

1. Record Nr.	UNINA9910788163603321
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Titolo	Communicating the UX vision : 13 anti-patterns that block good ideas / / Martina Hodges-Schell, James O'Brien
Pubbl/distr/stampa	Waltham, Massachusetts : , : Morgan Kaufmann, , 2015 ©2015
ISBN	0-12-799924-8
Edizione	[1st edition]
Descrizione fisica	1 online resource (374 p.)
Disciplina	004.21
Soggetti	User-centered system design - Research Human-computer interaction - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright Page; Dedication; Contents; Foreword; Acknowledgments; Introduction; About the authors; Why we wrote this book; How to use this book; A word about job titles; Why anti- patterns?; How to use the patterns; On the importance of understanding your own style; Pattern zero; Address the person first and the requirement second; Edge cases; The anti-patterns; Speaking different languages; Having different KPIs; Not embracing everyone's goals; Presenting without contextualizing; Being in the room, but not present; Not having a consistent design language Throwing deliverables over the fenceLiving in the deliverables; Assuming others don't get design; Insisting on perfection; Responding to tone, not content; Defending too hard; Not defending hard enough; Chapter 1 - Speaking different languages; Summary; The "Speaking Different Languages" anti-pattern; You know you're in it when...; Patterns; Stakeholder safari; The meeting before the meeting and the meeting after the meeting; The meeting before the meeting; The meeting after the meeting; Lowering the wall; Step back; Play it back; If others inflict this anti-pattern on you Terminology explainedChapter 2 - Having different KPIs; How organizations measure success; Intrinsic motivation; When KPIs clash; Summary; The "Having Different KPIs" anti-pattern; You know you're in it when ...; Patterns; Diligent discovery; Tu casa es mi casa; Don't butt

heads; If others inflict this anti-pattern on you; Don't try to handle organizational change singlehanded; Terminology explained; Reference; Chapter 3 - Not embracing everyone's goals; Onto the right path; The sore thumb paradox; Summary; The "Not Embracing Everyone's Goals" anti-pattern; You know you're in it when...; Patterns Be the canonical source of whyActive agreement; Consciously internalize; Stakeholders are people, too; Present in context; Co-design; If others inflict this anti-pattern on you; Terminology explained; References; Chapter 4 - Presenting without contextualizing; Common assets for providing context; Telling the story of UX; Getting good feedback; Summary; The "Presenting Without Contextualizing" anti-pattern; You know you're in it when...; How to break the anti-pattern; Patterns; Prepare for presentation; Be present to present; Casting feedback; Set scope expectations  
Actively confirm understandingThe Half-Silvered Mirror; Tell them what you told them; If others inflict this anti-pattern on you; Terminology explained; ReferenceS; Chapter 5 - Being in the room but not present; What is your job?; New software development processes, new collaboration models; Collaborating in iterative environments; Focus in an open-plan world; Summary; The "Being in the room but not present" anti-pattern; You'll know you're in it when ...; Patterns - how to be a better collaborator; Push for in-person access; The stenographers' pattern; The life in mono pattern  
Carve out a space

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## Sommario/riassunto

This book identifies the 13 main challenges designers face when they talk about their work and provides communication strategies so that a better design, not a louder argument, is what makes it into the world. It is a fact that we all want to put great design into the world, but no product ever makes it out of the building without rounds of reviews, feedback, and signoff. As an interaction or UX designer, you've felt the general trend toward faster development, more work, and less discussion. As we spend time crafting, we become attached to our own ideas and it gets all too easy to react to

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