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Lean Ux Applying Lean Principles To Improve User Experience

Learn how to use stories throughout the agile software development lifecycle. Through lessons and examples, Agile UX Storytelling demonstrates to product owners, customers, scrum masters, software developers, and designers how to craft stories to facilitate communication, identify problems and patterns,

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refine collaborative understanding, accelerate delivery, and communicate the business value of deliverables. Rebecca Baker applies the techniques of storytelling to all facets of the software development lifecycle—planning, requirements gathering, internal and external communication, design, and testing—and shows how to use stories to improve the delivery process. What You'll Learn Craft stories to

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facilitate communication within the project team and with stakeholders
Leverage stories to identify problems and patterns, accelerate delivery, and communicate business value
Apply storytelling techniques to all stages of the SDLC
Marshal user stories to focus requirements gathering and ensure a consistent message
Who This Book Is For
All SDLC and UX roles: product owners, customers, scrum masters, software

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developers, and UX designers

UX design has traditionally been deliverables-based. Wireframes, site maps, flow diagrams, content inventories, taxonomies, mockups helped define the practice in its infancy. Over time, however, this deliverables-heavy process has put UX designers in the deliverables business. Many are now measured and compensated for the depth and breadth of

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their deliverables instead of the quality and success of the experiences they design. Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being designed and developed. So what's to be done? This practical book provides a roadmap and set of practices and principles that will help you keep your focus on the the experience

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back, rather than the deliverables. Get a tactical understanding of how to successfully integrate Lean and UX/Design Find new material on business modeling and outcomes to help teams work more strategically Delve into the new chapter on experiment design Take advantage of updated examples and case studies

After spending the first 10 years of his career climbing the corporate ladder, Jeff Gothelf

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decided to change his approach to staying employed. Instead of looking for jobs, they would find him. Jeff spent the next 15 years building his personal brand to become a recognized expert, consultant, author and public speaker. In this highly tactical, practical book, Jeff Gothelf shares the tips, tricks, techniques and learnings that helped him become Forever Employable. Using the timeline from his own

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career and anecdotes, stories and case studies from other successful recognized experts Jeff provides a step-by-step guide to building a foundation based on your current expertise ensuring that no matter what happens in your industry you'll remain Forever Employable. This handy guide to your career and professional development shows you how to create your own content, use it to build your expertise and credentials and then

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scale it to build a continuous stream of income, interaction and community. As organizations seek to reduce costs, automate tasks and increase efficiency, how do you ensure you don't end up outside of those plans? Forever Employable shows you how so that you're always ready for the next step in your career. Reduce your stress, build your community, monetize your platform -- that's being Forever Employable.

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The Lean UX approach to interaction design is tailor-made for today's web-driven reality. In this insightful book, leading advocate Jeff Gothelf teaches you valuable Lean UX principles, tactics, and techniques from the ground up—how to rapidly experiment with design ideas, validate them with real users, and continually adjust your design based on what you learn. Inspired by Lean and Agile development theories, Lean UX lets

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you focus on the actual experience being designed, rather than deliverables. This book shows you how to collaborate closely with other members of the product team, and gather feedback early and often. You'll learn how to drive the design in short, iterative cycles to assess what works best for the business and the user. Lean UX shows you how to make this change—for the better. Frame a vision of the problem you're

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solving and focus your team on the right outcomes Bring the designers' toolkit to the rest of your product team Share your insights with your team much earlier in the process Create Minimum Viable Products to determine which ideas are valid Incorporate the voice of the customer throughout the project cycle Make your team more productive: combine Lean UX with Agile's Scrum framework Understand the organizational shifts

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necessary to integrate
Lean UX Lean UX received
the 2013 Jolt Award from
Dr. Dobb's Journal as
the best book of the
year. The publication's
panel of judges chose
five notable books,
published during a
12-month period ending
June 30, that every
serious programmer
should read.

