

Mental Models Aligning Design Strategy With Human Behavior

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Mental Models Aligning Design Strategy

Indi's mental models have helped both start-ups and large corporations discover and support customer behaviors they didn't think to explore at first. She has written a book about the mental model method, Mental Models - aligning design strategy with human behavior, published by Rosenfeld Media.

Mental Models: Aligning Design Strategy with Human ...

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Mental Models offers a practical set of techniques for task analysis in the early stage of design thinking and strategic design planning. Developed over the course of more than ten years, Indi Young's common sense approach focuses on user behavior, diagrammatic representations, and the participation of all stakeholders in collaborative discovery.

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Mental Models: Aligning design strategy with human behavior Young, Indi 2008-04-01 00:00:00 ACM Ubiquity, Volume 9, Issue 16 April 22 â 28, 2008 Mental Models: Aligning Design Strategy with Human Behavior By Indi Young (Rosenfeld Media, 2008) - available in both paperback and digital

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(PDF) form Review by Ross Gagliano Indi got her BS in Computer Science from Cal Poly and began her master's at Colorado State. She then worked as a software engineer, later managing Web applications that ...

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Mental Models: Aligning Design Strategy with Human Behavior

MENTAL MODEL S Aligning Design Strategy with Human Behavior by INDI YOUNG foreword by Jeff Veen 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

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Mental Models Aligning design strategy with human behavior. Ubiquity, Volume 2008 Issue April | BY Indi Young | Full citation in the ACM Digital Library . I ndi got her BS in Computer Science from Cal Poly and began her master's at Colorado State. She then worked as a software engineer, later managing Web applications that focused on the user.

Mental Models

But there are very few workshops that teach you what to design. In this workshop, Indi Young, author of Mental Models: Aligning Design Strategy with Human Behavior, will teach you the skill of building mental model diagrams--a powerful tool to help you create products and services that do a better job of meeting the real needs of your users.

Indi Young Workshop

Taking the top and bottom half together, the resulting mental model is a diagram of how a certain segment of people tend to accomplish something, with the things you are making aligned to the depicted concepts. You use the model to understand how your current offerings do and do not support people and devise your strategy going forward.

What and Why? The Advantages of a Mental Model

Practical, effective, and insightful, "Mental Models: Aligning design strategy with human behavior" answers a hands-on need for information architects, interface designers, business analysts, and anyone who wants to create user-centered, successful experiences.

Mental Models: Aligning design strategy... book by Indi Young

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