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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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In order to better communicate design decisions, designers must make it a regular habit to: Ideally, this is how designers approach everything they create. The answers to these three questions will form the basis of an articulate response.

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Articulating design decisions : communicate with stakeholders, keep your sanity, and deliver the best user experience / Tom Greever. Format E-Book Published Sebastopol, CA : O'Reilly Media, 2015. Description 1 online resource. URL Access for [All Campuses] - (Available on campus and off-campus with authorized logon.) Notes Includes index.

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Articulating Design Decisions - O'Reilly Media

Being articulate can make you successful in any area of life. The key to being articulate is to

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understand both the message you want to communicate and the response you want in return. The way to be articulate about design is to offer a message that communicates why we did what we did in order to help stakeholders see our reasoning. If we aren't able to convince stakeholders that our ...

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Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience [Tom Greever] on Amazon.com. *FREE* shipping on qualifying offers. 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 design ...

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And, in many cases, how you communicate 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. This practical guide focuses on principles, tactics, and actionable methods for presenting your designs.

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Articulating Design Decisions is a must have book for anyone in the creative field, I'd even argue that people who are solely developers, and rarely touch designs should read it too. Tom has done an excellent job in tackling the issues that we all face when explaining our choices to our clients and the rest of the team.

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At Bitovi, a front-end design and development consulting company, he has worked with both small startups and large corporations across many different industries—designing applications, training teams, and speaking at events. Tom is the author of the O'Reilly book Articulating Design Decisions. [Read More](#)

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