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UX STRATEGY: HOW TO DEVISE INNOVATIVE DIGITAL PRODUCTS THAT PEOPLE WANT



Jaime Levy
Foreword by Jason Calacanis
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O'Reilly Media, Inc, USA. Paperback. Book Condition: new. BRAND NEW, UX Strategy: How to Devise Innovative Digital Products That People Want, Jaime Levy, User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people like to use. Whether you're an entrepreneur, UX/UI designer, product...

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