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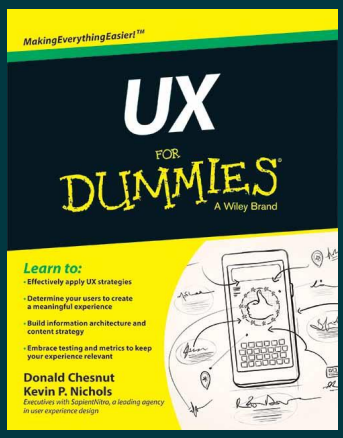

UX for Dummies

By Donald Chesnut, Kevin P. Nichols

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Description

UX (User Experience) is a rapidly growing field that marries web design, user research, business planning and data analysis to focus an organization’s web presence on the needs of their clients and customers. UX for Dummies is a hands-on guide that shows you how to use the tools and techniques of User Experience in order to put into practice an effective UX strategy that aligns with the organization’s business goals.

About the Author

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