

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

Jon Kolko

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Jon Kolko : Well-Designed: How to Use Empathy to Create Products People Love before purchasing it in order to gauge whether or not it would be worth my time, and all praised Well-Designed: How to Use Empathy to Create Products People Love:

2 of 2 people found the following review helpful. Expresses the Design process and ethos in an accessible way. By Mark P. McDonald Well - Designed covers the core of Design thinking, practices and the ethos of a movement that is challenging just about every business and industry. Kolko's book is recommended for executives looking to understand

what Design is all about, why its important and why it is different from being easy to use or other customer buzzword trends. This book combines a designers view on products and design in the future with a more practical illustration and approach. The book breaks down the product design process into a set of easy to understand an actual process in six simple chapters. Chapter 1 - By Design Covering issue like the scope of the product, the role of the designer, design thinking and design in product management. Chapter 2 - Product-Market Fit: Finding Broad Appeal Focusing on re-defining the nature of the market based on experience and empathy along with how that reality changes market definitions. Chapter 3 - Behavioral Insights: identifying latent needs and desires How do you organize and observe human behavior and incorporate those insights into new products and experiences. Chapter 4 - Product Strategy: sketching a playbook for emotional value Getting what seems to be qualitative input and insight into a structured process and set of investments Chapter 5 - Product Vision: crafting the product details Discusses how you move from ideas into product designs and delivery Chapter 6 - Shipping Covers the use of product road maps in mobilizing, testing and learning which are critical aspects of a digital future.

Strengths The story within the story of a new designer working at a new company launching a health and wellness app. This story works in much the same way as it does in Goldratt's The Goal. It brings the storyline and ideas together and provides an end to end example of the cases and ideas in the book. The case examples are clear and well articulated. The ideas and particularly the examples are well illustrated and laid out.

Challenges Most books about design tend to celebrate the 'designer' as the new leader of the organization and economy. Well Designed adheres to this trend with interviews with designers who have started up their own companies. Executives may find these interviews a little self serving and less accessible than the rest of the book. Design books can easily take on a preaching tone as if everything that went before them was bad and only with design will things get good. This book has some touch of this, but Kolko is far from being a design bigot.

0 of 0 people found the following review helpful. A must read for Product Managers By Diego The book is about how to approach product management by shifting the focus from features, to the emotional value that your product provides. Beyond the introduction, each chapter combines three narrative approaches:- The story of a fictional PM that wants to create a product related to health and fitness.- The "hands on" explanation of each phase of product design.- Interviews with PMs of different companies. That structure is well balanced: the fictional story serves as a way to organize the book into the different phases of product design; the explanation is right to the point, and the interviews are really interesting (I got good insights from them, so reading only the "hands on" part will give you a partial picture). Any critique about the book? Well I love it, but nothing is perfect. The last part of the book: about planning how to build your product... well there are others books dedicated to that particular area; and in this book I found it to be just "ok". For the build planning part with a UX perspective, take a look also to User Story Mapping by Jeff Patton.

2 of 2 people found the following review helpful. This is THE book for anyone involved in creating value By L. Harrison It's THE book for anyone in product management or for anyone who wants to learn about product management. It provides the framework needed to not only create value, but to understand why you are creating the value in the first place. Humanizing the product or service is a key element that this book delves deeply into. The What, Who and most importantly, Why, are discussed in great length with plenty of stories shared by thought leaders and product experts regarding how they have perfected the design thinking mindset and succeeded in the marketplace. This will be a required book for my product-centric Introduction to Marketing course.

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.

Top 11 Books to Watch for Q4. 250 Words (250words.com) A Best Book of the Year pick. Worthy reading for anyone looking to launch a new product or tweak an existing one. SUCCESS magazine a welcome reminder that respecting customers' emotional needs should be your top product-development priority--no matter what you're designing. Inc. "If consumers engage with a product to the point of modifying their own behavior hello iPad! the marketing is a done deal. It's all about identifying the opportunities then designing products that connect." Qantas - The Australia Way Well-Designed provides a refreshing approach to the way we view successful services, policies, strategies and business models. Engineering and Technology Magazine, The Institution of Engineering and Technology ADVANCE PRAISE for Well-Designed: Richard Florida, professor, University of Toronto and New York University; author, The Rise of the Creative Class; Steve Jobs' creativity as a designer was the key to his entrepreneurial genius. But can Jobs' style of design thinking be scaled? Jon Kolko shows that it can best step by step, through a set of processes that are iterative, collaborative, and, best of all, easily learned. Well-Designed is bracingly practical and deeply inspiring. John Maeda, design partner, Kleiner Perkins Caufield Byers; author, The Laws of Simplicity and Redesigning Leadership Great companies are made through great products, and increasingly, great products are made through design. Kolko demonstrates that product managers must learn to think like designers; they need to embrace intuition, emotion, and most importantly, empathy. This insightful book is a must-read. Ric Grefe, Executive Director, AIGA, the professional association for design Jon Kolko illuminates the intuitive skills of the designer with such clarity, truly describing how instead of just what. Two millennia ago, Vitruvius' manifesto on great design exhorted, utilitas, firmitas, e venustas. Well-Designed expands on this: make things useful, usable, and delightful and here's how. Liz Danzico, cofounder and Chair, MFA Interaction Design Program, School of Visual Arts; Creative Director, NPR There are books about design, and there are books about leadership. By uniting practical processes and insightful ideas and interviews, Jon Kolko gives us both: an essential playbook comprising advice, research, and methods for engaged product design leadership. Robert Fabricant, cofounder and Principal, Design Impact Group, Dalberg Global Development Advisors Product managers are the most important link between great ideas and great products. Jon Kolko speaks directly to this critical audience, providing the practical know-how to make design fit within their day-to-day decision making. Well-Designed is the essential guide to design that all product managers will learn from and love. Don Norman, Director, Design Lab, University of California, San Diego; author, Design of Everyday Things Well-Designed presents a unique, powerful, human-centered way to design a product and then, how to master the important and oft-neglected task of guiding it through the complexities of development and delivery. This unique, easy to read, and powerful book is essential for anyone involved with product management.