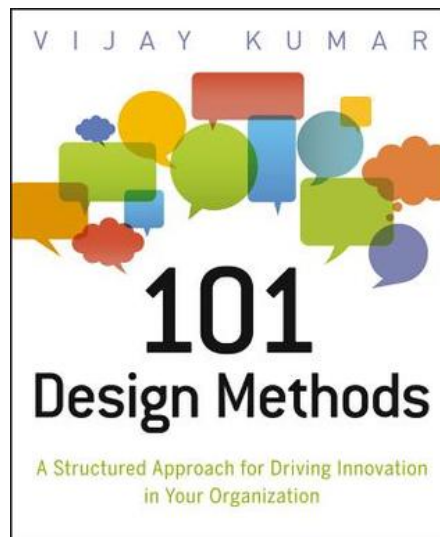




101 Design Methods: A Structured Approach for Driving Innovation in Your Organization

Vijay Kumar

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The first step-by-step guidebook for successful innovation planning Unlike other books on the subject, *101 Design Methods* approaches the practice of creating new products, services, and customer experiences as a science, rather than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings. Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find this an invaluable resource. Novices can learn from it; managers can plan with it; and practitioners of innovation can improve the quality of their work by referring to it.

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Nina says

good "tool" research method book

Marilee Bowles-carey says

Excellent handbook for design methods.

Claudia Yahany says

Nada más que una compilación de herramientas. Me hubieran gustado menos herramientas y más atención al proceso general.

Avanti Sukma says

As a designer & postgraduate student, I found this book very useful in helping finding method to generate, develop and deliver ideas.

Jie Mi says

Fun book.
Interesting points.

Ann Laenen says

very good practice-based book

Laurian says

Oh man. Having a lot of theory and rigor under my belt in terms of qualitative analysis this book was a little painful. I thought it was really well written and great for anyone not wanting to publish or reuse the data gathered, so for businesses doing on the fly analysis - great. But anyone trying to truly understand users or the methods to gather user data this book should probably be passed for more meaningful reading. In fact, it is books like this that makes people think that UX and HCI are fuzzy sciences. Oh well. It was fruitful and

we'll be discussing it at a book club in Baltimore this week.

Mohamed Yehia says

Great book. The book promised to provide you with innovation tools and fulfilled the promise with a handful practical tools.

I recommend this book for anyone wants to get in the bolts and nuts of innovation. Really liked it and read it in a couple of days.

Khalid Sulami says

It really provides few useful techniques. However, most of the techniques that I've read is just trivial.

Anchi Hsin says

I really liked it. a lot.

Vanessa Slavich says

quick resource for design methods

Kareem Farmawy says

Lacks clarity!
