



## Killer UX Design

By Jodie Moule

Paperback. Condition: New. 300 pages. HIGHLIGHTS Following the same blueprint as the hugely successful *The Principles of Beautiful Web Design*, this book covers user experience (UX) design in practical, fun and non-academic way. Outlines how understanding customer behavior can help organizations create better user experiences and websites. Guides readers through conceptualizing and designing an app. Bonus Interactive online content: Interactive demos of UX techniques, Video interviews and more. Written by respected and well-known UX consultant Jodie Moule (principal of Symplicit). DESCRIPTION Today, technology is used to shift, sway and change attitudes and behavior. This creates amazing opportunities and challenges for designers. If we want to create products, services, websites or apps that have the power to educate people so they may live better lives, or help to reduce the time people take to do certain tasks, we first need an understanding of how these people think and work - what makes them tick. The premise of this book is the need to understand how people behave; their habits, motivators and drivers, as a critical way to better understand what a great customer experience for your audience looks like, facilitating better design decisions. The book leads readers from understanding this behavior, to extracting customer insights that can...

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