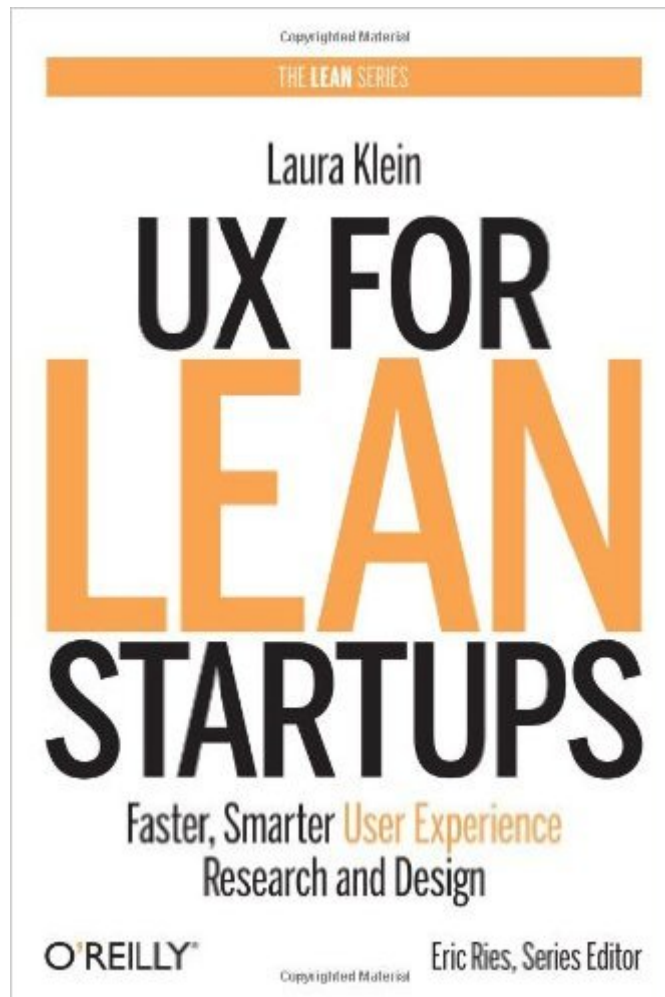


The book was found

UX For Lean Startups: Faster, Smarter User Experience Research And Design



Synopsis

Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, youâ™ll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something theyâ™ll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If youâ™re an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product. Determine whether people will buy your product before you build it. Listen to your customers throughout the productâ™s lifecycle. Understand why you should design a test before you design a product. Get nine tools that are critical to designing your product. Discern the difference between necessary features and nice-to-haves. Learn how a Minimum Viable Product affects your UX decisions. Use A/B testing in conjunction with good UX practices. Speed up your product development process without sacrificing quality.

Book Information

Hardcover: 240 pages

Publisher: O'Reilly Media; 1 edition (May 26, 2013)

Language: English

ISBN-10: 1449334911

ISBN-13: 978-1449334918

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

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Look for more titles in the series The Lean Series, curated by Eric Ries, is a collection of books written by the best people in the field, on topics that matter. The authors dive down into Lean Startup implementation-level details, providing readers with information they can immediately put to use.

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