

HOW TO CREATE HUMAN-CENTERED PRODUCTS AND SERVICES

KIM GOODWIN

Eric Reiss

Designing for the Digital Age Kim Goodwin, 2011-03-25 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 Entwicklung eines Vorgehensmodells für die Evaluation der Fahrzeug-HMI in frühen Phasen stakeholders alike der Entwicklung Christoph Mühlbauer, 2019-01-01 Ein aktueller Trend in der Automobilindustrie ist die zunehmende Vernetzung interaktiver Systeme inner und au erhalb des Fahrzeugs Dies f hrt zu einem erh hten Informationsfluss zwischen dem Fahrer dem Fahrzeug sowie der Umwelt was die Gefahr erh ht dass sich der Fahrer von der eigentlichen Fahraufgabe ablenken I sst Die Benutzungsschnittstelle ber die der Fahrer mit seinem Fahrzeug interagiert sollte so gestaltet sein dass die Ablenkung auf ein Minimum reduziert wird In der Dissertation wird ein Vorgehensmodell vorgestellt welches die Usability von Spezifikationen fr Automotive Informations und Kommunikationssysteme bereits zu Beginn der Entwicklung in der sogenannten HMI Konzeptphase beurteilt So werden spezifische Beurteilungskriterien extrahiert und ein strukturiertes Evaluations Vorgehen wird definiert Die Erkenntnisse leiten sich aus umfangreichen empirischen und analytischen Studien ab Das Vorgehensmodell ist so entwickelt dass sowohl Experten als auch methodisch unerfahrene Evaluatoren und Testleiter dieses anwenden k nnen Die zehn Usability-Gebote Eric Reiss, 2015-02-06 Websites die intuitiv bedienbar sind haben zufriedenere Nutzer und zufriedene Nutzer kommen wieder Das ist das eigentliche Ziel der Usability und Eric Reiss zeigt Ihnen in diesem Buch mit welchen einfachen Ma nahmen Sie es erreichen Er gibt Ihnen zehn Grundprinzipien oder Gebote an die Hand so sollte Ihre Website beispielsweise beguem funktional und idiotensicher sein Was Sie daf r tun oder besser bleiben lassen sollten zeigt er Ihnen an zahllosen Beispielen aus dem Web Aber auch Bratpfannen Stra enschilder oder Badematten m ssen schon einmal herhalten um zu erkl ren wie wir Dinge verwenden und was uns fluchen l sst wenn etwas nicht so funktioniert wie wir es erwarten Neben jeder Menge erstaunlicher Aha Erlebnisse und am santer Anekdoten bietet Ihnen jedes Kapitel am Ende eine Liste mit zehn Fragen mit denen Sie m gliche Fallstricke aufsp ren und Ihre Website

maximal benutzerfreundlich gestalten k nnen Und da Eric Reiss die zehn Usability Gebote nicht nur aufgeschrieben sondern beim Schreiben dieses Buchs auch selbst ber cksichtigt hat werden Sie sehen Es funktioniert **Business Model** Generation Alexander Osterwalder, Yves Pigneur, 2011-08 Wir leben im Zeitalter umw lzender neuer Gesch ftsmodelle Obwohl sie unsere Wirtschaftswelt ber alle Branchengrenzen hinweg ver ndern verstehen wir kaum woher diese Kraft kommt Business Model Generation pr sentiert einfache aber wirkungsvolle Tools mit denen Sie innovative Gesch ftsmodelle entwickeln erneuern und in die Tat umsetzen k nnen Es ist so einfach ein Spielver nderer zu sein Business Model Generation Das inspirierende Handbuch fr Vision re Spielver nderer und Herausforderer die Gesch ftsmodelle verbessern oder v llig neu gestalten wollen Perspektivwechsel Business Model Generation erlaubt den Einblick in die geheimnisumwitterten Innovationstechniken weltweiter Spitzenunternehmen Erfahren Sie wie Sie Gesch ftsmodelle von Grund auf neu entwickeln und in die Tat umsetzen oder alte Gesch ftsmodelle aufpolieren So verdrehen Sie der Konkurrenz den Kopf von 470 Strategie Experten entwickelt Business Model Generation h lt was es verspricht 470 Autoren aus 45 L ndern verfassten finanzierten und produzierten das Buch gemeinsam Die enge Verkn pfung von Inhalt und visueller Gestaltung erleichtert das Eintauchen in den Kosmos der Gesch ftsmodellinnovation So gelingt der Sprung in neue Gesch ftswelten fr Tatendurstige Business Model Generation ist unverzichtbar fr alle die Schluss machen wollen mit business as usual Es ist wie geschaffen fr F hrungskr fte Berater und Unternehmer die neue und ungew hnliche Wege der Wertsch pfung gehen m chten Worauf warten User Experience Design Christian Moser, 2012-07-04 Heute reicht Funktionalit t nicht mehr aus um die Sie noch Benutzer von Internet oder Desktop Applikationen zu begeistern Das Benutzererlebnis wird immer st rker zum Schl sselfaktor um ein Produkt im Markt zu differenzieren Eine gute User Experience entsteht jedoch nicht durch Zufall Sie ist das Ergebnis aus einer gr ndlichen Benutzeranalyse einem guten Verst ndnis f r das Business und einem starken Designprozess Erst wenn alle Teile des Puzzles perfekt zueinander passen entsteht ein Produkt das den Benutzer begeistert Das Buch bietet dem Leser einen kompakten Einstieg und f hrt ihn durch den ganzen Designprozess von der Businessanalyse bis zur Produkteinf hrung Auf vielen Doppelseiten werden relevante Methoden einfach und verst ndlich erkl rt Das Buch bietet dem Leser durch seine sorgf ltige Gestaltung und die innovative Navigation ein ganz besonderes Erlebnis