Lean UX

Applying Lean Principles
to Improve User
Experience

Iterate from Plan A to a
Plan That Works

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How to Succeed in School
Without Spending All
Your Time Studying; A
Guide for Kids and Teens
Foundations for
Designing Online User
Experiences

Mr. Lean Buys and
Transforms a
Manufacturing Company
How to Innovate with
Minimum Viable Products
and Rapid Customer
Feedback

Forever Employable
Get up to speed quickly on the
latest in user experience strategy
and design UX For Dummies is a
hands-on guide to developing

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and implementing user experience strategy. Written by globally-recognized UX consultants, this essential resource provides expert insight and guidance on using the tools and techniques that create a great user experience, along with practical advice on implementing a UX strategy that aligns with your organisation's business goals and philosophy. You'll learn how to integrate web design, user research, business planning and data analysis to focus your company's web presence on the needs of your customers, gaining the skills you need to be effective in the

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field of user experience design. Whether it's the interface, graphics, industrial design, physical interaction or a user manual, being anything less than on point can negatively affect customer satisfaction and retention. User experience design fully encompasses traditional human-computer interaction design, and extends it to address all aspects of a product or service as perceived by users. UX For Dummies provides comprehensive guidance to professionals looking to understand and apply effective UX strategies. Defines UX and offers assistance with

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determining users and modelling the user experience Provides details on creating a content strategy and building information architectures Explores visual design and designing for specific channels Delves into UX testing and methods for keeping your site relevant The UX field is growing rapidly as companies realise that meeting your business goals requires a web presence aligned with customer needs. This alignment demands smart strategy and even smarter design. Consultants, designers and practitioners must all be on board if the result is to be cohesive and effective. UX For

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Dummies provides the information and expert advice you need to get up to speed quickly.

Everything you know about the future is wrong. Presumptive Design: Design Provocations for Innovation is for people

“ inventing the future: future products, services, companies, strategies and policies. It introduces a design-research method that shortens time to insights from months to days.

Presumptive Design is a fundamentally agile approach to identifying your audiences ' key needs. Offering rapidly crafted artifacts, your teams collaborate

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with your customers to identify preferred and profitable elements of your desired outcome. Presumptive Design focuses on your users ' problem space, informing your business strategy, your project ' s early stage definition, and your innovation pipeline. Comprising discussions of design theory with case studies and how-to ' s, the book offers business leadership, management and innovators the benefits of design thinking and user experience in the context of early stage problem definition. Presumptive Design is an advanced technique and quick to use: within days of

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reading this book, your research and design teams can apply the approach to capture a risk-reduced view of your future. Provides actionable approaches to inform strategy and problem definition through design thinking Offers a design-based research method to complement existing market, ethnographic and customer research methods Demonstrates a powerful technique for identifying disruptive innovation early in the innovation pipeline by putting customers first Presents each concept with case studies and exploration of risk factors involved including warnings for

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situations in which the technique can be misapplied

As companies evolve to adopt, integrate, and leverage software as the defining element of their success in the 21st century, a rash of processes and methodologies are vying for their product teams' attention. In the worst of cases, each discipline on these teams -- product management, design, and software engineering -- learns a different model. This short, tactical book reconciles the perceived differences in Lean Startup, Design Thinking, and Agile software development by focusing not on rituals and

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practices but on the values that underpin all three methods.

Written by Jeff Gothelf, the co-author of the award-winning Lean UX and Sense & Respond, the tactics in this book draw on Jeff's years of practice as a team leader and coach in companies ranging from small high-growth startups to large enterprises.

Whether you're a product manager, software engineer, designer, or team leader, you'll find practical tools in this book immediately applicable to your team's daily methods.

Become more mindful of the user when building digital products, and learn how to

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integrate a user-centered approach into your thinking as a web or app developer. This book shows you how the user experience is the responsibility of everyone involved in creating the product and how to redefine development principles when building user-centered digital products. There are still many organizations that are not design driven, and the gap between stereotypical design and development teams needs to be bridged in order to build digital products that cater to the needs of real people. We are at a point where we see organizations that cannot bring the user experience

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into their core thinking falling behind their competitors. You'll see how to increase the level of UX maturity within any organization by tackling what is possibly the biggest stumbling block that stands between design and development: putting user needs ahead of system efficiency. UX for Developers shows how you can adjust your focus in order to be more mindful of the user when building digital products. Learn to care about what you build, not just for the system 's sake, but for those who will use what you build. What You'll Learn Understand what it means to

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build websites and applications for the user, rather than from a developer ' s perspective.

Review the soft skills required to build more usable digital products Discover the tools and techniques to adopt a user-focused approach to development. Improve communication throughout design and development, especially between developers and non-developers. Who This Book Is For Primary audience is Web/app developers that are looking to understand what it takes to build usable digital products. Secondary audience is UX Designers who are looking to

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understand the viewpoint of developers; Project managers and stakeholders who need to facilitate better working relationships between developers and designers.

