



WATERSIDE FOREIGN RIGHTS GUIDE



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The Design Conductors

Your Essential Guide to Design Operations

by Rachel Posman & John Calhoun
 Rosenfeld Media
 978-1-959029-23-6 ~ 344 pages
 October 2024

Your favorite apps and programs share one thing in common: they are all thoughtfully designed. *Design Operations* is the business practice that ensures great design and great designers thrive and deliver meaningful impact. *The Design Conductors* is your comprehensive guide to DesignOps. You'll learn how to successfully advocate for, build out, scale up, and ultimately *operate* design organizations.

Who Should Read This Book

Although this book is definitely for designers, it's also an essential field guide for product and project managers of all types. Anyone who works in the intersection of process and change management, such as healthcare, tech, or financial services, can learn the design methodologies used by DesignOps practitioners. People who work hand-in-hand with designers, particularly those in the field of software, hardware, or creative design, will also find this book useful. Finally, leaders in design, product, business, and engineering should read this book to learn how to create their own DesignOps culture where teams who build great user experiences can thrive.

Takeaways

- Learn what DesignOps is and where it began.
- Explore the most common backgrounds for people who want to become DesignOps practitioners.
- Define the eight career competencies that all DesignOps practitioners share.
- Discover how to build a DesignOps practice with a handy framework created by one of the authors.
- Highlight the different kinds of paths that DesignOps professionals can take in their careers (with real-world examples).
- Operationalize values by leading to effect transformative changes in teams and businesses.
- Show how the four most common DesignOps org models influence the ways in which teams can function and be organized.
- Uncover how different opportunities and areas of ownership are influenced by a network of related roles.
- Learn the practical application of building, running, and growing a DesignOps team—one that is already in existence or one that is built from scratch.
- Follow the comprehensive toolkit for anyone seeking to join a DesignOps team—from the interview process through a set of guidelines for hiring managers to conduct interviews of prospective talent.



Research That Scales

The Research Operations Handbook

by Kate Townsey
 Rosenfeld Media
 978-1-959029-22-9 ~ 336 pages
 September 2024

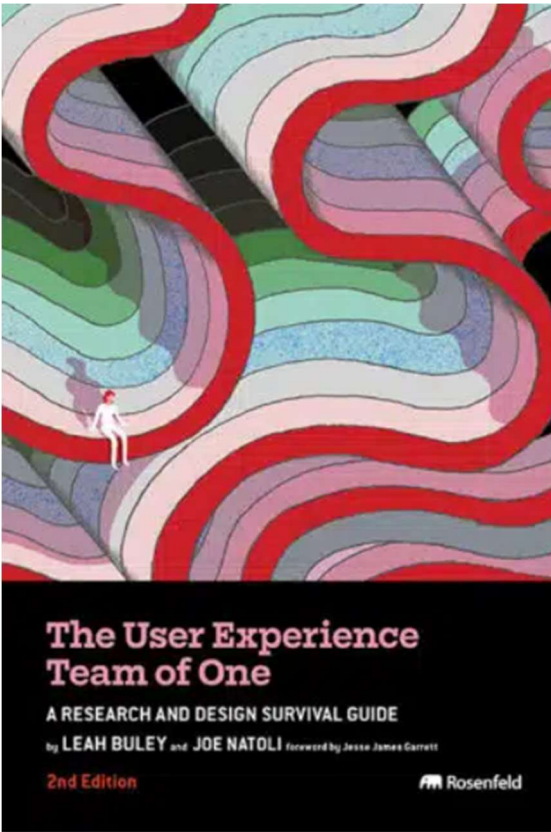
Most organizations fail to tap into the game-changing power of research. *Research That Scales* is the ultimate playbook for transforming your research practice, whatever its size or shape, into an impactful and efficient insight-generating engine. Use it to plan, manage, and scale a research practice that propels the business forward.

Who Should Read This Book

If you're a research leader, a researcher, or a ResearchOps specialist, this book is a must-read. But if you work in product management, design, content, marketing, academia, or for an agency, and do research as part of your work, this book is for you, too. Anyone involved in devising strategies and systems that support scaled-up human-centered research will find *Research That Scales* invaluable.

Takeaways

- Learn what it means to scale research and how to build purpose into your research practice.
- Gain a pragmatic view of research strategy and why it's crucial to scaling research.
- Design a research operating system that can grow the impact of research.
- Uncover the eight elements of research operations and the ResearchOps Venn diagram.
- Use the ResearchOps Planning Matrix to deliver operations that make good ideas real.
- Build systems that make finding the right research participants a breeze.
- Learn how to make the most of research by developing a research knowledge management (RKM) strategy.
- Build a foundation of trust with your company and stakeholders by shifting perceptions about research.
- Make ethics and data privacy more than a checklist of dos and don'ts and lofty principles.
- Learn how to become a "money magnet" for research.
- Attract and retain the best research talent to fuel your growth.



The User Experience Team of One 2nd Edition

A Research and Design Survival Guide

by Leah Buley & Joe Natoli

Rosenfeld Media

978-1-959029-85-4 ~ 320 pages

August 2024

Whether you're new to UX or a seasoned practitioner, The User Experience Team of One gives you everything you need to succeed, emphasizing down-to-earth approaches that deliver big impact over time-consuming, needlessly complex techniques. This updated classic remains a comprehensive and essential guide for UX and product designers everywhere—you'll accomplish a lot more with a lot less.

Who Should Read This Book

The techniques and advice in this book are applicable to anyone who is just starting out in user experience, as well as seasoned practitioners who have been in the field for years. In addition, anyone who read the first edition will appreciate this updated edition that features loads of new material that has changed over the past 10 years. There are tips, tools, and techniques throughout the book to improve your performance. The various methods detail exactly how to handle a variety of situations—from the timing involved, the materials, when to use that information, and how to try it out. Look for real-life sidebars from the authors, as well as experts in the field. This book applies to a team of one or a team of many.

Takeaways

- The first section covers the philosophy of the UX team of one—why you do it, how you build support, how to identify common challenges, and how to keep growing.
- The second section of the book, “Practice,” gives you tools and techniques for managing this balancing act with detailed methods.
- The 25 up-to-date methods in Part II prompt a question about a specific topic, answer the question, give the average time it will take to deal with the issue, tell you when to use this material, and give you instructions for “Trying It Out.”
- You can learn about the working conditions that a team of one often experiences.
- The book addresses difficult situations that UX practitioners often encounter (for example, the need for speed in corporate environments).
- Be sure to review the UX Value Loop[™] that Joe created to define UX.
- Check out sidebars that highlight some of Joe and Leah’s personal real-life experiences.
- The end of each chapter tells you what to do if you can “only do one thing”.
- Finally, notes and tips give you handy techniques and tools to use in your own practice.



Design for Impact

Conversion Design Theory, Tips, and Tools to Drive Business Impact

by Erin Weigel
 Rosenfeld Media
 978195902937-3 ~ 304 pages
 June 2024

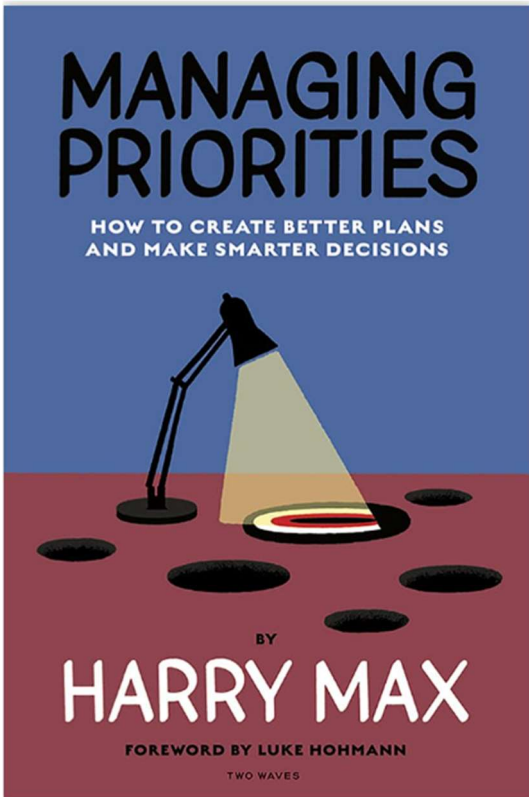
Design for Impact is a down-to-earth A/B testing guide. It features the Conversion Design process to operationalize effective experimentation in your company. In it, Erin Weigel gives you practical tips and tools to design better experiments at scale. She does this with self-deprecating humor that will leave you smiling—if not laughing aloud. As a bonus, The Good Experimental Design toolkit presents everything you learn into step-by-step process for you to use each day.

Who Should Read This Book

If you're a curious person working in tech who wants to deliver impactful work, you should read this book. If you're a business leader looking to help your team make better decisions, you should read this book. If you want to level-up your approach to experimentation, you should read this book. In short, everyone—from CEOs to marketers, engineers, product people, through to designers and content folks—should read this book.

Takeaways

- Learn a fun, balanced approach to digital product experimentation to get your whole team testing customer-centric ideas.
- Stop making changes and start making improvements with the Conversion Design process.
- Follow the Good Experimental Design toolkit so that you and your entire team design for impact together.
- Clear up confusion around A/B testing with helpful tools and practical advice.
- Look for loads of actionable tips for effective product experimentation to give your team insight into the big picture.
- Make the complex math behind why experimentation works easy and understandable.



