

1. Record Nr.	UNINA9910790561003321
Autore	Newbery Patrick
Titolo	Experience design [[electronic resource]] : a framework for integrating brand, experience, and value // Patrick Newbery, Kevin Farnham
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, Inc., 2013
ISBN	1-118-72839-4 1-118-72856-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (242 p.)
Altri autori (Persone)	FarnhamKevin
Disciplina	658.5/752
Soggetti	Product design Industrial design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	section I. Context -- section II. Frameworks and tools -- section III. Moving forward.
Sommario/riassunto	Bridge the gap between business and design to improve the customer experience Businesses thrive when they can engage customers. And, while many companies understand that design is a powerful tool for engagement, they do not have the vocabulary, tools, and processes that are required to enable design to make a difference. Experience Design bridges the gap between business and design, explaining how the quality of customer experience is the key to unlocking greater engagement and higher customer lifetime value. The book teaches businesses how to think about design