



UX LABORATORY

"Clear content, simple navigation, and answers to customer questions have the biggest impact on business value. Advanced technology matters much less"

Jakob Nielsen

Seminar on User Experience Design

What constitutes a 'good' user experience and how to achieve it?

In this seminar we approach this question from different perspectives:

- how important is the User Experience and how it is linked to the IT world
- what are the main milestones to achieve a good User Experience
- how a good prototype helps IT companies to get better results.

University of Calabria

**Cube 30 B
Room MT11
2nd floor**

**08th March 2016
14:15**

Speaker:

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PROTOTYPE