Experience Design for Beginners

Ezra Schwartz

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Key Features

- An introductory guide to Experience Design that will help you break into XD as a career by gaining A strong foundational knowledge
- Get acquainted with the various phases of a typical Experience Design workflow
- Work through the key process and techniques in XD, supported by most of the common use cases

Book Description

Everything humans interact with has an experience associated with it. Some are good, some are bad, but only recently have we begun to consciously design these experiences. We are now at a point in time when experience-design has suddenly exploded into the consciousness of business people and ordinary people all over the world.

This book addresseses common queries related to Experience Design such as "what is it?" and "why has it become so important?" "Who pays for it and why? Who creates it and how? Who is it created for and why is it effective?"

The book begins with the general process of experience design and offers you a holistic understanding of how the sequencing of key players, drivers, disciplines, methodologies, and activities yields the desired outcomes. Further on, you will learn the physical and psychological dimensions of Human Experience as a good understanding of these is required to design effective product experiences.

Next you'll see the various techniques that XD practitioners use to create new and innovative experiences across the board and even in the driest products, such as insurance or tax preparation. Moving forward, we'll look at the various methods that facilitate collaborative refinement of visualization and ideas, and you'll understand how XD practitioners go about validating whether or not concepts and advanced designs meet users' needs and expectations. At the end of the book, you will look at industry best practices and address the design continuum challenge

What you will learn

- Understand why Experience Design (XD) is at the forefront of business priorities, as organizations race to innovate products and services in order to compete for customers in a global economy driven by technology and change
- Be inspired by the far-reaching ways, large and small, that XD is improving the quality of life for people all over the world
- Get motivated by the numerous professional opportunities that XD opens up for practitioners in wide-ranging domains, and by the stories of real XD practitioners
- Understand what experience is, how experiences are designed, and why they are effective
- Gain knowledge of user-centered design principles, methodologies, and best practices that will improve your product (digital or physical)
- Get to know your X's and D's—understand the differences between XD and UX, CX, IxD, IA, SD, VD,

PD, and other design practices

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