Lean Branding

How Visionaries Create

Products, Innovate with New

Ventures, and Disrupt Markets

How Harley-Davidson Drove Top-Line Growth and Profitability

with Revolutionary Lean Product Development

A Novel on Changing Behavior with a Lean Cost Management System

How to Stop Looking for Work and Let Your Next Job Find You

How to Integrate User-Centered
Design Principles Into Your Day-
to-Day Development Work

Running Lean

Leading Lean

It's easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. Build Better Products is a hands-on, step-by-step guide that helps teams incorporate strategy, empathy, design, and analytics into their development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience.

Outlines a revisionist approach to management while arguing

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against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback. "The Lean Entrepreneur" banishes the "Myth of the Visionary" and shows you how you can implement proven, actionable techniques to create products and disrupt existing markets on your way to entrepreneurial success. This guide combines the concepts of customer insight, rapid experimentation, and actionable data from the Lean Startup methodology to allow individuals, teams, or even entire companies to solve problems,

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create value, and ramp up their vision quickly and efficiently. Companies from startups to corporate giants face massive amounts of disruption today. Now more than ever, organizations need nimble and responsive leaders who know how to exploit the opportunities that change brings. In this insightful book, Jean Dahl, a senior executive and expert in the Lean mindset and its methods, demonstrates why you need to embrace Modern Lean principles and thinking to redefine leadership in this age of digital disruption in order to continuously evolve the Lean enterprise. Drawing on nearly three decades of corporate and consulting experience, Ms. Dahl lays out a new holistic framework

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for developing Modern Lean leaders. Through personal experiences and compelling real-world case studies, she explains specific steps necessary for you and your company to proactively understand and respond to change. Understand the leadership challenges Lean leaders face in our 21st century global economy Explore the six dimensions of the Modern Lean Framework™ Learn and apply the nine steps necessary to become a Lean leader Use Modern Lean methods to build a culture of continuous learning that can be sustained and maintained within your organization Seize competitive advantage by embracing Modern Lean to build an enterprise that understands

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*how to respond to disruption
Faster, Smarter User Experience
Research and Design
Presumptive Design
User Experience Principles for
Managers, Writers, Designers,
and Developers
Agile Experience Design
The Lean Turnaround: How
Business Leaders Use Lean
Principles to Create Value and
Transform Their Company
The Lean Entrepreneur
UX for Lean Startups
Ensuring Success and Developing
a Framework for Leadership
"If you are a young designer
entering or contemplating
entering the UX field this is a
canonical book. If you are an
organization that really needs*

to start grokking UX this book is also for you. " -- Chris Bernard, User Experience Evangelist, Microsoft

User experience design is the discipline of creating a useful and usable Web site or application—one that's easily navigated and meets the needs of both the site owner and its users. But there's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, project management skills, and business savvy. That's where this book comes in. Authors Russ Unger and Carolyn

Chandler show you how to integrate UX principles into your project from start to finish.

- Understand the various roles in UX design, identify stakeholders, and enlist their support*
- Obtain consensus from your team on project objectives*
- Define the scope of your project and avoid mission creep*
- Conduct user research and document your findings*
- Understand and communicate user behavior with personas*
- Design and prototype your application or site*
- Make your product findable with search engine optimization*
- Plan for development, product rollout,*

*and ongoing quality assurance
Real-world tools to build your
venture, grow your business,
and avoid mistakes Startup,
Scaleup, Screwup is an expert
guide for emerging and
established businesses to
accelerate growth, facilitate
scalability, and keep pace with
the rapidly changing economic
landscape. The contemporary
marketplace is more dynamic
than ever before—increased
global competition, the impact
of digital transformation, and
disruptive innovation factors
require businesses to
implement agile management
and business strategies to*

compete and thrive. This indispensable book provides business leaders and entrepreneurs the tools and guidance to meet growth and scalability challenges head on. Equal parts motivation and practical application, this book answers the questions every business leader asks from the startup ventures to established companies. Covering topics including funding options, employee hiring, product-market validation, remote team management, agile scaling, and the business lifecycle, this essential resource provides a solid approach to grow at the

right pace and stay lean. This book will enable you to: Apply 42 effective tools to sustain and accelerate your business growth Avoid the mistakes and pitfalls associated with rapid business growth or organizational change Develop a clear growth plan to integrate into your overall business model Structure your business for rapid scaling and efficient management Startup, Scaleup, Screwup: 42 Tools to Accelerate Lean & Agile Business Growth is a must-read for entrepreneurs, founders, managers, and senior executives. Author Jurgen