Software-Architekturen dokumentieren und kommunizieren Stefan Zörner,2021-12-06 Sie erfahren wie die Dokumentation der Architektur von einer I stigen Pflicht zum integralen Kommunikations und Arbeitsmittel wird Sie lernen architekturrelevante Einflussfaktoren und zentrale Entscheidungen festzuhalten Sie erleben am Beispiel einer Schach Engine wie eine nachvollziehbare Architektur entsteht Auf der Buchwebsite finden Sie Vorlagen und weitere Informationen zum Thema und zu den Fallbeispielen Ihr exklusiver Vorteil E Book inside beim Kauf des gedruckten Buches Dokumentation wird oft als I stige Pflicht angesehen und in vielen Softwareprojekten stark vernachl ssigt die Architektur wird manchmal berhaupt nicht beschrieben Damit das in Ihren Projekten nicht passiert schl gt dieses Buch praxiserprobte und schlanke Bestandteile f

r eine wirkungsvolle Architekturdokumentation vor Anhand eines durchg ngigen Beispiels erfahren Sie wie Sie architekturrelevante Einflussfaktoren erfassen und Ihre Softwarel sung angemessen und ohne Ballast festhalten Sie lernen nicht nur die Vorgehensweise fr das Dokumentieren whrend des Entwickelns kennen sondern auch wie Sie bestehende Systeme im Nachhinein beschreiben Neben der Methodik diskutiert das Buch auch typische Formate und Werkzeuge wie Wikis UML Werkzeuge u a mit denen Sie Architekturdokumentation erfassen verwalten und verbreiten k nnen Checklisten und bungsaufgaben geben Ihnen die n tige Sicherheit um die Architekturdokumentation zu einem integralen Bestandteil in Ihrem Softwarevorhaben zu machen Mein Fazit Es gibt viele B cher ber Softwarearchitektur Und dieses gehrt zu denen die man gelesen haben sollte wenn man Softwareprojekte macht Phillip Ghadir zur ersten Auflage Marketing-Mindset Waldemar Pförtsch, Uwe Sponholz, 2019-06-17 Der Bedeutungswandel des Marketings wurde sp testens mit dem Einzug der Digitalisierung sp rbar durch die Reduktion auf Verkaufszahlen und Kommunikation hat es sich selbst fast berfl ssig gemacht Marketing braucht Erneuerung und R ckbesinnung zugleich Die Zukunft des Marketings liegt im Kristallisationspunkt aller unternehmerischer T tigkeiten dem radikalen Fokus auf den Kunden W hrend viele Marketing Ratgeber mit dem Appell Zur ck zum Kunden enden zeigen die Autoren hier im Detail warum Marketing ein neues Mindset braucht wie es sich strategisch neu aufstellen und operativ zum Wohle des Kunden umsetzen I sst empathisch agil ganzheitlich vernetzt und iterativ Seri ses Marketing kann so bei der L sung wirklich dr ngender menschlicher Probleme helfen Die Autoren analysieren messerscharf die vernachl ssigte Marketing Kultur in vielen B2C und B2B Unternehmen Mit dem von ihnen entwickelten H2H Human to Human Marketing Konzept weisen sie den Weg f reine radikale Neuorientierung im Marketing Sie pr sentieren keine markigen Spr che coolen Buzzwords oder romantischen Fantasien sondern professionelles Handwerk das Marketing Profis fr ihre t gliche Arbeit beherrschen m ssen Marketing wird so wieder respektiert werden muss sich dies aber durch neues Wissen und verbesserte F higkeiten zun chst verdienen Aus dem Inhalt Der notwendige Wandel im Marketing Mindset durch Design Thinking Service Dominant Logic und Digitalisierung Vertrauen und dessen Management in Form von Marke Customer Experience und Reputation wird in der Praxis h ufig untersch tzt und ist doch so wirksam Der konkrete Weg zum H2H Marketing mit Prozess und Instrumenten So erzeugen Sie echte Mitarbeiter und Kundenbegeisterung Designing Information Architecture Pabini Gabriel-Petit, 2025-03-28 A fresh updated perspective on Information Architecture IA blending foundational principles with modern insights to help you design intuitive structured and human centered digital experiences Jim Kalbach Chief Evangelist at Mural Get your hands on a well structured easy reference handbook filled with IA best practices for organizing digital information spaces Key Features Learn IA from Pabini Gabriel Petit UX expert and founder of UXmatters Get a practical introduction to IA in the broader context of UX research and design Gain expert insights from industry leaders on IA's evolution techniques and applications Purchase of the print or Kindle book includes a free PDF eBook Book DescriptionIn a world that suffers from information overload how

