

Designing for the Digital Age: How to Create Human-Centered Products and Services

By Kim Goodwin



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design practitioners Kim Goodwin VP of Cooper does a great job translating her goal oriented design processes into clear and understandable terms Human user centered design books can easily be litt Whether you rsquo re designing consumer electronics medical devices enterprise Web apps or new ways to check out at the supermarket today rsquo s digitally enabled products and services provide both great opportunities to deliver compelling user experiences and great risks of driving your customers crazy with complicated confusing technology Designing successful products and services in the digital age requires a multi disciplinary team with expertise in interac Kim rsquo s book is nothing less than a complete handbook for an entire profession Kim rsquo s unique background in the practice pedagogy and epistemology of the design business has given her the experience needed to write the ultimate lquo how to rsquo

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