

## Ux For Dummies

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From UX For Dummies. By Kevin P. Nichols, Donald Chesnut. The world of UX (user experience) strategy may seem complicated and hard to grasp. But anyone who wants to build a digital experience (whether for a local business or a national corporation) can leverage UX best practices to ensure that the experience meets basic user needs.

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UX (user experience) will always be relevant, regardless of what new technology arrives or how interfaces change. The reason is that UX is less focused on the technology and far more focused on the user. UX puts the user at the center of all design decisions. Consequently, UX creates an experience that is relevant to the user and his or her needs.

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Nicely put comprehensive outlook to what UX Design is about. The authors deserve a lot of credit for the level of synthesis and clarity achieved at. Two observations though: Some chapters would require a book on their own. I find hard to believe someone with no prior UX experience feels able to engage in UX Design after reading the book.

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