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Designing
Better Ux
Smashing

This book
discusses the
practical
approaches for
designing
better UX for
mobile apps,
adaptive

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systems, and multi-screen experiences. It is packed with in-depth tips and tricks shared by experts from the industry. The authors consider the importance of straightforward

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yet personal
microcopy,
explore the
strengths and
weaknesses of
infinite
scrolling, and
take a look at
how well-
crafted
feedback loops
can influence a
user's

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behavior. This is a valuable resource for creating a well-balanced user experience. -- User experience (UX) design has traditionally been a deliverables-based practice, with wireframes,

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site maps, flow diagrams, and mockups. But in today's web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates

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Lean UX, a
deeply
collaborative
and cross-
functional
process that
lets you strip
away heavy
deliverables in
favor of
building shared
understanding
with the rest

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of the product team. Lean UX is the evolution of product design; refined through the real-world experiences of companies large and small, these practices and principles help you

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maintain daily,
continuous
engagement with
your teammates,
rather than
work in
isolation. This
book shows you
how to use Lean
UX on your own
projects. Get a
tactical
understanding

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of Lean UX—and
how it changes
the way teams
work together
Frame a vision
of the problem
you're solving
and focus your
team on the
right outcomes
Bring the
designer's tool
kit to the rest

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of your product
team Break down
the silos
created by job
titles and
learn to trust
your teammates
Improve the
quality and
productivity of
your teams, and
focus on
validated

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experiences as
opposed to deli
verables/docume
nts Learn how
Lean UX
integrates with
Agile UX
What is it that
makes a website
stand out from
the crowd? What
makes it
memorable and

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This eBook
wants to
approach these
questions. It's
in no means a
step-by-step
guide to
follow, but
rather a
collection of
thoughts to
give you some

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general

impulses and
perspectives on
creating
meaningful
websites.

Starting with a
comprehensive
website
planning guide
to the
question,

"Which role

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does emotion
play within the
emotionless Web
system?", our
Smashing
authors
explored a
variety of
different
aspects that
all contribute
to
aesthetically

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beautiful and
thoroughly
thought-out
user
experience.

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Breaking Down
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Isolation -
MUD: Minimum

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Usable Design -
A Craft Of
Consequences:
Reader, Writer
And Emotional
Design - Easier
Is Better Than
Better -
Designing
Engaging And
Enjoyable Long-
Form Reading
Experiences -

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Symptoms Of An Epidemic: Web Design Trends Think Like a UX Researcher will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious.

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You'll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. The book will help you take a more strategic

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view of product
design so you
can focus on
optimizing the
user's
experience. UX
Researchers,
Designers,
Project
Managers, Scrum
Masters,
Business
Analysts and

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Managers will find tools, inspiration and ideas to rejuvenate their thinking, inspire their team and improve their craft. Key Features A dive-in-anywhere

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book that
offers
practical
advice and
topical
examples.
Thought
triggers,
exercises and
scenarios to
test your
knowledge of UX
research.

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Workshop ideas
to build a
development
team's UX
maturity. War
stories from
seasoned
researchers to
show you how UX
research
methods can be
tailored to
your own

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organization.

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Design Patterns
for Android
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Obvious
User Experience
Principles for
Managers,
Writers,
Designers, and
Developers
Designing
Search
A practical guide

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filled with case studies and easy solutions to solve the most common user experience issues

Key Features

Understand and fix the pain points of a bad UX design to ensure greater customer

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satisfaction.

