

Survival Guide to User-Focused Product Development

Methods Against Madness

In the evolving landscape of digital product development, navigating the complexities of emerging technologies, user expectations, and team dynamics can feel daunting. This book aims to simplify this by offering a holistic perspective on modern product development through the lens of user focus. It emphasises the key role of user research throughout the product development lifecycle. From uncovering needs to creating innovative solutions, each product development phase is investigated, with a particular focus on the critical discovery phase. The book gives a comprehensive overview of frameworks for user-focused product development, including the 'jobs-to-be-done' framework. By explaining the various frameworks, and when and how to apply them, it sheds light on the often-confusing landscape of approaches. The book also explains when and how to use user-focused artefacts that support the shift to a user-centric organisation by enabling everyone to speak the user's language. Case studies illustrate how user focus, collaboration, and innovation work in practice. Guest contributions from diverse professions offer unique perspectives on the topic, ranging from design sprints and AI transformation to product operations. Through insights, methods, and case studies, this book provides readers with the knowledge and tools to implement user focus in their organisation, ensuring every decision has the user's needs and desires at its heart. Survival Guide to User-Focused Product Development: Methods Against Madness is written for professionals, including product managers, designers, user researchers, developers, and anyone invested in crafting remarkable user experiences.

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66,00 €

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vorbestellbar, Erscheinungstermin ca. August 2026

Artikelnummer: 9781032878805

Medium: Buch

ISBN: 978-1-032-87880-5

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 13.08.2026

Sprache(n): Englisch

Auflage: 1. Auflage 2026

Produktform: Kartoniert

Gewicht: 270 g

Seiten: 144

Format (B x H): 156 x 234 mm

