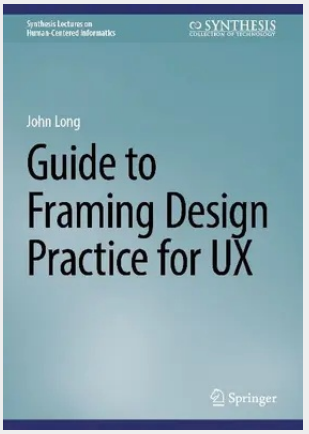
Long

Guide to Framing Design Practice for UX



42,79 €
39,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

The scope of the book is UX. It presents a comprehensive guide for readers to better engage with the framing of UX design practice. The guide characterises UX as a movement, whose members are developing shared ideas to specify and to implement HCI (Human-Computer Interaction) as UX. The book is based on the analysis of the conduct and reporting of framing UX design practice, contributed by experienced UX practitioners. It surveys the various means by which UX practitioners conduct and report their design practices. These include trial and error; implement, test, and specify; and implement, evaluate, and iterate. These practices apply UX frameworks, UX approaches, and UX methods and are typically reported in the form of UX case studies. The book differs from top-down, formal, and framework-driven approaches. In contrast, it takes a bottom-up, informal, and practice-driven approach. In a dynamic field such as UX, there is seldom time to stop and think about the wider issues associated with design practice and its related trends. But this book creates that opportunity for UX practitioners to locate and reflect on their design practice—what they are doing and why they are doing it. The guide creates a space in which UX practitioners are informed of current trends that they can incorporate into their own workflows. Readers benefiting from this book include those working in customer experience design, experience-centred design, and human experience design. It will also be of interest to undergraduate and graduate students trying to make sense of the different ways of conducting and reporting HCI as UX. Further, it provides grounding for young researchers making their way in the fast developing world of UX.

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