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 ""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""
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 ""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