*Correct UX issues
at various stages
of a UX Design
with the help of
different
methodologies for
fixing bad UXs See
best practices and
established
principles in UX
with case studies*

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*illustrating these
practices and
principles Book
Description Have
your web
applications been
experiencing more
hits and less
conversions? Are
bad designs
consuming your
time and money?*

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This book is the answer to these problems. With intuitive case studies, you'll learn to simplify, fix, and enhance some common, real-world application designs. You'll look at the

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common issues of simplicity, navigation, appearance, maintenance, and many more. The challenge that most UX designers face is to ensure that the UX is user-friendly. In this book, we address

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*this with individual
case studies
starting with some
common UX
applications and
then move on to
complex
applications. Each
case study will
help you
understand the
issues faced by a*

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*bad UX and teach
you to break it
down and fix
these problems.
As we progress,
you'll learn about
the information
architecture,
usability testing,
iteration, UX
refactoring, and
many other*

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related features with the help of various case studies. You'll also learn some interesting UX design tools with the projects covered in the book. By the end of the book, you'll be armed with the

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*knowledge to fix
bad UX designs
and to ensure
great customer
satisfaction for
your applications.
What you will
learn Learn about
ROI and metrics in
UX Understand
the importance of
getting*

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*stakeholders
involved Learn
through real cases
how to fix bad UX
Identify and fix UX
issues using
different
methodologies
Learn how to turn
insights and
finding into
practical UX*

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solutions Learn to
validate, test and
measure the UX
solutions
implemented
Learn about UX
refactoring Who
this book is for
This book is for
anyone
confronted with a
poorly designed

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UX. It is ideal for UX professionals who want to solve problems with existing UX designs, and UX designers who want to enhance their designs or analyze and rectify where they went wrong.

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*Best practices,
practical advice,
and design ideas
for successful
ecommerce
search A glaring
gap has existed in
the market for a
resource
that offers a
comprehensive,
actionable design*

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designstrategies
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search—but no
longer. With
thisinvaluable
book, user
experience
designer and user
researcher
GregNudelman
shares his years of*

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experience

*working on popula
recommerce sites
as he tackles even
the most difficult
ecommerce search
design problems.
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you create highly
effective and
intuitive
ecommerce*

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search design solutions and he takes a unique forward-thinking look at trends such as integratin gsearching with browsing to create a single-finding userinterface. Offers much-needed insight on

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for the Web,
mobile phone
applications, and
new tabletdevices
Shares the*

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*author's years of
unique experience
working
with e-commerce
from the
perspective of the
user's experience
Designing
e-commerce
Search is
mandatory
reading if you are*

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*interested in
orchestrating
successful
ecommerce
searchstrategies.
Today, technology
is used to shift,
sway and change
attitudes and
behavior. This
creates amazing
opportunities and*

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challenges for designers. If we want to create products and services that have the power to educate people so they may live better lives, or help to reduce the time people take to do certain

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*tasks, we first
need an
understanding of
how these people
think and work -
what makes them
"tick" The premise
of this book is the
need to
understand how
people "behave";
their habits,*

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motivators and drivers, as a critical way to better understand what a great customer experience for your audience looks like, facilitating better design decisions. The book will lead

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*you from
understanding
behavior, to
extracting
customer insights
that can launch
you into the
design of
something that
makes a
difference to
people's lives - all*

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*presented in a
fun, practical and
non-academic
way.*

*This second
edition of
Designing the
Obvious explains
why and how to
design
applications that
are so easy to use*

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*that people
attribute their
ability to use them
effectively to pure
common sense.*

*We need to: Make
decisions based
not on whim, but
on strategy Build
only what's
absolutely
necessary Quickly*

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*turn beginning
users into
intermediates
Prevent errors
when possible and
gracefully handle
those we cannot
prevent Reduce
and refine task
flows to make the
complex clear
Design not for*

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*users, but for their
situations Be
persuasive by
helping users
make decisions
that align with
their needs Ignore
the demands of
users and stick to
a vision (gasp!)
Lean UX
Questions and*

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Answers

*Simple Steps for
Making Stuff
Better
Coding*

*Accessibility Into
Web Design
Inclusive Design
Patterns*

*UX Strategies for
eCommerce
Success*

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*Laying the
Foundations*

Learn the basic principles of modular design, and then put them into action to create sites that are easy to use, look great, and can be adapted within the context of your business needs. With

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author James

Cabrera—one of the thought leaders in the modular-design movement—you'll create a single, scalable project for a sample nameplate site and then adapt that same project to work successfully as a portfolio site, an e-

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commerce site, and
finally as a
news/publishing
content site. Along
the way, you'll learn
the scientific
approach to devising
a sound and scalable
design strategy,
followed by
establishing a basic
foundation using

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various criteria relevant to that type of site. As each chapter progresses, you'll add new concepts appropriate for the project type. Modular web and app design isn't just for so-called "creatives." It's a teachable science

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with principles that can be replicated in a creative manner.

