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Design, It explains how to communicate with non design people like stakeholders.

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

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to our clients and the
rest of the team.

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Communicate With ...

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

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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

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Design usually wins. This practical guide focuses on principles, tactics, and ...

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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

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job of communicating to them or we don't understand their needs enough to create a design that solves the problem.

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Decisions:

Communicate ...

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,

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Design
and other non-
designers is more
critical than the
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themselves—simply
because the most
articulate person
usually wins.

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Tom Greever is a
user experience and

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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*

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Decisions. This book aims to help you communicate with stakeholders, keep your sanity, and deliver the best user experience.

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When design
decisions are made
verbally in a meeting,
it can be nearly
impossible to
remember later why
decisions were
made.” ? Tom
Greever, Articulating
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Stakeholders

Annotation Every
designer has had to
justify designs to non-
designers, yet most
lack the ability to
explain themselves in
a way that is

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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

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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
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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

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Design 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

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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

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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

Experience

Annotation Every

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Design 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

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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

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Design and creating the
best user experience.

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

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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

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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-patterns) for

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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
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practical book will
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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

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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

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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

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products and services
Explore practical
examples of how the
Fortune 100 used this
system to build highly
successful
experiences

Design has become
the key link between
users and today's
complex and rapidly
evolving digital
experiences, and

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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

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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

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Design's role has evolved in the 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

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of recruiting and hiring
designers How to
manage your design
team and promote
professional growth

Stakeholders
Agile development
methodologies may
have started life in IT,
but their widespread
and continuing
adoption means there
are many practitioners
outside of

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IT--including designers--who need to change their thinking and adapt their practices. This is the missing book about agile that shows how designers, product managers, and development teams can integrate experience design into lean and agile product development.

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It equips you with tools, techniques and a framework for designing great experiences using agile methods so you can deliver timely products that are technically feasible, profitable for the business, and desirable from an end-customer perspective. This book will help

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you successfully integrate your design process on an agile project and feel like part of the agile team. do good design faster by doing just enough, just in time. use design methods from disciplines such as design thinking, customer-centered design, product design, and service

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Design. create
successful digital
products by
considering the needs
of the end-customer,
the business, and
technology.

understand the next
wave of thinking
about continuous
design and
continuous delivery.

Experience

What does it take to

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be the leader of a design firm or group? We often assume they have all the answers, but in this rapidly evolving industry they're forced to find their way like the rest of us. So how do good design leaders manage? If you lead a design group, or want to understand the

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people who do, this insightful book explores behind-the-scenes strategies and tactics from leaders of top design companies throughout North America. Based on scores of interviews he conducted over a two-year period—from small companies to massive corporations like ESPN—author

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Richard Banfield

covers a wide range
of topics, including:

How design leaders
create a healthy

company culture

Innovative ways for
attracting and

nurturing talent

Creating productive
workspaces, and

handling remote

employees Staying on

top of demands while

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making time for
themselves

Consistent patterns
among vastly different
leadership styles

Techniques and
approaches for

keeping the work
pipeline full Making

strategic and tactical
plans for the future

Mistakes that design
leaders made—and

how they bounced

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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

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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

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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

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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

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funnels that increase customer engagement by mapping desired user actions to meaningful metrics

On the surface, design practices and data science may not seem like obvious partners. But these disciplines actually work toward the same

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goal, helping designers and product managers understand users so they can craft elegant digital experiences. While data can enhance design, design can bring deeper meaning to data. This practical guide shows you how to conduct data-driven A/B testing for making design decisions on

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everything from small tweaks to large-scale UX concepts.

Complete with real-world examples, this book shows you how to make data-driven design part of your product design workflow. Understand the relationship between data, business, and design

Get a firm grounding

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in data, data types,
and components of
A/B testing Use an
experimentation
framework to define
opportunities,
formulate hypotheses,
and test different
options Create
hypotheses that
connect to key
metrics and business
goals Design
proposed solutions for

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hypotheses that are
most promising
Interpret the results of
an A/B test and
determine your next
move

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