

Balsamiq Wireframes Quickstart Guide

Wireframe like a pro, the easy way

Balsamiq Wireframes Quickstart Guide Faranello Scott

Ezra Schwartz

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Balsamiq Wireframes Quickstart Guide Scott Faranello, 2012-09-24 This book is a step by step guide to learning Balsamiq Mockups and wireframing in general Written in an engaging easy to follow style and flow readers can utilize free downloadable templates that teach by building upon previous chapters until each lesson is learned and applied ensuring true learning not just memorization If you are serious about wireframing designing and communicating your ideas clearly and Practical UX Design Scott Faranello, 2016-04-28 A foundational yet practical approach to quickly then this book is for you UX that delivers more creative collaborative holistic and mature design solutions regardless of your background or experience About This Book Improve your UX design awareness and skills Gain greater confidence to know when you have delivered a good UX design Learn by example using a book designed by a UX mind for a UX mind Who This Book Is For This book is written for the beginner as well as the experienced UX practitioner regardless of team size company size or job title It is also intended for anyone with an interest in UX engages with UX is involved in any way in interactive problem solving and design or simply wants to learn more about what we do how we do it and why those in the UX field are so passionate about wanting to do it better What You Will Learn Awaken your UX mind and dispel the myths of non UX thinkers Create the six optimal conditions for your best ideas to appear Identify and incorporate the ten design principles found in all good UX design Develop a broader understanding of Information Architecture IA to better engage guide and inform Develop a fundamental understanding of patterns and the properties that create them Raise your level of UX maturity with a strategy that transforms your approach to problem solving and helps others understand the true value of your work Utilize important tools of the UX trade that never go out of style Increase your knowledge of UX incorporate valuable ideas and insights into your work and look at design from a very unique perspective In Detail Written in an easy to read style this book provides real world examples a historical perspective and a holistic approach to design that will ground you in the fundamental essentials of interactive design allow you to make more informed design decisions and increase your understanding of UX in order to reach the highest levels of UX maturity As you will see UX is more than just delighting customers and users It is also about thinking like a UX practitioner making time for creativity recognizing good design when you see it understanding Information Architecture as more than just organizing and labeling websites using design patterns to influence user behavior and decision making approaching UX from a business perspective transforming your client's and company's fundamental understanding of UX and its true value and so much more This book is an invaluable resource of knowledge perspective and inspiration for those seeking to become better UX designers increase their confidence become more mature design leaders and deliver solutions that provide measurable value to stakeholders customers and users regardless of project type size and delivery method Style and approach An in depth easy to read and entertaining journey into and through the world of UX using real world examples thoughtful illustrations and engaging quotes to inspire and explain fully the how and why of UX in

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