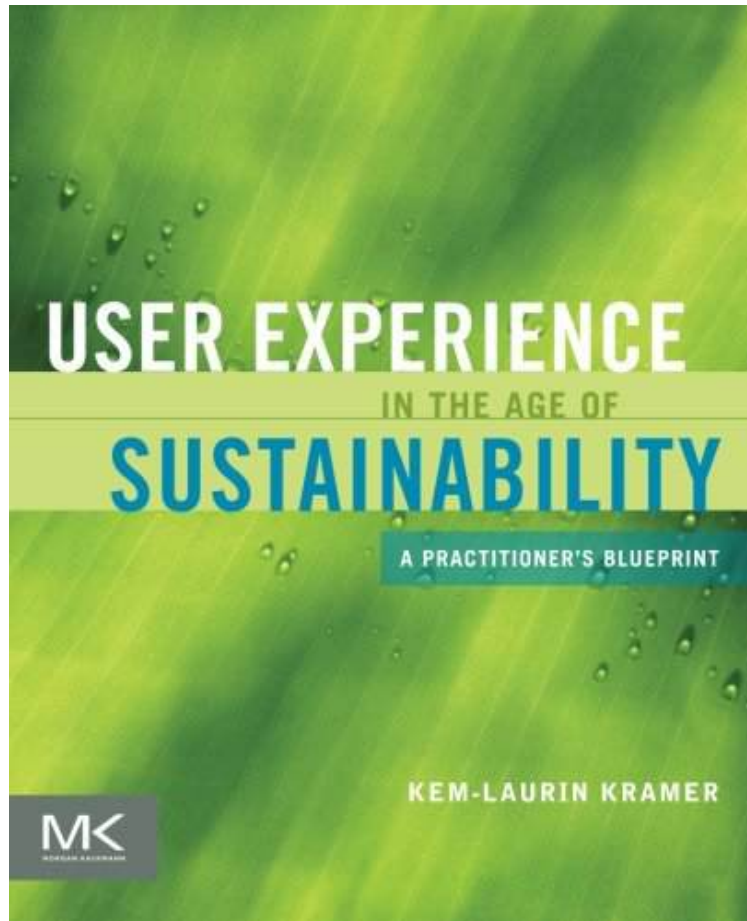


User Experience in the Age of Sustainability: A Practitioner's Blueprint

By Kem-Laurin Kramer



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User Experience in the Age of Sustainability focuses on the economic sociological and environmental movement in business to make all products including digital ones more sustainable Not only are businesses finding a significant ROI from these choices customers are demanding this responsible behaviour The author looks at user experience

practice through the lens of sustainability whether it be a smart phone service ndash based subscription solutions or su I thought that the author made some important points and provided an appropriate level of justification for the various ideas and that overall the book offers some valid debate on the key issues It is certainly worth reading hellip BCS org M

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