

1. Record Nr.	UNINA9910588593603321
Autore	Hampshire Natasha
Titolo	Mastering Collaboration in a Product Team : 70 Techniques to Help Teams Build Better Products // by Natasha Hampshire, Glaudia Califano, David Spinks
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2022
ISBN	9781484282540 148428254X
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (218 pages)
Disciplina	658.575
Soggetti	User interfaces (Computer systems) Human-computer interaction Interactive multimedia Multimedia systems Employees - Coaching of Strategic planning Leadership Industrial organization User Interfaces and Human Computer Interaction Media Design Team Coaching Business Strategy and Leadership Organization
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	Chapter 1. How Long Has It Been -- Chapter 2: Feedback Bizarre -- Chapter 3. Crazy 8s -- Chapter 4. Interviews -- Chapter 5. Collect, Converge and Converse -- Chapter 6. Proto Personas -- Chapter 7. Declaring Assumptions -- Chapter 8. Product Life Cycle -- Chapter 9. Stick Your Nose In Your Competitor's Business -- Chapter 10. Worst Possible Ideas- Chapter 11. Journey Map -- Chapter 12. Put Your Different Thinking Hats On -- Chapter 13. Focus Groups -- Chapter 14. Evaluate Your Options -- Chapter 15. Hypotheses -- Chapter 16.

Seen and Heard -- Chapter 17. Flows -- Chapter 18. Empathy Mapping -- Chapter 19. Heuristic Evaluation -- Chapter 20. 10 10 10 Rule -- Chapter 21. Knowing When to Stop -- Chapter 22. Tomorrow's Headline -- Chapter 23. Speaking the Same Language -- Chapter 24. Experience Based Road Mapping -- Chapter 25. Card Sorting -- Chapter 26. Service Blueprinting -- Chapter 27. Go and Do -- Chapter 28. Kano Model -- Chapter 29. Laddering Up -- Chapter 30. Pirate Metrics -- Chapter 31. Paper Prototyping -- Chapter 32. How Might We -- Chapter 33. Stakeholder Mapping -- Chapter 34. Vanishing Options -- Chapter 35. Guerrilla Testing -- Chapter 36. Tree Testing -- Chapter 37. Inclusive Thinking -- Chapter 38. Your Vision on a Box -- Chapter 39. See for Yourself -- Chapter 40. A B Testing -- Chapter 41. Story Mapping -- Chapter 42. Creative Pause -- Chapter 43. You Had Me on the First Click -- Chapter 44. Dear Diary -- Chapter 45. Wire Frames -- Chapter 46. Trade-off Sliders -- Chapter 47. Reaction Card Method -- Chapter 48. ImpactMapping -- Chapter 49. Swarming -- Chapter 50. Keeping Your Ear to the Ground -- Chapter 51. Thinking with your Hands -- Chapter 52. Jobs to be Done -- Chapter 53. Information Radiators -- Chapter 54. Opportunity Scoring -- Chapter 55. Questioning with Curiosity -- Chapter 56. Buy a Feature -- Chapter 57. SCAMPER -- Chapter 58. Elevator Pitch -- Chapter 59. User Stories -- Chapter 60. User Driven Prototyping -- Chapter 61. Body Storming -- Chapter 62. World Cafe -- Chapter 63. Opportunity Solution Tree -- Chapter 64. Storyboarding -- Chapter 65. Door to the Future -- Chapter 66. Ecocycle -- Chapter 67. Wizard of Oz -- Chapter 68. Idea Journal -- Chapter 69. Usability Testing -- Chapter 70. Hindsight 2020 -- Appendix.

Sommario/riassunto

The nature of product development is changing. The most successful innovations are those that come from teams of people who are exploring problems together. Teams that build meaningful releases of their products iteratively and incrementally are opening the door for early feedback so that decisions can be taken to persevere or pivot based on evidence. But how do you make the most out of a team's different perspectives, experiences and ideas? How can you instill a collaborative mindset in a product development team? How do you find out if your product idea actually has any value? How can you truly understand people's needs? Mastering Collaboration in a Product Team is a toolbox of proven techniques from the field for the whole product team to use together to find answers to these questions and more. It is filled with practical tools to maximize your team's chances of success when developing products and services, from identifying opportunities, to the point of being able to confidently go into production. You will:

- Define people's real problems and needs
- Collaboratively create innovative ideas
- Validate product/feature ideas quickly and cheaply as a team
- Explore a lightweight introduction to the techniques of modern product development .
