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	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 Competitors to Build a Better Experience; Defining and Prioritizing

Features and Requirements; Chapter 7: Developing Content Strategy; Defining Content and Content Strategy; Making Your Content Work; Understanding the Content Inventory and Audit; Interviewing Stakeholders for Content Requirements; Creating the Content Strategy Audit Report and Future-State Point of View (POV); Chapter 8: Designing the Content Strategy; Getting Started with Content Strategy Identifying the Necessary Content TypesCreating Experience-Level, Section-Level, and Page-Level Content Strategy; Creating a Content Model; Creating a Taxonomy; Identifying Content Life Cycles for Each Type of Content; Creating a Governance Model; Creating an Editorial Calendar and Production Tools; Chapter 9: Building the Information Architecture; Benefits of Good Information Architecture; Creating a Sitemap as the Framework of Your Experience; Constructing a Blueprint with Wireframes; Chapter 10: Designing for Specific Channels; Changing Trends in UX; Preparing Your Design for Multichannel Designing for Home Desktop, Laptop, and Large-Screen ComputersDesigning for Mobile Phones; Designing for Tablet Experiences; Designing UX for Other Channels; Considering the Role of Social Networks; Chapter 11: Diving into Visual Design; Wearing a UX Hat for Visual Design; Understanding the Basics of Visual Design; Conceptualizing Visual Design; Validating the Visual Design; Creating and Using Style Guides; Part III: Your UX in Action; Chapter 12: Testing: How It Can Save Your UX; Eight Common Testing Myths in UX; The Power of Prototypes; Deciding on Your Testing Strategy
Using Participatory Design Testing Methods

Sommario/riassunto	Get up to speed quickly on the latest in user experience strategy and design UX For Dummies is a hands-on guide to developing and implementing user experience strategy. Written by globally-recognized UX consultants, this essential resource provides expert insight and guidance on using the tools and techniques that create a great user experience, along with practical advice on implementing a UX strategy that aligns with your organisation's business goals and philosophy. You'll learn how to integrate web design, user research, business planning and data analysis to focus your com