



Designing the Digital Experience: How to Use EXPERIENCE DESIGN Tools & Techniques to Build Websites Customers Love

By David Lee King

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Written for creative, tech-savvy, and business-minded individuals who want to increase the accessibility of their websites, this sensible guidebook explains the concepts behind designing experiences on the internet. From helping customers quickly find information and make their purchases to clearly communicating needs and interests, this resource will not only develop consumer loyalty but will encourage them to spread the word about the sites they frequent. Focusing on the three key areas of structure, community, and customers, designers will enable clients to focus on their own goals rather than on difficulties in navigating. Also included are tips on how to generate conversations with blogs, wikis, and podcasting to create a personal touch.

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- Sales Rank: #3427500 in Books
- Brand: Brand: Information Today, Inc.
- Published on: 2008-10-01
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .45" w x 7.00" l, .55 pounds
- Binding: Paperback
- 224 pages



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Editorial Review

Review

A fresh take on Web usability, with the customer experience firmly in mind.. --Stephanie Weaver; Creating Great Visitor Experiences

About the Author

David Lee King

is the digital branch and services manager at the Topeka and Shawnee County Public Library. He is the coauthor of the "Internet Spotlight" column in *Public Libraries Magazine* and was named a "Mover and Shaker" by *Library Journal*. He lives in Topeka, Kansas.

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