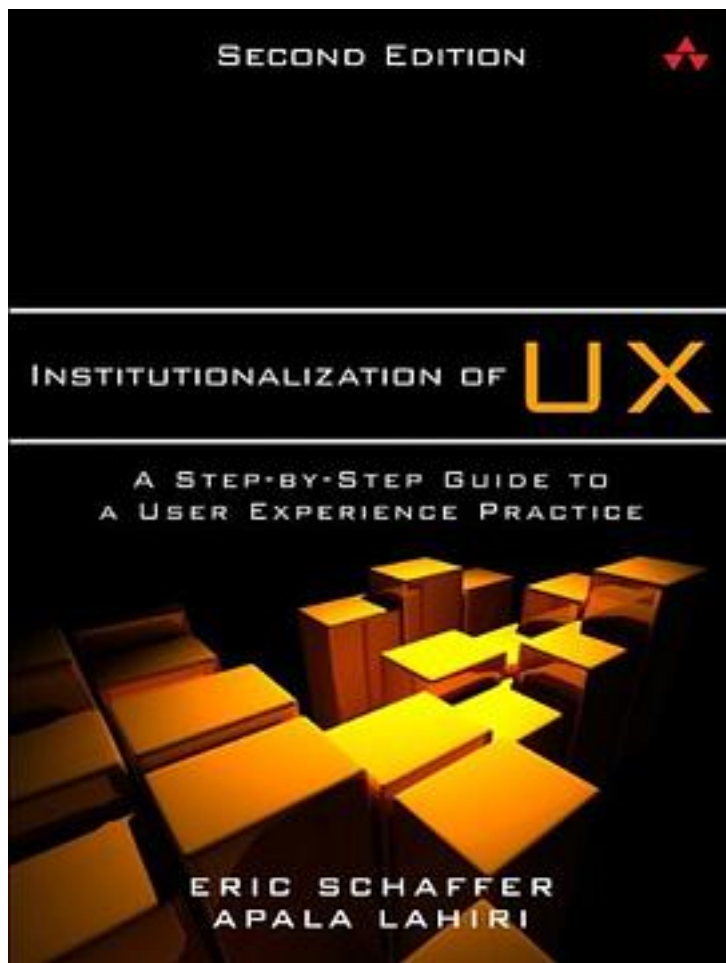


Institutionalization of UX



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著者:Schaffer, Eric; Lahiri, Apala;

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Institutionalization of Usability, Second Edition, shows how to systematically integrate usability into software processes and create a corporate culture that delivers information systems which are both practical and satisfying to use. HFI founder and

CEO Eric Schaffer draws on his firm's world-class experience promoting software usability within more than 100 Fortune(r) 500 companies, offering the world's most proven methodology for institutionalizing usability. Thoroughly updated for today's technologies, best practices, and business challenges, this new second edition offers up-to-the-minute guidance on issues including organizational change, milestones, toolsets, infrastructure, staffing, and more. Now expanded with a wider global focus, this new Second Edition reflects executives' and managers' growing awareness that usability is crucial -- and takes them the rest of the way, helping them execute on the opportunities it presents. It will be an indispensable resource for everyone concerned with usability in modern software products and services: leaders, developers, consultants, customers, and users.

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