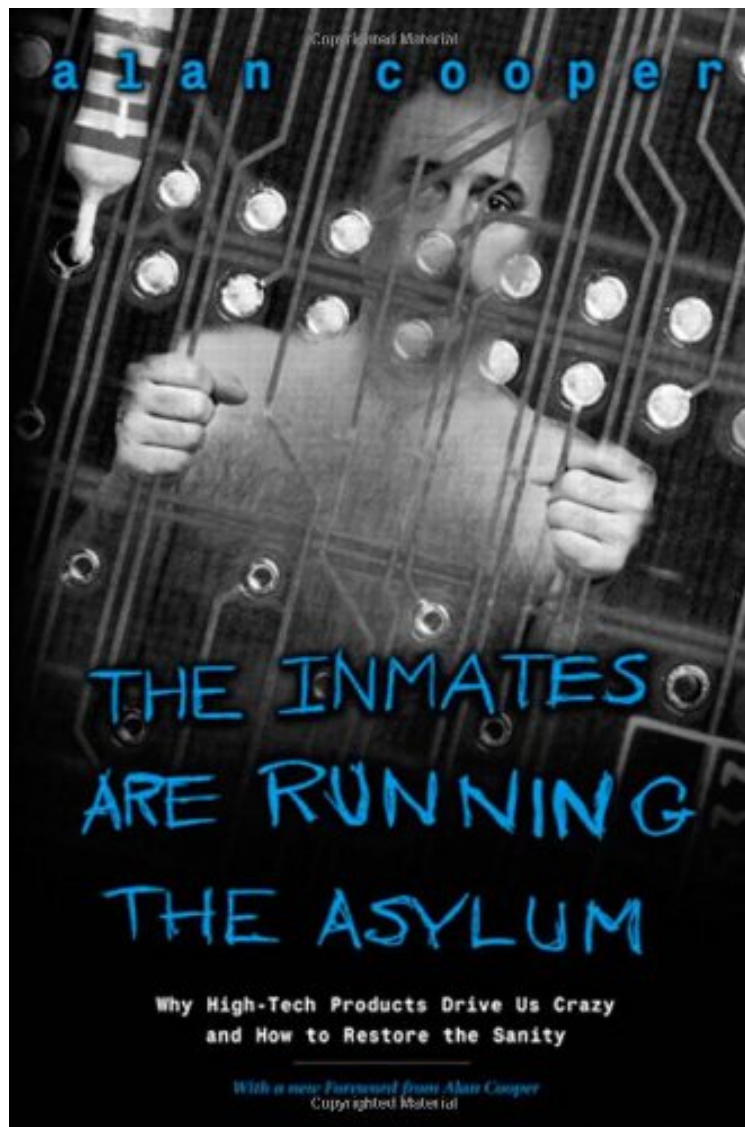


(Download pdf ebook) The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity

The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity

Alan Cooper

ePub | *DOC | audiobook | ebooks | Download PDF



DOWNLOAD



READ ONLINE

#65386 in Books Sams - Pearson Education 2004-03-05Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 9.10 x .70 x 6.10l, .88 #File Name: 0672326140288 pagesGreat product! | File size: 70.Mb

Alan Cooper : The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity 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:

0 of 0 people found the following review helpful. Hard to read
By Gokhan Besen I'm a great fan of Alan Cooper. You don't see a genius who invented both visual basic and interaction design everyday. That's why I bought his book. There are two issues I would like to share. First he seems quite angry with developers, which can be understandable given the time of writing this book. Second, I find it quite difficult to read. For me, as a non-native English speaker, the book has a heavy vocabulary. Overall, given the technical nature of the topic and time of writing, this is a book any interaction designer should read. I also think today's circumstances are different. Visual design and business stakeholders have become more dominant than developers in interaction design, which can be considered even worse than the time of writing. Still a problem to be solved.
0 of 0 people found the following review helpful. Wonderful book describing the value of interaction design!
By Deepak Balakrishna Well worth it! Having been in the IT industry for over 20 years I have seen the "old" models that Alan describes so well - where the engineers are asked to "design" and control the UX/UI. I have done this myself as an engineer and as a PM - and not having the right UX/UI vision I can attest that it was a terrible idea. I have seen how valuable interaction design is at my most recent gigs and how much it simplifies work for us business and product managers leaving the work of UX/UI to trained professionals. Alan makes a compelling case on why that should be so.
5 of 7 people found the following review helpful. The point was lost somewhere
By Pilgrim PI like Alan Cooper. He is entertaining, thoughtful and has numerous amusing anecdotes and analogies. He is a "voice sounding in the wilderness" in the software community about usability. Unfortunately, I think his point is lost somewhat in the marketing message and sensationalism of this book. Who is the book written for - the software developer or the frustrated user? The first chapter sounds like a Luddite rebellion against computers. It is hard to imagine the person writing that chapter as a computer professional. Using the analogy of a secretary who doesn't know how to save files to a folder as an example of poor design is blaming the programmer for poor training. True, software is often developed by programmers who barely get real requirements, develop in a vacuum and then force feed the end result to the user. And ironically, Alan Cooper invented Visual Basic, which ushered in Rapid Application Development (RAD) programming (good!) but adds the tendency for quick prototype demos to get shipped as "Version 1.0" because the CEO or CIO says, "hey it works now" (bad!). These shortcomings are not solved by adding a layer of another design person partially disconnected from the user, or making the screen prettier. It is by adapting the Extreme Programming/Agile programming methods of including the user in everything from design to testing, so the software reflects how the user does business. I still liked the book, just not clear on the message.