This approach makes the design decision making process for businesses much easier (and easier to live with). And modular design is a powerful tool for software designers to

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replicate effective
successful designs
across a spectrum of
needs. What You'll
Learn Examine the
design process in a
modular way Adapt
your HTML code to
create different types
of applications
Establish your own
modular framework

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for your specific
site's goals Design
for scale Develop a
strong foundation
skeleton for design
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architects,
developers with an

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interest in design,
developers who want
to create their own
design frameworks.
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UX skills. Prepare
for your next job
interview. Redesign
the NYC metrocard
system. Design a
dashboard for a

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general practitioner.

Redesign an ATM.

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and present exercises
like these, that top
startups use to
interview designers
for product design
and UI/UX roles.

Today top
companies are
looking for business-

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minded designers
who are not just
focused on visuals.
With this book you
can practice this
kind of mindset,
prepare for job
interview, learn how
to interview other
designers and find
concepts for projects
for your portfolio.

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What will you learn
from this book:

Prepare for the
design interview --
prepare for the
design exercise and
learn more about
how tech companies
hire product
designers. Improve
your portfolio -- use
product challenges

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to showcase in your
porfolio instead of
unsolicited visual
redesigns. Step up
your design career --
practice your
product design skills
to become a better
designer and prepare
for your next career
move. Interview
designers -- learn

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how to interview
designers to evaluate
their skills in the
most efficient and
scalable way. What's
inside? A 7-step
framework for
solving product
design exercises 30+
examples of
exercises similar to
exercises used by

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Google, Facebook,
Amazon etc. 5 full
solutions for product
design exercises 5
short interviews with
design leaders that
worked at Apple,
Google, Pinterest,
IDEO etc.

Laying the
Foundations is a
comprehensive

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guide to creating, documenting, and maintaining design systems, and how to design websites and products systematically. It's an ideal book for web designers and product designers (of all levels) and especially design

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teams. This is real talk about creating design systems and digital brand guidelines. No jargon, no glossing over the hard realities, and no company hat. Just good advice, experience, and practical tips.

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System design is not a scary thing – this book aims to dispel that myth. It covers what design systems are, why they are important, and how to get stakeholder buy-in to create one. It introduces you to a simple model, and two very different

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approaches to creating a design system. What's unique about this book is its focus on the importance of brand in design systems, web design, product design, and when creating documentation. It's a comprehensive

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guide that's simple to follow and easy on the eye.

Annotation Every designer has had to justify designs to non-designers, yet most lack the ability to explain themselves in a way that is compelling and fosters

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agreement. The ability to effectively articulate design decisions is critical to the success of a project, because the most articulate person often wins. This practical book provides principles, tactics and actionable methods

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for talking about
designs with
executives,
managers,
developers,
marketers and other
stakeholders who
have influence over
the project with the
goal of winning
them over and
creating the best user

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experience.

Using Psychology to
Design Better
Products & Services
Process and
Guidelines for
Ensuring a Quality
User Experience
Community-Led
Practices to Build
the Worlds We Need
Digital Adaptation

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Writing Is Designing
Smashing Book #3

A book about design
systems

These eBooks are
the long-awaited
digital version of
our bestselling
printed book about
best practices in
modern Web
design. They

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share valuable
practical insight
into design,
usability and
coding, provide
professional
advice for
designing mobile
applications and
building successful
e-commerce
websites, and

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explain common
coding mistakes
and how to avoid
them. You'll
explore the
principles of
professional
design thinking
and graphic design
and learn how to
apply psychology
and game theory

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to create engaging user experiences. Even the most thought-out and best-planned user experience can get lost when attention to certain details falls short. To raise awareness for those little things that add up to an

