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UX Strategy: How to Devise Innovative Digital Products that People Want PDF



by Jaime Levy: UX Strategy: How to Devise Innovative Digital **Products that People Want**

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Description:

PDF-c7be3 | 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, ... UX Strategy: How to Devise Innovative Digital Products that People Want





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