

Microinteractions Designing With Details Dan Saffer

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ArchitectsDesigning Multi-Device
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Full Color EditionCard SortingSmashing UX
DesignEnterprise SearchHCI TheoryInformation
Architecture for the World Wide Web

Microinteractions

If you want to get ahead in this new era of interaction design, this is the reference you need. Nintendo's Wii and Apple's iPhone and iPod Touch have made gestural interfaces popular, but until now there's been

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no complete source of information about the technology. Designing Gestural Interfaces provides you with essential information about kinesiology, sensors, ergonomics, physical computing, touchscreen technology, and new interface patterns -- all you need to know to augment your existing skills in "traditional" web design, software, or product development. Packed with informative illustrations and photos, this book helps you: Get an overview of technologies surrounding touchscreens and interactive environments Learn the process of designing gestural interfaces, from documentation to prototyping to communicating to the audience what the product does Examine current patterns and trends in touchscreen and gestural design Learn about the techniques used by practicing designers and developers today See how other designers have solved interface challenges in the past Look at future trends in this rapidly evolving field Only six years ago, the gestural interfaces introduced in the film Minority Report were science fiction. Now, because of technological, social, and market forces, we see similar interfaces deployed everywhere. Designing Gestural Interfaces will help you enter this new world of possibilities.

Inclusive Design Patterns

To make sense of the world, we're always trying to place things in context, whether our environment is physical, cultural, or something else altogether. Now that we live among digital, always-networked products, apps, and places, context is more

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complicated than ever—starting with "where" and "who" we are. This practical, insightful book provides a powerful toolset to help information architects, UX professionals, and web and app designers understand and solve the many challenges of contextual ambiguity in the products and services they create. You'll discover not only how to design for a given context, but also how design participates in making context. Learn how people perceive context when touching and navigating digital environments See how labels, relationships, and rules work as building blocks for context Find out how to make better sense of cross-channel, multi-device products or services Discover how language creates infrastructure in organizations, software, and the Internet of Things Learn models for figuring out the contextual angles of any user experience

Microinteractions

A timesaving reference for design professionals working in either commercial or residential construction.

Submit Now

Get up to speed quickly on the latest in user experience strategy and design UX For Dummies is a hands-on guide to developing and implementing user experience strategy. Written by globally-recognized UX consultants, this essential resource provides expert insight and guidance on using the tools and techniques that create a great user experience,

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along with practical advice on implementing a UX strategy that aligns with your organisation's business goals and philosophy. You'll learn how to integrate web design, user research, business planning and data analysis to focus your company's web presence on the needs of your customers, gaining the skills you need to be effective in the field of user experience design. Whether it's the interface, graphics, industrial design, physical interaction or a user manual, being anything less than on point can negatively affect customer satisfaction and retention. User experience design fully encompasses traditional human-computer interaction design, and extends it to address all aspects of a product or service as perceived by users. UX For Dummies provides comprehensive guidance to professionals looking to understand and apply effective UX strategies. Defines UX and offers assistance with determining users and modelling the user experience Provides details on creating a content strategy and building information architectures Explores visual design and designing for specific channels Delves into UX testing and methods for keeping your site relevant The UX field is growing rapidly as companies realise that meeting your business goals requires a web presence aligned with customer needs. This alignment demands smart strategy and even smarter design. Consultants, designers and practitioners must all be on board if the result is to be cohesive and effective. UX For Dummies provides the information and expert advice you need to get up to speed quickly.

Designing Mobile Interfaces

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Discusses Web site hierarchy, usability, navigation systems, content labeling, configuring search systems, and managing the information architecture development process.

Make It So

Like a good story, successful design is a series of engaging moments structured over time. The User's Journey will show you how, when, and why to use narrative structure, technique, and principles to ideate, craft, and test a cohesive vision for an engaging outcome. See how a "story first" approach can transform your product, feature, landing page, flow, campaign, content, or product strategy.

