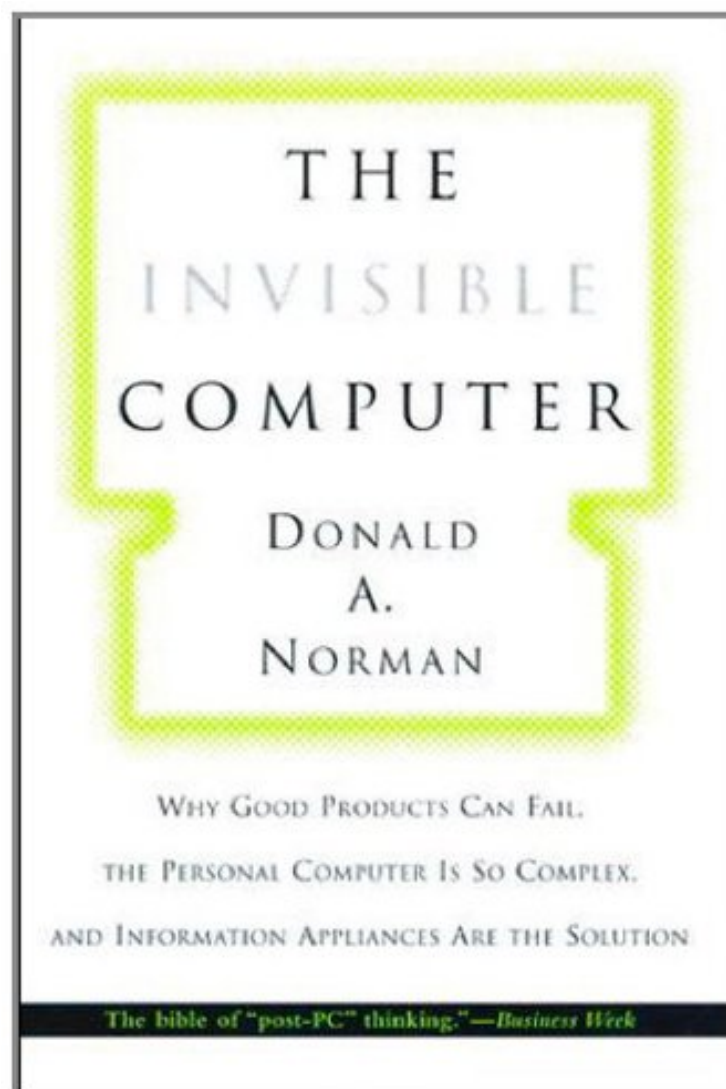


[FREE] The Invisible Computer: Why Good Products Can Fail, the Personal Computer Is So Complex, and Information Appliances Are the Solution: Why Good Products ... the Solution (MIT Press) (English Edition)

The Invisible Computer: Why Good Products Can Fail, the Personal Computer Is So Complex, and Information Appliances Are the Solution: Why Good Products ... the Solution (MIT Press) (English Edition)

Von Donald A. Norman

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Von Donald A. Norman : The Invisible Computer: Why Good Products Can Fail, the Personal Computer Is So Complex, and Information Appliances Are the Solution: Why Good Products ... the Solution (MIT Press) (English Edition)

before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Invisible Computer: Why Good Products Can Fail, the Personal Computer Is So Complex, and Information Appliances Are the Solution: Why Good Products ... the Solution* (MIT Press) (English Edition):