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design plan that fits your library and patronage This book is a toolkit not a step by step paint by the numbers book It is geared towards libraries of all types and sizes and will provide tools that any library can use and ideas for developing a service design project that fits within the means of your library so that your project will be meaningful useful and sustainable While several books have been written on how to implement service design this book will be the first to explain how to practice service design in libraries **H2H Marketing** Philip Kotler, Waldemar Pfoertsch, Uwe Sponholz, 2020-12-12 In H2H Marketing the authors focus on redefining the role of marketing by reorienting the mindset of decision makers and integrating the concepts of Design Thinking Service Dominant Logic and Digitalization It's not just technological advances that have made it necessary to revisit the way everybody thinks about marketing customers and marketers as human decision makers are changing too Therefore having the right mindset the right management approach and highly dynamic implementation processes is key to creating innovative and meaningful value propositions for all stakeholders This book is essential reading for the following groups Executives who want to bring new meaning to their lives and organizations Managers who need inspirations and evidence for their daily work in order to handle the change management needed in response to the driving forces of technology society and ecology Professors trainers and coaches who want to apply the latest marketing principles Students and trainees who want to prepare for the future Customers of any kind who need to distinguish between leading companies Employees of suppliers and partners who want to help their firms stand out The authors review the status quo of marketing and outline its evolution to the new H2H Marketing In turn they demonstrate the new marketing paradigm with the H2H Marketing Model which incorporates Design Thinking Service Dominant Logic and the latest innovations in Digitalization With the new H2H Mindset Trust and Brand Management and the evolution of the operative Marketing Mix to the updated dynamic and iterative H2H Process they offer a way for marketing to find meaning in a troubled world **Undercover User Experience Design** Cennydd Bowles, James Box, 2010-09-17 Once you catch the user experience bug the world changes Doors open the wrong way websites don t work and companies don t seem to care And while anyone can learn the UX remedies usability testing personas prototyping and so on unless your organization gets it putting them into practice is trickier Undercover User Experience is a pragmatic guide from the front lines giving frank advice on making UX work in real companies with real problems Readers will learn how to fit research ideation prototyping and testing into their daily workflow and how to design good user experiences under the all too common constraints of time budget and culture Usable Usability Eric Reiss, 2012-06-28 The A to Z guide to spotting and fixing usability problems Frustrated by pop ups Forms that make you start over if you miss a field Nonsensical error messages You re not alone This book helps you simply get it right the first time or fix what s broken Boasting a full color interior packed with design and layout examples this book teaches you how to understand a user s needs divulges techniques for exceeding a user s expectations and provides a host of hard won advice for improving the overall quality of a user's experience World renowned