Appelo shares his wisdom on the creative economy, agile management, innovation marketing, and organizational change to provide a comprehensive guide to business growth. Practical methods and expert advice make this book an essential addition to any business professional's library. Demystify UX and its rules, contradictions, and dilemmas. This book provides real-world examples of user experience concepts that empower teams to create compelling products and services, manage social media, interview UX

candidates, and oversee product teams. From product decisions to performance reviews, your ability to participate in discussions about UX has become vital to your company's success as well as your own. However, UX concepts can seem complex. Many UX books are written by and for UX professionals. UX Fundamentals for Non-UX Professionals serves the needs of project managers, graphic designers, copyeditors, marketers, and others who wish to understand UX design and research. You will discover how UX has influenced history and

continues to affect our daily lives. Entertaining real-world examples demonstrate what a massive, WWII-era tank teaches us about design, what a blue flower tells us about audiences, and what drunk marathoners show us about software. What You'll Learn: Know the fundamentals of UX through real-world examples Acquire the skills to participate intelligently in discussions about UX design and research Understand how UX impacts business, including product, pricing, placement, and promotion as well as security, speed, and privacy.

**THE C-LEVEL GUIDE TO
SUCCEEDING WITH LEAN**

"With 30 years of accumulated experience, Art Byrne is one of the rare few people who can speak with authority about the pitfalls of financial measurement systems, the importance of respect for people, the power of Lean in the marketplace, and the leverage from organizing people around value streams. When he writes 'Go to the Gemba and Run Your Kaizen,' we must take heed." --
MASAAKI IMAI, bestselling author of Kaizen and Gemba Kaizen "In this wonderful and

important book, Byrne shows us that Lean management, understood and practiced correctly, consistently delivers spectacular results." -- BOB EMILIANI, author, Better Thinking, Better Results, and Professor, Connecticut State University "A compelling picture of how Lean techniques and attitudes enable CEOs and senior executives to create a culture for transforming a company and putting it on a highperformance path." -- JERRY J. JASINOWSKI, former President of the National Association of Manufacturers "Art Byrne provides real-world

examples of how he exhibited the wisdom and courage to do the right thing, improving work practices at all levels of the organization to deliver the right results for all stakeholders.

Which comes first, the wisdom or the courage? Read The Lean Turnaround to find out." --

JOHN SHOOK, Chairman and CEO, Lean Enterprise Institute

"Lean is the closest thing to magic I have experienced in my 40 years in business. I recommend Lean and this book to everyone responsible for the performance of a business, particularly those in private equity like me, where leverage

magnifies the importance of cash." -- JOHN CHILDS, founder and CEO, of J. W. Childs Associates L.P. "A must-read for any leader interested in understanding the strategic advantages from focusing on activities that add value to the customer experience." -- GARY S. KAPLAN, MD, Chairman and CEO of the Virginia Mason Health System Lean isn't just for manufacturing anymore . . . Few business leaders in the world have applied Lean strategy as successfully as Art Byrne has--and none has the ability to explain how to do it with such succinctness and

clarity. Famous for turning around the wire management company Wiremold, where he rethought every aspect of operations from the customer's standpoint--and got everyone else in the company to do likewise--Byrne has successfully implemented Lean strategies in more than 30 companies in 14 different countries. In The Lean Turnaround, this legendary business leader shares everything he has learned during his remarkable career and shows how anyone can achieve similar results. His primary message is this: Lean strategy isn't just for

manufacturing. In fact, Byrne is using this very approach in his present position at a private equity firm. Whatever type of company you run, Lean can be used to improve virtually every aspect of operations, from training and leading employees to accounting and payroll issues. The Lean Turnaround explains all the ins and outs of applying Lean strategy to:

- Eliminate waste in every value-added operation*
- Deliver consistent value to customers*
- Stimulate growth and add jobs*
- Increase wealth for all your stakeholders*
- Build a company culture of continuous*

improvement (kaizen) Instead of attempting to get customers to conform to your way of doing things--which is, sadly, what most managers are taught to do--you need to configure your company to be responsive to the customers. This is at the core of Byrne's method--and it always works.

