## 1.1 What is UX?

## 1.2 Why experience matters

## 1.3 UX is a state of mind

## 1.4 Product integrity

## 1.5 Product desirability

## 1.6 Making a business case

## 1.7 UX is a process

## 1.8 Agile and UX

## 1.9 Humans are not machines

## 1.10 The danger of features

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