ROM

KNOWLEDGE MANAGEMENT
Driving Business Success

|September 2013 |

2Know
KM Newsletter

ROM News
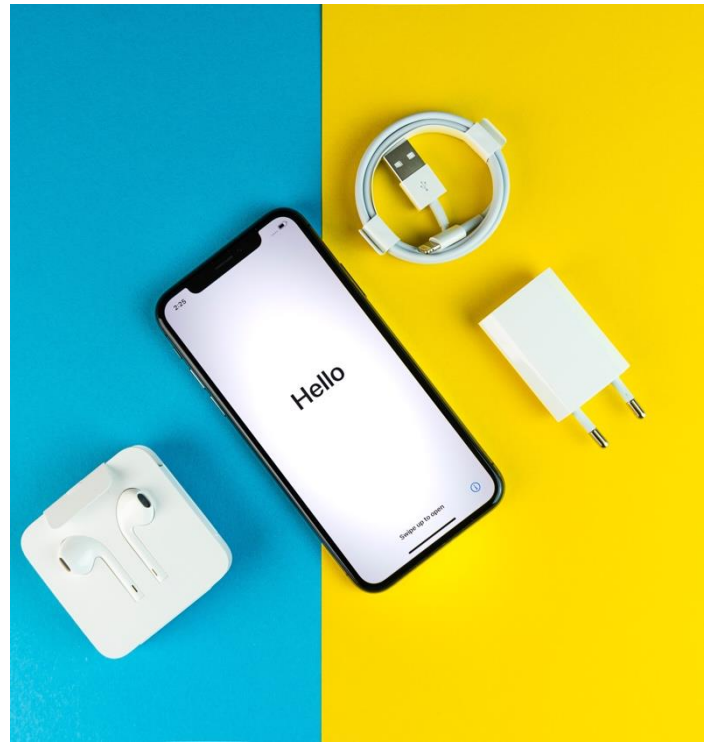
- Knowledge Management on Twitter: Who to Follow – Link
- Business Intelligence apps: 10 you have to download - Link

01

Planning a UI interface for a Smartphone

Smartphone emergence demands tailored app and website planning. Consider gestures, screen display, small size, response speed, and target audiences.

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02

Has content become a secondary component of websites?

First impressions provide inclusive understanding. Design is important, but without quality content, the promise of a website is unfulfilled. Content is crucial for success, attracting and retaining users, and increasing profit.
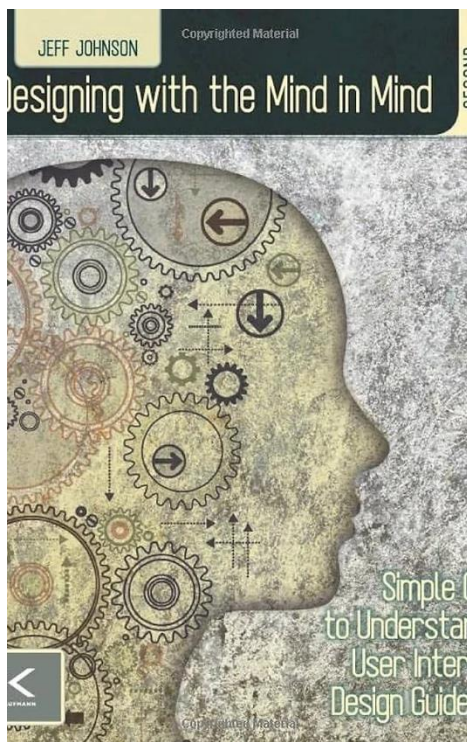
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03

Introducing: Microsoft OneNote

OneNote is a versatile digital notebook for organizing and sharing data, offering user-friendly features and seamless integration with Microsoft Office.

[To full article](#)

04

Designing with the Mind in Mind - Book Review

"Designing with the Mind in Mind" by Jeff Johnson (2010) uniquely blends cognitive psychology with actionable UI design rules. Exploring identification, understanding, memory, learning, and reactivity, it delivers practical insights for optimal user experiences, making it essential for designers aiming to create effective interfaces.

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