

# A Project Guide to UX Design:

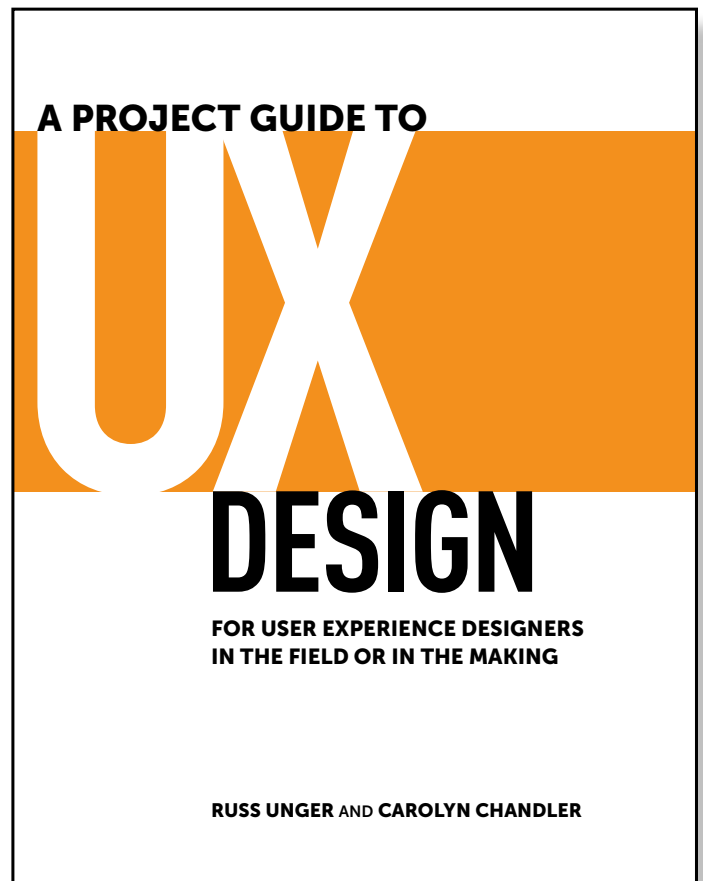
For user experience designers in the field or in the making

User experience design is the discipline of creating a useful and usable Web site or application—one that's easily navigated and meets the needs of both the site owner and its users. But there's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, project management skills, and business savvy. That's where this book comes in. Authors Russ Unger and Carolyn Chandler will show you how to integrate UX principles into your project from start to finish.

- Understand the various roles in UX design, identify stakeholders, and enlist their support
- Obtain consensus from your team on project objectives
- Define the scope of your project and avoid mission creep
- Conduct user research and document your findings
- Understand and communicate user behavior with personas
- Design and prototype your application or site
- Make your product findable with search engine optimization
- Plan for development, product rollout, and ongoing quality assurance

*"Is there one book that can tell you everything you need to know about designing user experiences? No. Is there a book that get you most of the way there? There is now. Carolyn and Russ have laid a solid foundation for planning and managing design projects. This is an essential handbook for anyone mired in the competing methodologies, the endless meetings, and all the moving parts of user experience design."*

~ DAN BROWN, author, *Communicating Design*



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Russ Unger and Carolyn Chandler  
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