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Titolo	Interactive design [[electronic resource] ] : an introduction to the theory and application of user-centered design // Andy Pratt & Jason Nunes
Pubbl/distr/stampa	Beverly, Mass., : Rockport Publishers, 2012
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Edizione	[1st edition]
Descrizione fisica	1 online resource (225 p.)
Altri autori (Persone)	NunesJason
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Soggetti	User interfaces (Computer systems) Interactive multimedia System design Industrial design Graphic arts Electronic books.
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	What is user-centered design (UCD) and why do we need it? -- Collaborating with your team and your client -- Goals, users, and success criteria -- Getting to know your users -- Know your competitors -- Content is king -- Guide, motivate, and engage the user -- Building sitemaps and wireframes -- Branding the experience -- What can you learn from usability testing? -- If you build it, they won't always come - marketing the experience -- Watch, learn, and adapt - how can you apply UCD after a design has been -- Completed -- Looking into the future - what's next for user experience?.
Sommario/riassunto	User experience design is one of the fastest-growing specialties in graphic design. Smart companies realize that the most successful products are designed to meet the needs and goals of real people the users. This means putting the user at the center of the design process. This innovative, comprehensive book examines the user-centered design process from the perspective of a designer. With rich imagery, Interactive Design introduces the different UX players, outlines the user-centered design process from user research to user testing, and explains through various examples how user-centered design has been

successfully integrated into the design process of a variety of design studios worldwide.

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