CONTENTS

| How to Use This Book | iv |
|--|------|
| Frequently Asked Questions | viii |
| Foreword | xiv |
| Introduction | xvi |
| | |
| PART I: PHILOSOPHY | |
| CHAPTER 1 | |
| UX 101 | 3 |
| Defining User Experience | 4 |
| An Example | 8 |
| Where UX Comes From | 10 |
| Where UX Professionals Come From | 15 |
| If You Only Do One Thing | 17 |
| | |
| CHAPTER 2 | 10 |
| Getting Started | 19 |
| Get to Know the UX Toolkit | 20 |
| Establish a Point of View on the Work to Be Done | 30 |
| Get to Know Your Users | 32 |
| Start Designing | 34 |
| If You Only Do One Thing | 37 |
| CHAPTER 3 | |
| Building Support for Your Work | 41 |
| Principles over Process | 42 |
| Dealing with People Issues | 47 |
| Dealing with Organizational Issues | 48 |
| Responses to Common Objections | 52 |
| If You Only Do One Thing | 57 |

| CHAPTER 4 | |
|----------------------------------|---------------------|
| Growing Yourself and Your Career | 59 |
| Professional Communities | 60 |
| Continuing Education | 66 |
| Making a Case for Career Growth | 73 |
| Moving Out and On | 74 |
| If You Only Do One Thing | 80 |
| PART II: PRACTICE | |
| CHAPTER 5 | |
| Planning and Discovery Methods | 85 |
| метнор 1 UX Questionnaire | 87 |
| METHOD 2 UX Project Plan | 90 |
| метнод з Listening Tour | 96 |
| METHOD 4 Opportunity Workshop | 101 |
| METHOD 5 Project Brief | 104 |
| METHOD 6 | 1. 1 . 1 |
| Strategy Workshop | 108 |
| If You Only Do One Thing | 119 |
| CHAPTER 6 | |
| Research Methods | 121 |
| METHOD 7 Learning Plan | 123 |
| METHOD 8 | 123 |
| Guerilla User Research | 126 |
| METHOD 9 Proto-Personas | 132 |

| METHOD 10 Heuristic Markup | 136 |
|----------------------------------|-------|
| METHOD 11 | |
| Comparative Assessment | 140 |
| METHOD 12 | |
| Content Patterns | 144 |
| If You Only Do One Thing | 148 |
| CHAPTER 7 | |
| Design Methods | 151 |
| METHOD 13 | |
| Design Brief | 153 |
| METHOD 14 | 9.00 |
| Design Principles | 157 |
| METHOD 15 | 162 |
| Sketching | 102 |
| METHOD 16 Sketchboards | 170 |
| METHOD 17 | |
| Task Flows | 176 |
| METHOD 18 | |
| Wireframes | 181 |
| If You Only Do One Thing | 188 |
| CHAPTER 8 | |
| Testing and Validation Methods | 191 |
| METHOD 19 | |
| Paper and Interactive Prototypes | 192 |
| METHOD 20 Black Hat Session | 197 |
| METHOD 21 | |
| Quick-and-Dirty Usability Test | 202 |
| METHOD 22 | Y was |
| Five-Second Test | 204 |

| METHOD 23 | |
|---|-----|
| UX Health Check | 206 |
| If You Only Do One Thing | 209 |
| CHAPTER 9 | |
| Evangelism Methods | 211 |
| METHOD 24 Bathroom UX | 213 |
| метнор 25 Mini Case Studies | 216 |
| METHOD 26 Peer-to-Peer Learning Community | 218 |
| METHOD 27 Pyramid Evangelism | 221 |
| If You Only Do One Thing | 223 |
| CHAPTER 10 | |
| What's Next? | 225 |
| The Evolution of UX | 226 |
| The Endurance of Design | 226 |
| The Secret Agenda of the UX Team of One | 227 |
| If You Only Do One Thing | 228 |
| APPENDIX | |
| Guide to the Methods in Part II | 231 |
| Index | 237 |
| Acknowledgments | 245 |
| About the Author | 246 |