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Seductive Interaction Design: Creating

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This book, based on the author's conference presentation, takes a fresh approach to designing sites and interaction based on the stages of seduction. This beautifully-designed book follows its own principles - Selection from Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences [Book]

### 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

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To design interactions that are playful, include careful use of humor when appropriate (general rule of thumb: if it's appropriate in real world interaction, you can consider it for use online). Use the element of surprise to heighten curiosity and mix surprise with rewards to take advantage of the variable reward principle.

### Seductive Interaction Design Creating Playful by ...

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



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interface stand out from the rest.

Seductive Interaction Design: Creating  
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eBook (Watermarked) Overall,  
Seductive Interaction Design manages  
to be both informative and  
entertaining, proving Anderson can  
make full use of the tricks of the trade  
even when his technological medium  
is old-fashioned paper.

Seductive Interaction Design: Creating  
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principles of seduction and examines  
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