

UX Best Practices: How to Achieve More Impact with User Exper



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Editorial Reviews

Product Description

Significantly increase your impact on product development with tested and validated User Experience (UX) techniques

About the Book

UX Best Practices, Processes, & Techniques is a compendium of proven UX strategies, based on the real experiences of a global set of UX gurus. Each chapter focuses on specific or collections of UX practices implemented in real-world scenarios within global companies such as SAP, Siemens (Germany), Lenovo, Ping An, Tencent, Changhong (China), Intuit (US), Swiss Federal Railways (Switzerland). This definitive guide is filled with tested, validated, authentic best practices, processes, and methods for successfully implementing and integrating UX in any development initiative.

UX Best Practices, Processes, & Techniques

Features more than 20 global contributors who present cutting-edge approaches

Focuses on a unique practice or set of practices in each chapter implemented in an actual organization

Includes real-world examples that demonstrate how moving UX up front in the development cycle can improve quality in measurable ways and positively impact the bottom line

Contains techniques you can easily apply to your own development initiatives

In-depth coverage:

Integrated & Established UX Process; Utilizing IBM's IPD Process; Becoming More User Experience Focused; UX Process with UI Widgets & Systematic Localization Capabilities; UX for Product Innovation for Medical Devices; Maintaining the Vision from Start to Finish—Front-End Solution Process; User Experience & Agile Development; Design Thinking; UX Targets & UX Priorities; UX Brief; UX Prototyping; UX Patterns; UX KPIs for Product Improvements; Setting Up & Sustaining User Experience's Impact

作者介绍:

Helmut Degen, Ph.D., is a senior consultant for requirements engineering for Siemens Corporate Research, Inc. He was previously a senior user experience manager for Vodafone Global Marketing in Duesseldorf, and for the Siemens User Interface Design center in Munich (both in Germany). Helmut is member of the Usability Professional Association and the Society of Computer Science in Germany (Gesellschaft fuer Informatik).

Xiaowei Yuan, Ph.D., was head of the Siemens' User Interface Design Center Beijing, China. In 2001, he founded Beijing ISAR User Interface Design Co. Ltd, the first company that provides user research, user interface design and usability evaluation services for enterprises in China. Xiaowei is the Commissioner of the Standardization Administration of the People's Republic of China and National Human Ergonomics Standardization Technical Committees. He also serves as an adjunct professor at Beijing University's Industrial Design Department.

目录:

标签

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评论

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书评

本以为德国人写的书会很好，结果发现被骗了。一帮所谓的砖家们拼凑而成10多篇文章，以德国人的名义，以西门子、google等公司的名义出书了。定价59元。++
这样的口水书甚多。尽是就是垃圾知识，浪费我的金钱、时间与感情。

是本经典的书，很多案例，但是不知道是最近燥热还是怎么了，觉得干涩，有些看不下去。本来带着很深的期望从南图借来看的，但是却没有看完。书中的例子和观点很好，

有时间一定要好好钻研一把。

《UX最佳实践：提高用户体验影响力的艺术》是一篇文章结集，由美国、欧洲和中国的多位作者合作完成。为了写这篇书评，特意看了下原著在 amazon.com 和中文版在 amazon.cn 上的评分情况，原著《UX Best Practices》在 amazon.com 上的评分是 2.7，中文版《UX最佳实践》在 ama...

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