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Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience by Tom Greever is well written, It explains how to communicate with non design people like stackholders. Delivering the best user experience also depends on being able to communicate and still make a profit for stockholders.

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Articulating Design Decisions is a must have book for anyone in the creative field, I'd even argue that people who are solely developers, and rarely touch designs should read it too. Tom has done an excellent job in tackling the issues that we all face when explaining our choices to our clients and the rest of the team.

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Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs themselves--simply because the most articulate person usually wins. This practical guide focuses on principles, tactics, and ...

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[Books] Articulating Design Decisions Communicate Stakeholders

Even though this is always a risk, approaching our meetings with this fear actually undermines the purpose of articulating design decisions. If we aren ' t able to convince stakeholders that our solution is better, either we aren ' t doing a good job of communicating to them or we don ' t understand their needs enough to create a design that solves the problem.

Articulating Design Decisions :: UXmatters

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Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs themselves—simply because the most articulate person usually wins.

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Tom Greever is a user experience and interface designer. By his own description, he “ makes things: design, mobile, web, apps. ” He is UX Director at Bitovi, a firm that does web application consulting and training. And he is author of a book recently published by the highly-respected O ’ Reilly Media, titled Articulating Design Decisions. This book aims to help you communicate with stakeholders, keep your sanity, and deliver the best user experience.

Articulating Design Decisions: Pick the brains of an ...

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**Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience - Tom Greev. Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience - Tom Greev. \$40.99. available options.**

Articulating Design Decisions: Communicate with ...

When design decisions are made verbally in a meeting, it can be nearly impossible to remember later why decisions were made. ” Tom Greever, Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience

Annotation Every designer has had to justify designs to non-designers, yet most lack the ability to explain themselves in a way that is compelling and fosters agreement. The ability to effectively articulate design decisions is critical to the success of a project, because the most articulate person often wins. This practical book provides principles, tactics and actionable methods for talking about designs with executives, managers, developers, marketers and other stakeholders who have influence over the project with the goal of winning them over and creating the best user experience.

Talking to people about your designs might seem like a basic skill, but it can be

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difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs themselves—simply because the most articulate person usually wins. This practical guide focuses on principles, tactics, and actionable methods for presenting your designs. Whether you design UX, websites, or products, you ' ll learn how to win over anyone who has influence over the project—with the goal of creating the best experience for the end user. Walk through the process of preparing for and presenting your designs Understand stakeholder perspectives, and learn how to empathize with them Cultivate both implicit and explicit listening skills Learn tactics and formulas for expressing the most effective response to feedback Discover why the way you follow through is just as crucial as the meeting itself Educate your stakeholders by sharing the chapter from this book on how to work with designers

Real critique has become a lost skill among collaborative teams today. Critique is intended to help teams strengthen their designs, products, and services, rather than be used to assert authority or push agendas under the guise of "feedback." In this practical guide, authors Adam Connor and Aaron Irizarry teach you techniques, tools, and a framework for helping members of your design team give and receive critique. Using firsthand stories and lessons from prominent figures in the design community, this book examines the good, the bad, and the ugly of feedback. You ' ll come away with tips, actionable insights, activities, and a cheat sheet for practicing critique as a part of your collaborative process. This book covers: Best practices (and anti-

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patterns) for giving and receiving critique Cultural aspects that influence your ability to critique constructively When, how much, and how often to use critique in the creative process Facilitation techniques for making critiques timely and more effective Strategies for dealing with difficult people and challenging situations

Learn to create seamless designs backed by a responsible understanding of the human mind. This book examines how human behavior can be used to integrate your product design into lifestyle, rather than interrupt it, and make decisions for the good of those that are using your product. Mindful Design introduces the areas of brain science that matter to designers, and passionately explains how those areas affect each human 's day-to-day experiences with products and interfaces. You will learn about the neurological aspects and limitations of human vision and perception; about our attachment to harmony and dissonance, such as visual harmony, musical harmony; and about our brain 's propensity towards pattern recognition and how we perceive the world cognitively. In the second half of the book you will focus on the practical application of what you have learned, specific to interaction and interface design. Real-world examples are used throughout so that you can really see how design is impacting our everyday digital experience. Design is a responsibility, but not enough designers understand the human mind or the process of thought. This book explores the key factors involved and shows you how to make the right design choices. What You'll Learn Review how attention and distraction work and the cost of attentional switching Use Gestalt principles to communicate visual grouping Ensure

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Your underlying models make sense to your audience Use time, progression, and transition to create a composition Carefully examine controlling behavior through reductionist and behaviorist motivation concepts Apply the theoretical knowledge to practical, mindful application design Who This Book Is For The primary audience for this book is professional designers who wish to learn more about the human mind and how to apply that to their work. The book is also useful for design-focussed product owners and startup founders who wish to apply ethical thinking to a team, or when bootstrapping their products. The secondary audience is design students who are either studying a ' traditional ' visual design course, or a UX/interaction design course who have a desire to learn how they might be able to apply mindful design to their early careers. Finally, a tertiary audience for this book would be tutors involved in teaching design, or peripheral, courses who may wish to incorporate its teachings into their lectures, workshops or seminars.

