Designing for the Digital Age: How to Create Human-Centered Products and Services

By Kim Goodwin

Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin

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.

⬇ **Download** Designing for the Digital Age: How to Create Human ...pdf

📄 **Read Online** Designing for the Digital Age: How to Create Hum ...pdf

Designing for the Digital Age: How to Create Human-Centered Products and Services

By Kim Goodwin

Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin

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.

Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin Bibliography

- Sales Rank: #89576 in Books
- Brand: Goodwin, Kim
- Published on: 2009-03-03
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x 1.50" w x 7.30" l, 3.75 pounds
- Binding: Paperback
- 768 pages

Download and Read Free Online Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin

Editorial Review

Review
"Kim's book is nothing less than a complete handbook for an entire profession. Kim's unique background in the practice, pedagogy, and epistemology of the design business has given her the experience needed to write the ultimate 'how-to' book. Every step in this fascinating and multi-faceted discipline is described in detail in simple, readable prose, richly illustrated with examples taken from real products, real clients, and real design problems. This book is comprehensive in its scope, exhaustive in its depth, authoritative in its practice, and priceless in its wisdom. I've no doubt that this will become the most dog-eared, annotated and worn-from-many-readings volume in your library." —Alan Cooper, bestselling author of *The Inmates Are Running the Asylum* and *About Face 3: The Essentials of Interaction Design*

"Kim is one of the brightest minds in the world of user experience design. Her work on Goal-Directed Design and persona development has set a standard." —Jared Spool, Founding Principal, User Interface Engineering

From the Back Cover

DISIGNING FOR THE DIGITAL AGE

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 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 volume addresses all of these and more.

"Kim's book is nothing less than a complete handbook for an entire profession. Kim's unique background in the practice, pedagogy, and epistemology of the design business has given her the experience needed to write the ultimate 'how-to' book. Every step in this fascinating and multi-faceted discipline is described in detail in simple, readable prose, richly illustrated with examples taken from real products, real clients, and real design problems. This book is comprehensive in its scope, exhaustive in its depth, authoritative in its practice, and priceless in its wisdom. I've no doubt that this will become the most dog-eared, annotated and worn-from-many-readings volume in your library."
ALAN COOPER
Bestselling author of *The Inmates Are Running the Asylum* and *About Face 3: The Essentials of Interaction Design*

"Kim is one of the brightest minds in the world of user experience design. Her work on Goal-Directed Design and persona development has set a standard."
JARED SPOOL

CEO & Founding Principal, User Interface Engineering

About the Author

Kim Goodwin is VP Design and General Manager at Cooper, where she leads an integrated practice of interaction, visual, and industrial designers, and also directs the development of the acclaimed Cooper U design curriculum. Kim knows the design world from multiple angles; she started her career as an in-house and freelance designer and spent several years as an in-house creative director before joining Cooper 11 years ago. Kim has led projects involving a tremendous range of design problems, including Web sites, complex analytical and enterprise applications, phones, medical devices, services, and even organizations. Her clients and employers have included everything from one-man startups to the world's largest companies, as well as universities and government agencies. This range of experience and a passion for teaching have led to Kim's popularity as an author and as a speaker at conferences and companies around the world.

Users Review

From reader reviews:

Brandy Greenawalt:

Here thing why this particular Designing for the Digital Age: How to Create Human-Centered Products and Services are different and reputable to be yours. First of all reading a book is good but it really depends in the content of it which is the content is as yummy as food or not. Designing for the Digital Age: How to Create Human-Centered Products and Services giving you information deeper as different ways, you can find any e-book out there but there is no book that similar with Designing for the Digital Age: How to Create Human-Centered Products and Services. It gives you thrill reading through journey, its open up your eyes about the thing which happened in the world which is perhaps can be happened around you. It is possible to bring everywhere like in area, café, or even in your means home by train. When you are having difficulties in bringing the branded book maybe the form of Designing for the Digital Age: How to Create Human-Centered Products and Services in e-book can be your substitute.

Jason Nunez:

The book untitled Designing for the Digital Age: How to Create Human-Centered Products and Services contain a lot of information on this. The writer explains the woman idea with easy way. The language is very easy to understand all the people, so do definitely not worry, you can easy to read it. The book was published by famous author. The author provides you in the new era of literary works. You can actually read this book because you can read more your smart phone, or model, so you can read the book inside anywhere and anytime. If you want to buy the e-book, you can wide open their official web-site and order it. Have a nice learn.

Bruce Bracey:

As a pupil exactly feel bored for you to reading. If their teacher expected them to go to the library as well as to make summary for some book, they are complained. Just very little students that has reading's spirit or real their passion. They just do what the trainer want, like asked to go to the library. They go to presently there but nothing reading seriously. Any students feel that reading is not important, boring and also can't see

colorful photos on there. Yeah, it is to become complicated. Book is very important in your case. As we know that on this period of time, many ways to get whatever we wish. Likewise word says, ways to reach Chinese's country. Therefore this Designing for the Digital Age: How to Create Human-Centered Products and Services can make you truly feel more interested to read.

Carlos McNerney:

Reading a reserve make you to get more knowledge from that. You can take knowledge and information from the book. Book is written or printed or illustrated from each source this filled update of news. Within this modern era like right now, many ways to get information are available for you. From media social similar to newspaper, magazines, science guide, encyclopedia, reference book, novel and comic. You can add your understanding by that book. Are you ready to spend your spare time to spread out your book? Or just in search of the Designing for the Digital Age: How to Create Human-Centered Products and Services when you essential it?

Download and Read Online Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin #EUX9J84YP7M

Read Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin for online ebook

Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin books to read online.

Online Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin ebook PDF download

Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin Doc

Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin Mobipocket

Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin EPub

EUX9J84YP7M: Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin