



# User Experience in the Age of Sustainability: A Practitioner's Blueprint

*Kem-Laurin Kramer*

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**User Experience in the Age of Sustainability: A Practitioner's Blueprint** Kem-Laurin Kramer

*User Experience in the Age of Sustainability* focuses on the economic, sociological and environmental movement in business to make all products including digital ones more sustainable. Not only are businesses finding a significant ROI from these choices, customers are demanding this responsible behaviour. The author looks at user experience practice through the lens of sustainability whether it be a smart phone, service – based subscription solutions or sustainable packaging to expose the ways in which user researchers and designers can begin to connect to the sustainability not merely as a theoretical. This book has a practical take on the matter providing a framework along with case studies and personal stories from doing this work successfully. Both hardware and software design are covered.

- Learn about the fundamentals of sustainability and how it can change the future of user experience professionals
- Learn how to integrate sustainability into designs with a solid framework using user research methodology, techniques, and purposeful metrics
- Find out how to integrate sustainability frameworks into the software and product development cycles
- Find out how sustainability applies to mobile and digital products with discussions on user messaging, dematerialization, and efficient design
- See how companies have made it work with case studies

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