UX guru Eric Reiss shares his knowledge from decades of experience making products useable for everyone all in an engaging easy to apply manner Reveals proven tools that simply make products better from the users perspective Provides simple guidelines and checklists to help you evaluate and improve your own products Zeroes in on essential elements to consider when planning a product such as its functionality and responsiveness whether or not it is ergonomic making it foolproof and more Addresses considerations for product clarity including its visibility understandability logicalness consistency and predictability Usable Usability walks you through numerous techniques that will help ensure happy customers and successful products Designing for Interaction Dan Saffer, 2010 Building products and services that people interact with is the big challenge of the 21st century Dan Saffer has done an amazing job synthesizing the chaos into an understandable ordered reference that is a bookshelf must have for anyone thinking of creating new designs Jared Spool CEO of User Interface Engineering Interaction design is all around us If you ve ever wondered why your mobile phone looks pretty but doesn t work well you ve confronted bad interaction design But if you ve ever marveled at the joy of using an iPhone shared your photos on Flickr used an ATM machine recorded a television show on TiVo or ordered a movie off Netflix you ve encountered good interaction design products that work as well as they look Interaction design is the new field that defines how our interactive products behave Between the technology that powers our devices and the visual and industrial design that creates the products aesthetics lies the practice that figures out how to make our products useful usable and desirable This thought provoking new edition of Designing for Interaction offers the perspective of one of the most respected experts in the field Dan Saffer This book will help you learn to create a design strategy that differentiates your product from the competition use design research to uncover people s behaviors motivations and goals in order to design for them employ brainstorming best practices to create innovativenew products and solutions understand the process and methods used to define product behavior It also offers interviews and case studies from industry leaders on prototyping designing in an Agile environment service design ubicomp robots and more <u>Imagery in the 21st Century</u> Oliver Grau, 2013-08-16 Scholars from science art and humanities explore the meaning of our new image worlds and offer new strategies for visual analysis We are surrounded by images as never before on Flickr Facebook and YouTube on thousands of television channels in digital games and virtual worlds in media art and science Without new efforts to visualize complex ideas structures and systems today s information explosion would be unmanageable The digital image represents endless options for manipulation images seem capable of changing interactively or even autonomously This volume offers systematic and interdisciplinary reflections on these new image worlds and new analytical approaches to the visual Imagery in the 21st Century examines this revolution in various fields with researchers from the natural sciences and the humanities meeting to achieve a deeper understanding of the meaning and impact of the image in our time The contributors explore and discuss new critical terms of multidisciplinary scope from database economy to the dramaturgy of hypermedia from visualizations in neuroscience to the image in bio art

They consider the power of the image in the development of human consciousness pursue new definitions of visual phenomena and examine new tools for image research and visual analysis <u>Working Together</u> Mikki Hebl,Eden King,2024 We were prompted to write this book based on three recurring questions from our various audiences who range from undergraduates to executive MBA students from entry level workers to seasoned professionals and from the general public to the C suites of organizations **Reflective Teaching, Effective Learning** Char Booth,2011 Char Booth introduces a series of concepts that will empower readers at any level of experience to become better designers and presenters as well as building their confidence and satisfaction as library educators Booth outlines a four part framework of instructional literacy which includes reflective practice educational theory teaching technologies and instructional design Book cover

