This is the eBook version of the printed book.

What happens when you've built a great website or app, but no one seems to care? How do you get people to stick around long enough to see how your service might be of value? 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. Topics include:

- **AESTHETICS, BEAUTY, AND BEHAVIOR**: Why do striking visuals grab our attention? And how do emotions affect judgment and behavior?
- **PLAYFUL SEDUCTION**: How do you create playful engagements during the moment? Why are serendipity, arousal, rewards, and other delights critical to a good experience?
- **THE SUBTLE ART OF SEDUCTION**: How do you put people at ease through clear and suggestive language? What are some subtle ways to influence behavior and get people to move from intent to action?
- **THE GAME OF SEDUCTION**: How do you continue motivating people long after the first encounter? Are there lessons to be gained from learning theories or game design?

Principles from psychology are found throughout the book, along with dozens of examples showing how these techniques have been applied with great success. In addition, each section includes interviews with influential web and interaction designers.

My Personal Review:

Stephen Anderson does an excellent job introducing the questions that we ask ourselves when we visit a website, open software, buy physical products, and gravitate toward certain people. The book's psychological approach to explaining the catalysts and triggers of human behavior is
thorough and provides good examples of how to use those triggers to create a lasting and impressionable experiences. There are 25 chapters which are grouped into four sections...see section descriptions or skip to the bottom line.

Section one (Aesthetics, Beauty, and Behavior) covers topics like gestalt principles/psychology, perceived affordances, product credibility and personality, affect, cognition, and association. Anderson makes plenty of references to other quintessential UX books such as Designing with the Mind in Mind by Jeff Johnson, Visual Thinking for Design by Colin Ware, and Emotional Design by Donald Norman. Section two (Playful Seduction) covers ways to engage audiences with positive affective states such as humor, the mystique of unexpected behavior, and `delighters. Anderson also uses specific phenomenon such as the information gap theory to explain alternate methods of eliminating the feeling of deprivation in users seeking information. Section three (The subtle Art of Seduction) covers some of the covert ways that our behavior is influenced by revealing topics such as the endowed progress effect, default options, and the many interfaces that offer suggestions such as Twitter`s `Who to follow. Topics such as loss aversion were clearly outlined and empowers users to be more aware of the influences we encounter while online. Section four (The Game of Seduction) takes a gamification approach to explaining the intrigue of certain user experiences. Anderson explains the power of `fun by introducing the elements of game design (challenges, choices, and conflicts)

BOTTOM LINE
This book provided so many examples and references that even a proficient UX specialist would learn something new or easily be referred to other helpful sources of information. Rarely have I found so much information packed into such a short book. I highly recommend the book for newcomers to UX, but I also encourage experienced practitioners to grab a copy for reference.

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