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We create seductive design to introduce the world to our true potential and missions. If our missions and purposes are great then customers will fall in love, that is if we behave in such a way as to be lovable also. This is where design plays a part by inspiring emotion to get us to do the right things. In doing the right things, we feel good.

Seductive Interaction Design: Creating Playful, Fun, and ...

Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences, Portable Document (Voices That Matter) - Kindle edition by Anderson, Stephen P.. Download it once and read it on your Kindle device, PC, phones or tablets.

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Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences By Stephen P. Anderson Published Jun 15, 2011 by New Riders. Part of the Voices That Matter series.

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Seductive Interaction Design: Creating Playful, Fun, and ...

In Seductive Interaction Design, speaker and author Stephen P. Anderson takes a fresh approach to designing sites and interactions based on the stages of seduction. This beautifully designed book examines what motivates people to act.

Seductive Interaction Design: Creating Playful, Fun, and ...

In 'Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences', Stephen P. Anderson describes how the same tactics humans use to attract a mate can be applied to the interactions between users and interfaces, in order to ensure the most meaningful connections possible and make your interface stand out from the rest.

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Seductive Interaction Design: Creating Playful, Fun, and ...

Link to book: Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences. OVERVIEW Writer, designer, and speaker Stephen Anderson shows you in this book how the same tactics humans use to attract a mate can apply to the interactions between humans and interactive devices, to make people "fall in love" with your websites and/or applications.

Lessons from the "Seductive Interaction Design" Book

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