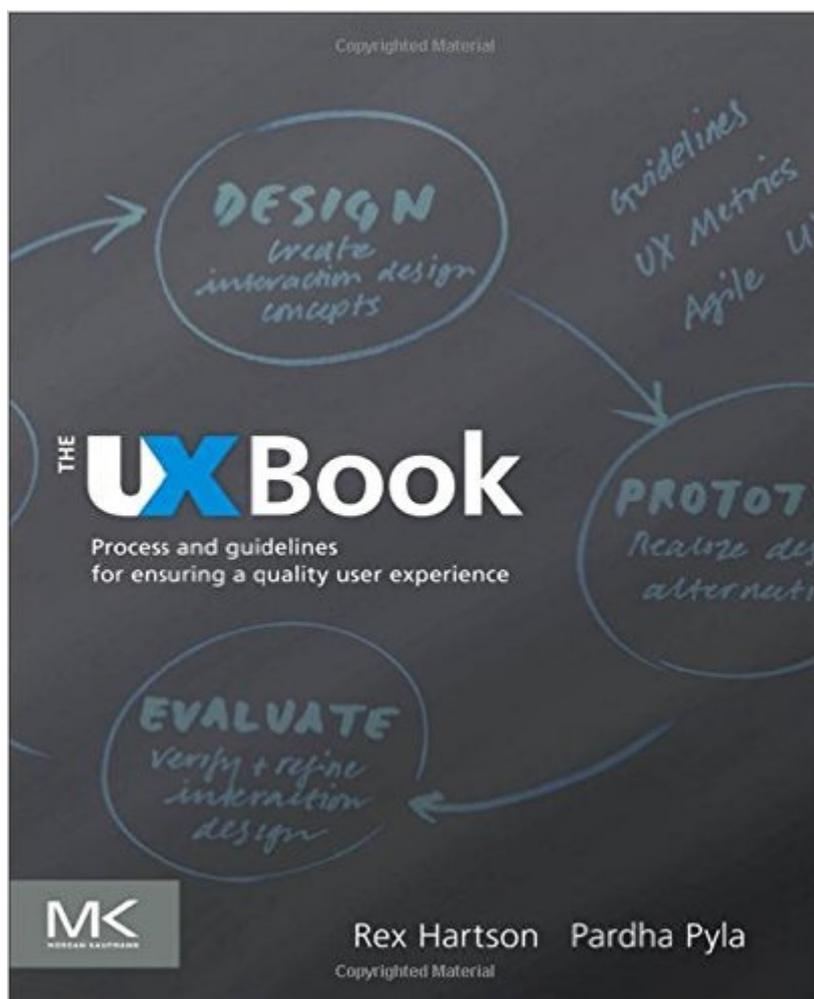


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# The UX Book: Process And Guidelines For Ensuring A Quality User Experience



## Synopsis

The UX Book: Process and Guidelines for Ensuring a Quality User Experience aims to help readers learn how to create and refine interaction designs that ensure a quality user experience (UX). The book seeks to expand the concept of traditional usability to a broader notion of user experience; to provide a hands-on, practical guide to best practices and established principles in a UX lifecycle; and to describe a pragmatic process for managing the overall development effort. The book provides an iterative and evaluation-centered UX lifecycle template, called the Wheel, for interaction design. Key concepts discussed include contextual inquiry and analysis; extracting interaction design requirements; constructing design-informing models; design production; UX goals, metrics, and targets; prototyping; UX evaluation; the interaction cycle and the user action framework; and UX design guidelines. This book will be useful to anyone interested in learning more about creating interaction designs to ensure a quality user experience. These include interaction designers, graphic designers, usability analysts, software engineers, programmers, systems analysts, software quality-assurance specialists, human factors engineers, cognitive psychologists, cosmic psychics, trainers, technical writers, documentation specialists, marketing personnel, and project managers. A very broad approach to user experience through its components • usability, usefulness, and emotional impact with special attention to lightweight methods such as rapid UX evaluation techniques and an agile UX development process Universal applicability of processes, principles, and guidelines • not just for GUIs and the Web, but for all kinds of interaction and devices: embodied interaction, mobile devices, ATMs, refrigerators, and elevator controls, and even highway signage Extensive design guidelines applied in the context of the various kinds of affordances necessary to support all aspects of interaction Real-world stories and contributions from accomplished UX practitioners A practical guide to best practices and established principles in UX A lifecycle template that can be instantiated and tailored to a given project, for a given type of system development, on a given budget

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## Customer Reviews

I picked this up with a lot of excitement; I teach and mentor in the field and have long been looking for something that could become the seminal textbook as opposed to the assortment of books I currently need to assign or recommend to really cover the bases. At first glance this book looks wonderful--it is obviously written by authors with deep expertise, I love that it is geared to active learning with the inclusion of exercises, it is thoughtfully organized. As I scanned through the table of contents an alarm bell went off in my mind, however--how could a book purporting to be a comprehensive guide to designing effective user experiences (which primarily still means designing effective user interfaces) fail to include information architecture? This strikes me as a really egregious oversight. Some books on the topic don't use the term "information architecture" but they still delve deeply into organization, navigation, content strategy, and other critical elements that information architecture encompasses. I'm always disappointed when the term "information architecture" isn't used, as I consider it the best and most widely understood term for capturing this unique set of components--but a rose by any other name still smells as sweet, so I can cope without the term as long as the concepts are there. I don't think that is really the case with this text, however. There is a (thin) chapter on mental models that imperfectly and partially covers this territory--and that is about it. In reality, this book is an extensive usability evaluation techniques book (and from that aspect it appears to be a very good one) that also includes information on user research techniques and a chapter on prototyping.

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