Kundenrezensionen
Hilfreichste Kundenrezensionen
4 von 4 Kunden fanden die folgende Rezension hilfreich. Not as provocative as the title
Von David P. Bishop
The book is absolutely not as provocative as the title. There is some solid information in it about: * user-centered design, * the technology life cycle, * product design processes, and * why it is so hard to design easy to use products which are successful in the marketplace
By way of example: If you are unfamiliar with Moore's book "Crossing the Chasm," there is a decent summary in Chapter 2 of Norman's book, and he covers issues like this reasonably well throughout the book, and ties them in to product design issues. None of this is new, though, and it might have little to do with information appliances.
I was hoping for a bit of a harder sell from Norman, to see him stick his neck out and make a stronger call for an information-appliance-rich future, but he spent too much time on supporting information to ever cover his vision well.
If you have read Moore's book, have read *Mirrorworlds*, and do human-centered design on a daily basis, then read: Chapter 3 ("The Move to Information Appliances"), Chapter 11 ("Disruptive Technologies"), and Chapter 12 ("A World of Information Appliances") ...and skip the rest of the book.
If you who would like a broad brush overview of some of the bullet points listed earlier, consider this book. In fact, skip chapters 3, 11, and 12. Just don't be confused about the originality of Norman's work, here: he may be an evangelist, but the gospel did not originate with him.
If you want to read Don Norman, consider "Turn Signals are the Facial Expressions of Automobiles" and "The Design of Everyday Things" before you read "The Invisible Computer."
2 von 2 Kunden fanden die folgende Rezension hilfreich. Rambling but inspirational
Von David Lenef
The book is a rallying cry for the technology industry, a call to arms for the geek troops. Sure, the writing is like a beta version that the publisher decided to go live with, but the essential concepts and emotion come through loud and clear.
Norman builds a solid foundation for his arguments, citing historical cases and several written works. The book was a fun, easy read. When I finished *Invisible Computer*, I felt the same sort of illumination and clarity that came after reading Alan Cooper's *About Face*. His vision of ubiquitous information appliances and devices will undoubtedly come true in ways none of us can imagine. But what will become of the PC? Will I have 100 individual devices replacing the 100 software programs I have installed? Hardly. But the book doesn't really address the ongoing need for a general purpose computer.
In the end, I would recommend this book to anyone involved in technology. It definitely altered my personal perception of where tech products have come from and where they are headed. Time will tell if his ideas are strong enough to truly help shape the future of software and product development.
0 von 0 Kunden fanden die folgende Rezension hilfreich. Suitfeed
Von Ein Kunde
Yeah, right. Edison didn't know what he was doing because he wasn't "customer centered" enough to make flat records. All he ever did in his life was invent sound recording, plus four or five other basic technologies and major pieces of several more. And he died a rich man. What a slacker. If he'd been really smart, and emulated Gould, Fisk, and Morgan, he might have been a real *success.*
If you're fascinated by suitspeak and willing to embrace mediocrity and corporate B.S., then you'll get a lot out of this book. But if you've been working in the business for ten or twenty years, then Norman's blatherings are going to look like just more pin-stripe, synergy-leveraging suitfeed.
And, BTW, the set-top box he touts as a good idea was a failure. Edison failed the same way with his first invention (the vote recorder), but was honest enough with himself to call a failure a failure.
Norman fails to.

Kurzbeschreibung
Technologies have a life cycle, says Donald Norman, and companies and their products must change as they pass from youth to maturity. Alas, the computer industry thinks it is still in its rebellious teenage years, exulting in technical complexity. Customers want change. They are ready for products that offer convenience, ease of use, and pleasure. The technology should be invisible, hidden from sight.
In this book, Norman shows why the computer is so difficult to use and why this complexity is fundamental to its nature. The only answer, says Norman, is to start over again, to develop information appliances that fit people's needs and lives. To do this companies must change the way they develop products. They need to start with an understanding of people: user needs first, technology last -- the opposite of how things are done now..
de
While Donald Norman acknowledges in *The Invisible Computer* that the personal computer allows for "flexibility and power," he also makes its limitations perfectly clear. Currently, computer users must navigate a sea of guidebooks, frequently asked questions (FAQs), and wizards to perform a task such as searching the Web or creating a spreadsheet. "The personal computer is perhaps the most frustrating technology ever," he writes. "It should be quiet, invisible, unobtrusive." His vision is that of the "information appliance", digital tools created to answer our specific needs, yet interconnected to allow communication between devices. His solution? "Design the tool to fit so well that the tool becomes a part of the task." He proposes using the PC as the infrastructure for devices hidden in walls, in car dashboards, and held in the palm of the hand. A word of caution: some of Norman's zealotry leads to a certain creepiness (global positioning body implants) and goofiness

(electric-power-generating plants in shoes). His message, though, is reasonably situated in the concept that the tools should bend to fit us and our goals: we sit down to write, not to word process; to balance bank accounts, not to fill in cells on a spreadsheet. In evenly measuring out the future of humanity's technological needs--and the limitations of the PC's current incarnation--Norman presents a formidable argument for a renaissance of the information appliance. -- Jennifer Buckendorff Pressestimmen." . . the bible of 'post-PC' thinking." -- "Business Week"" . . . the bible of 'post-PC' thinking." -- "Business Week"" Don Norman has established himself as high technology's leading thinker on user interfaces and on why PCs are too complex." -- "Wall Street Journal" quot; . . . the bible of 'post-PC' thinking. quot; -- Business Week quot; Don Norman has established himself as high technology's leading thinker on user interfaces and on why PCs are too complex. quot; -- Wall Street Journal." . . the bible of 'post-PC' thinking." --"Business Week"." . . the bible of 'post-PC' thinking." --"Don Norman has established himself as high technology's leading thinker on user interfaces and on why PCs are too complex." --"Wall Street Journal"