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User surveys; Brainstorming; Summary; Information Architecture and Visual Design Techniques; Information architecture techniques; Reality mapping; Task flow techniques; Page-level detail diagrams; Site map diagrams; Persona-based task flow diagrams; Screenshot interaction maps; Paper prototyping; Visual design techniques
Mood boardsDesign scorecard; Designing in the browser; Summary; Index

Sommario/riassunto	An easy to follow, example-based guide introducing you to the world of user experience design through the author's real world experiences. If you are interested in learning the basics of the design process, as well as several techniques and methodologies to help you get started with designing, this book is ideal for you. If you are looking to get started with user experience design, then this practical guide is just what you need.