

# [PDF] UX Strategy: How To Devise Innovative Digital Products That People Want

Jaime Levy - pdf download free book



## Books Details:

Title: UX Strategy: How to Devise In

Author: Jaime Levy

Released:

Language:

Pages: 312

ISBN: 1449372864

ISBN13: 9781449372866

ASIN: 1449372864

[CLICK HERE FOR DOWNLOAD](#)

pdf, mobi, epub, azw, kindle

## Description:

User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device

products that people want to use.

Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists.

- Define and validate your target users through provisional personas and customer discovery techniques
  - Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value
  - Focus your team on the primary utility and business model of your product by running structured experiments using prototypes
  - Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics
- 

- Title: UX Strategy: How to Devise Innovative Digital Products that People Want
  - Author: Jaime Levy
  - Released:
  - Language:
  - Pages: 312
  - ISBN: 1449372864
  - ISBN13: 9781449372866
  - ASIN: 1449372864
-