

Download Do You Matter How Great Design Will Make People Love Your Company

What you will learn
The relationship between emotion and design, and how to tap into it for more effective designs
How human factors affect the emotional responses to a design, with real-life examples
How to design for positive emotional experiences
What the “Triune Brain” is, and how to apply it to...
People make snap judgments. It takes only 1/10th of a second to form a first impression about a person, and websites are no different.. It takes about 50 milliseconds (that’s 0.05 seconds) for users to form an opinion about your website that determines whether they’ll stay or leave.. This number comes from specific studies. In the first study, participants twice rated the visual appeal of ...
July 2004 (This essay is derived from a talk at Oscon 2004.)
A few months ago I finished a new book, and in reviews I keep noticing words like "provocative" and "controversial." "To say nothing of "idiotic." I didn't mean to make the book controversial. "I sustain myself with the love of family." ?
Maya Angelou. Last night, an old friend from high school – a hometown success story and entrepreneur who owns and operates a large publicly traded company – a man whom I have a great deal of respect for – came over to our home for dinner.