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.

.com The recurring metaphor in *The Inmates are Running the Asylum* is that of the dancing bear--the circus bear that shuffles clumsily for the amusement of the audience. Such bears, says author Alan Cooper, don't dance well, as everyone at the circus can see. What amazes the crowd is that the bear dances at all. Cooper argues that technology (videocassette recorders, car alarms, most software applications for personal computers) consists largely of dancing bears--pieces that work, but not at all well. He goes on to say that this is more often than not the fault of poorly designed user interfaces, and he makes a good argument that way too many devices (perhaps as a result of the designers' subconscious wish to bully the people who tormented them as children) ask too much of their users. Too many systems (like the famous unprogrammable VCR) make their users feel stupid when they can't get the job done. Cooper, who designed Visual Basic (the programming environment Microsoft promotes for the purpose of creating good user interfaces), indulges in too much name-dropping and self-congratulation (Cooper attributes the quote, "How did you do that?" to Microsoft chairman Bill Gates, upon looking at one of Cooper's creations)--but this appears to be de rigueur in books about the software industry. But those asides are minor. More valuable is the discourse about software design and implementation ("[O]bject orientation divides the 1000-brick tower into 10 100-brick towers."). Read this book for an idea of what's wrong with UI design. --David Wall Topics covered: User interfaces--good ones and bad ones--and where they come from. Also, how to improve the ones you create.
From the Back Cover 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. About the Author As a software inventor in the mid-70s, Alan Cooper got it into his head that there must be a better approach to software construction. This new approach would free users from annoying, difficult and inappropriate software behavior by applying a design and engineering process that focuses on the user first and silicon second. Using this process, engineering teams could build better products faster by doing it right the first time. His determination paid off. In 1990 he founded Cooper, a technology product design firm. Today, Cooper's innovative approach to software design is recognized as an industry standard. Over a decade after Cooper opened its doors for business, the San Francisco firm has provided innovative, user-focused solutions for companies such as Abbott Laboratories, Align Technologies, Discover Financial Services, Dolby, Ericsson, Fujitsu, Fujitsu Softek, Hewlett Packard, Informatica, IBM, Logitech, Merck-Medco, Microsoft, Overture, SAP, SHS Healthcare, Sony, Sun Microsystems, the Toro Company, Varian and VISA. The Cooper team offers training courses for the Goal-Directed interaction design tools they have invented and perfected over the years, including the revolutionary technique for modeling and simulating users called personas, first introduced to the public in 1999 via the first edition of The Inmates. In 1994, Bill Gates presented Alan with a Windows Pioneer Award for his invention of the visual programming concept behind Visual Basic, and in 1998 Alan received the prestigious Software Visionary Award from the Software Developer's Forum. Alan introduced a taxonomy for software design in 1995 with his best-selling first book, About Face: The Essentials of User Interface Design. Alan and co-author Robert Reimann published a significantly revised edition, About Face: The Essentials of Interaction Design, in 2003. Alan's wife, Susan Cooper, is President and CEO of Cooper. They have two teenage sons, Scott and Marty, neither of whom is a nerd. In addition to software design, Alan is passionate about general aviation, urban planning, architecture, motor scooters, cooking, model trains and disc golf, among other things. Please send him email at inmates@cooper.com or visit Cooper's Web site at <http://www.cooper.com>.