Managing Priorities

How to Create Better Plans and Make Smarter Decisions

by Harry Max
 Rosenfeld Media
 978195902926-7 ~ 232 pages
 May 2024

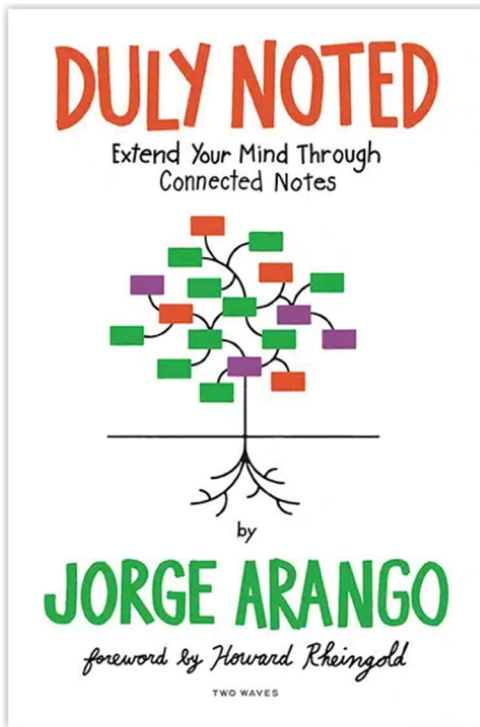
Managing Priorities is your guide to prioritizing anything—anytime and anywhere. Harry Max digs into the best practices for prioritization at Apple, DreamWorks, NASA, Adobe, Google, Microsoft, and beyond, and brings them together in a single, practical method that you can apply step by step.

Who Should Read This Book?

Every business person who is even remotely interested in prioritization should read *Managing Priorities*. Whatever you need to prioritize—tasks, goals, OKRs, projects—this book is for you. Specific chapters are dedicated to what needs to happen and when for individuals, teams, and whole organizations.

Takeaways

- Learn what prioritization is.
- Gain insight into the costs of not prioritizing intentionally.
- Explore different methods of prioritization, including the Eisenhower Matrix, the Analytic Hierarchy Process, the Max Priorities Pyramid, Paired Comparison, Stack Ranking, and more (highlighted in the Appendix).
- Apply the author's DEGAP® method of prioritization with its five phases: Decide, Engage, Gather, Arrange, Prioritize.
- Identify, understand, and address your current state or lack of prioritization (the context of your problem, the people involved, and the issues surrounding timing).
- Use a scale to differentiate items to prioritize and arrange them appropriately.
- Select an approach to prioritization that works for your specific situation.



Duly Noted

Extend Your Mind Through Connected Notes

by Jorge Arango
 Rosenfeld Media
 9781959029045 ~ 216 pages
 January 2, 2024

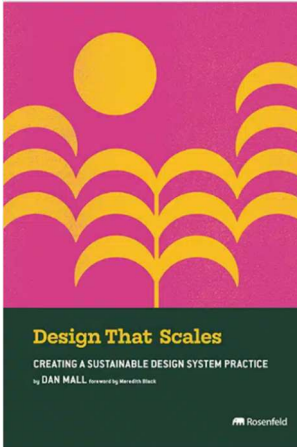
Better thinking makes you a better person. And few things extend your mind as quickly and powerfully as the humble note. Notes let you fulfill commitments, manage complicated projects, and make your ideas real. Digital notes take you even further. By using the right tools and a bit of discipline, you can cultivate a “personal knowledge garden” where your thinking will blossom.

Who Should Read This Book?

Anyone and everyone who wants to get control of their notes to generate better ideas, learning, and actions. *Duly Noted* is superb for students, academics, business people, technicians, writers, UX people, managers, leaders—virtually anyone who can benefit from taking and managing notes.

Takeaways

- Learn best-practice note-taking principles so you can take more concise notes.
- Connect your notes to one another to create a personal network of ideas (your own personal “knowledge garden”).
- Capture ideas before you lose them.
- Organize your notes so that you can find and make sense of them later.
- Learn how connected notes can spark insight and lead to new ideas and learning.
- Explore how notes can help you collaborate with other minds, including artificial ones.
- Learn how to use Obsidian, a powerful digital note-taking tool.
- Follow the how-to exercises to lead you through the note-taking maze.



Design That Scales

Creating a Sustainable Design System Practice

by Steve Portigal
 Rosenfeld Media
 978-1-959029-21-2 ~ 240 pages
 November 28, 2023

After years of building the same interface elements, some designers and developers get wise and try to create reusable, common solutions to help everyone stop reinventing the wheel every time. Most fail. In *Design That Scales*, design systems expert Dan Mall draws on his extensive experience helping some of the world's most recognizable brands create design practices that are truly sustainable and successful.

Who Should Read This Book?

People who are building and maintaining design systems, large or small. Designers, engineers, and product managers who are in search of a more efficient way to work. Leaders and executives who want to effect change but aren't sure how to do it. People who have designed web forms and tables, but don't know what's next.

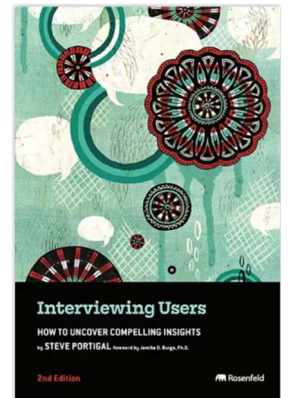
Takeaways

- A design system is crucial for any organization managing two or more digital products. Learn how to create, manage, and sustain a successful design system.
- See how the ecosystem of a design system works in order to understand the context for success.
- Figure out where the people involved in a design system fit and how they can best collaborate.
- Learn the metrics for success within a design system and how to measure them.
- Determine the best techniques for marketing your design system to stakeholders.
- Learn what guidance and relationships are crucial for a design system to succeed.
- See the end-of-chapter questions that highlight how to guide your design system to a profitable outcome.

Interviewing Users, 2nd Ed

How to Uncover Compelling Insights

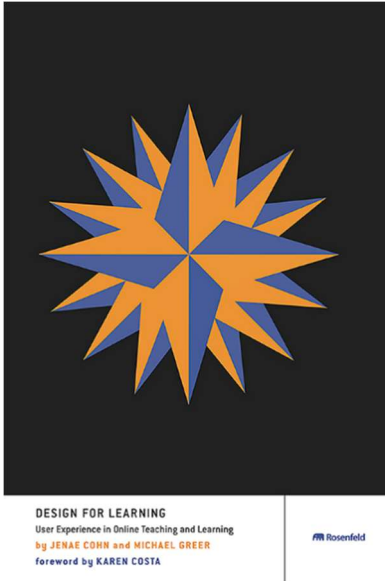
by Steve Portigal
 Rosenfeld Media
 9781959029786 ~ 276 pages
 October 2023



Interviewing is easy, right? Anyone can do it... but few do it well enough to unlock the benefits and insights that interviewing users and customers can yield.

In this new and updated edition of the acclaimed classic *Interviewing Users*, Steve Portigal quickly and effectively dispels the myth that interviewing is trivial. He shows how research studies and logistics can be used to determine concrete goals for a business and takes the reader on a detailed journey into the specifics of interviewing techniques, best practices, fieldwork, documentation, and how to make sense of uncovered data. Then Steve takes the process even further—showing the methods and details behind asking questions—from the words themselves to the interviewer's actions and how they influence an interview. There is even a chapter on making sure that information gleaned from the research study is used by the business in such a way to make it impactful and worthwhile. Oh, and for good measure he throws in information about Research Operations.

Everyone will get something from this book. But beyond the requisite information, it's simply a good read. And if you want another good read with stories galore, pick up Steve's other book [Doorbells, Danger, and Dead Batteries](#).



Design for Learning

User Experience in Online Teaching and Learning

by Jenae Cohn & Michael Greer
Two Waves Books/Rosenfeld Media
978-1-959029-03-8 ~ 222 pages
July 2023

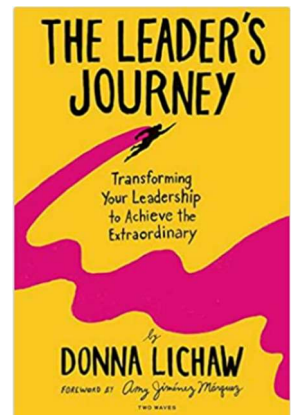
Online learning can be so dull. Enter Design for Learning. Whether you're a novice or experienced online instructional designer, you'll learn how to apply industry best practices, how-to examples, powerful templates, and compelling activities to craft compelling instructional content—whether text, audio, or video. Read, enjoy, and create online learning experiences that will never be called “dull”!

The Leader's Journey

Transforming Leadership to Achieve the Extraordinary

by Donna Lichaw
Two Waves Books/Rosenfeld Media
978-1959029137 ~ 200 pages
May 17, 2023

No one gives you a manual for how to be a great leader. Enter Donna Lichaw. Her step-by-step book draws on psychology, neuroscience, design thinking, and years of coaching experience to help you activate your superpowers and achieve your mission. You'll transform yourself, your team, and your business into a league of superheroes poised for success.