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ideal user
experience, we
have put together
"Designing Better
UX". The practical
approaches for
designing better
UX cover mobile
apps, adaptive
systems, and multi-
screen
experiences. The

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eBook is packed with in-depth tips and tricks shared by experts from the industry. They consider the importance of straightforward yet personal microcopy, explore the strengths and weaknesses of

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infinite scrolling,
and take a look at
how well-crafted
feedback loops
can influence a
user's behavior.
Once we decide to
create a well-
balanced
experience, all of
the covered
aspects in this

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eBook have to be thoroughly considered, i.e. when is the user experience fostered and when is it curbed? If you've been looking for a valuable resource for your daily UX routine, you can

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now stop
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Creating An
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To Enhance UX
User Experience
(UX) can be
strongly influenced
by behavioral
factors such as
emotions, beliefs,
preferences and
even cultural
backgrounds.
Being aware of
this, Web

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designers keep
developing
strategies to
improve the overall
UX with the help of
storytelling, tools
for problem
solving,
relationship
engineering and
customer service
improvement. This

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Smashing eBook
User Experience
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Better User
Experience With
Storytelling Part 2 -
Relationship
Engineering Part 1
- Relationship
Engineering Part 2
- Taking A
Customer From
Like To Love: The
UX Of Long Term
Relationships -

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Idiots, Drama
Queens And
Scammers:
Improving
Customer Service
with UX

By putting people
at the centre of
interactive design,
user experience
(UX) techniques
are now right at

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the heart of digital media design and development. As a designer, you need to create work that will impact positively on everyone who is exposed to it. Whether it's passive and immutable or

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interactive and dynamic, the success of your design will depend largely on how well the user experience is constructed. User Experience Design shows how researching and understanding

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expectations and motivations can help you develop effective, targeted designs. The authors explore the use of scenarios, personas and prototyping in idea development, and

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will help you get the most out of the latest tools and techniques to produce interactive designs that users will love. With practical projects to get you started, and stunning examples from some of today's

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most innovative studios, this is an essential introduction to modern UXD.

Designing Mobile Interfaces

UX for Lean

Startups

Design Justice

The Smashing

Book #1

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Killer UX Design
Articulating Design
Decisions

Think Like a UX
Researcher

Great user
experiences (UX)
are essential for
products today, but
designing one can be
a lengthy and
expensive process.

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With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll

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truly love, and
reduce the time it
takes to get your
product to market.
No prior experience
in UX or design is
necessary to get
started. If you're an
entrepreneur or an
innovator, this book
puts you right to
work with proven

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tips and tools for
researching,
identifying, and
designing an
intuitive, easy-to-use
product. Determine
whether people will
buy your product
before you build it
Listen to your
customers
throughout the

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product's lifecycle
Understand why you
should design a test
before you design a
product Get nine
tools that are critical
to designing your
product Discern the
difference between
necessary features
and nice-to-haves
Learn how a

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Minimum Viable

Product affects your

UX decisions Use

A/B testing in

conjunction with

good UX practices

Speed up your

product development

process without

sacrificing quality

User research is an

effective strategy to

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gain a deeper
understanding of
your target audience
— a crucial step in
order to choose
efficient design
solutions and build
smart products. But
what has to be
considered when
conducting user
research? What

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methods have proven
themselves in
practice? And how
do you finally
integrate your
findings into the
design process? With
this eBook, you will
learn to take the
guesswork out of
your design decisions
and base them on

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real-life experiences
and user needs
instead. To get you
started, we'll
consider various
research methods
and techniques, but
we will also tackle
the more practical
aspects (and
difficulties) which
face-to-face research

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Learning to identify potential research partners and finding the right questions to ask during an interview thus is part of this eBook — as well as presenting your findings and using them to iterate on your products'

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designs. If you feel that you and your team make a lot of decisions based on assumptions, then this eBook is your jump start into a more user-centered design process. Find the techniques that fit into your workflow and start to

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discover the actual
problems — and
unmet needs — of
potential users
firsthand. TABLE
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Closer Look At
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Facing Your Fears:
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Considerations
When Conducting

