a chapter dedicated to product design and developing products with service applications. Research tactics and how they apply to design are discussed and I believe they will be great when discussing the theories I form about the way designers research people's actions prior to developing a product.

Polaine, Andrew, Lavrans Løvlie, and Ben Reason. *Service Design: From Insight to Implementation*. New York: Louis Rosenfield, 2013.

This book is another source related to service design, it covers specifically the process of service design and heavily focuses on how to think about it from ordination to implementation. There are several chapters dedicated to how businesses operate and implement service design, to how it correlates with interaction design. I found that there are a multitude of chapters that

have specific information that may be great for pulling information from related to how businesses outside of design use UX in their products.

There is a specific chapter in this source that I plan to pull information from. Chapter 3 covers understanding people and relationships, and has a section dedicated on how to use insights in order to drive innovation. It covers how to ask people about their everyday experience while observing their behaviors and motivations. This book is not only a great resource for this paper but will also be beneficial to looking at before conducting my ethnographic research.

Kraft, Christian. 2012. *User Experience Innovation*. New York: Apress.

This book covers specific topics and issue related to UX design. With a multitude of chapters there are various specific examples as to how UX can be innovated by using a some of Christian Kraft's guidelines. This source was written to help people understand the core principles of UX in order to be a more informed designer. It covers examples of why and how user experience is so valuable to digital design and provides a specific focus on digital product users.

I plan to use this source potentially in the beginning to help define UX and why it such a relevant topic. There are several chapters that I think would be help to use throughout specifically those focused on innovating current design practices. This source is an excellent reference for designing around paradoxes which I think will be a great topic to bring up when explaining more deeply the issues faced with trying to bring the offline world online through user-centered design and interactions.