

The Designing For Growth Field Book A Step By Step Project Guide Columbia Business School Publishing

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Designing for Growth, the reference book and this Field Book, have given me a fantastic and very practical roadmap for the User Experience (UX) part of the project that I am leading. I particularly like the combination of design templates and steps, with the project management items, ex: the Design Brief.

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Step 1: Identify an Opportunity 6 17 Step 2: Scope Your Project 8 19 Step 3: Draft Your Design Brief 10 21 Step 4: Make Your Plans 12 23 Step 5: Do Your Research 16 27 Step 6: Identify Insights 18 29 Step 7: Establish Design Criteria 20 31 Step 8: Brainstorm Ideas 22 33 Step 9: Develop Concepts ...

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New entrants to the field usually need a degree in product design, industrial design, or engineering. Soft skills also play a major role, as communication and teamwork are key. One of the most rewarding aspects of product design is the opportunity to innovate, which may be why it was recently voted the most appealing job for Generation Z.

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