Designing Products People Love: How Great Designers Create Successful Products

Synopsis

How can you create products that successfully find customers? With this practical book, youâ ™ll learn from some of the best product designers in the field, from companies like Facebook and LinkedIn to up-and-coming contenders. Youâ ™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 happyLearn frameworks and principles that successful product designers useIncorporate five states into every screen of your interface to improve conversions and reduce perceived loading timesDiscover meeting techniques that Apple, , and LinkedIn use to help teams solve the right problems and make decisions fasterDesign effective interfaces across different form factors by understanding how people hold devices and complete tasksLearn how successful designers create working prototypes that capture essential customer feedbackCreate habit-forming and emotionally engaging experiences, using the latest psychological research

Book Information

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Customer Reviews

From the Preface   WhatÃ¢Â Â™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 youÃ¢Â Â™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

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