UX Fundamentals for Non-UX Professionals

Startup, Scaleup, Screwup Design, User Experience, and Usability: Design Thinking and Methods

How Successful Organizations Listen to Customers and Create New Products Continuously

*Design Provocations for
Innovation*

*A Complete Guide to Creating
Value through Journeys,
Blueprints, and Diagrams
Crafting Stories for Better
Software Development
Learning How to Learn*

Every day, thousands of passionate developers come up with new startup ideas but lack the branding know-how to make them thrive. If you count yourself among them, Lean Branding is here to help. This practical toolkit helps you build your own robust, dynamic brands that generate conversion. You'll

find over 100 DIY branding tactics and inspiring case studies, and step-by-step instructions for building and measuring 25 essential brand strategy ingredients, from logo design to demo-day pitches, using The Lean Startup methodology's Build-Measure-Learn loop. Learn exactly what a brand is—and what it isn't Build a minimal set of brand ingredients that are viable in the marketplace: brand story, brand symbols, and brand strategy Measure your brand ingredients by using meaningful metrics to see if

they meet your conversion goals Pivot your brand ingredients in new directions based on what you've learned—by optimizing rather than trashing Focus specifically on brand story, symbols, or strategy by following the Build-Measure-Learn chapters that apply Learn from the opinions of a UX expert, evaluate your own design principles, and avoid common mistakes. Key Features Hear insights from an author who was trained by the Nielsen Norman Group Browse over

20 years of collected UX insights Accept or reject 101 thought-provoking opinions on design Challenge your own ideas on UX Book Description There are countless books about designing for the web. They all give multiple routes and options to solving design challenges. Many of them are plain wrong. This has led to an entire generation of designers failing to make interfaces that are usable, software that is intuitive, and products that normal people can understand. 101 UX Principles changes that,

with 101 ways to solve 101 UX problems clearly and single-mindedly. The 101 principles are opinionated. They'll rub some designers up the wrong way, but these principles are rooted in 20 years of building for the web. They're not based on theory - they're based on practice. Simply put, they've been proven to work at scale. There's no arguing with that. Following in the footsteps of Jakob Nielsen and Don Norman, this book is the go-to manual for UX professionals, covering everything from passwords,

**to planning the user
journey. Build a deeper
understanding of accessible
design and implement tried-
and-tested strategies in
your company. What you will
learn Use typography well to
ensure that text is readable
Design controls to
streamline interaction
Create navigation which
makes content make sense
Convey information with
consistent iconography
Manage user input
effectively Represent
progress to the user Provide
interfaces that work for
users with visual or motion**

impairments Understand and respond to user expectations Who this book is for This book is for UX professionals (freelance or in-house) looking for shortcuts to making software that users intuitively know how to use across web, desktop, and mobile.

Want to know what your users are thinking? If you're a product manager or developer, this book will help you learn the techniques for finding the answers to your most burning questions about

your customers. With step-by-step guidance, Validating Product Ideas shows you how to tackle the research to build the best possible product.

How well does your organization respond to changing market conditions, customer needs, and emerging technologies when building software-based products? This practical guide presents Lean and Agile principles and patterns to help you move fast at scale—and demonstrates why and how to apply these paradigms throughout your

organization, rather than with just one department or team. Through case studies, you'll learn how successful enterprises have rethought everything from governance and financial management to systems architecture and organizational culture in the pursuit of radically improved performance. Discover how Lean focuses on people and teamwork at every level, in contrast to traditional management practices Approach problem-solving experimentally by exploring solutions, testing assumptions, and getting

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**feedback from real users
Lead and manage large-
scale programs in a way that
empowers employees,
increases the speed and
quality of delivery, and
lowers costs Learn how to
implement ideas from the
DevOps and Lean Startup
movements even in
complex, regulated
environments**

**A Factory of One
How Today's Entrepreneurs
Use Continuous Innovation
to Create Radically
Successful Businesses
Sense and Respond
101 UX Principles**

Mapping Experiences A Digital Designer's Guide to Agile, Lean, and Continuous Forms that Work Through Lean User Research

The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement.

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However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to:

- Determine your target customers
- Identify underserved customer needs
- Create a winning product strategy
- Decide on your Minimum Viable Product (MVP)
- Design your MVP prototype
- Test your

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MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

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Resource added for the Business Analyst program 101021.

Agile development methodologies may have started life in IT, but their widespread and continuing adoption means there are many practitioners outside of IT--including designers--who need to change their thinking and adapt their practices. This is the missing book about agile that shows how designers, product managers, and development teams can integrate experience design into lean and agile product development. It equips you with tools, techniques and a framework for designing great experiences using agile methods so you can deliver timely products that are technically feasible, profitable for the business, and desirable from an end-customer perspective. This book will help you successfully integrate

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your design process on an agile project and feel like part of the agile team. do good design faster by doing just enough, just in time. use design methods from disciplines such as design thinking, customer-centered design, product design, and service design. create successful digital products by considering the needs of the end-customer, the business, and technology. understand the next wave of thinking about continuous design and continuous delivery. Offers a systematic approach to product/market fit, discussing customer involvement, optimal time to obtain funding, and when to change the plan.

