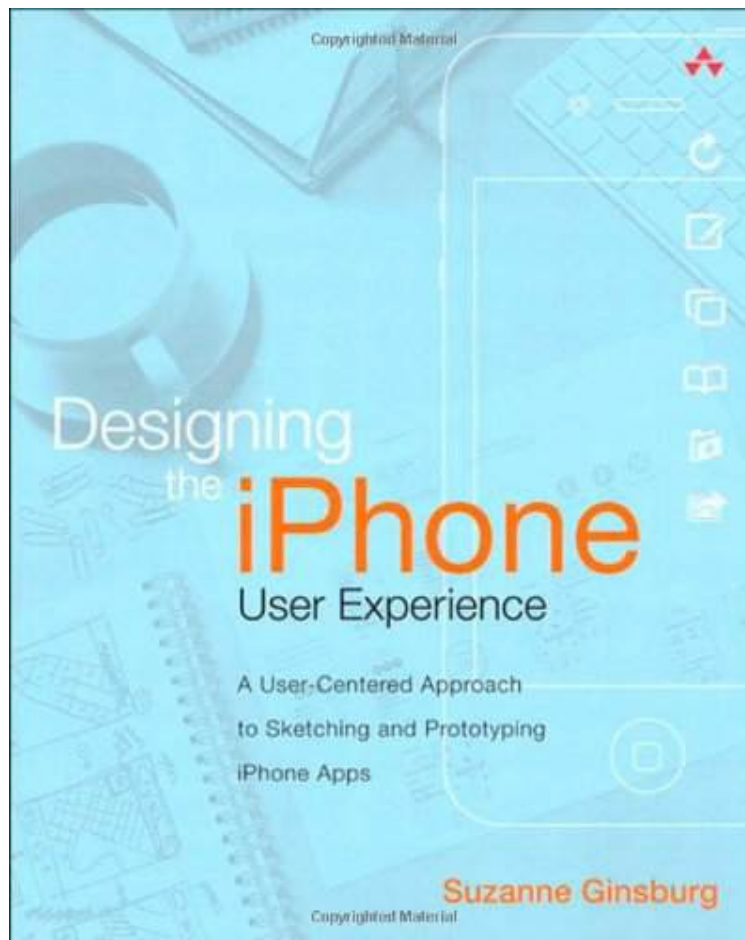


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# Designing the iPhone User Experience: A User-Centered Approach to Sketching and Prototyping iPhone Apps

By Suzanne Ginsburg

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skip a bunch of sections without missing the point of the book I liked it for this reason The parts about sketching ideation etc are good too However if you re looking for something that clarifies the why of UX design this might not be the book for you The book largely assumes although n Given the fiercely competitive state of the iPhone app landscape nbsp it has become increasingly challenging for app designers and developers to differentiate their apps The days are long gone when it was possible to crank out an app over the weekend and refine it after receiving a few not so flattering user reviews Users now have choices lots of them If your app is difficult to use or doesn t meet their needs finding another one is just a tap away To From the Back Cover In her book Designing the iPhone User Experience Suzanne Ginsburg takes a fresh look at cutting edge user centered design from the perspective nbsp of designing mobile user experiences for the iPhone Her book brings together every

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