

Academic and Business Impacts of User Experience in Web 3.0

Part of the Advances in Web Technologies and Engineering Book Series

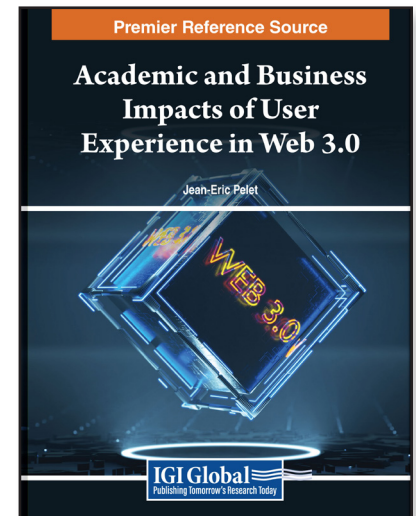
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Description:

In today's dynamic digital landscape, there's no denying the crucial role that user experience (UX) plays in shaping customer perceptions and driving organizational success. However, many businesses need help understanding and implementing effective UX strategies, leading to user frustration and missed growth opportunities. This challenge is compounded by the increasing demand for speed, convenience, and sustainability in online interactions, requiring innovative approaches to design and operation.

Academic and Business Impacts of User Experience in Web 3.0 offers a comprehensive solution grounded in theoretical frameworks and empirical insights. The book equips professionals and researchers with the tools needed to enhance user satisfaction and drive business success by providing a deep understanding of UX at different levels of the information and knowledge society. From e-learning technologies to urban logistics systems, our book explores the strategic role of UX. It offers practical guidance for optimizing design, management, and operation.

This book is a resource to help bridge the gap between theory and practice through a multidisciplinary approach, offering actionable insights for professionals across various disciplines. By integrating multiple theoretical perspectives and industry-specific comparisons, our book provides a holistic view of UX in e-learning and e-commerce, empowering readers to navigate the complexities of modern digital environments confidently. Whether you're a marketing expert, an IT professional, or a change management specialist, this book will revolutionize your approach to UX, enabling you to drive innovation and achieve sustainable growth in the digital age.



ISBN: 9798369329733

Pages: 360

Copyright: 2024

Release Date: August, 2024

Hardcover: \$315.00

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