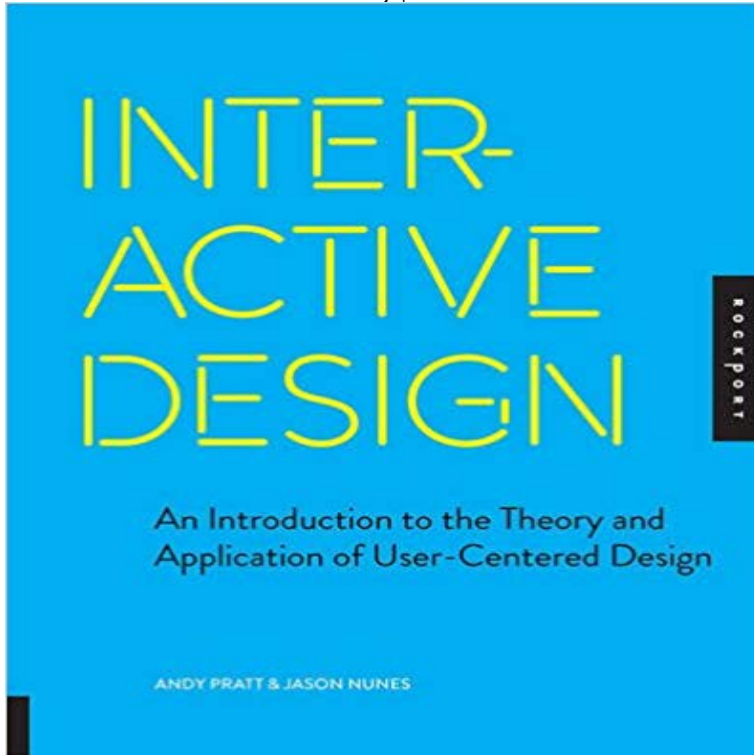


Interactive Design: An Introduction to the Theory and Application of User-centered Design



User experience design is one of the fastest-growing specialties in design. Smart companies realize that the most successful products are designed to meet the needs and goals of real people - the users. This means putting the user at the center of the design process. This innovative, comprehensive book examines the user-centered design process from the perspective of a designer. With rich imagery, Interactive Design introduces the different UX players, outlines the user-centered design process from user research to user testing, and explains through various examples how user-centered design has been successfully integrated into the design process of a variety of design studios worldwide.

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