

1. Record Nr.	UNINA9910822269903321
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Titolo	Successful user experience : strategies and roadmaps / / Elizabeth Rosenzweig ; acquiring editor Todd Green ; designer Victoria Pearson
Pubbl/distr/stampa	Amsterdam, [Netherlands] : , : Morgan Kaufmann, , 2015 ©2015
ISBN	0-12-801061-4 0-12-800985-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (371 p.)
Disciplina	004.019
Soggetti	Human-computer interaction User-centered system design Design and technology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	<p>""Front Cover""; ""Successful User Experience: Strategies and Roadmaps""; ""Copyright""; ""Dedication""; ""Contents""; ""Foreword""; ""Introduction""; ""Who is the book for?""; ""What is this book about?""; ""How to use this book""; ""About the Author""; ""Acknowledgments""; ""Case Studies""; ""Chapter 1: What is User Experience?""; ""Usable Technology Can Change the World""; ""UX Story: The Kodak Camera""; ""You Push the Button; We Do the Rest""; ""Usability and User Experience""; ""Usability""; ""UX is an Evolving Field""; ""The History, Necessity, and Growing Influence of UX""</p> <p>""UX History Through Growth of Professional Organizations""""Why Does it Matter?""; ""References""; ""Bibliography""; ""Chapter 2: Design Thinking""; ""Design""; ""Elements of Design""; ""Design Thinking""; ""How Does Design Affect a Person?""; ""Persona""; ""Creativity and Innovation""; ""Creativity""; ""Innovation""; ""Where Do You Start?""; ""Iterate""; ""Key Concluding Recommendations""; ""References""; ""Bibliography""; ""Chapter 3: UX Thinking""; ""Applying Design Thinking to UX""; ""User Interface and Interaction Design""; ""Participatory Design""; ""Prototype and Wireframes""</p>

""UX Design Thinking"" ""Principles of UX Design""; ""Methods to Kickstart UX Design Thinking""; ""Competitive Analysis""; ""Literature Review""; ""Persona and Use Cases""; ""Persona""; ""Use Case""; ""Information Architecture""; ""Putting It All Together""; ""Reference""; ""Bibliography""; ""Chapter 4: The Strategic Model""; ""The Strategic Model""; ""Technology Driven vs. Market Driven""; ""Technology Driven""; ""Market Driven""; ""UX Strategy for the Long Haul""; ""Building the Model""; ""Setting Goals""; ""Product Goals""; ""Business Goals""; ""UX Goals""; ""Aligning Goals""
 ""Meeting Goals"" ""Using Available Tools and Methodologies""; ""Benchmarks and Deliverables""; ""Bibliography""; ""Chapter 5: Beyond Mobile, Device Agnostic UX""; ""Device Agnostic UX""; ""Beyond WIMP""; ""Form Factors""; ""Successful UX for Mobile""; ""Context of Use""; ""Modes of Interaction""; ""Testing Mobile""; ""Where Is This Going?""; ""Reference""; ""Bibliography""; ""Chapter 6: Usability Inspection Methods""; ""Usability Evaluations""; ""What Can Be Evaluated?""; ""Empirical Method""; ""Inspection Methods""; ""Expert Reviews""; ""Competitive Analysis Expert Review""; ""Bibliography""
 ""Chapter 7: Usability Testing"" ""Usability Evaluations""; ""Empirical Methods""; ""A/B Testing""; ""Moderated Tests""; ""Qualitative vs. Quantitative""; ""How Many Users to Test""; ""Qualitative""; ""Quantitative""; ""Task-Based Usability Testing""; ""Open Ended Usability Testing""; ""Contextual-Based Usability Testing""; ""Think Aloud Protocol""; ""A Case for Quant""; ""Usability Testing and UX Strategy""; ""References""; ""Bibliography""; ""Chapter 8: Iterating on the Design""; ""Iterating on the Design""; ""Agile""; ""Manifesto for Agile Software Development""; ""Lean UX""
 ""Agile and Lean Practices Today""

Sommario/riassunto

Successful User Experience: Strategy and Roadmaps provides you with a hands-on guide for pulling all of the User Experience (UX) pieces together to create a strategy that includes tactics, tools, and methodologies. Leveraging material honed in user experience courses and over 25 years in the field, the author explains the value of strategic models to refine goals against available data and resources. You will learn how to think about UX from a high level, design the UX while setting goals for a product or project, and how to turn that into concrete actionable steps. After reading this book, y