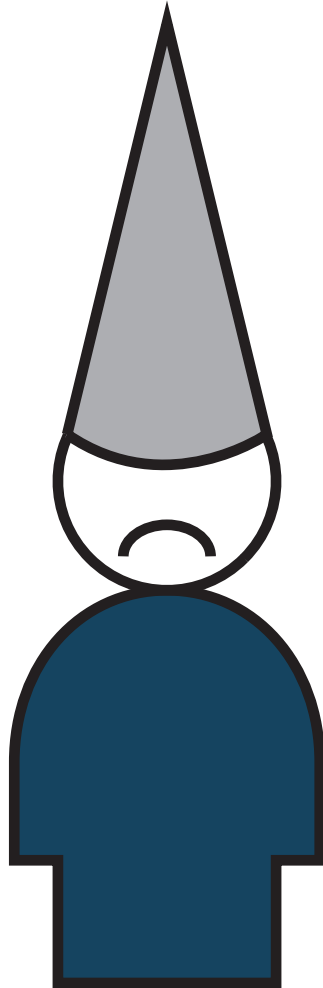


Your users aren't stupid.

Why does your site make them feel that way?



“Finally, a concise explanation of user experience that synthesizes its many disparate parts. Clear-headed, readable, and necessary.”

— Louis Rosenfeld

Jesse James Garrett

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