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Tom's book creates an easy-to-use and wonderful framework for communicating design in plain language, increasing the likelihood that

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stakeholders will understand what you're presenting." Tim O'Reilly, Founder and CEO, O'Reilly Media "Articulating Design Decisions by Tom Greever will change the way designers talk about design. Get it, read it."

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Greever is well written,
It explains how to
communicate with non
design people like
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user experience also
depends on being able
to communicate and
still make a profit for
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Reviews. by Tom

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Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience by Tom Greever (2015, Trade Paperback) at the best online prices at eBay! Free shipping for many products!

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Articulating Design Decisions: Communicate With Stakeholders, Keep Your Sanity, And Deliver The Best User Experience PDF. Every designer has had to justify designs to non-designers, yet most lack the ability to explain themselves in a way that is compelling and fosters agreement. The ability to effectively articulate design decisions is

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critical to the success
of a project, because
the most articulate
person often wins.

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In Articulating Design
Decisions, Tom

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Greever discusses the fact that despite the ability to speak to the form and function of how designs can solve problems (things that designers understand), many designers have yet to master the art of explaining these things to non-designers..

Design communication isn't a skill that comes easy or quickly. But by taking into consideration stakeholders ...

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The secrets to communicating better with stakeholders

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Paperback, Tom
Greever)

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Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs

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themselves—simply because the most articulate person usually wins.

Articulating Design Decisions [Book]

You only have “he said, she said” and a bunch of rehashed conversations. When design decisions are made verbally in a meeting, it can be nearly impossible to remember later why decisions were made.”

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— Tom Greever,
Articulating Design
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Articulating Design Decisions Quotes by Tom Greever

Putting something into
your design for the
purpose of giving
stakeholders
something to say no to

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Articulating
Design Decisions:
is known as “painting a duck.” Articulating Design Decisions was used as a required text in the graduate Design Management program at the Shintaro Akatsu School of Design at the University of Bridgeport

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Articulating Design Decisions is a must

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I have book for anyone in the creative field, I'd even argue that people who are solely developers, and rarely touch designs should read it too. Tom has done an excellent job in tackling the issues that we all face when explaining our choices to our clients and the rest of the team.

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Communicating design decisions Sketching, storytelling, critiquing, presenting and facilitating. These are five indispensable skills any interaction designer (that deals with internal or clients discussions) should have.

Articulating design decisions | Danni's UX Lab 'Lucy'

The purpose is that

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we're being intentional and purposeful with all of our decisions, and this is one way we can communicate that to our stakeholders. As often as you can, connect your design decisions to the goals and objectives of the business. "FACILITATES A PRIMARY USE CASE"

How to describe your design decisions - O'Reilly

Talking to people about

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your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs themselves—simply because the most articulate person usually wins.

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Taking this approach to design creates meetings that are more productive, decisions that are well-tuned to users' needs, and a team that is set up for success. In addition, it will help designers to articulate their design decisions, communicate with stakeholders, keep

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their sanity, and still deliver the best user experience.

Great Designers are Great Communicators | UX Booth

Recently I attended a JAM London workshop hosted by Tom Greever on articulating design decisions. As a recent newcomer to field of product design, I've been feeling an absence of confidence

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amongst my peers. It's been well told that a key skill of any designer is the ability to communicate.

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