REFERENCES:

- 1. https://www.nngroup.com/
- 2. https://careerfoundry.com/en/blog/ux-design/what-is-user-experience-ux-design-everything-you-need-to-know-to-get-started/
- 3. https://www.uxbooth.com/articles/complete-beginners-guide-to-design-research/
- 4. https://www.uxmatters.com/mt/archives/2015/09/ux-generalists-or-specialists.php
- 5. https://www.playbookux.com/what-type-of-qualitative-ux-research-method-should-i-run/
- 6. Bill Scott, Theresa Neil, "Designing Web Interfaces: Principles and Patterns for Rich Interactions",

O'Reilly Media, 1st edition. 2009

7. Alan Cooper, Robert Reimann, David Cronin, Christopher Noessel, "About Face: The Essentials of

Interaction Design", Wiley, 4th edition, 2014

- 8. Bill Moggridge, "Designing Interactions", MIT Press, 1st edition, 2007
- 9. Stephen P. Anderson, "Seductive Interaction Design: Creating Playful, Fun, and Effective User

Experiences", New Riders Pub, 1st edition, 2011

10.Claire Rowland, Elizabeth Goodman, Martin Charlier, Ann Light, Alfred Lui, "Designing Connected Products: UX for the Consumer Internet of Things",

O'Reilly Media, 1st edition, 2015