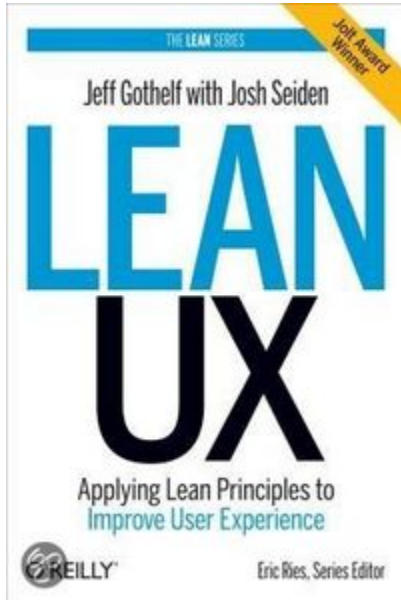


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User experience (UX) web design has traditionally been a deliverables-based practice, defined by wireframes, site maps, flow diagrams, content inventories, taxonomies, and mockups. But that tradition is not the best way to serve the user. With this hands-on guide, you'll learn that UX is about the experience, not the deliverables, and that as a UX designer you need to focus on the user and not the documentation. By applying a set of lean design practices and principles, you'll learn how to keep the user's needs first and foremost. Refined through the real-world experiences of dozens of startup companies, these techniques are part of Eric Ries' Lean Startup methodology. Get a tactical understanding of how Lean and UX/Design can integrate successfully. Understand why this integration has failed in the past, and learn how to avoid the pitfalls. Break down the silos created by job titles and learn to trust your teammates despite their different skillsets/offerings. Improve the quality and productivity of your teams, and focus on experiences as opposed to deliverables/documents.