Design has become the key link between users and today ' s complex and rapidly evolving digital experiences, and designers are starting to be included in strategic conversations about the products and services that enterprises ultimately deliver. This has led to companies building in-house digital/experience design teams at unprecedented rates, but many of them don ' t understand how to get the most out of their investment. This practical guide provides guidelines for creating and leading design teams within your organization, and explores ways to use design as part of broader strategic planning. You ' ll discover: Why design ' s role has evolved in the

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**Digital age** How to infuse design into every product and service experience The 12 qualities of effective design organizations How to structure your design team through a Centralized Partnership Design team roles and evolution The process of recruiting and hiring designers How to manage your design team and promote professional growth

User experience doesn't happen on a screen; it happens in the mind, and the experience is multidimensional and multisensory. This practical book will help you uncover critical insights about how your customers think so you can create products or services with an exceptional experience. Corporate leaders, marketers, product owners, and designers will learn how cognitive processes from different brain regions form what we perceive as a singular experience. Author John Whalen shows you how anyone on your team can conduct "contextual interviews" to unlock insights. You'll then learn how to apply that knowledge to design brilliant experiences for your customers. Learn about the "six minds" of user experience and how each contributes to the perception of a singular experience Find out how your team—without any specialized training in psychology—can uncover critical insights about your customers' conscious and unconscious processes Learn how to immediately apply what you've learned to improve your products and services Explore practical examples of how the Fortune 100 used this system to build highly successful experiences

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**It's the little things** that turn a good digital product into a great one. With this practical book, you ' ll learn how to design effective microinteractions: the small details that exist inside and around features. How can users change a setting? How do they turn on mute, or know they have a new email message? Through vivid, real-world examples from today ' s devices and applications, author Dan Saffer walks you through a microinteraction ' s essential parts, then shows you how to use them in a mobile app, a web widget, and an appliance. You ' ll quickly discover how microinteractions can change a product from one that ' s tolerated into one that ' s treasured. Explore a microinteraction ' s structure: triggers, rules, feedback, modes, and loops Learn the types of triggers that initiate a microinteraction Create simple rules that define how your microinteraction can be used Help users understand the rules with feedback, using graphics, sounds, and vibrations Use modes to let users set preferences or modify a microinteraction Extend a microinteraction ' s life with loops, such as “ Get data every 30 seconds ”

Talking to people about your designs might seem like a basic skill, but it can be difficult to do well. In many cases, how you communicate with stakeholders, clients, and other nondesigners may be more important than the designs themselves. Because if you can ' t get their support, your work will never see the light of day—no matter how good it is. This practical guide focuses on principles, tactics, and actionable methods for presenting your designs. Whether you design apps, websites, or products, you ' ll learn how to get support from people who have influence over the

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Project with the goal of creating the best user experience. Walk through the process of preparing and presenting your designs Understand stakeholder perspectives and learn how to empathize with them Cultivate both implicit and explicit listening skills Learn tactics and strategies for expressing the most effective response to feedback Create the right documentation for your decisions to avoid repeated conversations Learn why following through is just as important as the meeting itself

As technology becomes deeply integrated into every aspect of our lives, we 've begun to expect more emotionally intelligent interactions. But smartphones don 't know if we 're having a bad day, and cars couldn 't care less about compassion. Technology is developing more IQ, but it still lacks EQ. In this book, Pamela Pavliscak—design researcher and advisor to Fortune 500 companies—explores new research about emotion, new technology that engages emotion, and new emotional design practices. Drawing on her own research and the latest thinking in psychology, neuroscience, and behavioral economics, Pamela shows you how design can help promote emotional well-being. You 'll learn: How design has transformed emotion and how tech is transforming it again New principles for merging emotional intelligence and design thinking How to use a relationship model for framing product interactions and personality Methods for blending well-being interventions with design patterns How emotional resonance can guide designers toward ethical futures Implications of emotionally intelligent technology as it scales from micro- to mega-emotional spheres

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User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists. Define and validate your target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value Focus your team on the primary utility and business model of your product by running structured experiments using prototypes Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

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