



Institutionalization of UX: A Step-By-Step Guide to a User Experience Practice

By Eric Schaffer

Addison-Wesley Professional. Paperback. Condition: New. 368 pages. Dimensions: 9.0in. x 6.9in. x 1.1in. This book is a great how-to manual for people who want to bring the benefits of improved user experience to their companies. Its thorough yet still accessible for the smart businessperson. I've been working with user-centered design for over twenty years, and I found myself circling tips and tricks. Harley Manning, vice president and research director, customer experience, Forrester Research Some argue that the big advances in our impact on user experience will come from better methods or new technologies. Some argue that they will come from earlier involvement in the design and development process. The biggest impact, however, will come as more and more companies realize the benefits of user-centered design and build cultures that embrace it. Eric offers a practical roadmap to get there. Arnie Lund, connected experience labs technology leader and humansystems interaction lab manager, GE Global Research User experience issues are a key challenge for development of increasingly complex products and services. This book provides much-needed insights to help managers achieve their key objectives and to develop more successful solutions. Aaron Marcus, president, Aaron Marcus and Associates, Inc. This handy book should be required...



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