Lean Enterprise

Designing Web Forms for Usability

A Modern Approach to Building

Successful User-Centered Products

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Build Better Products

The UX Book

Building Products Your Customers
Will Buy

A Concise Guide to Lean
Management for Life and Business

UX For Dummies

UX design has traditionally been deliverables-based. Wireframes, site maps, flow diagrams, content inventories, taxonomies, mockups helped define the practice in its infancy. Over time, however, this deliverables-heavy process has put UX designers in the

deliverables business. Many are now measured and compensated for the depth and breadth of their deliverables instead of the quality and success of the experiences they design. Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being designed and developed. So what's to be done? This practical book provides a roadmap and

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set of practices and principles that will help you keep your focus on the the experience back, rather than the deliverables. Get a tactical understanding of how to successfully integrate Lean and UX/DesignFind new material on business modeling and outcomes to help teams work more strategicallyDelve into the new chapter on experiment designTake advantage of updated examples and case studies.

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Customers who have inconsistent, broken experiences with products and services are understandably frustrated. But it's worse when people inside these companies can't pinpoint the problem because they're too focused on business processes. This practical book shows your company how to use alignment diagrams to turn valuable customer observations into actionable insight. With this unique tool, you

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can visually map your existing customer experience and envision future solutions. Product and brand managers, marketing specialists, and business owners will learn how experience diagramming can help determine where business goals and customer perspectives intersect. Once you're armed with this data, you can provide users with real value. Mapping Experiences is divided into three parts:

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Understand the underlying principles of diagramming, and discover how these diagrams can inform strategy Learn how to create diagrams with the four iterative modes in the mapping process: setting up a mapping initiative, investigating the evidence, visualizing the process, and using diagrams in workshops and experiments See key diagrams in action, including service blueprints, customer

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journey maps, experience maps, mental models, and spatial maps and ecosystem models

How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and

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fast and flexible
research techniques,
you'll learn how your
prospective customers
behave, the problems
they need to solve, and
what frustrates and
delights them. These
insights may shake your
assumptions, but they'll
help you reach the "ah-
ha!" moments that
inspire truly great
products. Validate or
invalidate your
hypothesis by talking to
the right people Learn
how to conduct
successful customer

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interviews play-by-play
Detect a customer's
behaviors, pain points,
and constraints Turn
interview insights into
Minimum Viable Products
to validate what
customers will use and
buy Adapt customer
development strategies
for large companies,
conservative industries,
and existing products
A surprisingly simple
way for students to
master any
subject--based on one of
the world's most popular
online courses and the

bestselling book *A Mind for Numbers* and its wildly popular online companion course "Learning How to Learn" have empowered more than two million learners of all ages from around the world to master subjects that they once struggled with. Fans often wish they'd discovered these learning strategies earlier and ask how they can help their kids master these skills as well. Now in this new book for kids and teens,

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the authors reveal how to make the most of time spent studying. We all have the tools to learn what might not seem to come naturally to us at first--the secret is to understand how the brain works so we can unlock its power. This book explains:

- Why sometimes letting your mind wander is an important part of the learning process
- How to avoid "rut think" in order to think outside the box
- Why having a poor memory can be a

good thing • The value
of metaphors in
developing understanding
• A simple, yet
powerful, way to stop
procrastinating Filled
with illustrations,
application questions,
and exercises, this book
makes learning easy and
fun.

Lean Customer

Development

The Lean Startup

The Lean Book of Lean

Lean Vs. Agile Vs.

Design Thinking

5th International

Conference, DUXU 2016,

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**Held as Part of HCI
International 2016,
Toronto, Canada, July
17-22, 2016,
Proceedings, Part I
Smashing UX Design
Applying Lean Principles
to Banish Waste and
Improve Your Personal
Performance**

**For user experience
designers in the field
or in the making**

p>Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and

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smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product. Determine whether people will buy your product before you build it Listen to your customers throughout the product's lifecycle Understand why you should design

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a test before you design a product
Get nine tools that are critical to
designing your product Discern the
difference between necessary
features and nice-to-haves Learn
how a Minimum Viable Product
affects your UX decisions Use A/B
testing in conjunction with good
UX practices Speed up your
product development process
without sacrificing quality
The End of Assembly Line
Management We're in the midst of
a revolution. Quantum leaps in
technology are enabling
organizations to observe and
measure people's behavior in real
time, communicate internally at
extraordinary speed, and innovate

