



Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Exp (Paperback)

By Joe Natoli

BookBaby, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Creating an app, site or any product that succeeds or sells is most definitely a tall order. Designing anything for people is tough, because we're inherently complex and well...messy. Which means that things like market share and ROI don't come easy. But time and effort spent finding the right problems to solve allows designers, developers and product teams to take quantum leaps forward in exceeding the expectations of everyone involved. In Think First, Joe Natoli shows you exactly how to do this, using lessons learned from his 26 years as a UX consultant to Fortune 100 and 500 organizations. You'll find proven principles, step-by-step methods and straightforward, jargon-free advice that can be applied to any kind of digital product. Think First proves that while people are indeed messy and complex, designing for them doesn't have to be. Here's what a few well-respected UX practitioners and authors had to say about Think First: *"A very practical guide to success in business."* Dr. Don Norman, Director of the DesignLab, UC San Diego and Author of The Design of Everyday Things...



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