

The book was found

Designing Products People Love: How Great Designers Create Successful Products



Synopsis

How can you create products that successfully find customers? With this practical book, you'll learn from some of the best product designers in the field, from companies like Facebook and LinkedIn to up-and-coming contenders. You'll understand how to discover and interpret customer pain, and learn how to use this research to guide your team through each step of product creation. Written for designers, product managers, and others who want to communicate better with designers, this book is essential reading for anyone who contributes to the product creation process. Understand exactly who your customers are, what they want, and how to build products that make them happy. Learn frameworks and principles that successful product designers use. Incorporate five states into every screen of your interface to improve conversions and reduce perceived loading times. Discover meeting techniques that Apple, , and LinkedIn use to help teams solve the right problems and make decisions faster. Design effective interfaces across different form factors by understanding how people hold devices and complete tasks. Learn how successful designers create working prototypes that capture essential customer feedback. Create habit-forming and emotionally engaging experiences, using the latest psychological research.

Book Information

Paperback: 324 pages

Publisher: O'Reilly Media; 1 edition (January 3, 2016)

Language: English

ISBN-10: 1491923679

ISBN-13: 978-1491923672

Product Dimensions: 7 x 0.6 x 9.2 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 starsÂ See all reviewsÂ (62 customer reviews)

Best Sellers Rank: #302,894 in Books (See Top 100 in Books) #56 inÂ Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products #129 inÂ Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design #511 inÂ Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

From the Preface What's in the Book Creating a new product is like taking a photo. The picture you want to capture is right in front of you, but you're not sure which zoom setting

will bring your subject's crisp lines, sharp angles, and stark detail into the frame. So you turn the lens back and forth, gradually settling on the zoom that's right for the lens and for the photo. Of course, the subject in front of you could be moving—smiles and facial expressions, leaves blowing in the wind, wildlife running out of frame. So you do your best to capture the best possible story in one frame, adapting to the realities on the ground. Building a product has similar challenges. This is a process that starts out with a clear goal and stated target, but will probably be forced to adapt its angle and scope along the way. Even so, you try to find the best possible solution to meet your goals and satisfy a customer. But we're not the first ones to face the challenges of creating products for other human beings. That's why we're going to examine the past so we can design the future. The Product Creation Model: The process of creating a product is messy. But I've tried to break this complex creation process down into four basic steps. These steps provide the framework for the chapters in this book (Figure P-1):

1) Hunt and synthesize 2) Build 3) Test and level up 4) Launch, monitor, and start over

[Download to continue reading...](#)

Designing Products People Love: How Great Designers Create Successful Products How To Analyze People: Mastering Analyzing and Reading People: (How To Read People, Analyze People, Psychology, People Skills, Body Language, Social Skills) Fabrics: A Guide for Interior Designers and Architects (Norton Professional Books for Architects & Designers) Designers' Guide to Eurocode 8: Design of Bridges for Earthquake Resistance (Designers' Guide to Eurocodes) Designing for the Digital Age: How to Create Human-Centered Products and Services Make Your Own Skin Care Products: How to Create a Range of Nourishing and Hydrating Skin Care Products UNEXPLAINED DISAPPEARANCES & MISSING PEOPLE.: MISSING PEOPLE CASE FILES; UNEXPLAINED DISAPPEARANCES; MISSING PEOPLE. (UNEXPLAINED DISAPPEARANCES : MISSING PEOPLE Book 2) The User's Journey: Storymapping Products That People Love Designing Connected Products: UX for the Consumer Internet of Things Designing Usability into Medical Products How to Start a Blog that People Will Read: How to create a website, write about a topic you love, develop a loyal readership, and make six figures doing it. (THE MAKE MONEY FROM HOME LIONS CLUB) How to be a Successful Expert Witness (Creating a Successful LNC Practice) (Volume 4) The Successful Single Mom Series: Books 1-6: (The Successful Single Mom Series Box Set) Anti Aging: The Best Anti Aging Beauty Products, Anti Aging Medicines and Anti Aging Skin Care Treatments to Make You Look and Feel Younger (Anti Aging, ... Secrets, Anti Aging Diet, Beauty Products) Don't Go to the Cosmetics Counter Without Me: A unique, professionally sourced guide to thousands of skin-care and makeup products from today's hottest ...

and discover which products really work! Don't Go to the Cosmetics Counter Without Me: A unique guide to skin care and makeup products from today's hottest brands — shop smarter and find products that really work! Designing Voice User Interfaces: How to Create Engaging and Compelling Experiences Create a Successful Blog in 5 Days: How to Start Right and Avert Newbie Mistakes 5 Minutes a Day Guide to Blogging: How to Create, Promote & Market a Successful Money Generating Blog Bath Bombs: Fizzy World Of Bath Bombs - THE NEW EDITION! Amazing Recipes To Create Beautiful And Creative Bath Bombs (Organic Body Care Recipes, Homemade Beauty Products Book 2)

[Dmca](#)