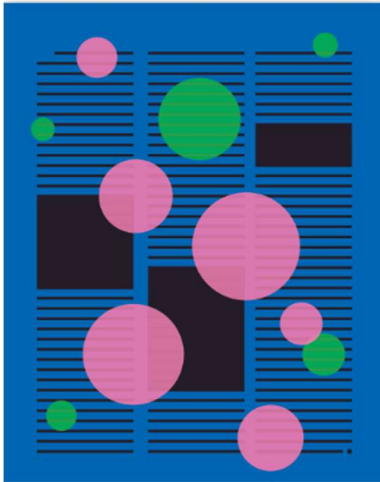


Follow her blueprint to:

- Figure out your core story of who you are as a leader.
- Identify your superpowers and use them for good.
- Map your mission as a leader in order to achieve your goals and make an impact.
- Develop your strategic roadmap by thinking like a storyteller.
- Learn how to handle tough decisions and move forward with purpose.
- Transform your fears from impediments to assets.
- Engage your superfriends, allies, and even your supervillains so that you can all be super together.
- Reflect back on your journey and build energy for your next mission.

Donna Lichaw is an executive coach, speaker, and author of the Amazon bestseller, *The User's Journey* and *The Leader's Journey*. Her mission is to help startup founders, tech executives, and senior leaders unlock their leadership potential so that they can make a greater impact and a difference at work and in the world.

Donna works with superheroes at companies like Adobe, Amazon, Disney, Google, Logitech, Mailchimp, Twitter, and Trello as well as a ton of non-profits, startups, and scale-ups. And she has taught at technology and innovation programs at New York University, Northwestern University, Parsons School of Design, and the School of Visual Arts.



CONTENT RESEARCH FOR
USER EXPERIENCE
Discovering the Words that Resonate with Your Audience
by ERICA JORGENSEN



STRATEGIC CONTENT DESIGN

Tools and Research Techniques for Better UX

by Erica Jorgensen
Rosenfeld Media
April 2023

In *Strategic Content Design*, you'll learn how content research can transform your content team—bringing new energy and enthusiasm for their work and gaining attention and respect from teams of all types across your company (product management, product design, user research, operations, and engineering). You'll also get a toolbox with hard-won methods, best practices, and proven tips for conducting quantitative and qualitative content-focused research and testing.

Use this book to:

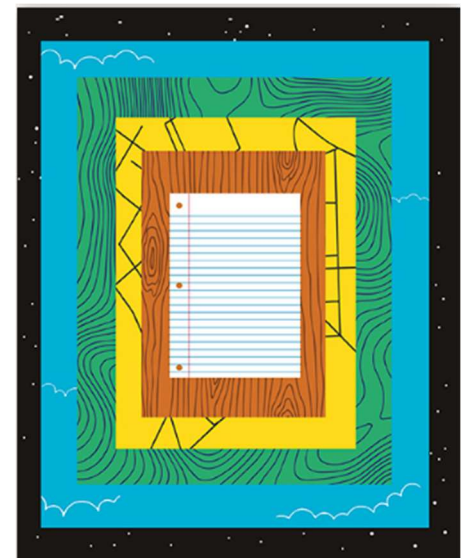
- Create a strong content research program that builds positive energy, inspires your team, and draws attention to the importance of content to your products and business.
- Determine which methods and tools are ideal for your team's content research needs.
- Identify which specific words or content elements to test. Efficiently analyze your research results to uncover valuable insights about your audience that will contribute to a measurably improved customer experience (and therefore improved business results).
- Show why content research is worth the time and effort.
- Elevate the role of content design in your company, proving that content is key to creating an outstanding customer experience—and to improving your company's bottom line by saving your company on costs and increasing revenue.
- Get buy-in and support from colleagues inside and outside of content, leading to improved relationships across teams.

CLOSING THE LOOP

Systems Thinking for Designers

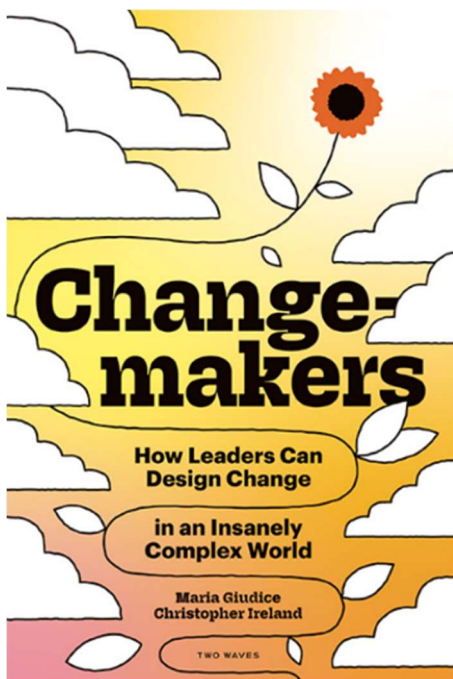
by Sheryl Cababa
Rosenfeld Media
February 2023

As design continues to impact our products, services, and solutions at scale, it is more important than ever to understand the systems and context that surround design decisions. *Closing the Loop* will help you make the invisible visible. It will introduce you to a powerful systems thinking mindset, and provide you with the tools and frameworks to define the systems that surround your work.



CLOSING THE LOOP
Systems Thinking for Designers
by SHERYL CABABA
foreword by Kevin Bethune





CHANGEMAKERS

How Leaders can Design Change in an Insanely Complex World

by Maria Giudice & Christopher Ireland
Rosenfeld Media
978-1959029144 ~ 272 pages
January 17, 2023

Today's radically complex problems require people to lead with design. *Changemakers* is an essential playbook for designers and nondesigners who want to drive change at work, at home, and in their communities. Groundbreaking designers Maria Giudice and Christopher Ireland —armed with insights from some of today's top minds in business, tech, and social justice —offer a pragmatic, people-centered approach to change.

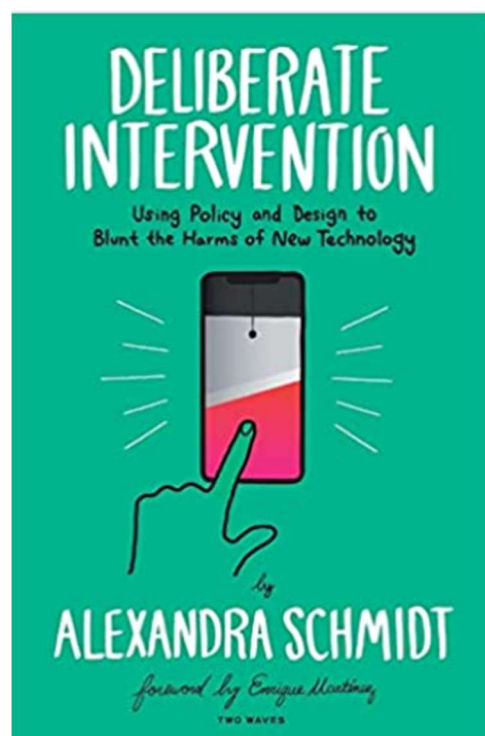
DELIBERATE INTERVENTION

Using Policy and Design to Blunt the Harms of New Technology

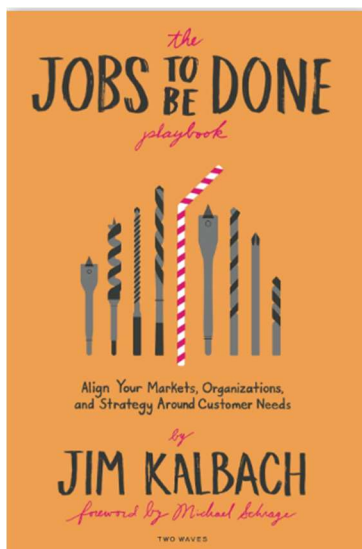
by Alexandra Schmidt
Rosenfeld Media
978-1933820156 ~ 176 pages
November 15, 2022

Design moves fast, shaping experiences for individuals on the ground. Policy operates more slowly at the level of society. How can we bring these spheres closer together to help create a world we want to live in?

Many in the design world feel that “something’s not right” with the tech we are building. *Deliberate Intervention* finds answers at the intersection of policy and design, exploring how to create tools and rules that serve the public interest.



~ TOP 5 BEST-SELLERS ~



THE JOBS TO BE DONE PLAYBOOK

Align Your Markets, Organization and Strategy Around Customer Needs

by Jim Kalbach
Rosenfeld Media
978-1933820682 ~ 320 pages
April 1, 2020

These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice-to-have, it's a strategic imperative.

The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

Who this book is for

Change makers and transformation agents inside of companies looking to shift focus towards a customer-centric perspective. It's suited for managers and thought leaders seeking internal alignment around solving customer problems and addressing unmet needs. More specifically, this book is for people who have limited resources and would like to use JTBD in a lightweight manner.

Key takeaway

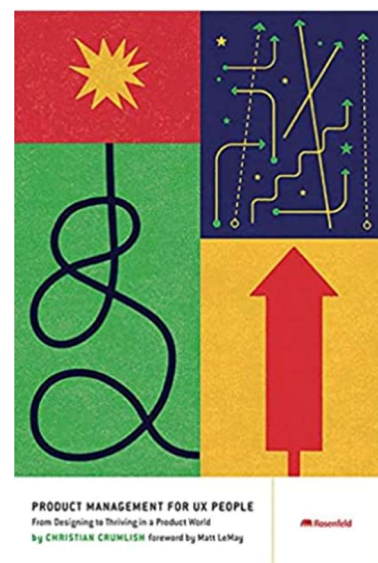
A new way of seeing your customers and their desired outcomes

PRODUCT MANAGEMENT FOR UX PEOPLE

From Designing to Thriving in a Product World

by Christian Crumlish
Rosenfeld Media
978-1933820712 ~ 240 pages
March 3, 2022

User experience designers and researchers are wrestling with product management—as a peer discipline, a job title, a future career—or simply wondering exactly what it entails. In *Product Management for UX People*, **Christian Crumlish** demystifies product management for UX practitioners who want to understand, partner with, and even become product managers.