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continuously. These new, software-driven technologies are transforming the way companies interact with their customers, employees, and other stakeholders. This is no mere tech issue. The transformation requires a complete rethinking of the way we organize and manage work. And, as software becomes ever more integrated into every product and service, making this big shift is quickly becoming the key operational challenge for businesses of all kinds. We need a management model that doesn't merely account for, but actually embraces, continuous change. Yet the truth is, most organizations continue to rely on outmoded,

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industrial-era operational models. They structure their teams, manage their people, and evolve their organizational cultures the way they always have. Now, organizations are emerging, and thriving, based on their capacity to sense and respond instantly to customer and employee behaviors. In *Sense and Respond*, Jeff Gothelf and Josh Seiden, leading tech experts and founders of the global Lean UX movement, vividly show how these companies operate, highlighting the new mindset and skills needed to lead and manage them—and to continuously innovate within them. In illuminating and instructive business examples,

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you'll see organizations with distinctively new operating principles: shifting from managing outputs to what the authors call "outcome-focused management"; forming self-guided teams that can read and react to a fast-changing environment; creating a learning-all-the-time culture that can understand and respond to new customer behaviors and the data they generate; and finally, developing in everyone at the company the new universal skills of customer listening, assessment, and response. This engaging and practical book provides the crucial new operational and management model to help you and your

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organization win in a world of continuous change.

From near-extinction in the early eighties, Harley-Davidson rose to worldwide recognition and is still today one of the great, iconic American motorcycle brands. In this insider guide, former Harley-Davidson executive Dantar Oosterwal offers an exclusive look at how Harley-Davidson was able to adapt in an ever-changing world to stay on top and stay in existence. In *The Lean Machine*, readers learn about Harley-Davidson's secret weapon and go-to formula for outstanding success: Knowledge-Based Product Development. Rooted in Japanese

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productivity improvement techniques, this method helped Harley realize an unprecedented fourfold increase in throughput in half the time--powering annual growth of more than ten percent. Winner of the 2017 Shingo Prize for Literature, *The Lean Machine*--which is part business journal, part analysis, and part step-by-step toolkit--takes readers through the day-to-day transformation at Harley and identifies universal change and improvement issues so that companies in any industry can incorporate this game-changing system--with predictably excellent results.

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This is the true story of how, armed with only Lean improvement methodologies, a specially trained Toyota Lean expert purchased a business he knew nothing about, applied Lean techniques, and succeeded in doubling sales and increasing profitability, before he finally sold the thriving business. With humility and humor, the author recounts his successes and failures, introduces his key employees and their struggles with change, and provides motivation and simple ideas for all readers looking to improve their businesses. He captures key points highlighted in text boxes and includes illustrative photos and examples of

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Lean tools at work. This story dispels the fallacy that Lean management does not achieve excellent results in high variation companies and job shops. Toyota's OSKKK methodology is introduced to understand processes and guide a Lean transformation on the shop floor and in the office.

42 Tools to Accelerate Lean and Agile Business Growth

The Controller as Lean Leader

The Lean Product Playbook

The Lean Machine

Business Analysis Methodology
Book

What You Really Need to Know to Build High-Performing Digital Product Teams

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A definitive design guide
Validating Product Ideas
The UX Book: Process and
Guidelines for Ensuring a
Quality User Experience
aims to help readers learn
how to create and refine
interaction designs that
ensure a quality user
experience (UX). The book
seeks to expand the
concept of traditional
usability to a broader
notion of user experience;
to provide a hands-on,
practical guide to best
practices and established
principles in a UX
lifecycle; and to describe
a pragmatic process for

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managing the overall development effort. The book provides an iterative and evaluation-centered UX lifecycle template, called the Wheel, for interaction design. Key concepts discussed include contextual inquiry and analysis; extracting interaction design requirements; constructing design-informing models; design production; UX goals, metrics, and targets; prototyping; UX evaluation; the interaction cycle and the user action framework; and UX design guidelines. This

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book will be useful to anyone interested in learning more about creating interaction designs to ensure a quality user experience. These include interaction designers, graphic designers, usability analysts, software engineers, programmers, systems analysts, software quality-assurance specialists, human factors engineers, cognitive psychologists, cosmic psychics, trainers, technical writers, documentation specialists, marketing personnel, and

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project managers. A very broad approach to user experience through its components—usability, usefulness, and emotional impact with special attention to lightweight methods such as rapid UX evaluation techniques and an agile UX development process Universal applicability of processes, principles, and guidelines—not just for GUIs and the Web, but for all kinds of interaction and devices: embodied interaction, mobile devices, ATMs, refrigerators, and

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elevator controls, and even highway signage

