

Articulating design decisions

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Note sur le contenu : A maturing industry Great designers are great communicators Understanding relationships Reducing cognitive load Listening is understanding The right frame of mind The response: strategy and tactics The response: common messages The ideal response: getting agreement Meeting adjourned: the after-party Recovering from disaster For nondesigners Designing for vision

Résumé ou extrait : "Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs themselves--simple because the most articulate person usually wins. This practical guide focuses on principles, tactics, and actionable methods for presenting your designs. Whether you design UX, websites, or products, you'll learn how to win over anyone who has influence over the project--with the goal of creating the best experience for the end user" (source : 54e de couv.)

Sujet - Nom commun : Conception centrée sur l'utilisateur
Systèmes homme-machine -- Orientation professionnelle
Communication en marketing