SURVEYS THAT WORK

A Practical Guide for Designing and Running Better Surveys

by Caroline Jarrett
Rosenfeld Media
978-1933820538 ~ 368 pages
August 17, 2021

Surveys That Work explains a seven-step process for designing, running, and reporting on a survey that gets accurate results. In a no-nonsense style with plenty of examples about real-world compromises, the book focuses on reducing the errors that make up Total Survey Error—a key concept in survey methodology. If you are conducting a survey, this book is a must-have.

WRITING IS DESIGNING

Words and the User Experience

by Michael J. Metts & Andy Welfle
Rosenfeld Media
978-1933820668 ~ 200 pages
January 14, 2020

Without words, apps would be an unusable jumble of shapes and icons, while voice interfaces and chatbots wouldn't even exist. Words make software human-centered, and require just as much thought as the branding and code. This book will show you how to give your users clarity, test your words, and collaborate with your team. You'll see that writing is designing.

Who this book is for

- People who make their living writing and leading content strategy for software interfaces, or those who want to transition into this type of role from another writing background.
- Designers and design leaders.
- Product managers, engineers, and executives.



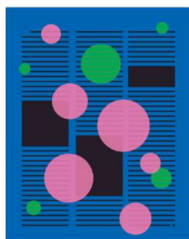
THE USER EXPERIENCE TEAM OF ONE

A Research and Design Survival Guide

by Lea Buley
Rosenfeld Media
978-1933820187 ~ 246 pages
July 9, 2013

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.

~ CONTENT STRATEGY ~



STRATEGIC CONTENT DESIGN

Tools and Research Techniques for Better UX

by Erica Jorgensen
Rosenfeld Media
April 2023

In Strategic Content Design, you'll learn how content research can transform your content team—bringing new energy and enthusiasm for their work and gaining attention and respect from teams of all types across your company (product management, product design, user research, operations, and engineering). You'll also get a toolbox with hard-won methods, best practices, and proven tips for conducting quantitative and qualitative content-focused research and testing.

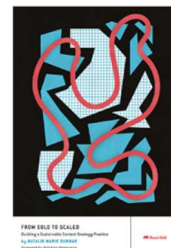
Use this book to:

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- Show why content research is worth the time and effort.
- Elevate the role of content design in your company, proving that content is key to creating an outstanding customer experience—and to improving your company's bottom line by saving your company on costs and increasing revenue.
- Get buy-in and support from colleagues inside and outside of content, leading to improved relationships across teams.

FROM SOLO TO SCALED

Building a Sustainable Content Strategy Practice

by Natalie Marie Dunbar
Rosenfeld Media
978-1933820576 ~ 240 pages
July 25, 2022



Content strategy is clearly critical to your organization, but where do you start, and how do you grow it into a true practice? Whether you're a lone content person tasked with creating a content strategy practice from scratch, or a leader struggling to scale one up, From Solo to Scaled is your blueprint for creating and managing a content strategy practice that is sustainable and successful.



CONVERSATIONS WITH THINGS

UX Design for Chat and Voice

by Diana Deibel & Rebecca Evanhoe
Rosenfeld Media
978-1933820262 ~ 320 pages
April 20, 2021

Welcome to the future, where you can talk with the digital things around you: voice assistants, chatbots, and more. But these interactions can be unhelpful and frustrating—sometimes even offensive or biased. Conversations with Things teaches you how to design conversations that are useful, ethical, and human-centered—because everyone deserves to be understood, especially you.

Who this book is for

- Design practitioners involved in creating digital products, who are beginning their journey into conversational interfaces.
- Developers who have built voice or chatbot projects, but may not be familiar with advanced design – or even what it truly means to design something.
- Other non-technical members of the team, like PMs and BAs who need to understand the process, and sales reps new to conversational interface products.



WRITING IS DESIGNING

Words and the User Experience

by Michael J. Metts & Andy Welfle
Rosenfeld Media
978-1933820668 ~ 200 pages
January 14, 2020

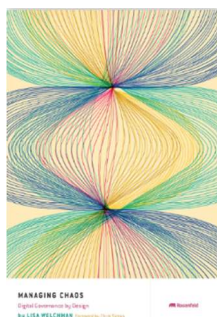
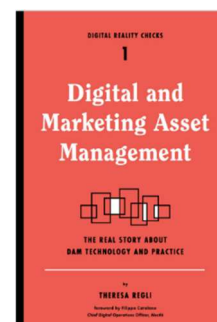
Without words, apps would be an unusable jumble of shapes and icons, while voice interfaces and chatbots wouldn't even exist. Words make software human-centered, and require just as much thought as the branding and code. This book will show you how to give your users clarity, test your words, and collaborate with your team. You'll see that writing is designing.

DIGITAL AND MARKETING ASSET MANAGEMENT

The Real Story About SAM Technology and Practice

by Theresa Regli
Rosenfeld Media
978-1933820729 ~ 240 pages
August 2, 2016

The digital world is transitioning from text to media: photos, audio files, video clips, animations, games, and more. Enterprises of all kinds struggle with how to manage those media assets. Digital professionals who want to master the life cycles behind creating, storing, and reusing media need the inside scoop on how digital and media asset management technology really works.



MANAGING CHAOS

Digital Governance by Design

by Lisa Welchman
Rosenfeld Media
978-1933820880 ~ 248 pages
February 19, 2015

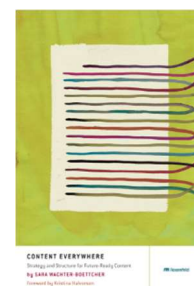
Few organizations realize a return on their digital investment. They're distracted by political infighting and technology-first solutions. To reach the next level, organizations must realign their assets—people, content, and technology—by practicing the discipline of digital governance. Managing Chaos inspires new and necessary conversations about digital governance and its transformative power to support creativity, real collaboration, digital quality, and online growth.

CONTENT EVERYWHERE

Strategy and Structure for Future-Ready Content

by Sara Wachter-Boettcher
Rosenfeld Media
978-1933820873 ~ 240 pages
December 12, 2012

Care about content? Better copy isn't enough. As devices and channels multiply—and as users expect to relate, share, and shift information quickly—we need content that can go more places, more easily. Content Everywhere will help you stop creating fixed, single-purpose content and start making it more future-ready, flexible, reusable, manageable, and meaningful wherever it needs to go.



~ CUSTOMER EXPERIENCE ~



Design for Impact

Conversion Design Theory, Tips, and Tools to Drive Business Impact

by Erin Weigel
Rosenfeld Media
978195902937-3 ~ 304 pages
June 2024

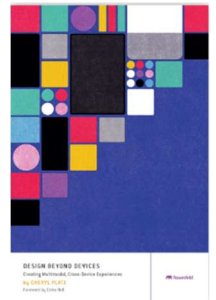
Design for Impact is a down-to-earth A/B testing guide. It features the Conversion Design process to operationalize effective experimentation in your company. In it, Erin Weigel gives you practical tips and tools to design better experiments at scale. She does this with self-deprecating humor that will leave you smiling—if not laughing aloud. As a bonus, The Good Experimental Design toolkit presents everything you learn into step-by-step process for you to use each day.

DESIGN BEYOND DEVICES

Creating Multimodal, Cross-Device Experiences

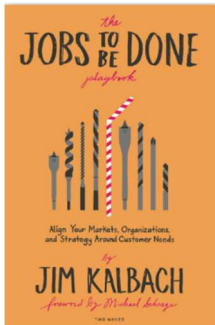
By Cheryl Platz
Rosenfeld Media
978-1933820781 ~ 392 pages
December 1, 2020

Your customer has five senses and a small universe of devices. Why aren't you designing for all of them? Go beyond screens, keyboards, and touchscreens by letting your customer's humanity drive the experience—not a specific device or input type. Learn the techniques you'll need to build fluid, adaptive experiences for multiple inputs, multiple outputs, and multiple devices.



THE JOBS TO BE DONE PLAYBOOK

Align Your Markets, Organization and Strategy Around Customer Needs



by Jim Kalbach
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978-1933820682 ~ 320 pages
April 1, 2020

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WRITING IS DESIGNING

Words and the User Experience

by Michael J. Metts & Andy Welfle
Rosenfeld Media
978-1933820668 ~ 200 pages
January 14, 2020

Without words, apps would be an unusable jumble of shapes and icons, while voice interfaces and chatbots wouldn't even exist. Words make software human-centered, and require just as much thought as the branding and code. This book will show you how to give your users clarity, test your words, and collaborate with your team. You'll see that writing is designing.





ORCHESTRATING EXPERIENCES

Collaborative Design for Complexity

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Rosenfeld Media
978-1933820736 ~ 336 pages
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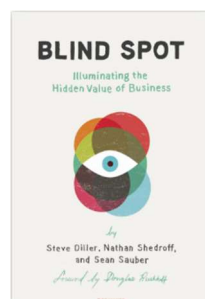
MEETING DESIGN

For Managers, Makers and Everyone

by Kevin M. Hoffman
Rosenfeld Media
978-1933820576 ~ 240 pages
March 15, 2018



Meetings don't have to be painfully inefficient snoozefests—if you design them. *Meeting Design* will teach you the design principles and innovative approaches you'll need to transform meetings from boring to creative, from wasteful to productive. Meetings can and should be indispensable to your organization; Kevin Hoffman will show you how to design them for success.



