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Download PDF Online Book Lean UX Jeff Gothelf & Josh Seiden Free eBook PDF/ePub/Mobi, UX design has traditionally been deliverables-based. Wireframes, site maps, flow diagrams, content inventories, taxonomies, mockups helped define the practice in its infancy.

Over time, however, this deliverables-heavy process has put UX designers in the deliverables business. Many are now measured and compensated for the depth and breadth of their deliverables instead of the quality and success of the experiences they design. Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being designed and developed.

So what's to be done? This practical book provides a roadmap and set of practices and principles that will help you keep your focus on the the experience back, rather than the deliverables.

Get a tactical understanding of how to successfully integrate Lean and UX/DesignFind new material on business modeling and outcomes to help teams work more strategicallyDelve into the new chapter on experiment designTake advantage of updated examples and case studies

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