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User Expectations / Experience The Great Balancing Act

By Mohan Krishnaraj

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Description

With an aim to unravel and demystify the science and art of User Experience (UX), The Great Balancing Act is a hands-on guide to imbibe a design-led approach in today's experience economy. It uncovers common pitfalls, debunks the usual misconceptions that surround the field of UX and provides transformational insights into the core philosophies that guide user centricity. The interactive structure of the book that weaves together physical and digital interactions provides for an engaging and experiential read. Drawing on the learnings and experiences gained over two decades in the industry, The Great Balancing Act will help you get your foot in the door and make your mark in today's design-driven world.

About the Author

Mohan Krishnaraj

An advocate of user-centric design with over two decades of experience in the industry, Mohan has a proven track record of enabling UX-led business transformations for several blue chip companies. He is currently the Vice President and Global Head of User Experience at HARMAN International. His team has been awarded the prestigious Red Dot Awards, named “Agency of The Year – Design and Technology”, ranked a leader in Experience Engineering by analysts

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