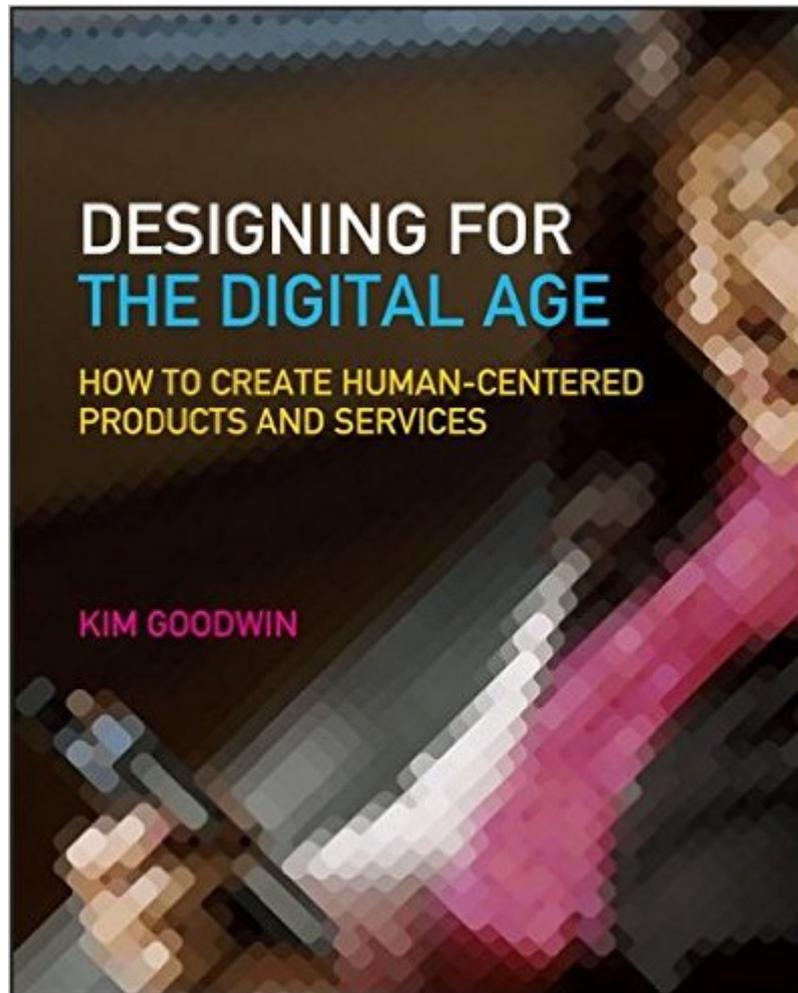


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# Designing For The Digital Age: How To Create Human-Centered Products And Services



## 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.

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## 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...

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