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UX101: A Primer on User Experience Design

Joseph C Dickerson

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UX101 is an introduction to the world of User Experience Design for anyone interested in entering the field. From the introduction: User Experience Design is still a young profession, but as companies around the world has seen the benefits to applying user-centered design principles to their processes and products, demand for UX professionals has exploded. There are over 9000 job openings for UX professionals on LinkedIn as of the time I write this... With such high demand, where are the UX design professionals in the future going to come from? There are formal courses of study out there, and lots of books on the topic... but not a lot of materials are aimed at the novice. I hope to help solve (a little bit) of that problem with UX 101... This book is meant to be a helpful stepping-off point to get you acclimated to the domain and user-centered design process. UPDATED SECOND EDITION.

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