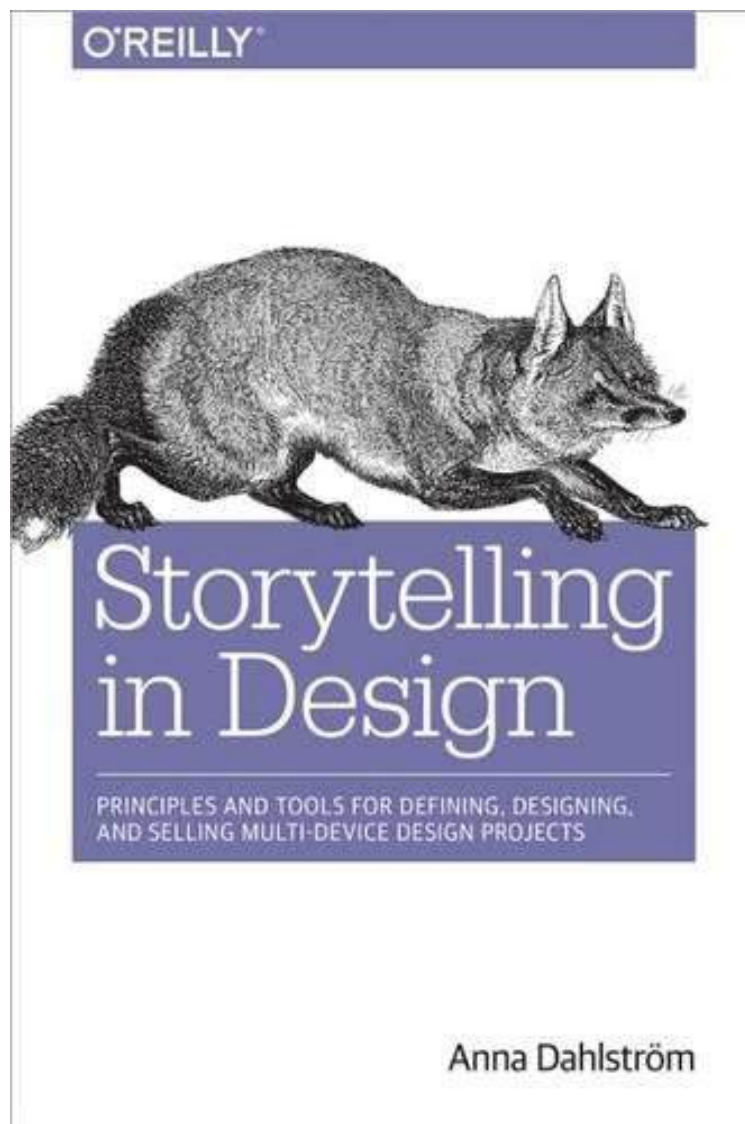


Storytelling in Design: Principles and Tools for Defining, Designing, and Selling Multi-Device Design Products

Storytelling in Design: Principles and Tools for Defining, Designing, and Selling Multi-Device Design Products

By Anna Dahlström



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The number of devices we use on a daily basis is growing with different devices playing different role at different times Our ability as designers to control where users are coming from and how they get around the experiences we design is fading Yet our need to ensure we understand where they are in their journey so that we can deliver the right content and interactions at the right time and on the right device is ever more important By examining the Author Anna Dahlström is a Swedish UX designer based in London She is the founder of UX fika co and Glimt it For the last 15 years she has been working as a UX designer on the client side for agencies and for startups on a large v

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