

1. Record Nr.	UNINA9910151642803321
Autore	Holtzblatt Karen
Titolo	Contextual design : design for life / / Karen Holtzblatt, Hugh Beyer
Pubbl/distr/stampa	Cambridge, MA : , : Morgan Kaufmann, , [2017] 2017
Edizione	[Second edition.]
Descrizione fisica	1 online resource (xviii, 511 pages) : illustrations (chiefly color)
Collana	Interactive technologies
Disciplina	004.2/1
Soggetti	User-centered system design Human-computer interaction System design Computer software - Human factors System analysis Product design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	part 1. Gathering user data -- part 2. Revealing the world -- part 3. Reinventing life : ideation with user data -- part 4. Defining the product -- part 5. Making it real.
Sommario/riassunto	Contextual Design: Design for Life, Second Edition, describes the core techniques needed to deliberately produce a compelling user experience. Contextual design was first invented in 1988 to drive a deep understanding of the user into the design process. It has been used in a wide variety of industries and taught in universities all over the world. Until now, the basic CD approach has needed little revision, but with the wide adoption of handheld devices, especially smartphones, the way technology is integrated into people's lives has fundamentally changed. Contextual Design V2.0 introduces both the classic CD techniques and the new techniques needed to "design for life", fulfilling core human motives while supporting activities. This completely updated and revised edition is written in a clear, informal style without excessive jargon, and is the must-have book for any UX Design library. Users will find coverage of mobile devices and consumer and business products, all illustrated with new examples, case studies,

and discussions on how to use CD with the agile development and other project requirements methods. Provides tactics on how to gather detailed data on how people live, work, and use products Helps develop a coherent picture of a whole user population Presents tactics on how to use the seven "Cool Concepts" to support core human motives and generate new product concepts guided by user data, ideation techniques, and principles key to producing a compelling user experience Explains how to structure the system and user interface to best support the user across place, time, and platform

---