Extensive design guidelines applied in the context of the various kinds of affordances necessary to support all aspects of interaction

Real-world stories and contributions from accomplished UX practitioners

A practical guide to best practices and established principles in UX

A lifecycle template that can be instantiated and tailored to a given project, for a given type of system development, on a given budget

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Forms that Work: Designing Web Forms for Usability clearly explains exactly how to design great forms for the web. The book provides proven and practical advice that will help you avoid pitfalls, and produce forms that are aesthetically pleasing, efficient and cost-effective. It features invaluable design methods, tips, and tricks to help ensure accurate data and satisfied customers. It includes dozens of examples - from nitty-gritty details (label alignment, mandatory

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fields) to visual designs (creating good grids, use of color). This book isn't just about colons and choosing the right widgets. It's about the whole process of making good forms, which has a lot more to do with making sure you're asking the right questions in a way that your users can answer than it does with whether you use a drop-down list or radio buttons. In an easy-to-read format with lots of examples, the authors present their three-layer model - relationship,

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conversation, appearance.

You need all three for a successful form - a form that looks good, flows well, asks the right questions in the right way, and, most important of all, gets people to fill it out. Liberally illustrated with full-color examples, this book guides readers on how to define requirements, how to write questions that users will understand and want to answer, and how to deal with instructions, progress indicators and errors. This book is essential reading for HCI

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professionals, web designers, software developers, user interface designers, HCI academics and students, market research professionals, and financial professionals. *Provides proven and practical advice that will help you avoid pitfalls, and produce forms that are aesthetically pleasing, efficient and cost-effective. *Features invaluable design methods, tips, and tricks to help ensure accurate data and satisfied customers. *Includes dozens of

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examples -- from nitty-gritty details (label alignment, mandatory fields) to visual designs (creating good grids, use of color). *Foreword by Steve Krug, author of the best selling Don't Make Me Think!

The three-volume set LNCS 9746, 9747, and 9748 constitutes the proceedings of the 5th International Conference on Design, User Experience, and Usability, DUXU 2016, held as part of the 18th International Conference on Human-Computer Interaction, HCI

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2016, in Toronto, Canada, in July 2016, jointly with 13 other thematically similar conferences. The total of 1287 papers presented at the HCII 2016 conferences were carefully reviewed and selected from 4354 submissions. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of Human-Computer Interaction, addressing major advances

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in knowledge and effective use of computers in a variety of application areas. The total of 157 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this three-volume set. The 49 papers included in this volume are organized in topical sections on design thinking; user experience design methods and tools; usability and user experience evaluation methods and tools. Most business readers have heard of the Lean principles developed for

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factories a set of tools and ideas that have enabled companies to dramatically boost quality by reducing waste and errors producing more while using less. Yet until now, few have recognized how relevant these powerful ideas are to individuals and their daily work. Every person at

Agile UX Storytelling
Creating Dynamic Brands to
Generate Conversion
A Project Guide to UX
Design
Process and Guidelines for
Ensuring a Quality User

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The True Story of
Profitably Growing an
Organization with Lean
Principles
Designing Great Products
with Agile Teams
UX for Developers
An essential guide to bringing
lean to your business and your
life The Lean Book of
Lean provides a succinct
overview of the concepts of
Lean, explains them in
everyday terms, and shows
how the general principles can
be applied in any business or
personal situation.
Disengaging the concept of
Lean from any particular

industry or sector, this book brings Lean out of the factory to help you apply it anywhere, anytime. You'll learn the major points and ideas along with practical tips and hints, and find additional insight in the illustrative examples. Lean is all about achieving the desired outcome with the minimum amount of fuss and effort, and this book practises what it preaches — concise enough to be read in a couple of sittings, it nonetheless delivers a wealth of information distilled into the essential bits you need to know. The Lean Book of Lean discards unnecessary specialisation and minute

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detail, and gets to the point quickly, so you can get started right away. Understand the basic principles of lean
Recognise lean behaviours that come naturally Study examples of lean practices, policies, behaviours, and operations Apply lean concepts to both your business and personal life Lean is about being agile, efficient, responsive, productive, and smart. It applies to any and every aspect of life, from the factory floor to your morning routine. The Lean Book of Lean is the quick, smart guide to employing lean principles every day, so you can start

doing more with less.

Traditional accounting systems have become inadequate for today's increasingly competitive global manufacturing environment. They are too complex and too focused on past performance. As manufacturing techniques change and become less labor intensive, accounting methods must also evolve. Regardless of what you call it, Lean accounting is a managemen