User-Centered Design

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The start-to-finish guide to User-Centered Design! *Make technology products easy to obtain, learn, and use *New methods, tools, technologies, and real-world case studies *A complete lifecycle approach to UCD that delivers breakthrough efficiency *Evaluating your current products and aligning your entire organization to support UCD *Improving everything your customers see, hear, and touch *Applying UCD to software, hardware, Web sites, and services for both external and in-house use *Optimizing UCD today-and anticipating trends that will impact tomorrow's products It's this simple: User-Centered Design: An Integrated Approach will help you build products that customers will love-and buy!

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