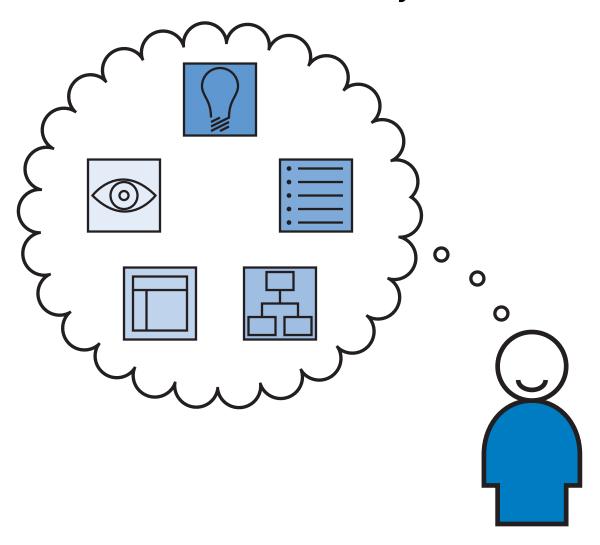
Keeping your users in mind isn't hard. It's elementary.



"Brings incisive clarity to the complex process of providing a high-quality experience... Exposes the essence of a problem usually obscured by thick layers of technical camouflage."

- Alan Cooper

Jesse James Garrett

THE ELEMENTS OF USER EXPERIENCE

NOW AVAILABLE
IN BOOKSTORES EVERYWHERE

iig.net/elements



