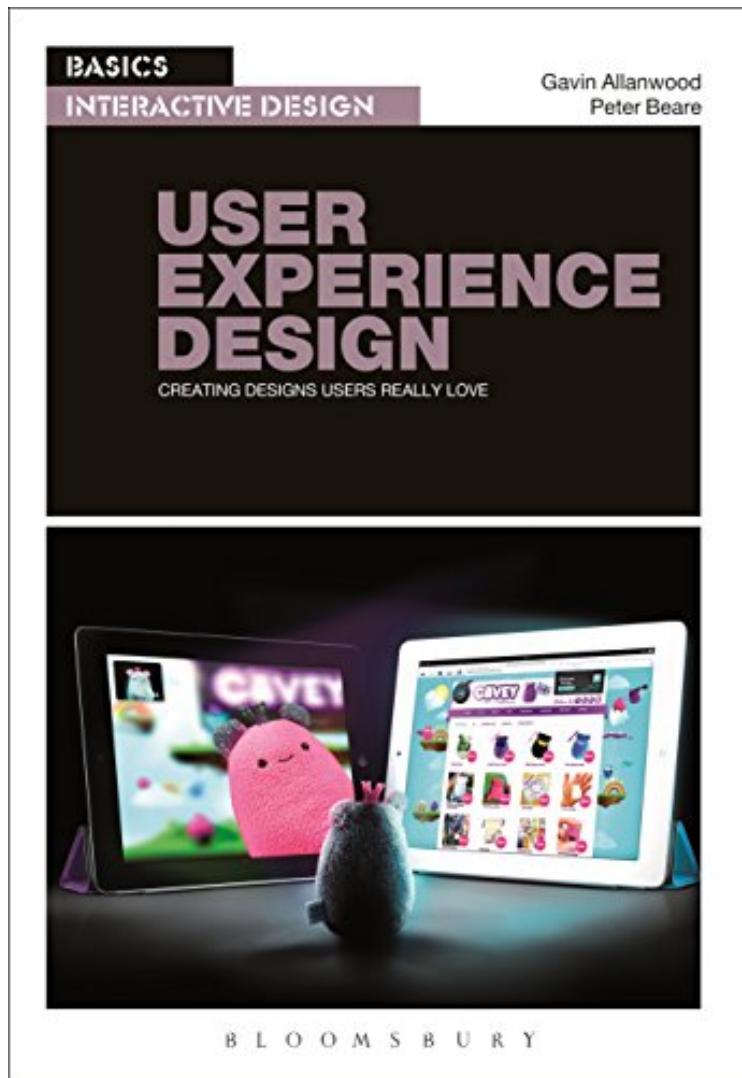


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Gavin Allanwood, Peter Beare

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By putting people at the centre of interactive design, user experience (UX) techniques are now right at the heart of digital media design and development. As a designer, you need to create work that will impact positively on everyone who is exposed to it. Whether it's passive and immutable or interactive and dynamic, the success of your design will depend largely on how well the user experience is constructed. User Experience Design shows how researching and understanding users' expectations and motivations can help you develop effective, targeted designs. The authors explore the use of scenarios, personas and prototyping in idea development, and will help you get the most out of the latest tools and techniques to produce interactive designs that users will love. With practical projects to get you started, and stunning examples from some of today's most innovative studios, this is an essential introduction to modern UXD.

An accessible, visually compelling introduction to UXD, this book offers that big picture which will help motivate students to learn more about the field and its methods. Jeffrey Bardzell, Indiana University This is an extremely useful reference/activity hand book if you are a Design Teacher, a Project Leader, a Design Team Member or if you are mentoring a Design Team for example. Use for guidance, to stimulate ideas and to plan project meetings. The book is a good resource to aid lesson planning, or to compile presentations. Also stepping away from focusing on the work of a design team a little, know the book can work very well for a digital or search engine marketer to dip into for snippets of information ... Illustrations of graphic design work is eye catching. -- Debra Hall *tssreviews* Although user experience design (UXD) is now a familiar refrain, this volume by Allanwood and Beare (both, Univ. of Central Lancashire, UK) should engage even the most jaded readers. Using a highly visual, interactive approach, it provides a stimulating process-oriented overview with colorful illustrations. Focusing on digital media design, the authors introduce basic concepts for novice readers while providing details on user research, design methods, and the design process that will enrich more experienced individuals. User behavior based on such aspects as emotional response and memory, design aspects of usability, and design methods such as personas, storyboards, and card sorting are only a few of the topics covered in this work. The five chapters include related step-by-step activities, most of which require only paper and pencil. These activities encourage user research and exploration of prototypes and solutions. Interviews with professional practitioners and a case study reinforce the implications and importance of the UXD approach. Additional readings, a glossary, and a detailed index are valuable inclusions. Though this book was reviewed in its print version, the book's physical arrangement and layout should transition well to e-book format. Summing Up: Highly Recommended. Lower-level undergraduates and above; general readers. -- J. M. Hutton, West Chester University of Pennsylvania *CHOICE* About the Author Gavin Allanwood is senior lecturer and course leader (Media Technology Infographics), University of Central Lancashire. Peter Beare is the course leader for Media Production Technology at the University of Central Lancashire, and is an alumni of the Media Technology Programme.