Managing Enterprise Content Ann Rockley, Charles Cooper, 2012-02-14 Smartphones eBook readers and tablet computers like the Apple iPad have forever changed the way people access and interact with content Your customers expect the content you provide them to be adaptive responding to the device their location their situation and their personalized needs Authors Ann Rockley and Charles Cooper provide insights and guidelines that will help you develop a unified content strategy a repeatable systematic plan that can help you reach your customers anytime anywhere on any device This up to date new edition of Managing Enterprise Content helps you Determine business requirements Build your vision Design content that adapts to any device Develop content models metadata and workflow Put content governance in place Adapt to new and changed roles Identify tools requirements With this book you ll learn to design adaptable content that frees you from the tyranny of an ever increasing array of devices Accelerate DevOps with GitHub Michael Kaufmann, Thomas Dohmke, Donovan Brown, 2022-09-09 Take your DevOps and DevSecOps game to the next level by leveraging the power of the GitHub toolset in practice Key FeaturesRelease software faster and with confidenceIncrease your productivity by spending more time on software delivery and less on fixing bugs and administrative tasksDeliver high quality software that is more stable scalable and secureBook Description This practical guide to DevOps uses GitHub as the DevOps platform and shows how you can leverage the power of GitHub for collaboration lean management and secure and fast software delivery The chapters provide simple solutions to common problems thereby helping teams that are already on their DevOps journey to further advance into DevOps and speed up their software delivery performance From finding the right metrics to measure your success to learning from other teams success stories without merely copying what they ve done this book has it all in one place As you advance you ll find out how you can leverage the power of GitHub to accelerate your value delivery by making work visible with GitHub Projects measuring the right metrics with GitHub Insights using solid and proven engineering practices with GitHub Actions and Advanced Security and moving to event based and loosely coupled software architecture By the end of this GitHub book you ll have understood what factors influence software delivery performance and how you can measure your capabilities thus realizing where you stand in your journey and how you can move forward What

you will learnEffectively measure software delivery performanceAdopt DevOps and lean management techniques in your teamsPlan track and visualize your work using GitHub Issues and ProjectsUse continuous delivery with GitHub Actions and PackagesScale quality through testing in production and chaos engineering Shift left security and secure your entire software supply chainUse DevSecOps practices with GitHub Advanced SecuritySecure your code with code scanning secret scanning and DependabotWho this book is for This book is for developers solutions architects DevOps engineers and SREs as well as for engineering or product managers who want to enhance their software delivery performance Whether you re new to DevOps already have experience with GitHub Enterprise or come from a platform such as Azure DevOps Team Foundation Server GitLab Bitbucket Puppet Chef or Jenkins but struggle to achieve maximum performance you ll find this book beneficial

Innovation X Adam Richardson, 2010-02-08 A fresh approach to succeeding with innovation grounded in insights about rapidly changing customers competitors and technologies Written by a director at the award winning global innovation firm frog design this vital book shows business leaders and managers how to accomplish truly effective innovation in today s disruptive climate Richardson shows how business is filled with X problems tough new challenges that present massive innovation opportunities but also risks Thriving in a world of X problems requires harnessing four specific approaches Immersion Convergence Divergence and Adaption Combining frog design s approaches with insightful analysis of companies such as Apple BMW Clif Bar Google Maxtor and Salesforce com Richardson illustrates how to envision and realize successful new business ventures products and services Provides a process for translating customer insights into relevant innovations accompanied by case studies many of them richly described from frog s own experiences For the first time gives real guidance on connecting products software and services into ecosystems that are actually compelling to customers Shows how to facilitate bringing multiple perspectives to understanding a problem domain as well as how to manage an innovation portfolio over time Innovation X is an essential guide for companies seeking to create growth and differentiation in increasingly competitive markets <u>Universal Methods of Design</u> Bruce Hanington, Bella Martin, 2012-02-01 This comprehensive reference provides a thorough and critical presentation of 100 research methods synthesis analysis techniques and research deliverables for human centered design delivered in a concise and accessible format perfect for designers educators and students Universal Methods of Design serves as an invaluable compendium of methods that can be easily referenced and used by cross disciplinary teams in nearly any design project Methods and techniques are organized alphabetically for ongoing quick reference Each method is presented in a two page format The left hand page contains a concise description of the method accompanied by references for further reading On the right hand page images and cases studies for each method are presented visually. The relevant phases for design application are highlighted as numbered icons along the right side of the page from phases 1 planning through 5 launch and monitor Build more meaningful products with these methods and more A B Testing Affinity Diagramming Behavioral Mapping Bodystorming Contextual Design Critical

Incident Technique Directed Storytelling Flexible Modeling Image Boards Graffiti Walls Heuristic Evaluation Parallel Prototyping Simulation Exercises Touchstone Tours and Weighted Matrix This essential guide Dismantles the myth that user research methods are complicated expensive and time consuming Creates a shared meaning for cross disciplinary design teams Illustrates methods with compelling visualizations and case studies Characterizes each method at a glance Indicates when methods are best employed to help prioritize appropriate design research strategies Universal Methods of Design is an essential resource for designers of all levels and specializations

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