

Download Lean UX free Jeff Gothelf & Josh Seiden (PDF, ePub, Mobi)



UX design has traditionally been deliverables-based. Wireframes, site maps, flow diagrams, content inventories, taxonomies, mockups helped define the practice in its infancy.

Over time, however, this deliverables-heavy process has put UX designers in the deliverables business. Many are now measured and compensated for the depth and breadth of their deliverables instead of the quality and success of the experiences they design. Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being designed and developed.

So what's to be done? This practical book provides a roadmap and set of practices and principles that will help you keep your focus on the the experience back, rather than the deliverables.

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título	:	Lean UX
Autor	:	Jeff Gothelf & Josh Seiden
Category	:	Computers
Published	:	Sep 12, 2016
Publisher	:	O'Reilly Media
Seller	:	O Reilly Media, Inc.
Print Length	:	208 Pages
Size	:	99.03MB

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