Google Drive

Well-Designed: How to Use Empathy to Create Products People Love

Jon Kolko

Download now

Click here if your download doesn"t start automatically

Well-Designed: How to Use Empathy to Create Products People Love

Jon Kolko

Well-Designed: How to Use Empathy to Create Products People Love Jon Kolko
From Design Thinking to Design *Doing*

Innovators today are told to run loose and think lean in order to fail fast and succeed sooner. But in a world obsessed with the new, where cool added features often trump actual customer needs, it's the consumer who suffers. In our quest to be more agile, we end up creating products that underwhelm.

So how does a company like Nest, creator of the mundane thermostat, earn accolades like "beautiful" and "revolutionary" and a $3.2 billion Google buyout? What did Nest do differently to create a household product that people speak of with love?

Nest, and companies like it, understand that emotional connection is critical to product development. And they use a clear, repeatable design process that focuses squarely on consumer engagement rather than piling on features for features' sake.

In this refreshingly jargon-free and practical book, product design expert Jon Kolko maps out this process, demonstrating how it will help you and your team conceive and build successful, emotionally resonant products again and again.

The key, says Kolko, is empathy. You need to deeply understand customer needs and feelings, and this understanding must be reflected in the product. In successive chapters of the book, we see how leading companies use a design process of storytelling and iteration that evokes positive emotions, changes behavior, and creates deep engagement. Here are the four key steps:

1. *Determine a product-market fit* by seeking signals from communities of users.
2. *Identify behavioral insights* by conducting ethnographic research.
3. *Sketch a product strategy* by synthesizing complex research data into simple insights.
4. *Polish the product details* using visual representations to simplify complex ideas.

Kolko walks the reader through each step, sharing eye-opening insights from his fifteen-year career in product design along the way.

Whether you're a designer, a product developer, or a marketer thinking about your company's next offering, this book will forever change the way you think about—and create—successful products.

Download Well-Designed: How to Use Empathy to Create Produc ...pdf

Read Online Well-Designed: How to Use Empathy to Create Prod ...pdf

Download and Read Free Online Well-Designed: How to Use Empathy to Create Products People Love Jon Kolko

---

From reader reviews:

Fred Ashman:

Do you one among people who can't read pleasant if the sentence chained inside straightway, hold on guys this kind of aren't like that. This Well-Designed: How to Use Empathy to Create Products People Love book is readable by you who hate those perfect word style. You will find the details here are arrange for enjoyable looking at experience without leaving possibly decrease the knowledge that want to deliver to you. The writer involving Well-Designed: How to Use Empathy to Create Products People Love content conveys thinking easily to understand by a lot of people. The printed and e-book are not different in the content material but it just different available as it. So , do you nonetheless thinking Well-Designed: How to Use Empathy to Create Products People Love is not loveable to be your top record reading book?

Donald Tuel:

Well-Designed: How to Use Empathy to Create Products People Love can be one of your beginning books that are good idea. We all recommend that straight away because this publication has good vocabulary that can increase your knowledge in vocabulary, easy to understand, bit entertaining but nonetheless delivering the information. The copy writer giving his/her effort that will put every word into pleasure arrangement in writing Well-Designed: How to Use Empathy to Create Products People Love although doesn't forget the main level, giving the reader the hottest in addition to based confirm resource facts that maybe you can be one of it. This great information can drawn you into brand-new stage of crucial thinking.

Kendrick Mills:

Is it you actually who having spare time and then spend it whole day by means of watching television programs or just laying on the bed? Do you need something totally new? This Well-Designed: How to Use Empathy to Create Products People Love can be the response, oh how comes? The new book you know. You are therefore out of date, spending your free time by reading in this new era is common not a geek activity. So what these ebooks have than the others?

Ronald Malone:

Guide is one of source of expertise. We can add our understanding from it. Not only for students but additionally native or citizen require book to know the up-date information of year in order to year. As we know those guides have many advantages. Beside we add our knowledge, could also bring us to around the world. By the book Well-Designed: How to Use Empathy to Create Products People Love we can take more advantage. Don't you to definitely be creative people? Being creative person must like to read a book. Only choose the best book that suited with your aim. Don't always be doubt to change your life with that book Well-Designed: How to Use Empathy to Create Products People Love. You can more inviting than now.

Download and Read Online Well-Designed: How to Use Empathy to Create Products People Love Jon Kolko #93G7FDVWIM0

Read Well-Designed: How to Use Empathy to Create Products People Love by Jon Kolko for online ebook

Well-Designed: How to Use Empathy to Create Products People Love by Jon Kolko Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Well-Designed: How to Use Empathy to Create Products People Love by Jon Kolko books to read online.

Online Well-Designed: How to Use Empathy to Create Products People Love by Jon Kolko ebook PDF download

Well-Designed: How to Use Empathy to Create Products People Love by Jon Kolko Doc

Well-Designed: How to Use Empathy to Create Products People Love by Jon Kolko Mobipocket

Well-Designed: How to Use Empathy to Create Products People Love by Jon Kolko EPub