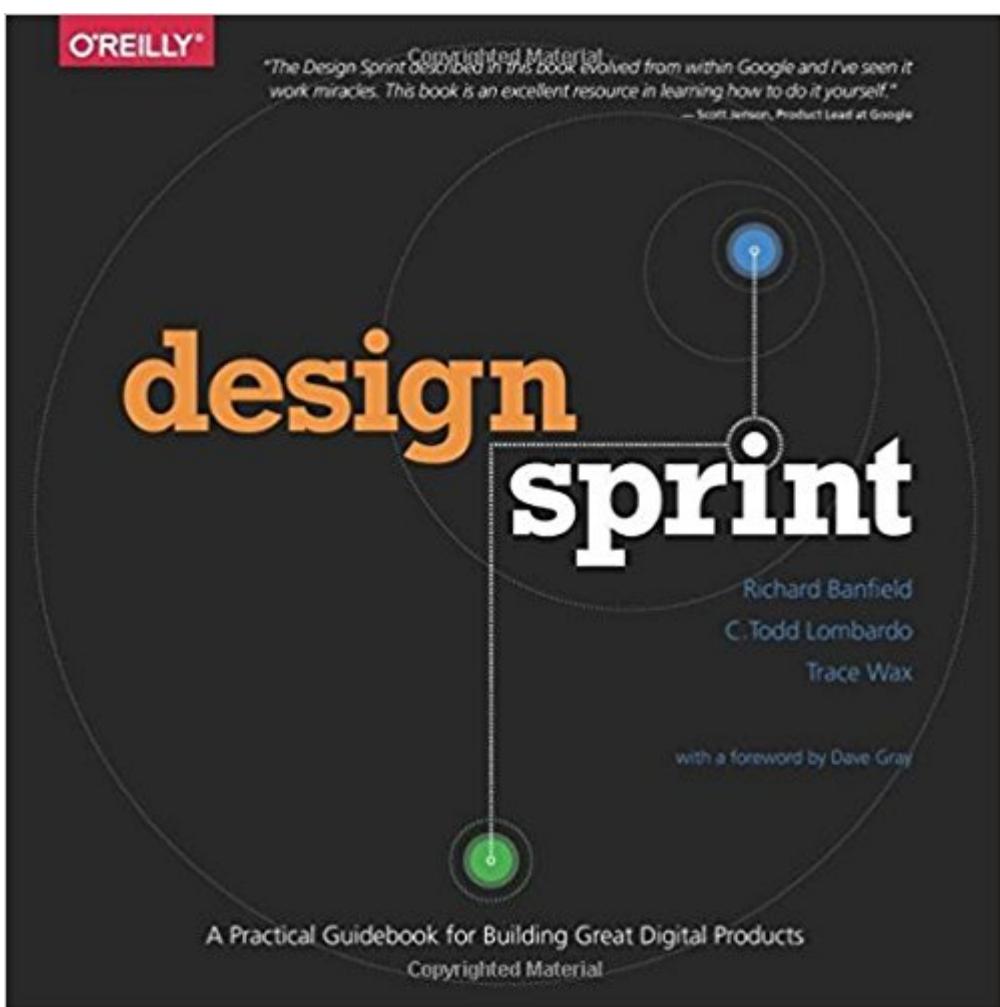The book was found

Design Sprint: A Practical Guidebook For Building Great Digital Products

Synopsis

With more than 500 new apps entering the market every day, what does it take to build a successful digital product? You can greatly reduce your risk of failure with design sprints, a process that enables your team to prototype and test a digital product idea within a week. This practical guide shows you exactly what a design sprint involves and how you can incorporate the process into your organization.Design sprints not only let you test digital product ideas before you pour too many resources into a project, they also help everyone get on boardâ"whether theyâ™re team members, decision makers, or potential users. Youâ™ll know within days whether a particular product idea is worth pursuing.Design sprints enable you to:Clarify the problem at hand, and identify the needs of potential usersExplore solutions through brainstorming and sketching exercisesDistill your ideas into one or two solutions that you can testPrototype your solution and bring it to lifeTest the prototype with people who would use it

Book Information

Paperback: 272 pages

Publisher: O'Reilly Media; 1 edition (October 18, 2015)

Language: English

ISBN-10: 1491923172

ISBN-13: 978-1491923177

Product Dimensions: 8.9 x 0.4 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars   20 customer reviews

Best Sellers Rank: #60,503 in Books (See Top 100 in Books)   #29 inÂ Books > Computers & Technology > Graphics & Design > User Experience & Usability   #48 inÂ Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design   #86 inÂ Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

View larger   This book is for you   YouÃ¢Â Â™re the product person in your organization. You may have no one reporting to you. You might have 50 people in your product group. You might be responsible for the entire product. Maybe the design team doesnÃ¢Â Â™t report to you, nor do the developers or marketing and sales teams. Maybe youÃ¢Â Â™re in a startup without all those defined roles, and you wear a lot of hats. Maybe youÃ¢Â Â™re in a large enterprise organization that has each one defined to the nth degree. Maybe you are a product design freelancer. You might

work in an agency as a consultant. You probably have read a blog post about this process. Maybe you even tried one yourself. You¢ ™re very likely wondering how your unique needs will work with design sprints and are seeking more information than you can find in a few blog posts.   If any of these descriptions sound familiar, then this book was intended for you.