Remote Research

User Interface Design and Evaluation provides an overview of the user-centered design field. It illustrates the benefits of a user-centered approach to the design of software, computer systems, and websites. The book provides clear and practical discussions of requirements gathering, developing interaction design from user requirements, and user interface evaluation. The book's coverage includes established HCI topics—for example, visibility, affordance, feedback, metaphors, mental models, and the like—combined with practical guidelines for contemporary designs and current trends, which makes for a winning combination. It provides a clear presentation of ideas, illustrations of concepts, using real-world applications. This book will help readers

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develop all the skills necessary for iterative user-centered design, and provides a firm foundation for user interface design and evaluation on which to build. It is ideal for seasoned professionals in user interface design and usability engineering (looking for new tools with which to expand their knowledge); new people who enter the HCI field with no prior educational experience; and software developers, web application developers, and information appliance designers who need to know more about interaction design and evaluation. Co-published by the Open University, UK. Covers the design of graphical user interfaces, web sites, and interfaces for embedded systems. Full color production, with activities, projects, hundreds of illustrations, and industrial applications.

Interior Construction & Detailing for Designers and Architects

It's the little things that turn a good digital product into a great one. With this practical book, you'll learn how to design effective microinteractions: the small details that exist inside and around features. How can users change a setting? How do they turn on mute, or know they have a new email message? Through vivid, real-world examples from today's devices and applications, author Dan Saffer walks you through a microinteraction's essential parts, then shows you how to use them in a mobile app, a web widget, and an appliance. You'll quickly discover how microinteractions can change a product from one that's tolerated into one that's treasured. Explore a

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microinteraction's structure: triggers, rules, feedback, modes, and loops Learn the types of triggers that initiate a microinteraction Create simple rules that define how your microinteraction can be used Help users understand the rules with feedback, using graphics, sounds, and vibrations Use modes to let users set preferences or modify a microinteraction Extend a microinteraction's life with loops, such as "Get data every 30 seconds"

Designing Multi-Device Experiences

Simplicity turns out to be more complex than we thought. In this book, Don Norman writes that the complexity of our technology must mirror the complexity and richness of our lives. It's not complexity that's the problem, it's bad design. Bad design complicates things unnecessarily and confuses us. Good design can tame complexity. Norman gives a crash course in the virtues of complexity.--[book jacket].

Designing Products People Love

The essential interaction design guide, fully revised and updated for the mobile age About Face: The Essentials of Interaction Design, Fourth Edition is the latest update to the book that shaped and evolved the landscape of interaction design. This comprehensive guide takes the worldwide shift to smartphones and tablets into account. New information includes discussions on mobile apps, touch interfaces, screen size considerations, and

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more. The new full-color interior and unique layout better illustrate modern design concepts. The interaction design profession is blooming with the success of design-intensive companies, priming customers to expect "design" as a critical ingredient of marketplace success. Consumers have little tolerance for websites, apps, and devices that don't live up to their expectations, and the responding shift in business philosophy has become widespread. About Face is the book that brought interaction design out of the research labs and into the everyday lexicon, and the updated Fourth Edition continues to lead the way with ideas and methods relevant to today's design practitioners and developers. Updated information includes: Contemporary interface, interaction, and product design methods Design for mobile platforms and consumer electronics State-of-the-art interface recommendations and up-to-date examples Updated Goal-Directed Design methodology Designers and developers looking to remain relevant through the current shift in consumer technology habits will find About Face to be a comprehensive, essential resource.

Designing Connected Products

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

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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.

A Web for Everyone

How can you create products that successfully find customers? With this practical book, you'll learn from some of the best product designers in the field, from companies like Facebook and LinkedIn to up-and-coming contenders. You'll understand how to discover and interpret customer pain, and learn how to use this research to guide your team through each step of product creation. Written for designers, product managers, and others who want to communicate better with designers, this book is essential reading

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for anyone who contributes to the product creation process. Understand exactly who your customers are, what they want, and how to build products that make them happy Learn frameworks and principles that successful product designers use Incorporate five states into every screen of your interface to improve conversions and reduce perceived loading times Discover meeting techniques that Apple, Amazon, and LinkedIn use to help teams solve the right problems and make decisions faster Design effective interfaces across different form factors by understanding how people hold devices and complete tasks Learn how successful designers create working prototypes that capture essential customer feedback Create habit-forming and emotionally engaging experiences, using the latest psychological research

The User's Journey

Describes effective approaches to interaction design, with information on developing a design strategy, conducting research, analyzing the data, creating concepts, and testing and deployment.

User Interface Design and Evaluation

Forty designers who have helped shaped human interaction with technology are introduced in a collection of stories that charts the history of entrepreneurial design development for technology.

Designing Interface Animation

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Welcome to our multi-device world, a world where a user's experience with one application can span many devices—a smartphone, a tablet, a computer, the TV, and beyond. This practical book demonstrates the variety of ways devices relate to each other, combining to create powerful ensembles that deliver superior, integrated experiences to your users. Learn a practical framework for designing multi-device experiences, based on the 3Cs—Consistent, Complementary, and Continuous approaches Graduate from offering everything on all devices, to delivering the right thing, at the right time, on the best (available) device Apply the 3Cs framework to the broader realm of the Internet of Things, and design multi-device experiences that anticipate a fully connected world Learn how to measure your multi-device ecosystem performance Get ahead of the curve by designing for a more connected future

Interaction Design

Usability is not enough. This book shows what it takes to design a site so browsers become buyers: the ultimate measurement of success for an e-commerce site. *Designing Persuasive Web Sites: Submit Now* examines how customers search, evaluate, and make decisions realistically—not using marketing guesstimates. This book focuses on changing the mindset from selling to customers to helping them buy. It begins by exploring how customers make decisions and how that integrates with the online experience. It presents tangible design ideas that can be instantly applied to sites to make them more

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effective. Real examples are used to provide insight and inspiration that can be directly applied to a multitude of sites. The book provides a simplified description of the essential process necessary for designing a site that gets visitors to click. It concludes with guidelines to for designing any transaction-oriented site.

Designing Interactions

Effective interface animation deftly combines form and function to improve feedback, aid in orientation, direct attention, show causality, and express your brand's personality. Designing Interface Animation shows you how to create web animation that balances purpose and style while blending seamlessly into the user's experience. This book is a crash course in motion design theory and practice for web designers, UX professionals, and front-end developers alike.

Don't Make Me Think, Revisited

Communicating the User Experience

The recent digital and mobile revolutions are a minor blip compared to the next wave of technological change, as everything from robot swarms to skin-top embeddable computers and bio printable organs start appearing in coming years. In this collection of inspiring essays, designers, engineers, and researchers discuss their approaches to experience design for groundbreaking technologies. Design not

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only provides the framework for how technology works and how it's used, but also places it in a broader context that includes the total ecosystem with which it interacts and the possibility of unintended consequences. If you're a UX designer or engineer open to complexity and dissonant ideas, this book is a revelation. Contributors include: Stephen Anderson, PoetPainter, LLC Lisa Caldwell, Brazen UX Martin Charlier, Independent Design Consultant Jeff Faneuff, Carbonite Andy Goodman, Fjord US Camille Goudeseune, Beckman Institute, University of Illinois at Urbana-Champaign Bill Hartman, Essential Design Steven Keating, MIT Media Lab, Mediated Matter Group Brook Kennedy, Virginia Tech Dirk Knemeyer, Involution Studios Barry Kudrowitz, University of Minnesota Gershom Kutliroff, Omek Studio at Intel Michal Levin, Google Matt Nish-Lapidus, Normative Erin Rae Hoffer, Autodesk Marco Righetto, SumAll Juhan Sonin, Involution Studios Scott Stropkay, Essential Design Scott Sullivan, Adaptive Path Hunter Whitney, Hunter Whitney and Associates, Inc. Yaron Yanai, Omek Studio at Intel

Living with Complexity

UX Strategy

With hundreds of thousands of mobile applications available today, your app has to capture users immediately. This book provides practical techniques to help you catch—and keep—their attention. You'll learn core principles for designing effective user

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interfaces, along with a set of common patterns for interaction design on all types of mobile devices. Mobile design specialists Steven Hoober and Eric Berkman have collected and researched 76 best practices for everything from composing pages and displaying information to the use of screens, lights, and sensors. Each pattern includes a discussion of the design problem and solution, along with variations, interaction and presentation details, and antipatterns. Compose pages so that information is easy to locate and manipulate Provide labels and visual cues appropriate for your app's users Use information control widgets to help users quickly access details Take advantage of gestures and other sensors Apply specialized methods to prevent errors and the loss of user-entered data Enable users to easily make selections, enter text, and manipulate controls Use screens, lights, haptics, and sounds to communicate your message and increase user satisfaction "Designing Mobile Interfaces is another stellar addition to O'Reilly's essential interface books. Every mobile designer will want to have this thorough book on their shelf for reference." —Dan Saffer, Author of Designing Gestural Interfaces

Designing for Emerging Technologies

Is your organization rapidly accumulating more information than you know how to manage? This updated edition of Enterprise Search helps you create an enterprise search solution based on more than just technology. Author Martin White shows you how to plan and implement a managed search environment

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that meets the needs of your business and your employees. You'll learn why it's absolutely vital to have a dedicated staff manage your search technology and support your users. New material for this second edition includes material on SharePoint 2013 search, managing open source search development, website search, designing the search user, and assessing search performance. Chapters now include a Further Reading section for computer science and information science students. Topics include: 10 critical success factors to assess organizational search maturity Essential skills needed to support a successful search application How to specify and manage open source search development How to manage SharePoint 2013 search Methods to assess the business impact of search Best practices in user interface design The importance of search for websites What to include in a search strategy

Designing for Interaction

Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design.

Responsive Design Workflow

Design for Emotion

Remote studies allow you to recruit subjects quickly, cheaply, and immediately, and give you the opportunity to observe users as they behave naturally

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in their own environment. In Remote Research, Nate Bolt and Tony Tulathimutte teach you how to design and conduct remote research studies, top to bottom, with little more than a phone and a laptop.

Mental Models

We make inaccessible and unusable websites and apps all the time, but it's not for lack of skill or talent. It's just a case of doing things the wrong way. We try to build the best experiences we can, but we only make them for ourselves and for people like us. This book looks at common interface patterns from the perspective of an inclusive designer-someone trained in building experiences that cater to the huge diversity of abilities, preferences and circumstances out there. There's no such thing as an 'average' user, but there is such a thing as an average developer. This book will take you from average to expert in the area that matters the most: making things more readable and more usable to more people.

Simple and Usable Web, Mobile, and Interaction Design

Card sorting helps us understand how people think about content and categories. Armed with this knowledge, we can group information so that people can better find and understand it. In this book, Donna describes how to plan and run a card sort, then analyse the results and apply the outcomes to your project.

About Face

Many designers enjoy the interfaces seen in science fiction films and television shows. Freed from the rigorous constraints of designing for real users, sci-fi production designers develop blue-sky interfaces that are inspiring, humorous, and even instructive. By carefully studying these “outsider” user interfaces, designers can derive lessons that make their real-world designs more cutting edge and successful.

UX For Dummies

Theory is the bedrock of many sciences, providing a rigorous method to advance knowledge, through testing and falsifying hypotheses about observable phenomena. To begin with, the nascent field of HCI followed the scientific method borrowing theories from cognitive science to test theories about user performance at the interface. But HCI has emerged as an eclectic interdisciplinary rather than a well-defined science. It now covers all aspects of human life, from birth to bereavement, through all manner of computing, from device ecologies to nano-technology. It comes as no surprise that the role of theory in HCI has also greatly expanded from the early days of scientific testing to include other functions such as describing, explaining, critiquing, and as the basis for generating new designs. The book charts the theoretical developments in HCI, both past and present, reflecting on how they have shaped the field. It explores both the rhetoric and the reality: how theories have been conceptualized, what was

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promised, how they have been used and which has made the most impact in the field -- and the reasons for this. Finally, it looks to the future and asks whether theory will continue to have a role, and, if so, what this might be. Table of Contents: Introduction / The Backdrop to HCI Theory / The Role and Contribution of Theory in HCI / Classical Theories / Modern Theories / Contemporary Theory / Discussion / Summary

Designing Gestural Interfaces

Welcome to a brand-new way of thinking about branding. The Physics of Brand is an exploration of how brands evolve in time and space. Drawing on experience working with companies such as Patagonia, General Mills, Target, and more, this book provides an exciting new systems approach to branding. By focusing on how brands and people actually interrelate, you'll gain a new perspective on brand growth and interaction. Complete with case studies to illustrate these concepts and Thought Experiments to get you thinking conceptually, The Physics of Brand is your new textbook on brand theory.

The Physics of Brand

There is no single methodology for creating the perfect product—but you can increase your odds. One of the best ways is to understand users' reasons for doing things. Mental Models gives you the tools to help you grasp, and design for, those reasons.

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Adaptive Path co-founder Indi Young has written a roll-up-your-sleeves book for designers, managers, and anyone else interested in making design strategic, and successful.