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User Research In
Other Countries: A
Brazilian Case Study
- How To Run User
Tests At A
Conference

UX design isn't a
new field. But
sometimes new
approaches lead to
new perspectives. In
this book, you'll

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learn how lean UX has made the whole discipline more approachable and attractive to startups, and you'll see that UX issues aren't just a quick fix, but should also address big-picture issues. Sometimes, the solution to a problem

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is just to fix a broken UX. At other times, you need to constantly fine-tune in order to keep up with changing demands. You'll also explore wireframing techniques, research planning and design bias. TABLE OF CONTENTS -

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And Start Tuning
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User experience

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design is the discipline of creating a useful and usable Web site or application that's easily navigated and meets the needs of the site owner and its users. There's a lot more to successful UX design than knowing the latest

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Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of this important book comes in. With new information on design principles, mobile and gestural

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interactions, content
strategy, remote
research tools and
more, you'll learn to:
Recognize the
various roles in UX
design, identify
stakeholders, and
enlist their support
Obtain consensus
from your team on
project objectives

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Understand

approaches such as
Waterfall, Agile, and
Lean UX Define the

scope of your

project and avoid

mission creep

Conduct user

research in person or

remotely, and

document your

findings Understand

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and communicate
user behavior with
personas Design and
prototype your
application or site
Plan for
development,
product rollout, and
ongoing quality
assurance
Basics Interactive
Design: User

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Experience Design
The Smashing Book
A Field Guide To
User Research
Redesign the Web
Communicate with
Stakeholders, Keep
Your Sanity, and
Deliver the Best
User Experience
User Experience
Design

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Words and the User
Experience

*We make
inaccessible and
unusable websites
and apps all the
time, but it's not for
lack of skill or talent.
It's just a case of
doing things the
wrong way. We try
to build the best*

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experiences we can, but we only make them for ourselves and for people like us. This book looks at common interface patterns from the perspective of an inclusive designer- someone trained in building experiences that cater to the huge diversity of

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*abilities,
preferences and
circumstances out
there. There's no
such thing as an
'average' user, but
there is such a thing
as an average
developer. This
book will take you
from average to
expert in the area
that matters the*

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most: making things more readable and more usable to more people.

The A-to-Z guide to spotting and fixing usability problems

Frustrated by pop-ups? Forms that make you start over if you miss a field?

Nonsensical error messages? You're

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not alone! This book helps you simply get it right the first time (or fix what's broken). Boasting a full-color interior packed with design and layout examples, this book teaches you how to understand a user's needs, divulges techniques for

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exceeding a user's expectations, and provides a host of hard won advice for improving the overall quality of a user's experience.

World-renowned UX guru Eric Reiss shares his knowledge from decades of experience making

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products useable for everyone...all in an engaging, easy-to-apply manner.

Reveals proven tools that simply make products better, from the users' perspective

Provides simple guidelines and checklists to help you evaluate and

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*improve your own
products Zeroes in
on essential
elements to
consider when
planning a product,
such as its
functionality and
responsiveness,
whether or not it is
ergonomic, making
it foolproof, and
more Addresses*

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considerations for product clarity, including its visibility, understandability, logicalness, consistency, and predictability Usable Usability walks you through numerous techniques that will help ensure happy customers and

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successful products!

*An exploration of
how design might
be led by
marginalized
communities,
dismantle structural
inequality, and
advance collective
liberation and
ecological survival.
What is the
relationship*

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between design, power, and social justice? “Design justice” is an approach to design that is led by marginalized communities and that aims explicitly to challenge, rather than reproduce, structural inequalities. It has

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emerged from a growing community of designers in various fields who work closely with social movements and community-based organizations around the world. This book explores the theory and practice of design justice,

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demonstrates how universalist design principles and practices erase certain groups of people—specifically, those who are intersectionally disadvantaged or multiply burdened under the matrix of domination (white supremacist

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heteropatriarchy, ableism, capitalism, and settler colonialism)—and invites readers to “build a better world, a world where many worlds fit; linked worlds of collective liberation and ecological sustainability.”

