UX for Beginners: A Crash Course in 100 Short Lessons

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Apps! Websites! Rubber Ducks! Naked Ninjas! This book has everything. If you want to get started in user experience design (UX), you've come to the right place: 100 self-contained lessons that cover the whole spectrum of fundamentals.

Forget dry, technical material. This book—based on the wildly popular UX Crash Course from Joel Marsh's blog *The Hipper Element*—is laced with the author's snarky brand of humor, and teaches UX in a simple, practical way. Becoming a professional doesn't have to be boring.

Follow the real-life UX process from start-to-finish and apply the skills as you learn, or refresh your memory before the next meeting. *UX for Beginners* is perfect for non-designers who want to become designers, managers who teach UX, and programmers, salespeople, or marketers who want to learn more.

- Start from scratch: the fundamentals of UX
- Research the weird and wonderful things users do
- The process and science of making anything user-friendly
- Use size, color, and layout to help and influence users
- Plan and create wireframes
- Make your designs feel engaging and persuasive
- Measure how your design works in the real world
- Find out what a UX designer does all day

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