

## The UX Book: Designing a Quality User Experience (Paperback - 2018)



### Seller Info

Name: anzul azhar  
Email: anzulazhar1234@gmail.com  
First Name: anzul  
Last Name: azhar  
Country: India  
ZIP code: 683108  
Address: 1st convent road, kavungada  
thoppil house  
Phone:

### Listing details

Reference Number: RF158895

### Common

Title: The UX Book: Designing a Quality User Experience  
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Description: The discipline of user experience (UX) design has matured into a confident practice and this edition reflects, and in some areas accelerates, that evolution. Technically this is the second edition of The UX Book, but so much of it is new, it is more like a sequel. One of the major positive trends in UX is the continued emphasis on design—a kind of design that highlights the designer’s creative skills and insights and embodies a synthesis of technology with usability, usefulness, aesthetics, and meaningfulness to the user. In this edition a new conceptual top-down design framework is introduced to help readers with this evolution. This entire edition is oriented toward an agile UX lifecycle process, explained in the funnel model of agile UX, as a better match to the now de facto standard agile approach to software engineering.

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