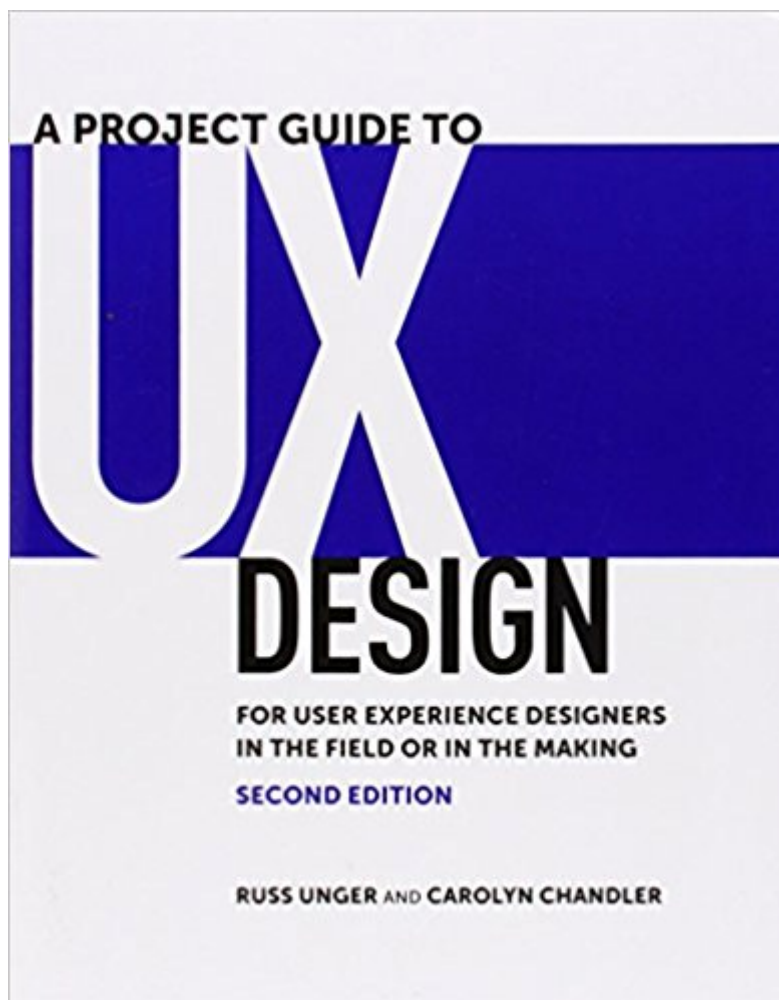




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A Project Guide To UX Design: For User Experience Designers In The Field Or In The Making (2nd Edition) (Voices That Matter)



Synopsis

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

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Customer Reviews

Russ Unger is a user experience design and research professional in the Chicago area. He has worked with top-tier digital agencies, Fortune 500 companies, and startups. He has presented and led workshops at events like South by Southwest, Web 2.0, and UX Week, and is an occasional contributor to various online UX magazines. In addition, he is on the Advisory Board for the

Department of Web Design and Development at Harrington College of Design. Carolyn Chandler is the experience design director for Manifest Digital, an interactive consultancy based in Chicago. She has taught design courses for DePaul University, and developed an interaction design course for the WaSP InterACT curriculum. She speaks internationally, and has been leading UX teams for over 12 years.

I'm using this book for a graduate course on usability and boy, is it a pain to read. Although the text poses many valid points and is a decent guide for getting into UXD, it's a hard text to trudge through and quite repetitive. I think the text could be condensed by at least 25% if you eliminated the poor transitions and set-ups the author seems to favor poorly executing. Also, there really isn't anything that I could truly sink my teeth into. I wish it was more substantial and less vague at times. The content as a whole was very elementary--beyond common sense for the most part--and I was expecting something that would challenge me and make me think instead of carrying me around like a baby (that is a step beyond holding my hand). Nonetheless, if you can get past the pain of reading this, are capable of filling in the many blanks, and can do some more research on your own time, it's quite resourceful.

This book was well written and clearly written by top professionals in their field. Although anyone can benefit from the message in this book, it's really written to those who work in web design agencies. I really enjoyed the fact that they put a lot of emphasis into doing research before you go and put a website together. This is something sorely lacking by web professionals. However, the book is a little tedious for about the first half of the book as they go on and on about documentation. I get that having crystal clear expectations with your customers is essential. However, I work on websites with internal customers and don't feel like half of this documentation/proposal stuff really applies to me, so it was hard to get through. After weeding out the parts that were less relevant, I really liked this book and will be implementing many of the research and methods described within.

Thus has been a great starter for helping me get cross-functional teams to understand how UX works and why it's important from software to product design. As a UXer you'll often need talking points on your ROI and this book gives you some ammo.

Overall, this is a good introductory UX design book. I agree with some of the other reviews that there is a great deal of content that is around selling and managing UX design projects. My major pet

peeve was that that graphics in the book are terrible. Screen shot and graphics are often useless because the font size is so small, the picture is unreadable.

If you have been a consistent UX practitioner for 3 or more years there will be little new material here. If you are a recent inductee to UX this book will give you a solid footing.

so far it's getting the job done and as long that my son is happy and doing well in school I'm happy and that is good so far this book is awesome thank you.

It's usful and practical. Full of detials and latest UX strategies.

Great read. Helpful to our small dev/design agency.

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