Contextual Design V2.0
Design for Life
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the way, customers use technology for life and work

KEY FEATURES

- Gather detailed data about how people live, work, and use products
- Develop a coherent picture of a whole user population
- Use the seven Cool Concepts to support core human motives
- Generate new product concepts guided by user data, ideation techniques, and principles key to producing a compelling user experience
- Structure the system and user interface to best support the user across place, time, and platform
- Validate and iterate your design to hone it for success

DESCRIPTION

This second edition of the classic *Contextual Design* describes the core techniques needed to produce a compelling user experience deliberately. Contextual Design was first invented in 1988 to drive a deep understanding of the user into the design process. It has been used in a wide variety of industries and taught in universities all over the world. Until now the basic CD approach has needed little revision. But with the wide adoption of handheld devices, especially smartphones, the way technology is integrated into people's lives has fundamentally changed. Contextual Design V2.0 introduces both the classic CD techniques and the new techniques needed to *design for life*, fulfilling core human motives while supporting activities.

Contextual Design is a user-centered design process that uses in-depth field research to drive innovative design. It is a complete front-end design process rooted in Contextual Inquiry, the widespread, industry-standard field data gathering technique. Contextual Design adds techniques to analyze and present user data, drive ideation from data, design specific product solutions, and iterate those solutions with customers. Given the changes in technology and user expectations of product experience, Contextual Design V2.0 describes each technique, how, why, and when to use it, along with examples to help teams design for the way technology now fits into peoples' lives .

This completely updated and revised edition is written in a clear, informal style without excessive jargon – this is the must-have book for any UX Design library. You'll find that it contains coverage of mobile devices and consumer and business products, all illustrated with new examples, case studies, and discussion of how to use CD with agile development and other project requirements methods.