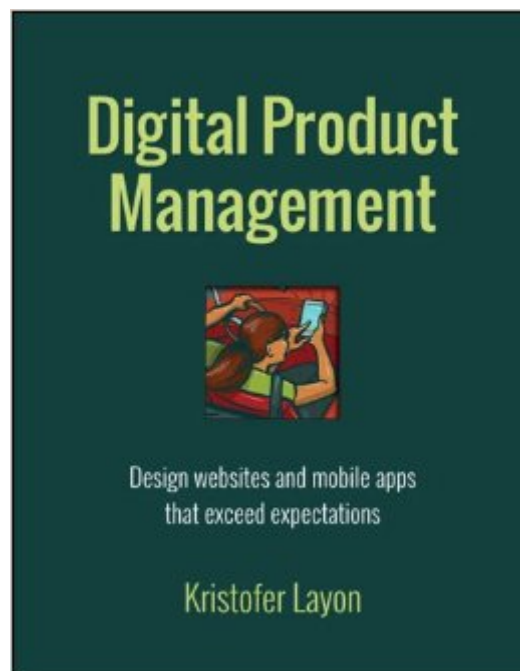# Digital Product Management: Design Websites And Mobile Apps That Exceed Expectations (Voices That Matter)

Synopsis

Product management improves the odds that your web sites and apps will be successful, and affirms the value that design brings to organizations and companies. Â App stores overflow with apps, and the Web seems to have more sites, content, and applications than people could possibly need. So how do you know that you are designing things that will be useful and, ultimately, successful? Â Thatâ ™s where product management comes in. Use market research to identify problems that people and organizations are really having, and then apply your creative and technical experience to design digital products that meet those needs with high levels of customer satisfaction Includes a foreword by Whitney Hess, founder and principal of the user experience consultancy Vicarious Partners, and the author of the Pleasure & Pain blog at www.whitneyhess.com/blog.

Book Information

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Customer Reviews

Loved the book, specially the amount of details the book goes into without overwhelming the reader. Special thanks to Kris for keeping it under 200 pages. Very helpful for beginners who are just getting

into product management .

Good little book. Not overwhelming and full of insight. Worth the quick read.

Excellent source! Recommending it to friebday and associates.

Arrived as promised.

Digital Product Management: Design websites and mobile apps that exceed expectations (Voices That Matter) Mobile Web Development: Building mobile websites, SMS and MMS messaging, mobile payments, and automated voice call systems with XHTML MP, WCSS, and mobile AJAX Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Going Live: Launching Your Digital Business (Digital Entrepreneurship in the Age of Apps, the Web, and Mobile Devices) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum Graphis Product Design 2: An International Selection of the Best in Product Design (Graphis Products By Design) (v. 2) Creating HTML 5 Websites and Cloud Business Apps Using LightSwitch In Visual Studio 2013-2015: Create standalone web applications and Office 365 / ... using Visual Studio LightSwitch technology Creating Icons for Websites and Apps (Intuitive Illustrator) Crucial Accountability: Tools for Resolving Violated Expectations, Broken Commitments, and Bad Behavior, Second Edition: Tools for Resolving Violated Expectations, ... and Bad Behavior, Second Edition AUDIO Career Building Through Creating Mobile Apps (Digital Career Building) Mobile Design Pattern Gallery: UI Patterns

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