BLIND SPOT

Illuminating the Hidden Value of Business

by Steve Diller, Nathan Shedroff & Sean Sauber
Rosenfeld Media
978-1933820699 ~ 248 pages
November 2, 2016

Distracted by traditional metrics and mounting access to data, leaders are blinded to what it actually takes to create greater value for their businesses: meaningful, long-term relationships with their customers. In *Blind Spot*, you'll learn how exceptional organizations—from Disney to Instagram—innovate and sustain valuable, productive customer relationships. *Blind Spot's* lessons deliver a groundbreaking perspective shift and win-win approach for your customers, your business—and even your shareholders.

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WHY WE FAIL

Learning from Experience Design Failures

by Victor Lombardi
 Rosenfeld Media
 978-1933820170 ~ 249 pages
 July 30, 2013

Just as pilots and doctors improve by studying crash reports and postmortems, experience designers can improve by learning how customer experience failures cause products to fail in the marketplace. Rather than proselytizing a particular approach to design, Why We Fail holistically explores what teams actually built, why the products failed, and how we can learn from the past to avoid failure ourselves.

WHY WE FAIL
 Learning from Experience Design Failures
 by Victor Lombardi Foreword by Don Norman



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 From Insight to Implementation
 by ANDY POLAINE, LAVRANS LØVLIE,
 and BEN REASON foreword by John Thackara



SEARCH ANALYTICS FOR YOUR SITE

Conversations with Your Customers

by Louis Rosenfeld
 Rosenfeld Media
 978-1933820200 ~ 224 pages
 July 6, 2011

Any organization that has a searchable web site or intranet is sitting on top of hugely valuable and usually under-exploited data: logs that capture what users are searching for, how often each query was searched, and how many results each query retrieved. Search queries are gold: they are real data that show us exactly what users are searching for in their own words. This book shows you how to use search analytics to carry on a conversation with your customers: listen to and understand their needs, and improve your content, navigation and search performance to meet those needs.

SEARCH ANALYTICS FOR YOUR SITE
 Conversations with Your Customers
 by LOUIS ROSENFELD
 forewords by Steve Krug and Animesh Kaushik



~ DESIGN LEADERSHIP ~



LIFTOFF!

Practical Design Leadership to Elevate Your Team, Your Organization and You

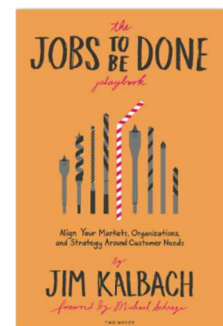
by Chris Avore & Russ Unger
Rosenfeld Media
978-1933820-80-4 ~ 384 pages
July 2020

Liftoff! is your guide to leveling up as a design manager and leader. Its experience-driven approach—written by designers for designers—will help you hire and scale teams, develop careers, learn why diversity matters to your business, and solidify design's role in your organization. *Liftoff!* will elevate your skills to lead your team and company to new heights.

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THE RIGHT WAY TO SELECT TECHNOLOGY

Get the Real Story on Finding the Best Fit

by Tony Byrne & Jarrod Gingras
Rosenfeld Media
978-1933820545 ~ 192 pages
September 12, 2017



Why do half of all technology projects fail? A major reason is that organizations often pick the wrong tools, leaving them digitally hamstrung from the start. This book offers a modern alternative to traditional waterfall approaches to selecting technology. You'll learn a practical, adaptive process that relies on realistic storytelling and hands-on testing to get the best fit for your enterprise.



PROJECT MANAGEMENT FOR HUMANS

Helping People Get Things Done

By Brett Harned
Rosenfeld Media
978-1933820514 ~ 224 pages
July 1, 2017

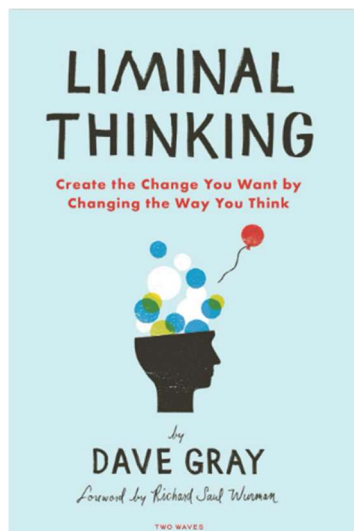
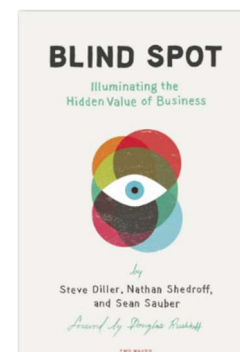
Project management—it's not just about following a template or using a tool, but rather developing personal skills and intuition to find a method that works for everyone. Whether you're a designer or a manager, Project Management for Humans will help you estimate and plan tasks, scout and address issues before they become problems, and communicate with and hold people accountable.

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LIMINAL THINKING

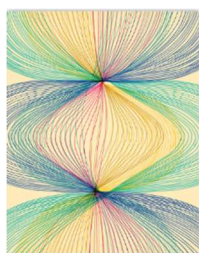
Create the Change You Want by Changing the Way You Think

by Dave Gray
Rosenfeld Media
978-1933820460 ~ 184 pages
September 14, 2016

Why do some people succeed at change while others fail? It's the way they think! Liminal thinking is a way to create change by understanding, shaping, and reframing beliefs. What beliefs are stopping you right now?

You have a choice. You can create the world you want to live in, or live in a world created by others. If you are ready to start making changes, read this book.

What is liminal thinking? Liminal is a word that means boundary, doorway, portal. Not this or that, not the old way or the new way, but neither and both. A state of ambiguity or disorientation that precedes a breakthrough to a new kind of thinking. The space between. Liminal thinking is a kind of psychological agility that enables you to successfully navigate these times of transition. It involves the ability to read your own beliefs and needs; the ability to read others' beliefs and needs; and the habit of continually evaluating, validating, and changing beliefs in order to better meet needs.



MANAGING CHAOS

Digital Governance by Design

by Lisa Welchman
 Rosenfeld Media
 978-1933820880 ~ 248 pages
 February 19, 2015

Few organizations realize a return on their digital investment. They're distracted by political infighting and technology-first solutions. To reach the next level, organizations must realign their assets—people, content, and technology—by practicing the discipline of digital governance. Managing Chaos inspires new and necessary conversations about digital governance and its transformative power to support creativity, real collaboration, digital quality, and online growth.

PRACTICAL EMPATHY

For Collaboration and Creativity in Your Work

by Indi Young
 Rosenfeld Media
 978-1933820484 ~ 200 pages
 January 16, 2015



Conventional product development focuses on the solution. Empathy is a mindset that focuses on people, helping you to understand their thinking patterns and perspectives. Practical Empathy will show you how to gather and compare these patterns to make better decisions, improve your strategy, and collaborate successfully.



DESIGN IS THE PROBLEM

The Future of Design Must be Sustainable

by Nathan Shedroff
 Rosenfeld Media
 978-1933820002 ~ 319 pages
 February 1, 2009

Design makes a tremendous impact on the produced world in terms of usability, resources, understanding, and priorities. What we produce, how we serve customers and other stakeholders, and even how we understand how the world works is all affected by the design of models and solutions. Designers have an unprecedented opportunity to use their skills to make meaningful, sustainable change in the world—if they know how to focus their skills, time, and agendas. In Design is the Problem: The Future of Design Must be Sustainable, Nathan Shedroff examines how the endemic culture of design often creates unsustainable solutions, and shows how designers can bake sustainability into their design processes in order to produce more sustainable solutions.

MENTAL MODELS

Aligning Design Strategy with Human Behavior

By Indi Young
 Rosenfeld Media
 978-1933820064 ~ 299 pages
 February 1, 2008



There is no single methodology for creating the perfect product—but you can increase your odds. One of the best ways is to understand users' reasons for doing things. Mental Models gives you the tools to help you grasp, and design for, those reasons. Adaptive Path co-founder Indi Young has written a roll-up-your-sleeves book for designers, managers, and anyone else interested in making design strategic, and successful.

~ INFORMATION ARCHITECTURE ~

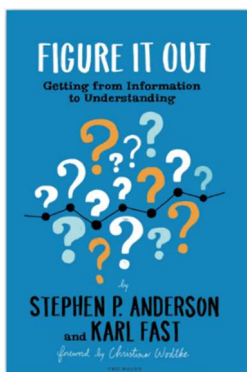


FIGURE IT OUT

Getting From Information to Understanding

by Stephen P. Anderson & Karl Fast
Rosenfeld Media
978-1933820965 ~ 432 pages
May 26, 2020

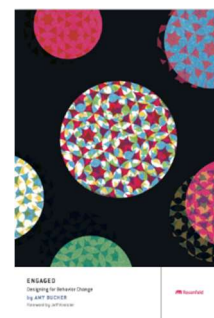
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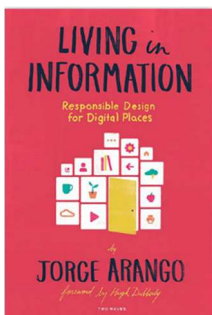
ENGAGED

Designing for Behavior Change

by Amy Bucher
Rosenfeld Media
978-1933820422 ~ 320 pages
March 3, 2020



Behavior change design creates entrancing—and effective—products and experiences. Whether you've studied psychology or are new to the field, you can incorporate behavior change principles into your designs to help people achieve meaningful goals, learn and grow, and connect with one another. *Engaged* offers practical tips for design professionals to apply the psychology of engagement to their work.



