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Nota di contenuto	Part 1: UX Principles -- Chapter 1: UX Is Unavoidable -- Chapter 2: You Are Not the User -- Chapter 3: You Compete with Everything -- Chapter 4: The User Is on a Journey -- Chapter 5: Keep It Simple -- Chapter 6: Users Collect Experiences -- Chapter 7: Speak the User's Language -- Chapter 8: Favor the Familiar -- Chapter 9: Stability, Reliability, and Security -- Chapter 10: Speed -- Chapter 11: Usefulness -- Chapter 12: The Lives in Front of Interfaces -- Part 2: Being Human -- Chapter 13: Perception -- Chapter 14: Attention --

Chapter 15: Flow -- Chapter 16: Laziness -- Chapter 17: Memory -- Chapter 18: Rationalization -- Chapter 19: Accessibility -- Chapter 20: Storytelling -- Part 3: Persuasion -- Chapter 21: Empathy -- Chapter 22: Authority -- Chapter 23: Motivation -- Chapter 24: Relevancy -- Chapter 25: Reciprocity -- Chapter 26: Product -- Chapter 27: Price -- Chapter 28: Promotion -- Chapter 29: Place -- Part 4: Process -- Chapter 30: Waterfall, Agile, and Lean -- Chapter 31: Problem Statements -- Chapter 32: The Three Searches -- Chapter 33: Quantitative Research -- Chapter 34: Calculator Research -- Chapter 35: Qualitative Research -- Chapter 36: Reconciliation -- Chapter 37: Documentation -- Chapter 38: Personas -- Chapter 39: Journey Mapping -- Chapter 40: Knowledge Mapping -- Chapter 41: Kano Modeling -- Chapter 42: Heuristic Review -- Chapter 43: User Testing -- Chapter 44: Evaluation -- Chapter 45: Conclusion -- Appendix A: Resources for Further Reading.-.

| Sommario/riassunto | Demystify UX and its rules, contradictions, and dilemmas. This book provides real-world examples of user experience concepts that empower teams to create compelling products and services, manage social media, interview UX candidates, and oversee product teams. From product decisions to performance reviews, your ability to participate in discussions about UX has become vital to your company's success as well as your own. However, UX concepts can seem complex. Many UX books are written by and for UX professionals. UX Fundamentals for Non-UX Professionals serves the needs of project managers, graphic designers, copyeditors, marketers, and others who wish to understand UX design and research. You will discover how UX has influenced history and continues to affect our daily lives. Entertaining real-world examples demonstrate what a massive, WWII-era tank teaches us about design, what a blue flower tells us about audiences, and what drunk marathoners show us about software. What You'll Learn: Know the fundamentals of UX through real-world examples. Acquire the skills to participate intelligently in discussions about UX design and research Understand how UX impacts business, including product, pricing, placement, and promotion as well as security, speed, and privacy. |