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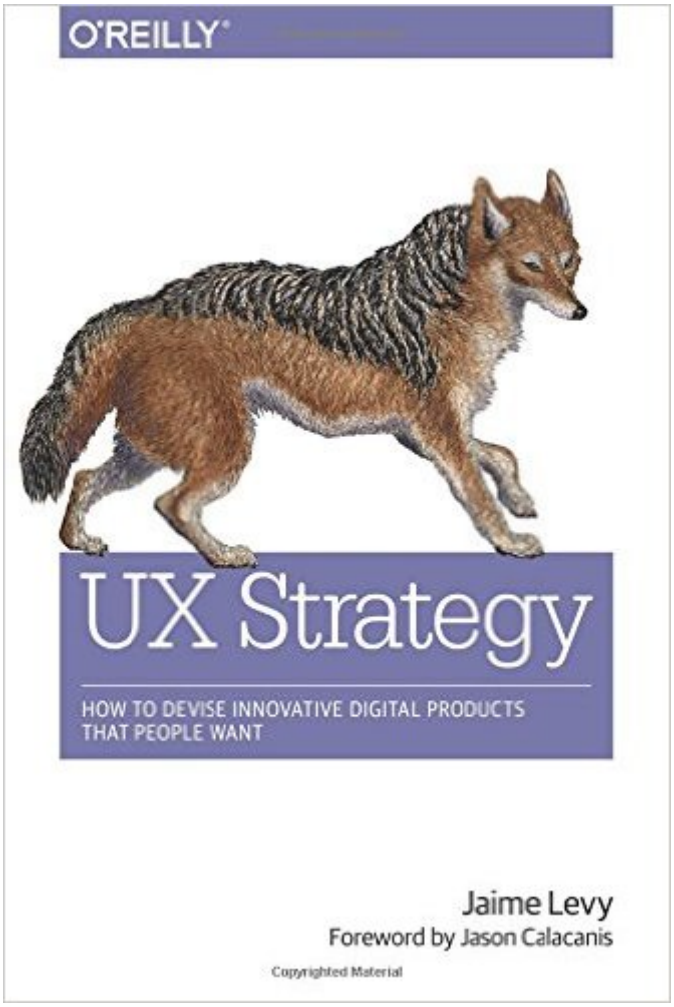
UX Strategy: How To Devise Innovative Digital Products That People Want



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Synopsis

User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasnâ ™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 youâ ™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, youâ ™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 techniquesConduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique valueFocus your team on the primary utility and business model of your product by running structured experiments using prototypesDevise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

Book Information

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Customer Reviews

I'm a Web Developer with a lot of experience building websites but not much experience in crafting complex user experiences. I also didn't know the difference between UX strategy and UX design before reading this book, despite having been involved in digital production for about 20 years. By the end of the first chapter however, I already understood what UX strategy vs UX design was all

about and felt highly motivated to dig deeper into the nitty gritty of UX strategy, which is really more about the BIG PICTURE involved with designing digital interfaces.While the first chapter masterfully introduces the concepts of UX strategy and removes all the confusion about various industry buzzwords and lingo associated with UX, the rest of the book gives you the real, bonafide, battle-tested tools needed to apply yourself and become a successful UX strategist. It offers a step-by-step process on how to analyze your product(s), potential customers, competitors, value proposition, etc. and create killer user experiences. And it does so with lots of solid info, clear examples, and no fluff. There's even a section at the end where she interviews several top UX strategists to get their take on UX and where things are going.Clearly Jaime has a lot of experience in this field, both as a creator of user experiences and as a teacher, having taught for many years at both UCLA and USC, among other schools. Despite this she doesn't come off as some boring academic, but rather as a straight-talking, easy to follow coach who also motivates you about the topic. I think that much of what she has learned and taught over the years is offered in this book in a very well-written, clear and digestible fashion (it's also much cheaper than taking a class at USC).

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