LIVING IN INFORMATION

Responsible Design for Digital Places

by Jorge Arano
Rosenfeld Media
978-1933820651 ~ 240 pages
June 15, 2018

Websites and apps are places where critical parts of our lives happen. We shop, bank, learn, gossip, and select our leaders there. But many of these places weren't intended to support these activities. Instead, they're designed to capture your attention and sell it to the highest bidder. *Living in Information* draws upon architecture as a way to design information environments that serve our humanity.

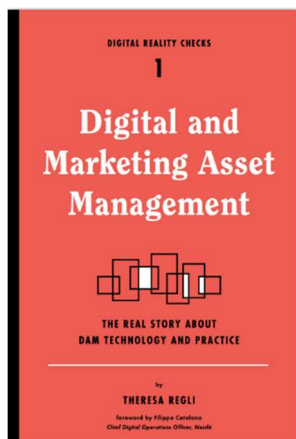
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DIGITAL AND MARKETING ASSET MANAGEMENT

The Real Story About SAM Technology and Practice

by Theresa Regli
 Rosenfeld Media
 978-1933820729 ~ 240 pages
 August 2, 2016

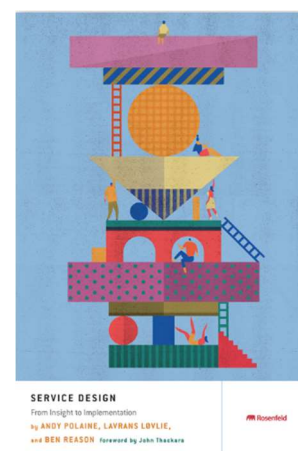
The digital world is transitioning from text to media: photos, audio files, video clips, animations, games, and more. Enterprises of all kinds struggle with how to manage those media assets. Digital professionals who want to master the life cycles behind creating, storing, and reusing media need the inside scoop on how digital and media asset management technology really works.

SERVICE DESIGN

From Insight to Implementation

by Andy Polaine, Ben Reason & Lavrans Løvlie
 Rosenfeld Media
 978-1933820330 ~ 216 pages
 March 13, 2013

Service Design is an eminently practical guide to designing services that work for people. It offers powerful insights, methods, and case studies to help you design, implement, and measure multichannel service experiences with greater impact for customers, businesses, and society.



CONTENT EVERYWHERE

Strategy and Structure for Future-Ready Content

by Sara Wachter-Boettcher
 Rosenfeld Media
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 December 12, 2012

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How to Use Comics to Communicate Ideas

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November 15, 2012

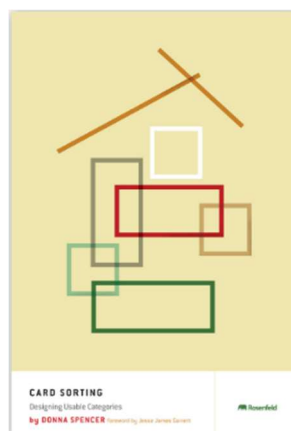
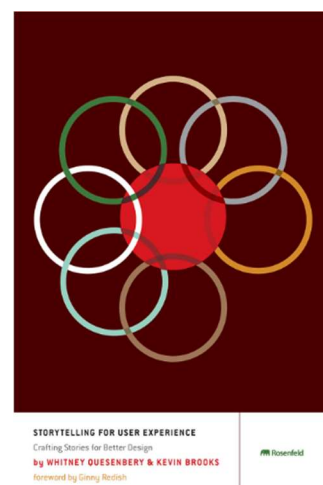
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STORYTELLING FOR USER EXPERIENCE

Crafting Stories for Better Design

by Whitney Quesenbery & Kevin Brooks
Rosenfeld Media
978-1933820477 ~ 298 pages
March 11, 2011

We all use stories to communicate, explore, persuade, and inspire. In user experience, stories help us to understand our users, learn about their goals, explain our research, and demonstrate our design ideas. In this book, Quesenbery and Brooks teach you how to craft and tell your own unique stories to improve your designs. Testimonials "Stories facilitate a level of communication that is as close to telepathy as you can get. Kevin and Whitney guide you to use storytelling in 'how to' scenarios so smoothly that you may never realize how far you leapfrogged ahead and never know the mistakes you didn't make because of this book. It's that good." Annette Simmons, author of *The Story Factor* "A very practical, readable survey of ways to use one of the world's oldest and most powerful transmedia forms "storytelling" to increase the coherence and effectiveness of digital artifacts. Brooks and Quesenbery offer concrete strategies for creating a richer design process



CARD SORTING

Designing Usable Categories

by Donna Spencer
Rosenfeld Media
978-1933820026 ~ 162 pages
April 2009

Card sorting helps us understand how people think about content and categories. Armed with this knowledge, we can group information so that people can better find and understand it. In this book, Donna describes how to plan and run a card sort, then analyse the results and apply the outcomes to your project.

~ INTERACTION DESIGN ~



THE USER EXPERIENCE TEAM OF ONE

A Research and Design Survival Guide

by Lea Buley
Rosenfeld Media
978-1933820187 ~ 246 pages
July 9, 2013

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.

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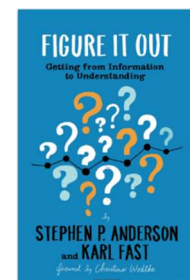
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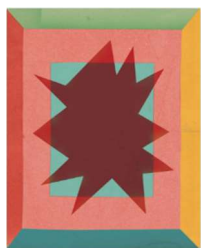
DESIGNING AGENTIVE TECHNOLOGY

AI That Works for People

by Christopher Noessel
Rosenfeld Media
978-1933820637 ~ 280 pages
May 1, 2017



Advances in narrow artificial intelligence make possible agentive systems that do things directly for their users (like, say, an automatic pet feeder). They deliver on the promise of user-centered design, but present fresh challenges in understanding their unique promises and pitfalls. Designing Agentive Technology provides both a conceptual grounding and practical advice to unlock agentive technology's massive potential.



Designing Interface Animation

Meaningful Motion for User Experience

by Val Head
Rosenfeld Media
978-1933820323 ~ 240 pages
July 26, 2016

Effective interface animation deftly combines form and function to improve feedback, aid in orientation, direct attention, show causality, and express your brand's personality. Designing Interface Animation shows you how to create web animation that balances purpose and style while blending seamlessly into the user's experience. This book is a crash course in motion design theory and practice for web designers, UX professionals, and front-end developers alike.

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DESIGN FOR KIDS

Digital Products for Playing and Learning

by Debra Levin Gelman
Rosenfeld Media
978-1933820309 ~ 248 pages
July 8, 2014

Emotion. Ego. Impatience. Stubbornness. Characteristics like these make creating sites and apps for kids a daunting proposition. However, with a bit of knowledge, you can design experiences that help children think, play, and learn. With Design for Kids, you'll learn how to create digital products for today's connected generation.

A WEB FOR EVERYONE

Designing Accessible User Experiences

by Sarah Horton & Whitney Quesenbery
Rosenfeld Media
978-1933820972 ~ 288 pages
January 15, 2013



If you are in charge of the user experience, development, or strategy for a web site, A Web for Everyone will help you make your site accessible without sacrificing design or innovation. Rooted in universal design principles, this book provides solutions: practical advice and examples of how to create sites that everyone can use.



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MAKE IT SO
Interaction Design Lessons From Science Fiction
by **NATHAN SHEDROFF & CHRISTOPHER NOESSEL**
foreword by Bruce Sterling

Rosenfeld

MAKE IT SO

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by Nathan Shedroff & Christopher Noessel
Rosenfeld Media
978-1933820989 ~ 368 pages
September 17, 2012

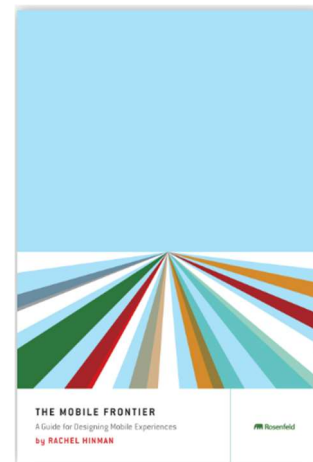
Many designers enjoy the interfaces seen in science fiction films and television shows. Freed from the rigorous constraints of designing for real users, sci-fi production designers develop blue-sky interfaces that are inspiring, humorous, and even instructive. By carefully studying these “outsider” user interfaces, designers can derive lessons that make their real-world designs more cutting edge and successful.

THE MOBILE FRONTIER

A Guide for Designing Mobile Experiences

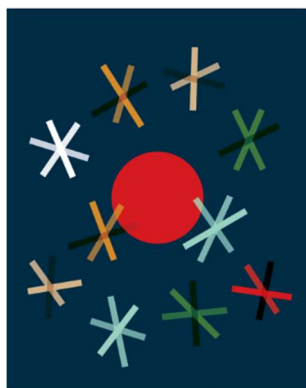
by Rachel Hinman
Rosenfeld Media
978-1933820552 ~ 280 pages
June 11, 2012

Mobile user experience is a new frontier. Untethered from a keyboard and mouse, this rich design space is lush with opportunity to invent new and more human ways for people to interact with information. Invention requires casting off many anchors and conventions inherited from the last 50 years of computer science and traditional design and jumping head first into a new and unfamiliar design space.



