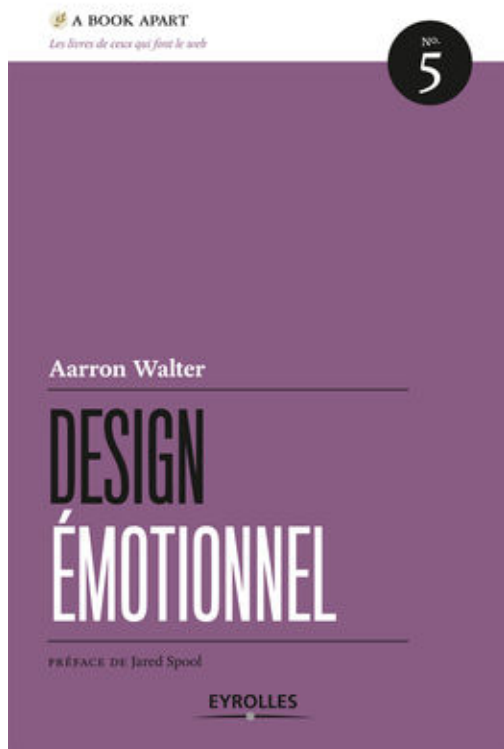


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Engagez émotionnellement les visiteurs de votre site Web en leur offrant une expérience positive grâce aux préceptes énoncés dans ce petit et brillant ouvrage écrit par le designer spécialiste en expérience utilisateur, Aarron Walter.

De la psychologie classique aux études de cas, des concepts poussés au bon sens le plus simple, Design émotionnel décrit des stratégies et des méthodes accessibles pour vous aider à donner une dimension humaine à vos designs.

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