UX For Dummies

By Kevin P. Nichols, Donald Chesnut

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Get up to speed quickly on the latest in user experience strategy and design

UX For Dummies is a hands-on guide to developing and implementing user experience strategy. Written by globally-recognized UX consultants, this essential resource provides expert insight and guidance on using the tools and techniques that create a great user experience, along with practical advice on implementing a UX strategy that aligns with your organisation's business goals and philosophy. You'll learn how to integrate web design, user research, business planning and data analysis to focus your company's web presence on the needs of your customers, gaining the skills you need to be effective in the field of user experience design.

Whether it's the interface, graphics, industrial design, physical interaction or a user manual, being anything less than on point can negatively affect customer satisfaction and retention. User experience design fully encompasses traditional human-computer interaction design, and extends it to address all aspects of a product or service as perceived by users. *UX For Dummies* provides comprehensive guidance to professionals looking to understand and apply effective UX strategies.

- Defines UX and offers assistance with determining users and modelling the user experience
- Provides details on creating a content strategy and building information architectures
- Explores visual design and designing for specific channels
- Delves into UX testing and methods for keeping your site relevant

The UX field is growing rapidly as companies realise that meeting your business goals requires a web presence aligned with customer needs. This alignment demands smart strategy and even smarter design. Consultants, designers and practitioners must all be on board if the result is to be cohesive and effective. *UX For Dummies* provides the information and expert advice you need to get up to speed quickly.

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UX For Dummies By Kevin P. Nichols, Donald Chesnut Bibliography

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Editorial Review

From the Back Cover

Learn to:

- Effectively apply UX strategies
- Determine your users to create a meaningful experience
- Build information architecture and content strategy
- Embrace testing and metrics to keep your experience relevant

Apply UX strategies that align with business goals

If you want to learn the tools and techniques necessary for effective user experience (UX) design, this hands-on guide has you covered. Written by a team of experts from one of the world's leading UX consultancies, *UX For Dummies* defines what UX is, why you should focus on it, and how you can embrace best practices. What are you waiting for?

- The A-Z of UX — get the lowdown on UX basics, from understanding how a typical UX project works to how it benefits your business—and everything in between
- Tame the beast — survey your competitors, develop content strategy, build the information architecture, and design for specific channels
- Dive into visual design — develop mood boards; understand typography, color, and photography; build design comps; and create style guides
- Put it into action — find out how testing can save your UX, measure your UX and keep it relevant, bring in the experts, and more
- "X" points on UX — discover 10 reasons the user is your most important consideration, 10 UX principles that never change, and 10 ways to ensure your UX is best in class

Open the book and find:

- The benefits of good UX design
- The building blocks of the UX design process
- Info on user experience versus usability
- Tips on designing a user journey
- Ways to determine appropriate content for your users
- Guidance on creating a sitemap
- Common testing myths in UX
- The scoop on capturing and reporting metrics
- Where to find UX help
- Determining who your users are
- Keeping your UX relevant

About the Author

Donald Chesnut is Chief Experience Officer and global lead for Experience Design at SapientNitro, one of the world's leading agencies in User Experience Design. **Kevin Nichols** is Director and Global Practice Lead

for Content Strategy at SapientNitro.

Users Review

From reader reviews:

Aaron Ryan:

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