Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience

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Every designer has had to justify designs to non-designers, yet most lack the ability to explain themselves in a way that is compelling and fosters agreement. The ability to effectively articulate design decisions is critical to the success of a project, because the most articulate person often wins. This practical book provides principles, tactics, and actionable methods for talking about designs with executives, managers, developers, marketers, and other stakeholders who have influence over the project with the goal of winning them over and creating the best user experience.

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