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American Library Association. Paperback. Book Condition: new. BRAND NEW, Useful, Usable, Desirable: Applying User Experience Design to Your Library, Aaron Schmidt, Amanda Etches, Useful, useable, desirable: like three legs of a stool, if your library is missing the mark on any one of these it's bound to wobble. Every decision you make affects how people experience your library. In this useful primer, user experience (UX) librarians Schmidt and Etches identify 19 crucial touch points such as the library website, email,...

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