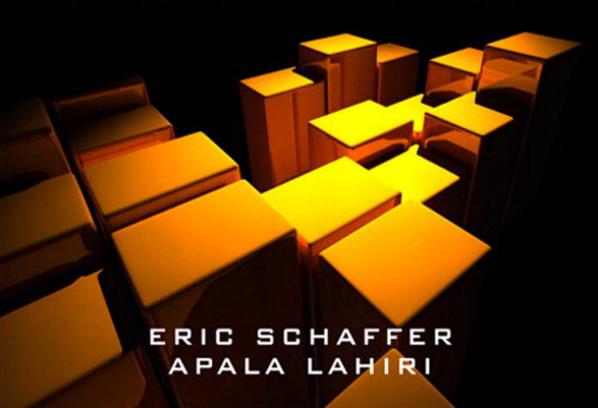
## SECOND EDITION



## INSTITUTIONALIZATION OF

A STEP-BY-STEP GUIDE TO A USER EXPERIENCE PRACTICE



# Institutionalization of UX

**Second Edition** 

## Institutionalization of UX: A Step-by-Step Guide to a User Experience Practice

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