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Lire des ebooks Stratégies de design UX Antoine Visonneau PDF, ePub, mobi, Quels sont les secrets d'une expérience utilisateur réussie ?

Découvrez les idées et les personnalités qui ont défini les contours de la discipline UX telle qu'elle est pratiquée aujourd'hui par les entreprises les plus innovantes.

Découvrez comment adapter les méthodes UX dans les contextes agiles avec le Design Thinking, le Lean UX et le Design Sprint. Apprenez à mettre en oeuvre les techniques UX qui caractérisent les produits exceptionnels (web, mobiles et IOT). Devenez stratège pour réussir la transformation UX de votre entreprise.

Avec plus de 100 croquis et schémas accompagnés de textes courts, ce livre propose une approche très visuelle pour comprendre en un clin d'oeil les stratégies présentées. Il est organisé en dix chapitres indépendants qui répondent chacun à une question de fond, au moyen d'études de cas concrètes, argumentées et chiffrées.

À qui s'adresse cet ouvrage ? Aux professionnels de la nouvelle économie (startup, agences, DSI, innovation, marketing & stratégie) qui souhaitent consolider leur maîtrise de l'UX... Aux étudiants en design, informatique et business qui savent que l'UX est devenue une compétence essentielle aux entreprises. Aux managers et aux décideurs qui souhaitent adapter leur entreprise aux nouvelles attentes de leurs clients. Aux personnes curieuses de comprendre ce qui se cache derrière les sites web et les applications qui ont envahi notre quotidien.

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