

Designing for the Digital Age: How to Create Human-Centered Products and Services

By Kim Goodwin

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Designing for the Digital Age: How to Create Human-Centered Products and Services By Kim Goodwin

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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Editorial Review

Review
"Kim’s book is nothing less than a complete handbook for an entire profession. Kim’s unique background in the practice, pedagogy, and epistemology of the design business has given her the experience needed to write the ultimate ‘how-to’ book. Every step in this fascinating and multi-faceted discipline is described in detail in simple, readable prose, richly illustrated with examples taken from real products, real clients, and real design problems. This book is comprehensive in its scope, exhaustive in its depth, authoritative in its practice, and priceless in its wisdom. I’ve no doubt that this will become the most dog-eared, annotated and worn-from-many-readings volume in your library." —Alan Cooper, bestselling author of *The Inmates Are Running the Asylum* and *About Face 3: The Essentials of Interaction Design*

"Kim is one of the brightest minds in the world of user experience design. Her work on Goal-Directed Design and persona development has set a standard." —Jared Spool, Founding Principal, User Interface Engineering

From the Back Cover

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"Kim's book is nothing less than a complete handbook for an entire profession. Kim's unique background in the practice, pedagogy, and epistemology of the design business has given her the experience needed to write the ultimate 'how-to' book. Every step in this fascinating and multi-faceted discipline is described in detail in simple, readable prose, richly illustrated with examples taken from real products, real clients, and real design problems. This book is comprehensive in its scope, exhaustive in its depth, authoritative in its practice, and priceless in its wisdom. I've no doubt that this will become the most dog-eared, annotated and worn-from-many-readings volume in your library."
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JARED SPOOL

CEO & Founding Principal, User Interface Engineering

About the Author

Kim Goodwin is VP Design and General Manager at Cooper, where she leads an integrated practice of interaction, visual, and industrial designers, and also directs the development of the acclaimed Cooper U design curriculum. Kim knows the design world from multiple angles; she started her career as an in-house and freelance designer and spent several years as an in-house creative director before joining Cooper 11 years ago. Kim has led projects involving a tremendous range of design problems, including Web sites, complex analytical and enterprise applications, phones, medical devices, services, and even organizations. Her clients and employers have included everything from one-man startups to the world's largest companies, as well as universities and government agencies. This range of experience and a passion for teaching have led to Kim's popularity as an author and as a speaker at conferences and companies around the world.

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Peggy Ross:

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