THE MOBILE FRONTIER
A Guide for Designing Mobile Experiences
by **RACHEL HINMAN**

Rosenfeld



PLAYFUL DESIGN
Creating Game Experiences in Everyday Interfaces
by **JOHN FERRARA**

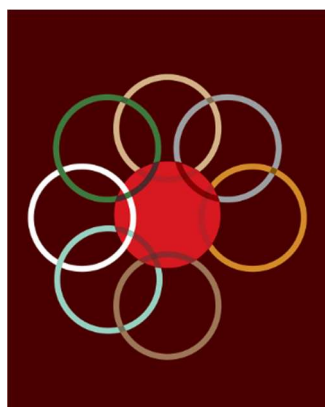
Rosenfeld

PLAYFUL DESIGN

Creating Game Experiences in Everyday Interfaces

by John Ferrara
Rosenfeld Media
978-1933820149 ~ 245 pages
May 17, 2012

Game design is a sibling discipline to software and Web design, but they're siblings that grew up in different houses. They have much more in common than their perceived distinction typically suggests, and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to the real problems of design. This book will show you how.



STORYTELLING FOR USER EXPERIENCE

Crafting Stories for Better Design

by Whitney Quesenbery & Kevin Brooks
Rosenfeld Media
978-1933820477 ~ 298 pages
March 11, 2011

We all use stories to communicate, explore, persuade, and inspire. In user experience, stories help us to understand our users, learn about their goals, explain our research, and demonstrate our design ideas. In this book, Quesenbery and Brooks teach you how to craft and tell your own unique stories to improve your designs. Testimonials "Stories facilitate a level of communication that is as close to telepathy as you can get. Kevin and Whitney guide you to use storytelling in 'how to' scenarios so smoothly that you may never realize how far you leapfrogged ahead and never know the mistakes you didn't make because of this book.

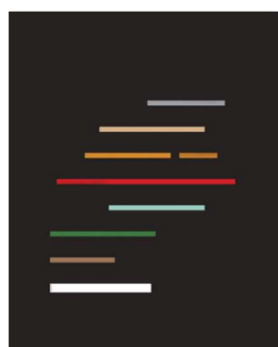
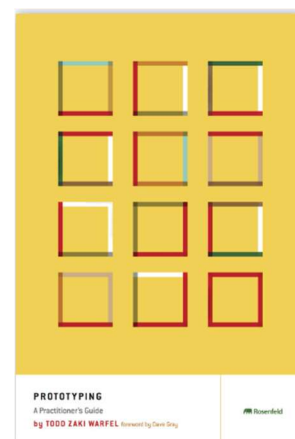
It's that good." Annette Simmons, author of The Story Factor "A very practical, readable survey of ways to use one of the world's oldest and most powerful transmedia forms "storytelling" to increase the coherence and effectiveness of digital artifacts. Brooks and Quesenbery offer concrete strategies for creating a richer design process.

PROTOTYPING

A Practitioner's Guide

by Todd Zaki Warfel
Rosenfeld Media
978-1933820217 ~ 195 pages
November 1, 2009

Prototyping is a great way to communicate the intent of a design both clearly and effectively. Prototypes help you to flesh out design ideas, test assumptions, and gather real-time feedback from users. With this book, Todd Zaki Warfel shows how prototypes are more than just a design tool by demonstrating how they can help you market a product, gain internal buy-in, and test feasibility with your development team.



WEB FORM DESIGN

Filling in the Blanks

by Luke Wroblewski
Rosenfeld Media
978-1933820248 ~ 226 pages
May 1, 2008

Forms make or break the most crucial online interactions: checkout (commerce), registration (community), data input (participation and sharing), and any task requiring information entry. In Web Form Design, Luke Wroblewski draws on original research, his considerable experience at Yahoo! and eBay, and the perspectives of many of the field's leading designers to show you everything you need to know about designing effective and engaging Web forms.

~ PRODUCT MANAGEMENT ~



Design for Impact

Conversion Design Theory, Tips, and Tools to Drive Business Impact

by Erin Weigel
Rosenfeld Media
978195902937-3 ~ 304 pages
June 2024

Design for Impact is a down-to-earth A/B testing guide. It features the Conversion Design process to operationalize effective experimentation in your company. In it, Erin Weigel gives you practical tips and tools to design better experiments at scale. She does this with self-deprecating humor that will leave you smiling—if not laughing aloud. As a bonus, The Good Experimental Design toolkit presents everything you learn into step-by-step process for you to use each day.

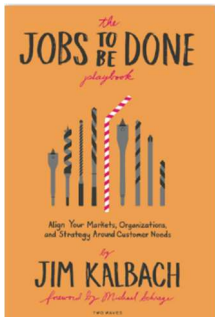
PRODUCT MANAGEMENT FOR UX PEOPLE

From Designing to Thriving in a Product World

by Christian Crumlish
Rosenfeld Media
978-1933820712 ~ 240 pages
March 3, 2022



User experience designers and researchers are wrestling with product management—as a peer discipline, a job title, a future career—or simply wondering exactly what it entails. In *Product Management for UX People*, **Christian Crumlish** demystifies product management for UX practitioners who want to understand, partner with, and even become product managers.



THE JOBS TO BE DONE PLAYBOOK

Align Your Markets, Organization and Strategy Around Customer Needs

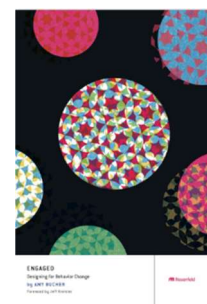
by Jim Kalbach
Rosenfeld Media
978-1933820682 ~ 320 pages
April 1, 2020

These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice-to-have, it's a strategic imperative. *The Jobs To Be Done Playbook* (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

ENGAGED

Designing for Behavior Change

by Amy Bucher
Rosenfeld Media
978-1933820422 ~ 320 pages
March 3, 2020



Behavior change design creates entrancing—and effective—products and experiences. Whether you've studied psychology or are new to the field, you can incorporate behavior change principles into your designs to help people achieve meaningful goals, learn and grow, and connect with one another. *Engaged* offers practical tips for design professionals to apply the psychology of engagement to their work.



WRITING IS DESIGNING

Words and the User Experience

by Michael J. Metts & Andy Welfle
Rosenfeld Media
978-1933820668 ~ 200 pages
January 14, 2020

Without words, apps would be an unusable jumble of shapes and icons, while voice interfaces and chatbots wouldn't even exist. Words make software human-centered, and require just as much thought as the branding and code. This book will show you how to give your users clarity, test your words, and collaborate with your team. You'll see that writing is designing.

BUILD BETTER PRODUCTS

A Modern Approach to Building Successful User-Centered Products

by Laura Klein
Rosenfeld Media
978-1933820583 ~ 368 pages
November 1, 2016



It's easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. Build Better Products is a hands-on, step-by-step guide that helps teams incorporate strategy, empathy, design, and analytics into their development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience.



THE USER'S JOURNEY

Storymapping Products That People Love

by Donna Lichaw
Rosenfeld Media
978-1933820316 ~ 160 pages
March 22, 2016

Like a good story, successful design is a series of engaging moments structured over time. The User's Journey will show you how, when, and why to use narrative structure, technique, and principles to ideate, craft, and test a cohesive vision for an engaging outcome. See how a "story first" approach can transform your product, feature, landing page, flow, campaign, content, or product strategy.

VALIDATING PRODUCT IDEAS

Through Lean User Research

by Tomer Sharon
Rosenfeld Media
978-1933820293 ~ 344 pages
January 19, 2016



Want to know what your users are thinking? If you're a product manager or developer, this book will help you learn the techniques for finding the answers to your most burning questions about your customers. With step-by-step guidance, Validating Product Ideas shows you how to tackle the research to build the best possible product.



PRACTICAL EMPATHY

For Collaboration and Creativity in Your Work

by Indi Young
Rosenfeld Media
978-1933820484 ~ 200 pages
January 16, 2015

Conventional product development focuses on the solution. Empathy is a mindset that focuses on people, helping you to understand their thinking patterns and perspectives. Practical Empathy will show you how to gather and compare these patterns to make better decisions, improve your strategy, and collaborate successfully.

WHY WE FAIL

Learning from Experience Design Failures

by Victor Lombardi
Rosenfeld Media
978-1933820170 ~ 249 pages
July 30, 2013



Just as pilots and doctors improve by studying crash reports and postmortems, experience designers can improve by learning how customer experience failures cause products to fail in the marketplace. Rather than proselytizing a particular approach to design, Why We Fail holistically explores what teams actually built, why the products failed, and how we can learn from the past to avoid failure ourselves.



SEE WHAT I MEAN

How to Use Comics to Communicate Ideas

by Kevin Cheng
Rosenfeld Media
978-1933820279 ~ 216 pages
November 15, 2012

If you're an executive, designer, product manager, marketer, or engineer, communication is part of your work. Using images and text in unique ways, comics can engage readers in ways traditional methods can't. In See What I Mean, you'll learn how to create comics about your products and processes without an illustrator—just like Google, eBay, and Adobe do.

