Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience

By Tom Greever

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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 critical to the success of a project, because the most articulate person often wins. This practical book provides principles, tactics, and actionable methods for talking about designs with executives, managers, developers, marketers, and other stakeholders who have influence over the project with the goal of winning them over and creating the best user experience.

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Editorial Review

Review

Christian Manzella, VP of UX & Design at Moz
"It's too easy for designers to fall into vernacular and unintentionally obscure what they're really trying to say. Tom's book creates an easy-to-use and wonderful framework for communicating design in plain language, increasing the likelihood that 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."
twitter.com/timoreilly/status/655137807669702656

Aaron Irizarry, Director of UX at Nasdaq & author of Discussing Design
"Tom has done a great job tackling one of the more difficult aspects of design... taking to others who aren't designers and sharing the how and why of the design decisions that you made."

Richard Banfield, CEO of Fresh Tilled Soil and author of Design Leadership
"While most books on design mention these communication issues as a sidebar or a footnote, Tom gives us an entire book of tried and tested tools to make designers expert communicators. True to its title it is easy to read and even easier to recommend. As the principle of a UX design firm I'm thrilled that Tom has given us this gem of a book."

From the Back Cover

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 themselves--simply because the most articulate person usually wins.

This practical guide focuses on principles, tactics, and actionable methods for presenting your designs. Whether you design UX, websites, or products, you'll learn how to win over anyone who has influence over the project--with the goal of creating the best experience for the end user.

- Walk through the process of preparing for and presenting your designs
- Understand stakeholder perspectives, and learn how to empathize with them
- Cultivate both implicit and explicit listening skills
- Learn tactics and formulas for expressing the most effective response to feedback
- Discover why the way you follow through is just as crucial as the meeting itself
- Educate your stakeholders by sharing the chapter from this book on how to work with designers

Users Review

From reader reviews:

Catherine Browning:

As people who live in the modest era should be revise about what going on or data even knowledge to make these individuals keep up with the era that is certainly always change and make progress. Some of you maybe can update themselves by looking at books. It is a good choice for you personally but the problems coming to anyone is you don't know which one you should start with. This Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience is our recommendation so you keep up with the world. Why, because this book serves what you want and want in this era.

Mary Andrade:

The feeling that you get from Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience is a more deep you rooting the information that hide in the words the more you get thinking about reading it. It doesn't mean that this book is hard to recognise but Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience giving you joy feeling of reading. The author conveys their point in specific way that can be understood by means of anyone who read the item because the author of this book is well-known enough. That book also makes your current vocabulary increase well. It is therefore easy to understand then can go to you, both in printed or e-book style are available. We highly recommend you for having this specific Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience instantly.

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