



# A Project Guide to UX Design: For user experience designers in the field or in the making (2nd Edition) (Voices That Matter)

By Russ Unger, Carolyn Chandler

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User experience design is the discipline of creating a useful and usable Web site or application that's easily navigated and meets the needs of the site owner and its users. There's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of this important book comes in. With new information on design principles, mobile and gestural interactions, content strategy, remote research tools and more, you'll learn to:

- Recognize the various roles in UX design, identify stakeholders, and enlist their support
- Obtain consensus from your team on project objectives
- Understand approaches such as Waterfall, Agile, and Lean UX
- Define the scope of your project and avoid mission creep
- Conduct user research in person or remotely, and document your findings
- Understand and communicate user behavior with personas
- Design and prototype your application or site
- Plan for development, product rollout, and ongoing quality assurance

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## **Editorial Review**

### **About the Author**

**Russ Unger** is a user experience design and research professional in the Chicago area. He has worked with top-tier digital agencies, Fortune 500 companies, and startups. He has presented and led workshops at events like South by Southwest, Web 2.0, and UX Week, and is an occasional contributor to various online UX magazines. In addition, he is on the Advisory Board for the Department of Web Design and Development at Harrington College of Design.

**Carolyn Chandler** is the experience design director for Manifest Digital, an interactive consultancy based in Chicago. She has taught design courses for DePaul University, and developed an interaction design course for the WaSP InterACT curriculum. She speaks internationally, and has been leading UX teams for over 12 years.

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