The CEO and Co-Founder of Boston-Based User Experience Agency Fresh Tilled Soil, Richard wears the strategic hat around the office. He's worked his way up the web marketing food chain, starting with online ad sales at MultiChoice, Africaâ ™s largest TV and Internet media business. Richard was in the thick of it during the heady dot-com years, founding Acceleration, an international e-marketing business headquartered in London. He has never met a whiteboard he didn't like.In a world of hyper-specialization, C. Todd stands in the intersections and sees the connections that revolve around us. As an Innovation Architect at Constant Contact's InnoLoft, he facilitates product and service design sprints for a wide range of external startups and internal product teams. C. Todd is also a member of the adjunct faculty at Madrid's prestigious IE Business School where he teaches courses on Creativity, Innovation, Design-Thinking and Communication.After a career in user experience design and research at companies like Microsoft and Nuance, Trace then became a developer at Pivotal Labs, and is now a Managing Director at thoughtbot. He has facilitated numerous product design sprints, and is an author and maintainer of thoughtbot's design sprint methodology repository. He's brought Lean and Agile methodology to many large companies and small startups, helping teams to focus, prioritize, and become happy and productive.

Great book, chock full of techniques to use for your first or not first design sprint. Highly recommend fo IT product managers, new UX'ers, managers (yes, surely there's some of you even if you're in an "agile" organization)

This is a design book that certainly practices what it preaches. Quite readable, well organized and lots of visual appeal. Provides lots of practical tips and steps. Like a fine cookbook, it will allow practitioners to adapt the steps to guide any type of group creative process.

What a great resource! I can't wait to use some of these ideas to expand and improve our design sprints.

Good for beginners. Gives you a structured method to hold design sprints

Great foundational reference if you're running your first design sprint. Lots of detailed info, including activity details and expectation-setting. It'll set you up for success!

Good product, good seller

design sprint is simple and very very smart, it teaches us the meaning of meaningful work. It has a excellent process, framework and practical exercises in order to increase the likelihood of success. The fact that there are no caps in the title show simplicity, elegance and degree of detail in this book......if you are doing design sprints and want ideas or want to teach people in your organization you need this book.

This book is geared towards UI designers in particular, especially for software interfaces or mobile apps. It would also be very useful for kiosk design, or very complex task-geared site design.It details the design sprint, what it is, how it is done, and what it's advantages are. Within that context, there's lots of helpful processes explained, like mind mapping and green dot voting. There's lots of techniques and tips to help keep a task team focused and engaged, and to keep the thought process moving at a fast pace, while keeping the possibilities of dangerous groupthink down.Supply lists are included which I found to be very helpful. It's a book that teams can use, even if they don't adopt the entire process. For instance, if the team wants to try a new adoption of the techniques and decides to focus on just a few activities, they can use the book's clear instructions in 1.,2.,3. format along with supply lists, and tips to help prep in advance.Why I'm deducting a star from a very useful book:I do think that resistant team members might focus on some of the 'simple wisdom' in the book as an excuse to disregard it. For instance, is it worth two pages in the book to instruct on the proper method for tearing post-it notes off? For a book about design, that's supposed to foster amazing creativity, there's some really ROTE stock 'looking' photographs of 'people meeting' used. I think the graphics and photography in this book looked overall boring but nice, but almost all of it could have contributed so much more to the goals and utility of the book than it did.The book also gives just a few ideas for finding a user test group. I think that section could have been better developed.

Download to continue reading...

Design Sprint: A Practical Guidebook for Building Great Digital Products Career Building Through Using Digital Design Tools (Digital Career Building) Build Better Products: A Modern Approach to

Building Successful User-Centered Products Basics of R/C Model Aircraft Design: Practical Techniques for Building Better Models: Practical Techniques for Building Better Models Career Building Through Digital Photography (Digital Career Building) Career Building Through Using Digital Story Tools (Digital Career Building) Career Building Through Using Digital Publishing Tools (Digital Career Building) Photography: Complete Guide to Taking Stunning,Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Complete Nutrition Guide for Triathletes: The Essential Step-By-Step Guide To Proper Nutrition For Sprint, Olympic, Half Ironman, And Ironman Distances Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days The Complete Guide to Sprint Distance Triathlon Training Sprint Car (High Interest Books: Built for Speed) Speed Improvement for Young Athletes: How to Sprint Faster in Your Sport in 30 Workouts Mastering Digital Cameras: An Illustrated Guidebook (Digital Photography 1) Anti Aging: The Best Anti Aging Beauty Products, Anti Aging Medicines and Anti Aging Skin Care Treatments to Make You Look and Feel Younger (Anti Aging, ... Secrets, Anti Aging Diet, Beauty Products) Don't Go to the Cosmetics Counter Without Me: A unique, professionally sourced guide to thousands of skin-care and makeup products from today's hottest ... and discover which products really work! Don't Go to the Cosmetics Counter Without Me: A unique guide to skin care and makeup products from today's hottest brands — shop smarter and find products that really work! Sell Products Make Money (2017): How to Start Selling Information & Physical Products Online the Easy Way Yearbook of Forest Products (FAO Yearbook: Forest Products) Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills)