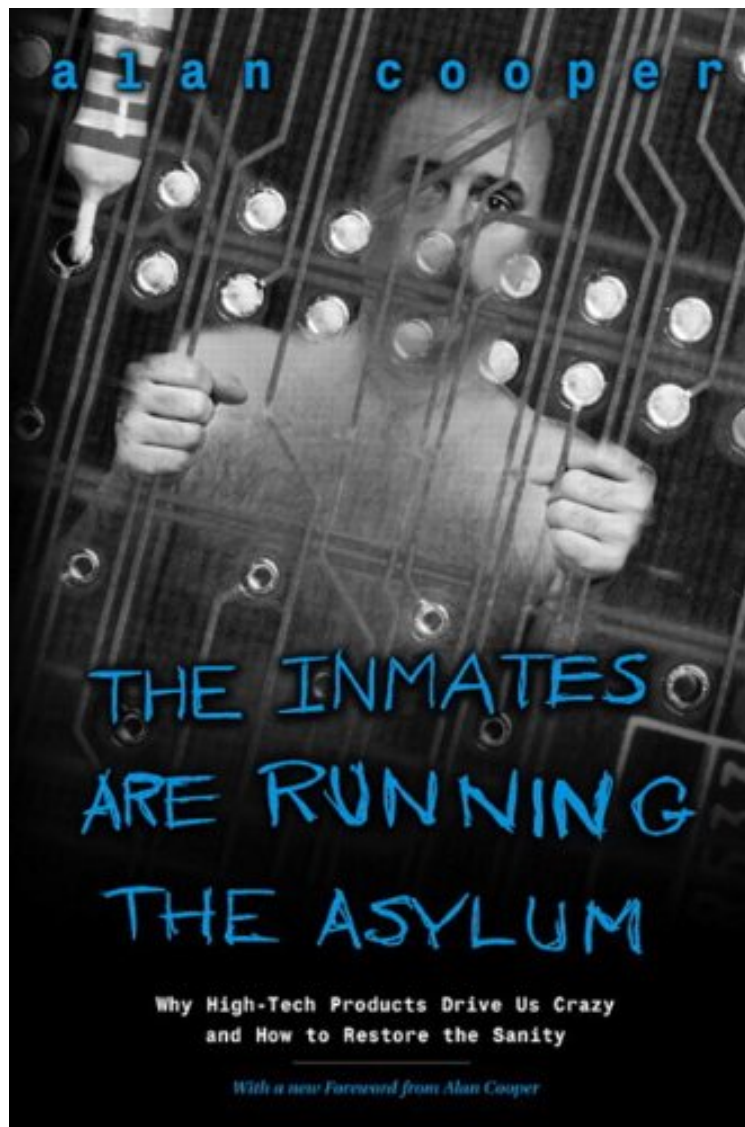


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## The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity (2nd Edition)

Von Alan Cooper

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Von Alan Cooper : **The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity (2nd Edition)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity (2nd Edition):

Kundenrezensionen  
Hilfreichste Kundenrezensionen  
7 von 7 Kunden fanden die folgende Rezension hilfreich. Cooper hat die Situation erkannt seine Rechnung geht auf.. Von Ein Kunde  
Die meisten Revolutionen verliefen blutig. Auch heute, wo wir am Beginn einer Information Revolution, eines digitalen Zeitalters stehen scheint es Opfer zu geben. - Menschen, die mit den neuen supertollen Produkten einfach nicht zurecht kommen können. An und für sich ist es ja nicht verwunderlich, dass ein paar Softwareprodukte nicht besonders einfach bedienbar sind, seltsam ist nur, dass es heutzutage die große Masse der Programme ist, die einem das Leben schwer macht. "Bill Gates once observed, with uncharacteristic cynicism, that the way you made software user-friendly was by making a rubber stamp and stamping each box with the legend "USER FRIENDLY." Unintentionally, his method has become the computer industry's real method." Alan Cooper hat erkannt, wie man die Situation verbessern könnte. Nicht, indem man ein weiteres Buch für die paar Interface Designer schreibt, die sich der Tragödie ohnehin bewusst sind, sondern eines, das sich an diejenigen richtet, die das Sagen haben. "The Inmates are Running the Asylum" ist das erste Buch über User Interface-Design, oder wie es Cooper nennt "Interaction Design", für alle, die noch nie damit zu tun hatten. Die Rechnung geht auf: "The Inmates are Running the Asylum" ist ein hervorragender Einblick in die Welt des Software-Designs allgemein und die des User Interface-Designs im Besonderen. Es erklärt ausführlich, was an den bisher üblichen Abläufen der Softwareentwicklung falsch ist und wie einfach man diese verbessern könnte. Darüber hinaus führt es gut in die Cooper'sche Methode des "Goal Directed Designs" ein und zeigt, wie falsch es eigentlich ist, Programme für "Den User" zu entwerfen. Cooper bringt immer wieder exzellente Beispiele unter anderem gibt er einen kleinen Einblick wie chaotisch die Produktentwicklung bei Microsoft abläuft. (Er ist quasi der "Erfinder" von Visual Basic) Die wichtigsten Feststellungen des Buches:  
# Design must be done before programming.  
# Let interaction designers do the designing, let programmers do the programming.  
# The only thing more expensive than writing software is writing bad software.  
# Design for just one person.  
# Design for the user's goals, not for specific tasks.  
Ich bin sehr froh, dass ich das Buch gelesen habe und möchte jedem, der in irgendeiner Form vor hat, etwas im Bereich der Softwareentwicklung zu erreichen, dasselbe raten: Lest dieses Buch! Es gibt aber eine Sache, die mir negativ daran aufgefallen ist. Abgesehen davon, dass sich Cooper schon ein paar mal wiederholt, was aber nichts ausmacht, ist die Art, wie er über Programmierer schreibt, schon etwas verwunderlich. In einigen Kapiteln hat es fast den Anschein, Programmierer wären keine Menschen. Da helfen beschwichtigende Sätze, die zeigen, wie er es (hoffentlich) eigentlich meint auch nicht wirklich. Manchmal artet das dann sogar in so lächerlichen "Wir gegen die Programmierer" - Phrasen aus. Schade, denn der eigentliche Weg, zu guter Software zu gelangen besteht letztlich immer in einer guten und kooperativen Zusammenarbeit zwischen der Entwicklungsabteilung und der Design - Abteilung. Wie gesagt, abgesehen davon ist dieses gut geschriebene, allgemein verständliche und ansprachreiche Buch einfach rundum empfehlenswert.  
1 von 2 Kunden fanden die folgende Rezension hilfreich. Useful ideas but infuriatingly arrogant  
Von Ellen Isaacs  
The Inmates are Running the Asylum makes the business case for interaction designers playing a central role in the development of technology products. It starts by providing examples of technology that is difficult, frustrating, humiliating, and even dangerous to use. Cooper argues that, although people have gotten used to being humiliated by technology, it doesn't have to be this way. His claim is that most technology, especially software, is designed by engineers who think differently than non-technical people: they enjoy being challenged by difficult problems and they are trained to think in terms of "edge cases" rather than on the common case. Thus when engineers design software, they tend to create products with far too many neat features that clutter the interface and make it difficult to do the simpler tasks. In the second part of the book, Cooper describes an approach that he and his design firm uses to simplify products and keep them focused on the users' needs, eliminating or hiding more complex features that few people use. He gives some specific and compelling examples of how they took a different approach to an interesting design problem and keep the product simple while still being powerful. He makes the case that you can grab a market with powerful, feature-rich, complex software that is frustrating to use, but you don't build customer loyalty that way; as soon as a well-designed version of that product comes along, your customers will defect. If you delight the user with your products, on the other hand, you will engender deep loyalty that will help see you through some poor business decisions. His primary example of this is the fanatical loyalty that Apple garners from its users, compared with the rage that Windows users feel toward Microsoft. Apple has weathered some horrendous business decisions and still survives, whereas Microsoft users are more than happy to defect when a better product comes along, and in fact revel in the defection. I also don't think he makes it clear enough that he's not proposing doing \*fewer\* features to make products simpler and easier to use, he's talking about doing \*different\* features. For example, he argues that software should not be so lazy; it should stop making the user do work that the computer is better suited to doing (e.g. remembering where they put files), and it should stop making users go through the same steps over and over again, as if it were the first time they had ever met this user. He argues that "Do you really mean it?" popups are evil (and I couldn't agree more - as most of my coworkers know), and instead it should be easy to undo anything, so it's not so catastrophic to do something you didn't mean to do. I agree with all that, but of course building a reasonable "undo" mechanism is a very complex feature. To cure the "How could you possibly want to quit my ever-so-important application?" popup syndrome, it would be much better to make the software very fast to start up, and to have it come back in exactly the state you left it in, so that quitting when you didn't mean to is not a problem. All of this is well worth doing, but it is lots of engineering work;

