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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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Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience by Tom Greever is well written, It explains how to communicate with non design people like stackholders.

Delivering the best user experience also depends on being able to communicate and still make a profit for stockholders.

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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

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

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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

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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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The secrets to
communicating better
with stakeholders. In
Articulating Design
Decisions, Tom
Greever discusses the

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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.

The secrets to communicating better with stakeholders

Even though this is
always a risk,

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approaching our meetings with this fear actually undermines the purpose of articulating design decisions. If we aren't able to convince stakeholders that our solution is better, either we aren't doing a good job of communicating to them or we don't understand their needs enough to create a design that ...

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Articulating Design Decisions:

Communicate with Stakeholders, Keep Your. Sign in to check out Check out as a guest how you communicate with stakeholders, clients, and other nondesigners may be more important than the designs themselves. Because if

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you can't get their support, your work will never see the light of day-no matter how good it is.

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When design decisions are made verbally in a meeting, it can be nearly impossible to remember later why decisions were made.”

— Tom Greever,

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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."

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Putting something into
your design for the
purpose of giving
stakeholders

something to say no to
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

Articulating Design

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Acces PDF Articulating Design Decisions **Decisions: Communicate with Stakeholders**

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 their sanity, and still

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deliver the best user
experience.

Great Designers are Great Communicators | UX Booth

The purpose is that 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

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and objectives of the
business. "FACILITATES
A PRIMARY USE CASE"
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**How to describe
your design
decisions - O'Reilly**

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-

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designers is more critical than the designs themselves—simply because the most articulate person usually wins.

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Design is a client service, and therefore requires constant, effective communication (both

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ways) between designer and client. If you're working for an in-house team you need a similar kind of communication, but instead of a client you may have various internal and external stakeholders, plus manager and team members to coordinate with.

A designer without communication skills is just a pixel ...

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Upcoming events for
UX Book Club Denver
in Denver, CO. A
Meetup group with
over 1508 UXers.

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