

UX Strategy: How to Devise Innovative Digital Products that People Want

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By Jaime Levy



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14 of 14 review helpful Definite must have By Jennifer Hughes I highly recommend this book to anyone involved with UX strategy whether you are the strategist or simply working in a field that requires UX strategy I've been searching for a book that clearly outlines the process from start to finish for validating a business idea and this book does exactly that It explains how to take an idea from concept to e 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 want to use Whether you're an entrepreneur UX UI designer product manager or part of an intrapreneurial team this book teaches About the Author For over 25 years Jaime Levy has been a pioneer in the creation of innovative digital products and services distributed on disk media mobile devices the Web and iTV Currently she runs a User Experience Strategy and Design consultancy ba

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