MENTAL MODELS

Aligning Design Strategy with Human Behavior

By Indi Young
Rosenfeld Media
978-1933820064 ~ 299 pages
February 1, 2008

There is no single methodology for creating the perfect product—but you can increase your odds. One of the best ways is to understand users' reasons for doing things. Mental Models gives you the tools to help you grasp, and design for, those reasons. Adaptive Path co-founder Indi Young has written a roll-up-your-sleeves book for designers, managers, and anyone else interested in making design strategic, and successful.



~ SERVICE DESIGN ~



ORCHESTRATING EXPERIENCES

Collaborative Design for Complexity

By Chris Risdon & Patrick Quattlebaum
Rosenfeld Media
978-1933820736 ~ 336 pages
May 1, 2018

Customer experiences are increasingly complicated—with multiple channels, touchpoints, contexts, and moving parts—all delivered by fragmented organizations. How can you bring your ideas to life in the face of such complexity? *Orchestrating Experiences* is a practical guide for designers and everyone struggling to create products and services in complex environments.

DESIGN FOR CARE

Innovating Healthcare Experience

by Peter Jones
Rosenfeld Media
978-1933820231 ~ 376 pages
May 1, 2013

The world of healthcare is constantly evolving, ever increasing in complexity, costs, and stakeholders, and presenting huge challenges to policy making, decision making and system design. In *Design for Care*, we'll show how service and information designers can work with practice professionals and patients/advocates to make a positive difference in healthcare.



SERVICE DESIGN

From Insight to Implementation

by Andy Polaine, Ben Reason & Lavrans Løvlie
Rosenfeld Media
978-1933820330 ~ 216 pages
March 13, 2013

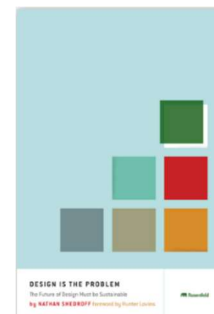
Service Design is an eminently practical guide to designing services that work for people. It offers powerful insights, methods, and case studies to help you design, implement, and measure multichannel service experiences with greater impact for customers, businesses, and society.

DESIGN IS THE PROBLEM

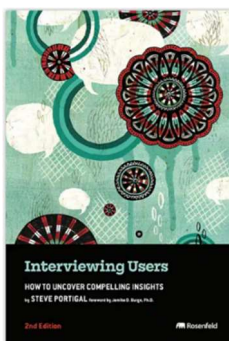
The Future of Design Must be Sustainable

by Nathan Shedroff
Rosenfeld Media
978-1933820002 ~ 319 pages
February 1, 2009

Design makes a tremendous impact on the produced world in terms of usability, resources, understanding, and priorities. What we produce, how we serve customers and other stakeholders, and even how we understand how the world works is all affected by the design of models and solutions. Designers have an unprecedented opportunity to use their skills to make meaningful, sustainable change in the world—if they know how to focus their skills, time, and agendas. In *Design is the Problem: The Future of Design Must be Sustainable*, Nathan Shedroff examines how the endemic culture of design often creates unsustainable solutions, and shows how designers can bake sustainability into their design processes in order to produce more sustainable solutions.



~ USER RESEARCH ~



Interviewing Users

2nd Ed

How to Uncover Compelling Insights

by Steve Portigal
Rosenfeld Media
9781959029786 ~ 276 pages
October 2023

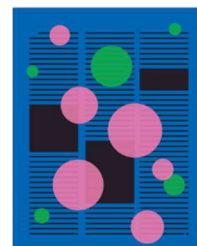
Interviewing is easy, right? Anyone can do it... but few do it well enough to unlock the benefits and insights that interviewing users and customers can yield.

In this new and updated edition of the acclaimed classic *Interviewing Users*, Steve Portigal quickly and effectively dispels the myth that interviewing is trivial. He shows how research studies and logistics can be used to determine concrete goals for a business and takes the reader on a detailed journey into the specifics of interviewing techniques, best practices, fieldwork, documentation, and how to make sense of uncovered data. Then Steve takes the process even further—showing the methods and details behind asking questions—from the words themselves to the interviewer's actions and how they influence an interview. There is even a chapter on making sure that information gleaned from the research study is used by the business in such a way to make it impactful and worthwhile. Oh, and for good measure he throws in information about Research Operations.

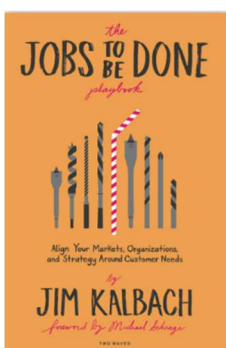
STRATEGIC CONTENT DESIGN

Tools and Research Techniques for Better UX

by Erica Jorgensen
Rosenfeld Media
April 2023



In *Strategic Content Design*, you'll learn how content research can transform your content team—bringing new energy and enthusiasm for their work and gaining attention and respect from teams of all types across your company (product management, product design, user research, operations, and engineering). You'll also get a toolbox with hard-won methods, best practices, and proven tips for conducting quantitative and qualitative content-focused research and testing.



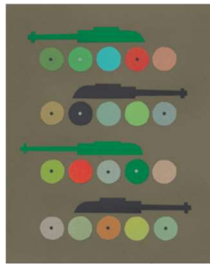
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DOORBELLS, DANGER AND DEAD BATTERIES

User Research War Stories

by Steve Portigal
Rosenfeld Media
978-1933820347 ~ 248 pages
December 6, 2016

User research war stories are personal accounts of the challenges researchers encounter out in the field, where mishaps are inevitable, yet incredibly instructive. *Doorbells, Danger, and Dead Batteries* is a diverse compilation of war stories that range from comically bizarre to astonishingly tragic, tied together with valuable lessons from expert user researcher Steve Portigal.

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Rosenfeld Media
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DESIGN FOR KIDS

Digital Products for Playing and Learning

by Debra Levin Gelman
Rosenfeld Media
978-1933820309 ~ 248 pages
July 8, 2014

Emotion. Ego. Impatience. Stubbornness. Characteristics like these make creating sites and apps for kids a daunting proposition. However, with a bit of knowledge, you can design experiences that help children think, play, and learn. With Design for Kids, you'll learn how to create digital products for today's connected generation.

EYE TRACKING THE USER EXPERIENCE

A Practical Guide to Research

by Aga Bojko
Rosenfeld Media
978-1933820101 ~ 320 pages
December 12, 2013

Eye tracking is a widely used research method, but there are many questions and misconceptions about how to effectively apply it. Eye Tracking the User Experience—the first how-to book about eye tracking for UX practitioners—offers step-by-step advice on how to plan, prepare, and conduct eye tracking studies; how to analyze and interpret eye movement data; and how to successfully communicate eye tracking findings.

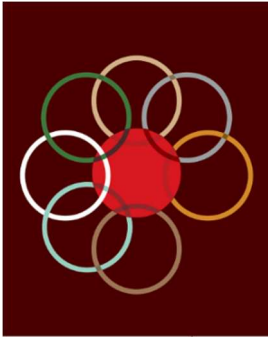


SEARCH ANALYTICS FOR YOUR SITE

Conversations with Your Customers

by Louis Rosenfeld
Rosenfeld Media
978-1933820200 ~ 224 pages
July 6, 2011

Any organization that has a searchable web site or intranet is sitting on top of hugely valuable and usually under-exploited data: logs that capture what users are searching for, how often each query was searched, and how many results each query retrieved. Search queries are gold: they are real data that show us exactly what users are searching for in their own words. This book shows you how to use search analytics to carry on a conversation with your customers: listen to and understand their needs, and improve your content, navigation and search performance to meet those needs.



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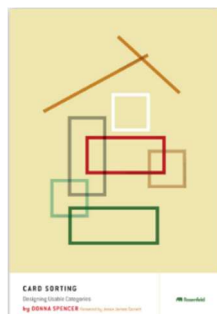
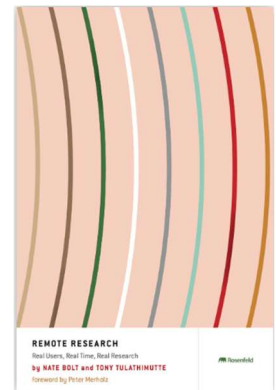
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REMOTE RESEARCH

Real Users, Real Time, Real Research

by Nate Bolt & Tony Tulathimutte
Rosenfeld Media
978-1933820774 ~ 266 pages
February 1, 2010

Remote studies allow you to recruit subjects quickly, cheaply, and immediately, and give you the opportunity to observe users as they behave naturally in their own environment. In Remote Research, Nate Bolt and Tony Tulathimutte teach you how to design and conduct remote research studies, top to bottom, with little more than a phone and a laptop.



CARD SORTING

Designing Usable Categories

by Donna Spencer
Rosenfeld Media
978-1933820026 ~ 162 pages
April 2009

Card sorting helps us understand how people think about content and categories. Armed with this knowledge, we can group information so that people can better find and understand it. In this book, Donna describes how to plan and run a card sort, then analyse the results and apply the outcomes to your project.

~ COMING IN 2024 & 2025 ~

Human-Centered Security

How to Design Systems That Are Both Safe and Usable

By Heidi Trost

To be published: November 2024

Usable Color

By Alex O'Neal

To be published: 2025

We Need to Talk

A Survival Guide for Tough Conversations

By Joshua Mauldin

To be published: 2025

The Product of You

By Sarah Doody

To be published: 2025

Stop Wasting Research

By Jake Burghardt

To be published: 2025

Sentient Design

By Josh Clak & Veronika Kindred

To be published: 2025