The Elements of User Experience: User-Centered Design for the Web and Beyond (2nd Edition) (Voices That Matter)

By Jesse James Garrett

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From the moment it was published almost ten years ago, *Elements of User Experience* became a vital reference for web and interaction designers the world over, and has come to define the core principles of the practice. Now, in this updated, expanded, and full-color new edition, Jesse James Garrett has refined his thinking about the Web, going *beyond* the desktop to include information that also applies to the sudden proliferation of mobile devices and applications.

Successful interaction design requires more than just creating clean code and sharp graphics. You must also fulfill your strategic objectives while meeting the needs of your users. Even the best content and the most sophisticated technology won't help you balance those goals without a cohesive, consistent user experience to support it.

With so many issues involved—usability, brand identity, information architecture, interaction design— creating the user experience can be overwhelmingly complex. This new edition of *The Elements of User Experience* cuts through that complexity with clear explanations and vivid illustrations that focus on ideas rather than tools or techniques. Garrett gives readers the big picture of user experience development, from strategy and requirements to information architecture and visual design.

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- Sales Rank: #79071 in Books
- Brand: Garrett, Jesse James
- Model: 15376908
- Published on: 2010-12-26
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .50" w x 6.90" l, .79 pounds
- Binding: Paperback
- 192 pages

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