



## The Practitioners Guide to User Experience Design

By General Assembly

Grand Central Publishing. Hardcover. Book Condition: New. Hardcover. 192 pages. Dimensions: 0.0in. x 0.0in. x 0.0in. A guide to some of the most common issues encountered by UX designers -- and how to solve them. From the team at General Assembly, the premiere educational institution for entrepreneurs seeking to expand their digital skillset, comes a guide to UX design. This primer will focus on UX (User Experience) design elements, and will target how systems work, developing prototypes, finding inspiration from various sources, and knowing when to innovate. It is meant to be a road-map for anyone who is involved in this aspect of UX design. We have all had experiences where we go to a commercial website to find a product and, unfortunately, within a few minutes we get lost on that site or get frustrated in the maze of links. That's what UX -- User Experience - is all about. Today's web designers need to know what's the best, fastest, and most creative ways to make access easier and better. Using case studies, this book provides a real pathway to make this happen. This book is meant to be the ultimate road-map for anyone who is involved in making the...



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