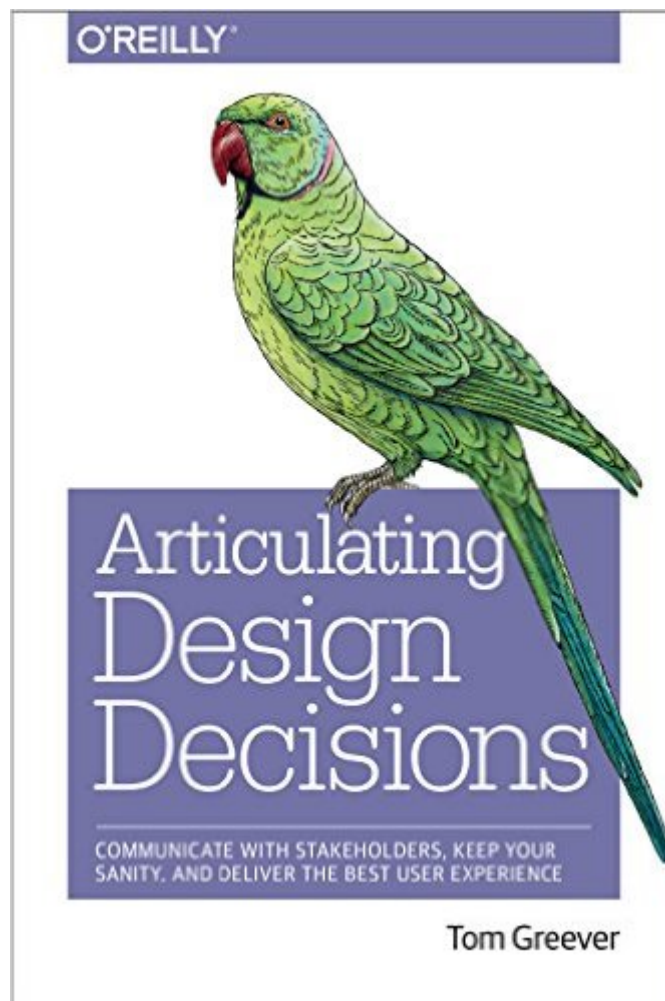# Articulating Design Decisions: Communicate With Stakeholders, Keep Your Sanity, And Deliver The Best User Experience

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Articulating Design Decisions

COMMUNICATE WITH STAKEHOLDERS, KEEP YOUR
SANITY, AND DELIVER THE BEST USER EXPERIENCE

Tom Greever

Synopsis

Every designer has had to justify designs to non-designers, yet most lack the ability to explain themselves in a way that is compelling and fosters agreement. The ability to effectively articulate design decisions is critical to the success of a project, because the most articulate person often wins. This practical book provides principles, tactics, and actionable methods for talking about designs with executives, managers, developers, marketers, and other stakeholders who have influence over the project with the goal of winning them over and creating the best user experience.

Book Information

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Customer Reviews

Informative; clearly written; and entertaining, Articulating Design Decisions is a must-read for front-end developers. If you sit down at 9, start programming, and clock out at 5 without ever communicating with anyone, then you don't need to read it. If you talk to stakeholders, managers, or non-engineer team members at any time during the day, you'll learn something from this book.Developers increasingly need to become good communicators for the same reason designers do. The industry is changing, the scope of our responsibilities is changing, and frankly we just can't get away with using big words to scare away stakeholders anymore. In the first couple chapters of the book, you'll learn why it's so important for you to communicate clearly.Most people will still assume an engineer knows better than them. Designers don't have this luxury, so they are forced to articulate their thoughts and choices in the way anyone working on a front-end project should. Clear communication will not only save time and effort, it will help you think more clearly. Stakeholders will

be happier the better you communicate.Articulating Design Decisions will improve your career and quite possibly your day-to-day happiness. It will help you understand the perspectives of everyone you work with, which will make working with them easier (and help you get what you want).Articulating Design Decisions contains essential lessons for designers. It's nearly impossible to be a good designer without being a good communicator. As a developer, you can get by without this skill set--but you shouldn't try. This book will help you develop a skill that many other developers are missing. This will improve your job prospects and open up additional opportunities.

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