Psychology of Web Design (Smashing eBook Series)

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Among the most important ingredients for successful Web designs are creativity, planning, coding and design skills. However, many people forget that various psychological factors also play an important role when making design decisions. Psychology of Web Design gives you insights on how the human brain deals with different elements, colors, contrast, symmetry and balance. Combining the usability guidelines from Maslow's pyramid will surely help you design closer to your audience's desires.

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