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Autore	TIETZE-CONRAT, Erica
Titolo	Dwarfs and jesters in art / Erica Tietze-Conrat
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Autore	Rosenzweig Elizabeth
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Nota di contenuto	""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""  
""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""  
""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""

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## 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

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