1. Record Nr. UNINA9910453405303321

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Titolo UX for dummies / / by Donald Chesnut and Kevin Nichols

Pubbl/distr/stampa West Sussex, England : , : John Wiley & Sons, , 2014
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ISBN 1-118-85279-6
1-118-85271-0

Edizione [1st edition]

Descrizione fisica 1 recurso en línea (339 p.)

Collana For dummies

Disciplina 004.16

Soggetti Microcomputer workstations
Electronic books.

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Note generali Includes index.
"Making Everything Easier!."

Nota di contenuto Contents at a Glance; Table of Contents; Introduction; About This Book; Foolish Assumptions; Icons Used in This Book; Beyond the Book; Where to Go from Here; Part I: Getting Started with UX; Chapter 1: Defining UX and the Process; What Is UX, Really?; The Promise of Good UX Design; UX Components; UX Is a Big Deal; How UX and Usability Work Together; Necessary UX Inputs; Considerations before Beginning UX; How a Typical Project Works; Chapter 2: Examining Why You Should Use UX; Realizing UX for All Channel Benefits; Understanding How UX Benefits Your Business
Understanding How UX Impacts Your UsersChapter 3: Determining Your Users; User Experience versus Customer Experience; Gathering Data; Analyzing the Data to Create User Profiles; Prioritizing Who's Most Important; Bringing Users to Life through Personas; A Final Example; Building Upon Your Understanding; Chapter 4: Modeling the Experience; Creating User Scenarios; Understanding and Designing User Journeys; Chapter 5: Understanding UX as (R)evolution; Figuring Out Your Strategy; Defining a Sustainable Model; Advancing the Future with a UX Process; Part II: Components of Design
Chapter 6: Taming the Beast: Understanding What You Do and Don't HaveAssessing Your Current and Future States; Surveying Your

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