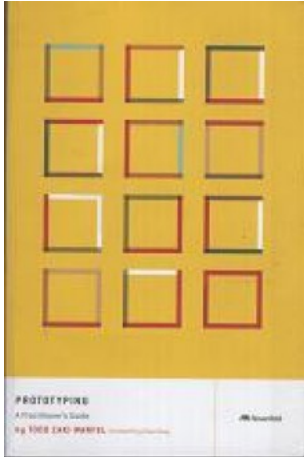


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Título: Prototyping. A Practitioner's Guide

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Precio: \$683.00

Editorial:

Año: 2009

Tema:

Edición: 1ª

Sinopsis

ISBN: 9781933820217

Prototyping is a great way to communicate the intent of a design both clearly and effectively. Prototypes help you to flesh out design ideas, test assumptions, and gather real-time feedback from users.

With this book, Todd Zaki Warfel shows how prototypes are more than just a design tool by demonstrating how they can help you market a product, gain internal buy-in, and test feasibility with your development team.