Along the way, the

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book documents a multitude of real-world community-led design practices, each grounded in a particular social movement. Design Justice goes beyond recent calls for design for good, user-centered design, and employment

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*diversity in the
technology and
design professions;
it connects design to
larger struggles for
collective liberation
and ecological
survival.*

*This book is a
practical resource
on how to help
senior management
understand the Web*

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*and adapt the
business, culture,
teams and
workflows
accordingly. No fluff,
no theory--just
techniques and
strategies that
worked in practice,
and showed results.*

--

*Solving Product
Design Exercises*

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*How to Observe
Users, Influence
Design, and Shape
Business Strategy
Designing Better UX
A Projects-based
Guide for UI/UX
Designers
Why We Love (or
Hate) Everyday
Things
Smashing UX
Design*

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*UX Fundamentals
for Non-UX
Professionals*

An
understanding of
psychology—spec
ifically the
psychology
behind how
users behave
and interact with
digital

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interfaces—is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather

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than working
within the
"blueprint" of
how humans
perceive and
process the
world around
them. This
practical guide
explains how you
can apply key
principles in

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psychology to
build products
and experiences
that are more
intuitive and
human-centered.
Author Jon
Yablonski
deconstructs
familiar apps and
experiences to
provide clear

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examples of how
UX designers
can build
experiences that
adapt to how
users perceive
and process
digital interfaces.
You ' ll learn:
How
aesthetically
pleasing design

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creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including

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Fitts ' s law,
Jakob ' s law, and
Hick ' s law

Ethical

implications of
using psychology
in design A

framework for
applying these
principles

This guide to
professional Web

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design was
carefully
selected,
prepared and
edited to bring
you the most
useful Web
design advice
from Smashing
Magazine ' s
articles. Know
where you stand,

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put your
situation in
perspective, and
get the advice
you've been
looking for.

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Client Dense Or
Are You Failing
Him? - How To
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Guide To
Professional
Networking -
Group Interview:
Expert Advice
For Students and
Young Web
Designers
Unlike its
predecessors,
the new
Smashing Books

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3 and 3 and a half have the main theme: Redesign. The books are a professional guide on how to redesign websites, but they also introduce a whole new

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mindset for
progressive Web
design. They
challenge you to
think differently
about your work
and will change
the way you
design websites
forever. A
detailed look at
the business and

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technical side of
redesign is
followed by a
comprehensive
overview of
advanced
HTML5, CSS3
and JavaScript
techniques that
you can use
today. You will
get useful advice

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techniques, learn
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peculiarities of
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Web design and
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the new Web.
You will explore
a practical hands

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on guide to a
bulletproof
workflow for
responsive Web
design. Finally,
you will also dive
deep into
emotional design,
content strategy
and storytelling.

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Approach -
Becoming
Fabulously
Flexible:
Designing Atoms
and Elements
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written by Elliot
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Andrew, Ben
Schwarz, David

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you all the great
advice of the
first
edition—freshly
updated—plus a
new chapter on
critical soft
skills, much
more on

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Second Edition,
offers you an
insider's advice
on learning,
personal

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branding,
networking
skills, building
your resume and
portfolio, and
actually landing
that UX job you
want, as well as
an in-depth look
at what it takes
to get into and
succeed in a UX

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book. The book
also includes:
Insights and
personal stories
from a range of
industry-leading
UX professionals
to show you how
they broke into
the industry and
evolved their

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own careers

over time

Activities and
worksheets to
help you make
good decisions
and build your
career Along
with the book,
you can explore
its companion
website with

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more resources
and information
to help you stay
on top of this
fast-changing
field. Not only
for job seekers,
The UX Careers
Handbook,
Second Edition,
is a must-have
for Employers

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and recruiters
who want to
better
understand how
to hire and keep
UX staff
Undergraduate
and graduate
students thinking
about their
future careers
Professionals in

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other careers
who are thinking
about starting to
do UX work Cory
Lebson has been
a UX consultant
and user
researcher for
over two
decades. He is
Principal and
Owner of a small