Seductive Interaction Design

Networked thermostats, fitness monitors, and door locks show that the Internet of Things can (and will) enable new ways for people to interact with the world around them. But designing connected products for consumers brings new challenges beyond conventional software UI and interaction design. This book provides experienced UX designers and technologists with a clear and practical roadmap for approaching consumer product strategy and design in this novel market. By drawing on the best of current design practice and academic research, *Designing Connected Products* delivers sound advice for working with cross-device interactions and the complex ecosystems inherent in IoT technology.

Designing Interfaces

User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches

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simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists. Define and validate your target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value Focus your team on the primary utility and business model of your product by running structured experiments using prototypes Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

Understanding Context

In a complex world, products that are easy to use win favor with consumers. This is the first book on the topic of simplicity aimed specifically at interaction designers. It shows how to drill down and simplify user experiences when designing digital tools and applications. It begins by explaining why simplicity is attractive, explores the laws of simplicity, and presents proven strategies for achieving simplicity. Remove, hide, organize and displace become guidelines for designers, who learn simplicity by seeing before and after examples and case studies where the results speak for themselves.

Microinteractions: Full Color Edition

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Design for Emotion introduces you to the why, what, when, where and how of designing for emotion. Improve user connection, satisfaction and loyalty by incorporating emotion and personality into your design process. The conscious and unconscious origins of emotions are explained, while real-world examples show how the design you create affects the emotions of your users. This isn't just another design theory book - it's imminently practical. Design for Emotion introduces the A.C.T. Model (Attract/Converse/Transact) a tool for helping designers create designs that intentionally trigger emotional responses. This book offers a way to harness emotions for improving the design of products, interfaces and applications while also enhancing learning and information processing. Design for Emotion will help your designs grab attention and communicate your message more powerfully, to more people. Explains the relationship between emotions and product personalities Details the most important dimensions of a product's personality Examines models for understanding users' relationships with products Explores how to intentionally design product personalities Provides extensive examples from the worlds of product, web and application design Includes a simple and effective model for creating more emotional designs

Card Sorting

Provides information on responsive solutions to Web site design, covering such topics as wireframes, text, breakpoints, screenshots, browsers, and design

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manuals.

Smashing UX Design

It's the little things that turn a good digital product into a great one. With this full color practical book, you'll learn how to design effective microinteractions: the small details that exist inside and around features. How can users change a setting? How do they turn on mute, or know they have a new email message? Through vivid, real-world examples from today's devices and applications, author Dan Saffer walks you through a microinteraction's essential parts, then shows you how to use them in a mobile app, a web widget, and an appliance. You'll quickly discover how microinteractions can change a product from one that's tolerated into one that's treasured. Explore a microinteraction's structure: triggers, rules, feedback, modes, and loops Learn the types of triggers that initiate a microinteraction Create simple rules that define how your microinteraction can be used Help users understand the rules with feedback, using graphics, sounds, and vibrations Use modes to let users set preferences or modify a microinteraction Extend a microinteraction's life with loops, such as "Get data every 30 seconds"

Enterprise Search

Provides information on designing easy-to-use interfaces.

HCI Theory

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A clear and focused guide to creating useful user experience documentation As web sites and applications become richer and more complex, the user experience (UX) becomes critical to their success. This indispensable and full-color book provides practical guidance on this growing field and shares valuable UX advice that you can put into practice immediately on your own projects. The authors examine why UX is gaining so much interest from web designers, graduates, and career changers and looks at the new UX tools and ideas that can help you do your job better. In addition, you'll benefit from the unique insight the authors provide from their experiences of working with some of the world's best-known companies, learning how to take ideas from business requirements, user research, and documentation to create and develop your UX vision. Explains how to create documentation that clearly communicates the vision for the UX design and the blueprint for how it's going to be developed Provides practical guidance that you can put to work right away on their own projects Looks at the new UX tools and ideas that are born every day, aimed at helping you do your job better and more efficiently Covers a variety of topics including user journeys, task models, funnel diagrams, content audits, sitemaps, wireframes, interactive prototypes, and more Communicating the User Experience is an ideal resource for getting started with creating UX documentation.

Information Architecture for the World Wide Web

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If you are in charge of the user experience, development, or strategy for a web site, *A Web for Everyone* will help you make your site accessible without sacrificing design or innovation. Rooted in universal design principles, this book provides solutions: practical advice and examples of how to create sites that everyone can use.

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