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With rich imagery, Interactive Design introduces the different UX players, outlines the user-centered design process from user research to user testing, and explains through various examples how user-centered design has been successfully integrated into the design process of a variety of design studios worldwide.

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A Brief Introduction To Interaction Design. By Alan Smith. Most companies understand why they need a strong web presence, but they often leave the users out of the process. In a competitive digital landscape, businesses must do all they can do to assure a seamless user experience (UX). In our digital age, a company's website is often the first interaction a person has with a company's brand.

A Brief Introduction To Interaction Design - Usability Geek

Interaction design can be understood in simple (but not simplified) terms: it is the design of the interaction between users and products. Most often when people talk about interaction design, the products tend to be software products like apps or websites. The goal of interaction design is to create products that enable the user to achieve their objective(s) in the best way possible.

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