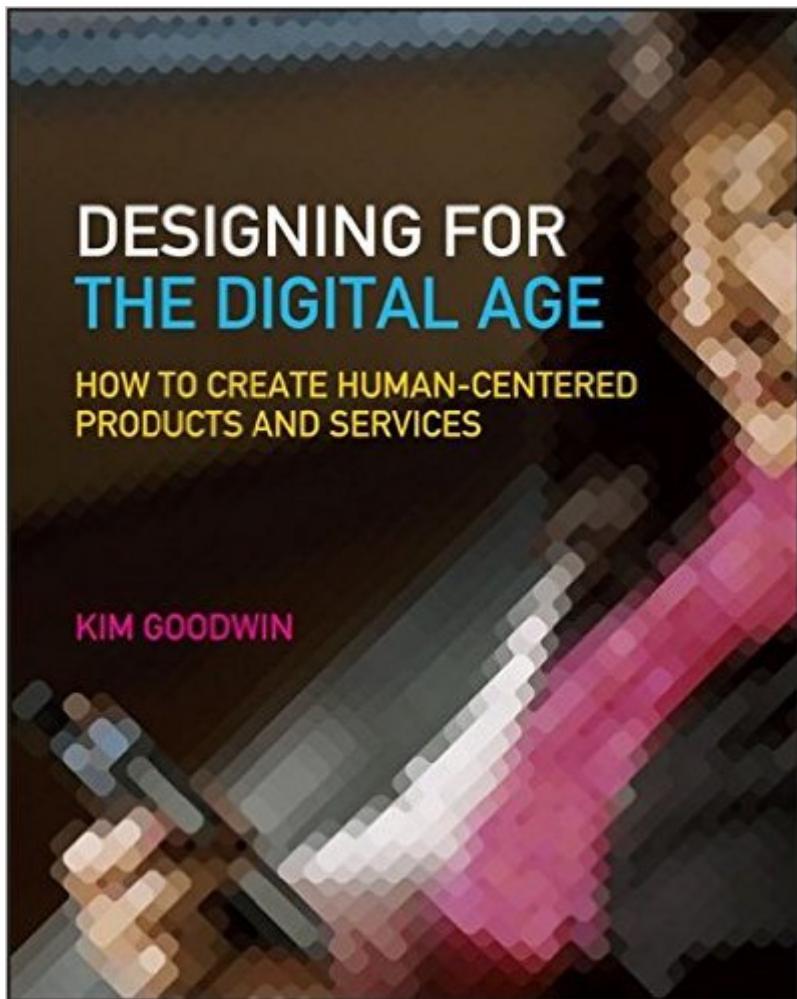


The book was found

Designing For The Digital Age: How To Create Human-Centered Products And Services



Synopsis

Whether you're designing consumer electronics, medical devices, enterprise Web apps, or new ways to check out at the supermarket, today's digitally-enabled products and services provide both great opportunities to deliver compelling user experiences and great risks of driving your customers crazy with complicated, confusing technology. Designing successful products and services in the digital age requires a multi-disciplinary team with expertise in interaction design, visual design, industrial design, and other disciplines. It also takes the ability to come up with the big ideas that make a desirable product or service, as well as the skill and perseverance to execute on the thousand small ideas that get your design into the hands of users. It requires expertise in project management, user research, and consensus-building. This comprehensive, full-color volume addresses all of these and more with detailed how-to information, real-life examples, and exercises. Topics include assembling a design team, planning and conducting user research, analyzing your data and turning it into personas, using scenarios to drive requirements definition and design, collaborating in design meetings, evaluating and iterating your design, and documenting finished design in a way that works for engineers and stakeholders alike.

