

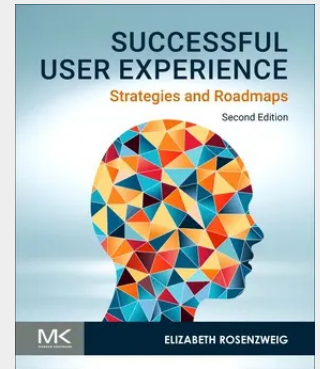
Successful User Experience

Strategies and Roadmaps

Successful User Experience: Strategy and Roadmaps, Second Edition provides 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 35 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. This book demonstrates how to translate high-level planning into concrete, actionable steps. It explains the connection between Design Thinking and creating a great user experience, and guides the reader in setting effective UX goals for their product or project. You'll learn how to choose the right tools and methodologies at each stage of the product lifecycle. Starting with UX acceptance as a foundation, the book builds on this with practical steps and real-world case studies, helping you develop a comprehensive strategy-from the big picture of product design, development, and commercialization, to leveraging UX for stronger, more successful products.

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