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UX research
consultancy, a
builder of UX
community, and
a past president
of the User
Experience
Professionals
Association
(UXPA). Not
only a
practitioner of

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UX, Cory
teaches and
mentors to help
professionals
grow their UX
skills and
conducts regular
talks and
workshops on
topics related to
both UX skills
and career

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development.
Usable Usability
The Smashing
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Design
For user
experience
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field or in the
making

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Learn how to Do
Great UX Work
with Tiny
Budgets, No
Time, and
Limited Support
Volume 1
***The UX Book:
Process and
Guidelines for***

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*Ensuring a
Quality User
Experience aims
to help readers
learn how to
create and
refine
interaction
designs that
ensure a quality
user experience
(UX). The book
seeks to expand
the concept of*

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traditional usability to a broader notion of user experience; to provide a hands-on, practical guide to best practices and established principles in a UX lifecycle; and to describe a pragmatic

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*process for
managing the
overall
development
effort. The book
provides an
iterative and ev
aluation-
centered UX
lifecycle
template, called
the Wheel, for
interaction
design. Key*

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*concepts
discussed
include
contextual
inquiry and
analysis;
extracting
interaction
design
requirements;
constructing
design-informing
models; design
production; UX*

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*goals, metrics,
and targets;
prototyping; UX
evaluation; the
interaction
cycle and the
user action
framework; and
UX design
guidelines. This
book will be
useful to anyone
interested in
learning more*

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*about creating
interaction
designs to
ensure a quality
user experience.
These include
interaction
designers,
graphic
designers,
usability
analysts,
software
engineers,*

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*programmers,
systems
analysts,
software quality-
assurance
specialists,
human factors
engineers,
cognitive
psychologists,
cosmic psychics,
trainers,
technical
writers,*

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*documentation
specialists,
marketing
personnel, and
project
managers. A very
broad approach
to user
experience
through its comp
onents—usability
, usefulness,
and emotional
impact with*

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*special
attention to
lightweight
methods such as
rapid UX
evaluation
techniques and
an agile UX
development
process
Universal
applicability of
processes,
principles, and*

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*guidelines—not
just for GUIs
and the Web, but
for all kinds of
interaction and
devices:
embodied
interaction,
mobile devices,
ATMs,
refrigerators,
and elevator
controls, and
even highway*

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signage

*Extensive design
guidelines
applied in the
context of the
various kinds of
affordances
necessary to
support all
aspects of
interaction Real-
world stories
and
contributions*

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from

*accomplished UX
practitioners A
practical guide
to best
practices and
established
principles in UX
A lifecycle
template that
can be
instantiated and
tailored to a
given project,*

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*for a given type
of system
development, on
a given budget
Presents a
collection of
design ideas and
more than seven
hundred examples
from websites to
help create an
effective Web
site.*

Why attractive

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*things work
better and other
crucial insights
into human-
centered design
Emotions are
inseparable from
how we humans
think, choose,
and act. In
Emotional
Design,
cognitive
scientist Don*

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Norman shows how the principles of human psychology apply to the invention and design of new technologies and products. In The Design of Everyday Things, Norman made the definitive case for human-centered design,

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*showing that
good design
demanded that
the user's must
take precedence
over a
designer's
aesthetic if
anything, from
light switches
to airplanes,
was going to
work as the user
needed. In this*

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*book, he takes
his thinking
several steps
farther, showing
that successful
design must
incorporate not
just what users
need, but must
address our
minds by
attending to our
visceral
reactions, to*

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our behavioral choices, and to the stories we want the things in our lives to tell others about ourselves. Good human-centered design isn't just about making effective tools that are straightforward to use; it's

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*about making
affective tools
that mesh well
with our
emotions and
help us express
our identities
and support our
social lives.
From roller
coasters to
robots, sports
cars to smart
phones,*

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*attractive
things work
better. Whether
designer or
consumer, user
or inventor,
this book is the
definitive guide
to making
Norman's
insights work
for you.
Demystify UX and
its rules,*

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*contradictions,
and dilemmas.*

