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Nota di contenuto	Cover -- Half Title -- Title Page -- Copyright Page -- Dedication -- Table of Contents -- List of Figures -- Acknowledgments -- Introduction -- Welcome to User Experience on the Go -- Defining User Experience -- Three Principles -- First Principle -- Second Principle -- Third Principle -- Good News -- Bad News -- Filling in the Gaps -- A Week in the Life of a UX Professional -- When to Observe and Interview -- A Note about Face-to-Face vs. Virtual Teams -- Using This Book -- The Stretch -- Challenges -- 1 Take an Active User Experience Stance -- Do, Observe, Think -- Just Temperate Brave Action -- UX Team Justice Manifesto -- UX Project Plan -- Preliminary Fieldwork -- UX Scavenger Hunt -- Challenge #1: Finding Your Future Network -- UX Story: Iterating an Orphaned Girls' School in South Sudan -- Conclusion -- 2 Build Your Temporary Team -- Team Assembly -- Design Studio -- Role Card -- Standup -- Project Profile -- Team Meetup -- Challenge #2: Build a UX Lair -- Conclusion -- 3 Map Your Best UX Cycle -- UX Inventory -- Connect the Dots -- Building Additional Team Support -- Opportunity Workshop -- Project Précis -- Requirements -- Challenge #3: Plant a UX Garden -- Conclusion -- 4 Find and Understand Your Users -- What Can Be Measured or Characterized --

Sommario/riassunto	"Designed with flexibility and readers' needs in mind, this purpose driven book offers new UX practitioners succinct and complete intructions on how to conduct user research and rapidly design interfaces and products in the classroom or the office. With sixteen

challenges to learn from, this comprehensive guide outlines the process of a User Experience project cycle from assembling a team to researching user needs to creating and veryifying a prototype. Practice developing a prototype in as little as a week or build your skills in two, four, eight, or sixteen week stretches. Gain insight into individual motivations, connections, and interactions; learn the three guiding principles of the design system; and discover how to shape a user's experience to achieve goals and improve overall immediate experience, satisfaction, and well-being. Written for professionals looking to learn or expand their skills in user experience design and students studying technical communication, information technology, web and product design, business, or engingeering alike, this accessible book provides a foundational knowledge of this diverse and evolving field. A companion website will include examples of contemporary UX projects, material to illustrate key techniques, and other resources for students and instructors. Access the material at uxonthego.com"--