it's another feature. I'm all for shifting engineer resources to these features instead of the "but somebody \*might\* want to do this obscure thing" features, but it should be clear that this is not doing fewer features, it's doing different ones, ones that help smooth the user's interaction with the software. Cooper seems to imply that engineers are so lazy that they don't want to do these features, but most engineers work very hard and care about their product. The key is to make it clear why doing this feature right will make such a big difference to the product. My experience has been that the more you understand the work involved in doing a feature, the better you can work with engineers. Not only can you better trade off engineering effort for user benefit, but engineers respect you for understanding what you're asking. Having said all that, I can't deny that I finished this book with some very specific ideas about improving my own designs, and a renewed sense of the importance of what I do. I just wish Cooper could have articulated the case without putting interaction designers "on a throne."

3 von 3 Kunden fanden die folgende Rezension hilfreich. Where is the reality check? Von Victoria R. Thompson Good read, just be cautious of the one sided slant to this book! According to this book, the inmates are everywhere and as is the main premise of this book, they are in charge of not only shaping the asylum known as software design, but also our world. Cooper uses various anecdotal examples throughout the book to illustrate his ideas and views on technological design. Focusing entirely on how it has run amuck. Many of the examples are painfully obvious and basic. While points are well made and key to adding to ones thought process about designing software and better ways to bring product to market. Cooper misses the boat with regards to some of the realities of business. I found Cooper's ideas a little too idealistic with little suggestion in terms of compromise or strategic change. Methodology also seems to be off as book is all general impression based on observation and personal experience. Finally, If you are looking for a reminder about good common sense and a prompt on how to make your customer king, you'll find this a helpful read.

Kurzbeschreibung Imagine, at a terrifyingly aggressive rate, everything you regularly use is being equipped with computer technology. Think about your phone, cameras, cars-everything-being automated and programmed by people who in their rush to accept the many benefits of the silicon chip, have abdicated their responsibility to make these products easy to use. The Inmates Are Running the Asylum argues that the business executives who make the decisions to develop these products are not the ones in control of the technology used to create them. Insightful and entertaining, The Inmates Are Running the Asylum uses the author's experiences in corporate America to illustrate how talented people continuously design bad software-based products and why we need technology to work the way average people think. Somewhere out there is a happy medium that makes these types of products both user and bottom-line friendly; this book discusses why we need to quickly find that medium..de In this book about the darker side of technology's impact on our lives, Alan Cooper begins by explaining that unlike other devices throughout history, computers have a "meta function:" an unwanted, unforeseen option that users may accidentally invoke with what they thought was a normal keystroke. Cooper details many of these meta functions to explain his central thesis: programmers need to seriously reevaluate the many user-hostile concepts deeply embedded within the software development process. Rather than provide users with a straightforward set of options, programmers often pile on the bells and whistles and ignore or deprioritize lingering bugs. For the average user, increased functionality is a great burden, adding to the recurrent chorus that plays, "computers are hard, mysterious, unwieldy things." (An average user, Cooper asserts, who doesn't think that way or who has memorized all the esoteric commands and now lords it over others, has simply been desensitized by too many years of badly designed software.) Cooper's writing style is often overblown, with a pantheon of cutesy terminology (i.e., "dancing bearware") and insider back-patting. (When presenting software to Bill Gates, he reports that Gates replied: "How did you do that?" to which he writes, "I love stumping Bill!") More seriously, he is also unable to see beyond software development's importance--a sin he accuses programmers of throughout the book. Even with that in mind, the central questions Cooper asks are too important to ignore: Are we making users happier? Are we improving the process by which they get work done? Are we making their work hours more effective? Cooper looks to programmers, business managers, and what he calls "interaction designers" to question current assumptions and mindsets. Plainly, he asserts that the goal of computer usage should be "not to make anyone feel stupid." Our distance from that goal reinforces the need to rethink entrenched priorities in software planning. --Jennifer Buckendorff

Kurzbeschreibung Imagine, at a terrifyingly aggressive rate, everything you regularly use is being equipped with computer technology. Think about your phone, cameras, cars-everything-being automated and programmed by people who in their rush to accept the many benefits of the silicon chip, have abdicated their responsibility to make these products easy to use. The Inmates Are Running the Asylum argues that the business executives who make the decisions to develop these products are not the ones in control of the technology used to create them. Insightful and entertaining, The Inmates Are Running the Asylum uses the author's experiences in corporate America to illustrate how talented people continuously design bad software-based products and why we need technology to work the way average people think. Somewhere out there is a happy medium that makes these

types of products both user and bottom-line friendly; this book discusses why we need to quickly find that medium.