*This book
provides real-
world examples
of user
experience
concepts that
empower teams to
create
compelling
products and
services, manage
social media,*

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*interview UX
candidates, and
oversee product
teams. From
product
decisions to
performance
reviews, your
ability to
participate in
discussions
about UX has
become vital to
your company's*

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*success as well
as your own.*

*However, UX
concepts can
seem complex.*

*Many UX books
are written by
and for UX
professionals.*

*UX Fundamentals
for Non-UX*

*Professionals
serves the needs
of project*

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*managers,
graphic
designers,
copyeditors,
marketers, and
others who wish
to understand UX
design and
research. You
will discover
how UX has
influenced
history and
continues to*

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*affect our daily
lives.*

*Entertaining
real-world
examples*

*demonstrate what
a massive, WWII-
era tank teaches
us about design,
what a blue
flower tells us
about audiences,
and what drunk
marathoners show*

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us about

software. What

You'll Learn:

Know the

fundamentals of

UX through real-

world examples

Acquire the

skills to

participate

intelligently in

discussions

about UX design

and research

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*Understand how
UX impacts
business,
including
product,
pricing,
placement, and
promotion as
well as
security, speed,
and privacy.
A Project Guide
to UX Design
Foundations for*

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*Designing Online
User Experiences
Creating
Meaningful
Websites*

*Faster, Smarter
User Experience
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Design*

*The UX Careers
Handbook*

*A Common Sense
Approach to Web*

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and Mobile
Application
Design

Once You Catch
The User
Experience Bug,
the world
changes. Doors
open the wrong
way, websites
don't work, and
companies don't
seem to care.

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And while anyone can learn the UX remedies---usability testing, personas, prototyping and so on---unless your organization "gets it," putting them into practice

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is trickier.

Undercover User Experience is a pragmatic guide from the front lines, giving frank advice on making UX work in real companies with real problems. Readers will learn how to

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fit research,
idea
generation,
prototyping and
testing into
their daily
workflow, and
how to design
good user
experiences
under the all-
too-common
constraints of

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time, budget
and culture. "A
wonderful,
practical, yet
subversive
book. Cennydd
and James teach
you the subtle
art of fighting
for---and then
designing
for---users in
a hostile world

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The Smashing
Book #1 (eBook)
is the digital
version of the
printed book

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about best practices in modern Web design. The Smashing Book #1 shares technical tips and best practices on coding, usability and optimization and explores

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how to create successful user interfaces and apply marketing principles to increase conversion rates. It also shows how to get the most out of typography, color and

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branding so
that you end up
with intuitive
and effective
Web designs.

And lastly, you
will also get a
peek behind the
curtains of

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Into A
Remarkable
Brand -
Learning From
Experts:
Interviews And
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The book is
written by
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(SixRevisions)
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of thousands of

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mobile
applications
available
today, your app
has to capture
users
immediately.

This book
provides
practical
techniques to
help you
catch—and

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keep—their
attention.

You'll learn
core principles
for designing
effective user
interfaces,
along with a
set of common
patterns for
interaction
design on all
types of mobile

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devices. Mobile
design
specialists
Steven Hooper
and Eric
Berkman have
collected and
researched 76
best practices
for everything
from composing
pages and
displaying

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information to
the use of
screens,
lights, and
sensors. Each
pattern
includes a
discussion of
the design
problem and
solution, along
with
variations,

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interaction and
presentation
details, and
antipatterns.

Compose pages
so that

information is
easy to locate
and manipulate

Provide labels
and visual cues
appropriate for
your app's

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users Use
information
control widgets
to help users
quickly access
details Take
advantage of
gestures and
other sensors
Apply
specialized
methods to
prevent errors

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and the loss of
user-entered
data Enable
users to easily
make
selections,
enter text, and
manipulate
controls Use
screens,
lights,
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sounds to

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communicate
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—Dan Saffer,
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Without words,
apps would be an
unusable jumble
of shapes and
icons, while
voice interfaces
and chatbots
wouldn't even
exist. Words
make software
human-centered,
and require just

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as much thought
as the branding
and code. This
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your users
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You'll see that
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