Book Information

Paperback: 768 pages

Publisher: Wiley; 1 edition (March 3, 2009)

Language: English

ISBN-10: 0470229101

ISBN-13: 978-0470229101

Product Dimensions: 7.4 x 1.4 x 9.3 inches

Shipping Weight: 3.8 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (22 customer reviews)

Best Sellers Rank: #72,605 in Books (See Top 100 in Books) #41 inÂ Books > Computers & Technology > Graphics & Design > User Experience & Usability #102 inÂ Books > Computers & Technology > Web Development & Design > Web Design #924 inÂ Books > Textbooks > Computer Science

Customer Reviews

Designing for the Digital Age: How to Create Human-Centered Products and Services serves as an excellent guide and reference for new and experienced human centered design practitioners. Kim Goodwin (VP of Cooper) does a great job translating her goal-oriented design processes into clear

and understandable terms. Human/user centered design books can easily be littered with heavy jargon or unintelligible references that make it difficult or impossible to understand or practice. Goodwin makes a conscious effort to explain and visualize many of the concepts introduced in each chapter and keeps the research lingo within reason. For example, in Chapter 12: Defining Requirements, Goodwin dispels what requirements aren't (i.e. features or specifications) and promptly outlines what is needed to generate effective requirements (i.e. data needs, functional needs, product / service qualities, constraints). In addition, Goodwin's writing style guarantees a cognitive learning experience with most readers by providing multiple exercises and scenarios that engage and evoke a desire for comprehension. The photography, diagrams, and charting are plentiful and supplement the subject matter effectively also. I believe that this book is easily a pylon supporting the ever-swelling weight of UCD with its hoard of overlapping design disciplines. I recommend it to anyone interested in design or the design process...

[Download to continue reading...](#)

Designing for the Digital Age: How to Create Human-Centered Products and Services
Designing Products People Love: How Great Designers Create Successful Products
Make Your Own Skin Care Products: How to Create a Range of Nourishing and Hydrating Skin Care Products
Fundamentals of Case Management Practice: Skills for the Human Services (HSE 210 Human Services Issues) Human Services in Contemporary America (HSE 110 Introduction to Human Services) Public Health Nursing - Revised Reprint: Population-Centered Health Care in the Community, 8e (Public Health Nursing: Population-Centered Health Care in the Community) Echo: The Ultimate Guide to Echo and Hacking for Dummies (by echo, Alexa Kit, Prime, users guide, web services, digital media, ... (Web services, internet, hacking) (Volume 2) Human Factors Methods for Design: Making Systems Human-Centered Anti Aging: The Best Anti Aging Beauty Products, Anti Aging Medicines and Anti Aging Skin Care Treatments to Make You Look and Feel Younger (Anti Aging, ... Secrets, Anti Aging Diet, Beauty Products) Don't Go to the Cosmetics Counter Without Me: A unique, professionally sourced guide to thousands of skin-care and makeup products from today's hottest ... and discover which products really work! Don't Go to the Cosmetics Counter Without Me: A unique guide to skin care and makeup products from today's hottest brands — shop smarter and find products that really work! Library Services for Children and Young Adults: Challenges and Opportunities in the Digital Age Echo: The Ultimate Guide to Learn Echo In No Time (Echo, Alexa Skills Kit, smart devices, digital services, digital media) (Prime, internet device, guide) (Volume 6) Echo: 2016 - The Ultimate Guide to Learn Echo In No Time (Echo, Alexa Skills Kit, smart devices, digital services, digital media) (Prime, internet device, guide)

Designing for Situation Awareness: An Approach to User-Centered Design, Second Edition Casino City's Worldwide Casino Vendors Guide: Gaming Products and Services, Industry Suppliers, Casinos, Agencies, Associations, Trade Shows and Publications, Analysts, and Attorneys (2006) YouTube Strategies 2016: How To Make And Market YouTube Videos That Bring Hungry Online Buyers Straight To Your Products And Services BLOGGING & WEBINAR SELLING COMBO: How to Start a Blog and Sell Products & Services via Webinar Designing Connected Products: UX for the Consumer Internet of Things VIDEO INCOME ACADEMY: How to Make a Living Selling Products & Services via Video... Youtube E-Commerce & Webinar Service Selling

[Dmca](#)