

# Jesse James Garrett

## Quotes

*Ajax, Giving, Design, Technology, Mean, Communication, Important, Design Process, Addresses, Attention, Thinking, Long, Stills, Lasts, Not Sure, Keys, Investment, Roles, Faces, Book*

Ajax isn't a technology. It's really several technologies, each flourishing in its own right, coming together in powerful new ways.

~Jesse James Garrett

Ajax is an important development for Web applications, and its importance is only going to grow.

~Jesse James Garrett

If you need to take a step back from day-to-day operations and plot out the long-term direction of your user experience strategy, consultants can give you a perspective you can't get on your own.

~Jesse James Garrett

I'm not sure that you can say definitively that some roles are better filled by consultants, but I would say that some projects are better handled by consultants.

~Jesse James Garrett

But the best teams I've encountered have one important thing in common: their team structure and processes cover a full range of distinct competencies necessary for success.

~Jesse James Garrett

User-centered design means understanding what your users need, how they think, and how they behave - and incorporating that understanding into every aspect of your process.

~Jesse James Garrett

Building technical systems involves a lot of hard work and specialized knowledge: languages and protocols, coding and debugging, testing and refactoring.

~Jesse James Garrett

Effective communication is a key factor in the success of your product.

~Jesse James Garrett

Problems with visual design can turn users off so quickly that they never discover all the smart choices you made with navigation or interaction design.

~Jesse James Garrett

My job involves a lot of different skills now - I'm as much entrepreneur and management consultant as anything else these days - but IA is still my favorite part of the work I do.

~Jesse James Garrett

But despite the universality of URLs, we often forget that they're not just a handy way to address network resources. They're also valuable communication tools.

~Jesse James Garrett

As much as we may want to withdraw into a world of pure problem solving, we have to acknowledge that the most successful architectures are the ones you can actually convince someone to implement.

~Jesse James Garrett

Google is making a huge investment in developing the Ajax approach.

~Jesse James Garrett

Content is often the reason users come to your site.

~Jesse James Garrett

The more everybody knows about all aspects of the problems we face, the better off all of us will be. Less time spent explaining things means more time for coming up with creative solutions.

~Jesse James Garrett

Giving something your time isn't the same as giving it your attention.

~Jesse James Garrett

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