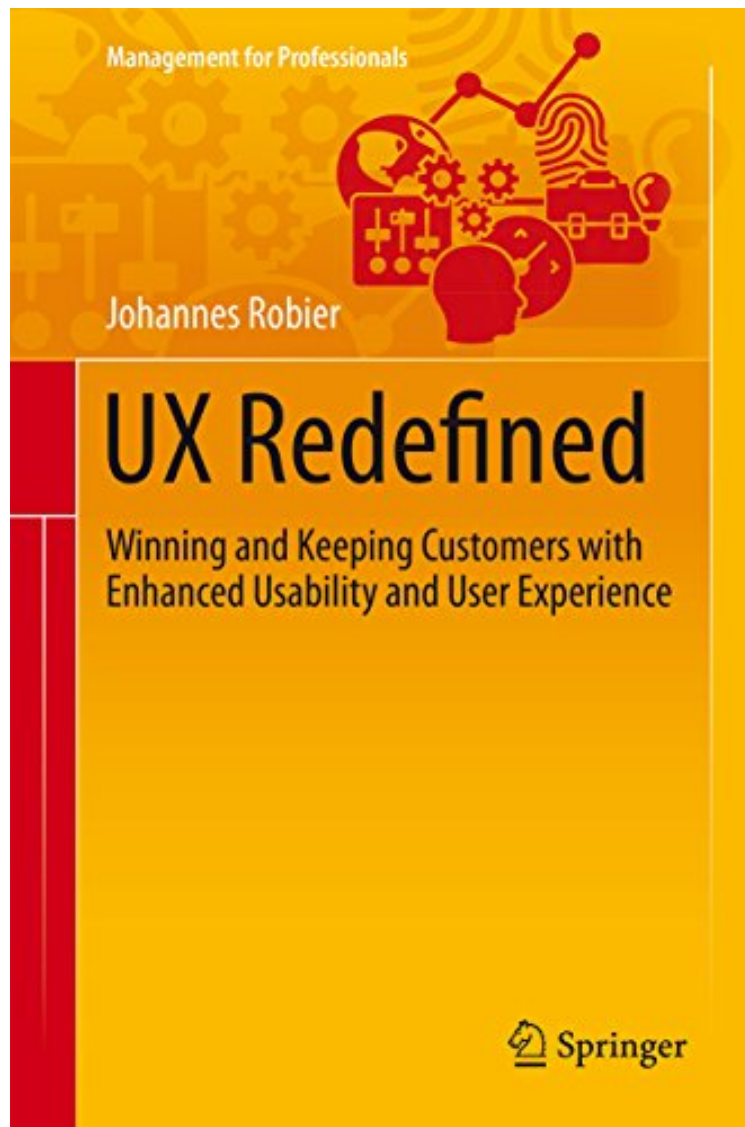


[Mobile ebook] UX Redefined: Winning and Keeping Customers with Enhanced Usability and User Experience (Management for Professionals)

UX Redefined: Winning and Keeping Customers with Enhanced Usability and User Experience (Management for Professionals)

Johannes Robier

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Customers consider many crucial factors, even subconsciously, when purchasing a product or engaging a service provider, consequently building a sense of trust which is decisive towards their user experience through to customer experience. This book helps companies understand how to structurally develop, communicate, and promote reasons for customers to buy products and services, starting from the psychological basis of communicating information and moving on to methodical applications. It is based on a psychological perspective in understanding the customers' reasons to believe in product or service offerings; promotes a way towards simplicity of business anchoring on emotion and experience; helps learn the tactics of systematic persuasion.

From the Back Cover Customers consider many crucial factors, even subconsciously, when purchasing a product or engaging a service provider, consequently building a sense of trust which is decisive towards their user experience through to customer experience. This book helps companies understand how to structurally develop, communicate, and promote reasons for customers to buy products and services, starting from the psychological basis of communicating information and moving on to methodical applications. It is based on a psychological perspective in understanding the customers' reasons to believe in product or service offerings; promotes a way towards simplicity of business anchoring on emotion and experience; helps learn the tactics of systematic persuasion.

About the Author Johannes Robier is the founder and CEO of youspi Consulting, which focuses specially on UX competencies and offers knowledge products such as the NI Model, Usability Mapping, and UX Toolbox. Johannes also lectures worldwide on usability, user experience, and innovation. He organizes the World Usability Congress, which is held every year in Graz, Austria. A pioneer and an idealist, Johannes Robier is a leading expert in his field.