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This highly practical cookbook is comprised of easytofollow, stepbystep recipes to improve your efficiency and take your Axure skills to the next level of expertise.If you are a designer, information architect, business analyst or user experience professional who wants to gain advanced prototyping skills with Axure, this book will be ideal for you. Some experience with prototyping is preferred.

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For If you are a user experienced professional, designer, information architect or business analyst who wants to explore common design patterns and enhance your interactive prototyping skills with Axure, then this book is ideal for you. Having some experience in creating wireframes as well as an interest in interaction design and want to create immersive interactive prototypes will be a add-on bonus. What You Will Learn Explore foundational interactions for popular design patterns. Construct advanced interactions (i.e. parallax scrolling, etc.) using the default widget library Expand Axure's core set of interactions by using AxShare Plugins with JavaScript Construct a reusable Social Media module that includes live feeds from Facebook, Twitter, Instagram and Pinterest Build a Community Site that includes header and footer masters, and an interactive Carousel Leverage the Repeater widget to create an adaptive Photo Gallery Create a Photo Contest with registration for desktop, tablet and mobile viewports utilizing Adaptive Views. Enable an interactive eCommerce Shopping Cart optimized for desktop, tablet and mobile using an adaptive repeater widget In Detail Axure garners rave reviews from the design community and is one of the leading tools for rapid prototyping in use today. With Axure one can easily create wireframes and clickable prototypes. Additional enhancements to Axure (e.g. the Repeater widget and Adaptive Views) as well as AxShare (e.g. AxShare Plugins) and the AxShare Mobile App, provide a new level of prototyping excellence. To begin, this book provides you with a rapid introduction to Axure's interfaces and adaptive views and quickly familiarizes you with pages, panes, and the design area. After a brief introduction to Axure, this book will help you to develop the capabilities to build simple to more complex interactive prototypes. This goal will be accomplished with a quick run through of Axure's fundamentals, followed by an exploration of detailed blueprints of

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different prototypes. From there, you'll walk through creating common interactions for a header, an interactive carousel, right column feed to social media channels, and a footer for a community site prototype. You'll also learn how to build a Content Aggregator, pulling together information from multiple sources and a sample portfolio prototype. You'll learn to incorporate social media feeds from Facebook and Twitter and also build a photo contest for a Facebook application. Towards the end of the book you'll utilize the Repeater Widget to build an eCommerce prototype. This book will exhibit to novice as well as experienced users, common design patterns for exploration and continued learning. Equipped with these new design patterns and methods, readers can complete engaging interactive projects faster. Style and approach Starting with the fundamentals, you will create progressively complex prototypes while learning basic, intermediate, and advanced interactions in Axure. You will apply what you learn to create an increasingly interactive prototype.

If you are a user experience professional, designer, information architect, or business analyst who wants to gain interactive prototyping skills with Axure, then this book is ideal for you. Some familiarity with Axure is preferred but not essential.

This book is a step-by-step tutorial which includes hands-on examples and downloadable Axure files to get you started with mobile prototyping immediately. You will learn how to develop an application from scratch, and will be guided through each and every step. If you are a mobile-centric developer/designer, or someone who would like to take their Axure prototyping skills to the next level and start designing and testing mobile prototypes, this book

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is ideal for you. You should be familiar with prototyping and Axure specifically, before you read this book.

This book is intended for Python programmers interested in learning how to do natural language processing. Maybe you've learned the limits of regular expressions the hard way, or you've realized that human language cannot be deterministically parsed like a computer language. Perhaps you have more text than you know what to do with, and need automated ways to analyze and structure that text. This Cookbook will show you how to train and use statistical language models to process text in ways that are practically impossible with standard programming tools. A basic knowledge of Python and the basic text processing concepts is expected. Some experience with regular expressions will also be helpful.

How Your Business Can Use the Science That Helped Win the White House The average conversion rate—the rate at which visitors convert into customers—across the web is only 2%. That means it's likely that 98% of visitors to your website won't end up converting into customers. What's the solution? A/B testing. A/B testing is the simple idea of showing several different versions of a web page to live traffic, and then measuring the effect each version has on visitors. Using A/B testing, companies can improve the effectiveness of their marketing and user experience and, in doing so, can sometimes double or triple their conversion rates. Testing has been fundamental in driving the success of Google, Amazon, Netflix, and other top tech companies. Even Barack Obama and Mitt Romney had dedicated teams A/B testing their campaign websites during the 2012 Presidential race. In the past, marketing teams were

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unable to unleash the power of A/B testing because it required costly engineering and IT resources. Today, a new generation of technology that enables marketers to run A/B tests without depending on engineers is emerging and quickly becoming one of the most powerful tools for making data-driven decisions. Authors Dan Siroker and Pete Koomen are cofounders of Optimizely, the leading A/B testing platform used by more than 5,000 organizations across the world. *A/B Testing: The Most Powerful Way to Turn Clicks Into Customers* offers best practices and lessons learned from more than 300,000 experiments run by Optimizely customers. You'll learn: What to test How to choose the testing solution that's right for your organization How to assemble an A/B testing dream team How to create personalized experiences for every visitor And much more Marketers and web professionals will become obsolete if they don't embrace a data-driven approach to decision making. This book shows you how, no matter your technical expertise.

Shaders have always been seen as notoriously difficult to understand and implement in games. Complex math have always stood in the way of attaining realism in games. This book shows you everything you need to know about vectors, constructing lighting with them, and using textures to create complex effects without the heavy math.

2. Axure Basics-the User Interface; Getting started; Working with multiple project files; The Axure workspace; Customizing the workspace; The Sitemap pane; Wireframe pages; Flow pages; The Page Properties pane; Page notes; Managing notes; Page interactions; Page formatting; Sketch effects; The Widgets pane; Wireframe Widgets; Flow widgets; Creating your

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own widget library; Third party widget libraries; The Widget Properties pane; Annotation tab; Annotation fields; Annotation views; Interactions tab; Interactions; Events; Cases; Actions; Formatting tab; Location and size; Font.

"Have you ever struggled to move a key innovation project forward at work? Based on his experiences running Design Sprints for top companies, Douglas Ferguson wrote Beyond the Prototype to offer practical advice for people shifting from discovery to realization. Full of stories from companies like Google, Liberty Mutual, and Adobe, this guide outlines six steps that every team should take to launch their vision" -- amazon.com

Without words, apps would be an unusable jumble of shapes and icons, while voice interfaces and chatbots wouldn't even exist. Words make software human-centered, and require just as much thought as the branding and code. This book will show you how to give your users clarity, test your words, and collaborate with your team. You'll see that writing is designing.

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