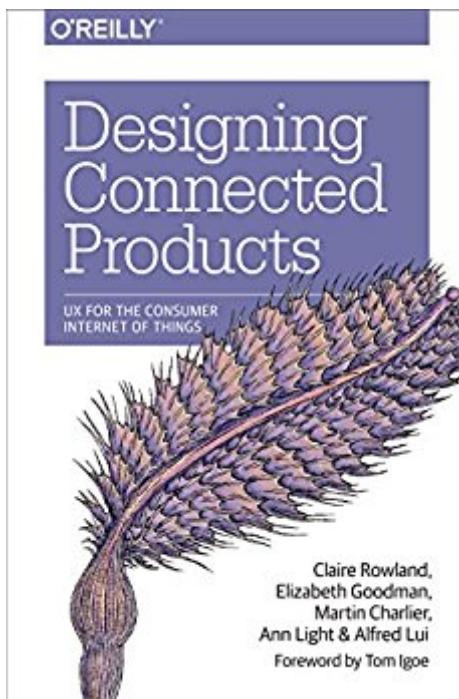


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# Designing Connected Products: UX For The Consumer Internet Of Things



## **Synopsis**

Networked thermostats, fitness monitors, and door locks show that the Internet of Things can (and will) enable new ways for people to interact with the world around them. But designing connected products for consumers brings new challenges beyond conventional software UI and interaction design. This book provides experienced UX designers and technologists with a clear and practical roadmap for approaching consumer product strategy and design in this novel market. By drawing on the best of current design practice and academic research, Designing Connected Products delivers sound advice for working with cross-device interactions and the complex ecosystems inherent in IoT technology.

## **Book Information**

File Size: 38510 KB

Print Length: 726 pages

Simultaneous Device Usage: Unlimited

Publisher: O'Reilly Media; 1 edition (May 18, 2015)

Publication Date: May 19, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B00XWT5M90

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #590,425 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #378

in Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design #406

in Books > Computers & Technology > Graphics & Design > User Experience & Usability #722

in Kindle Store > Kindle eBooks > Computers & Technology > Graphic Design

## **Customer Reviews**

When you venture into user experience design for tangible products you suddenly find yourself feeling horribly alone. The failure rate for IoT startups is scarily high: around 90% according to some reports. Few people understand how to ensure their product meets real user needs. Very few deeply understand both software and hardware design. Then there are networking problems and a

Pandora's box of privacy and security issues, as well as all the unknown unknowns. Where in software design there are a ton of resources to turn to, this is uncharted territory. The authors of this book are pretty much as expert as you can get in design for connected products and they've created a very thorough primer here. I'd go as far as to say it's a complete lifesaver. As well as UX design it deals with the research phase and product strategy, and briefs you on hardware design and networking pitfalls. I found loads of pointers that would never have occurred to me but which make absolute sense. Although it's a pretty hefty book it's not a heavy read since it's well structured and the writing is clear and collegial. You can dip in where you need, using it as a handbook as you work. You get the feeling you have an expert friend by your side to whom you can turn to for advice. That's very comforting.

This book is about non-technical aspects of product "design". As such, it's a truly excellent book covering a very broad range to considerations for the design of a commercial product, for that reason I have given it five stars. It covers everything from product appearance, how to configure, manage the product, power consumption and how to supply power, how to connect to the internet, and the process of designing, pitching, and introducing your product to the marketplace. These are the topics that easily make the difference between success and failure as a commercial product. It does not, however, deal with the electronic, software, I/O, etc., implementation aspects of design (that I was looking for).

As a digital media professional I found this book to be really valuable. The authors have done a good job of touching upon all relevant aspects with concrete examples of the latest products and it's pretty obvious that a ton of research went into this material. I keep myself abreast of the latest trends in Gadgets, Home Automation, Digital Media etc so was not expecting to find anything new but the first couple of pages itself listed some products/concepts that kept me engaged in the material. It also acts as a showcase of the brightest and the best Internet of things projects and products. This is certainly more than a UX book as it covers all of the technology issues around connected devices basically the entire ecosystem.

Every IoT professional or entrepreneur needs a copy of this on their desktop. I am one and I swear by it as a source of learning and as an inspiring reference when formulating new product propositions. I originally bought a copy of this electronically from O'Reilly. I subsequently loved the book so much I paid for a paper copy to sit on my desk with the other IoT references I use. ( Kindle

is great but not really à œbrowseableâ • as paper is. Sorry poor tree.)IoT is at a very nascent stage and useful IoT products even more so. Customer value propositions for IoT products are not clear yet and excitingly represent a new frontier of great big opportunity. We are with IoT where the web was in 1994 and where the Personal Computer was in 1979. Itâ ™s really cool tech and we know it will be really useful soon but there is a lot of painful learning to be done and a lot of grammarâ ™s on use and UX to be written, before we create the killer appâ ™s that will make IoT products à œmust haveâ ™sâ • . That;s why you need this book as one of your guides.What a book like this does is bring the best of what has been deeply thought about by some of the best professionals working on IoT services each day â “ Claire Rowland and Elizabeth Goodman whose previous work I have followed in papers and conference talks. In Elizabeth Goodmanâ ™s case her partners book â “ Smart Things by Mike Kuniavsky â “ was one of the first and still a landmark book on IoT / Smart devices. These professionals have been kind and diligent enough to document their learning and discoveries to create a â œcookbookâ • of good IoT ideas and axioms.If you work in the field on the product or service implementation side - I strongly suggest you get a copy of this book to catalyze your own thinking, in this fast growing and frankly exhilarating field. It's not a tech book, it's a design book. It will inspire new ideas and save you a boat load of time.

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