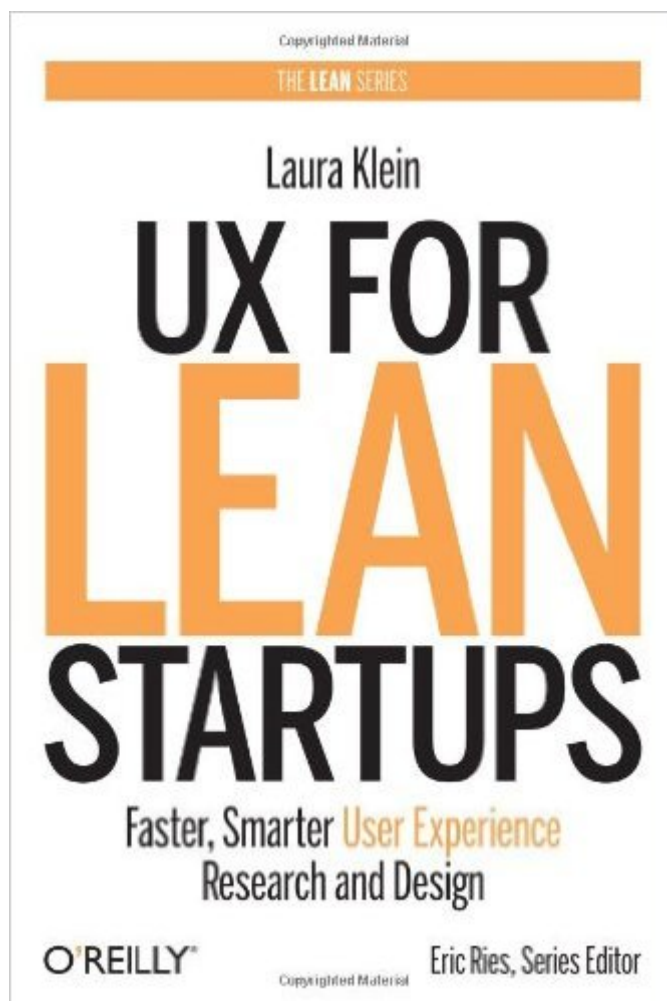# UX For Lean Startups: Faster, Smarter User Experience Research And Design

Synopsis

Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, youâ ™ll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something theyâ ™ll truly love, and reduce the time it takes to get your product to market.No prior experience in UX or design is necessary to get started. If youâ ™re an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product.Determine whether people will buy your product before you build itListen to your customers throughout the productâ ™s lifecycleUnderstand why you should design a test before you design a productGet nine tools that are critical to designing your productDiscern the difference between necessary features and nice-to-havesLearn how a Minimum Viable Product affects your UX decisionsUse A/B testing in conjunction with good UX practicesSpeed up your product development process without sacrificing quality

Book Information

Hardcover: 240 pages

Publisher: O'Reilly Media; 1 edition (May 26, 2013)

Language: English

ISBN-10: 1449334911

ISBN-13: 978-1449334918

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 starsÂ Â See all reviewsÂ (63 customer reviews)

Best Sellers Rank: #168,093 in Books (See Top 100 in Books)   #93 inÂ Books > Computers & Technology > Graphics & Design > User Experience & Usability   #96 inÂ Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design   #306 inÂ Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

Look for more titles in the series   The Lean Series, curated by Eric Ries, is a collection of books written by the best people in the field, on topics that matter. The authors dive down into Lean Startup implementation-level details, providing readers with information they can immediately put to use.

UX for Lean Startups: Faster, Smarter User Experience Research and Design LEAN: Lean Tools - 5S (Lean, Lean Manufacturing, Lean Six Sigma, Lean 5S, Lean StartUp, Lean Enterprise) (LEAN BIBLE Book 3) Lean Six Sigma: and Lean QuickStart Guides - Lean Six Sigma QuickStart Guide and Lean QuickStart Guide (Lean Six Sigma For Service, Lean Manufacturing) LEAN: Lean Bible - Six Sigma & 5S - 3 Manuscripts + 1 BONUS BOOK (Lean Thinking, Lean Production, Lean Manufacturing, Lean Startup, Kaizen) Lean: QuickStart Guide - The Simplified Beginner's Guide To Lean (Lean, Lean Manufacturing, Lean Six Sigma, Lean Enterprise) Lean UX: Applying Lean Principles to Improve User Experience Lean Analytics: Use Data to Build a Better Startup Faster (Lean Series) The Lean Enterprise: How Corporations Can Innovate Like Startups Lean Six Sigma: The Ultimate Guide To Lean Six Sigma With Tools For Improving Quality And Speed! (Lean, Six Sigma, Quality Control) Lean Six Sigma: Value Stream Mapping: Simplified Beginner's Guide to Eliminating Waste and Adding Value with Lean (Lean, Six Sigma, Quick Start Beginner's Guide, Quality Control) The First 90 Days: Proven Strategies for Getting Up to Speed Faster and Smarter, Updated and Expanded The First 90 Days, Updated and Expanded: Proven Strategies for Getting Up to Speed Faster and Smarter Summary and Analysis | Smarter Faster Better: The Secrets of Being Productive in Life and Business, by Charles Duhigg Smarter Faster Better: The Secrets of Being Productive in Life and Business The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social Lifehacker: The Guide to Working Smarter, Faster, and Better A Smarter Way to Learn HTML & CSS: Learn it faster. Remember it longer. (Volume 2) Mastering Clojure Macros: Write Cleaner, Faster, Smarter Code Launch to Market: Easy Marketing For Authors (Write Faster, Write Smarter Book 4) Write to Market: Deliver a Book that Sells (Write Faster, Write Smarter 3)