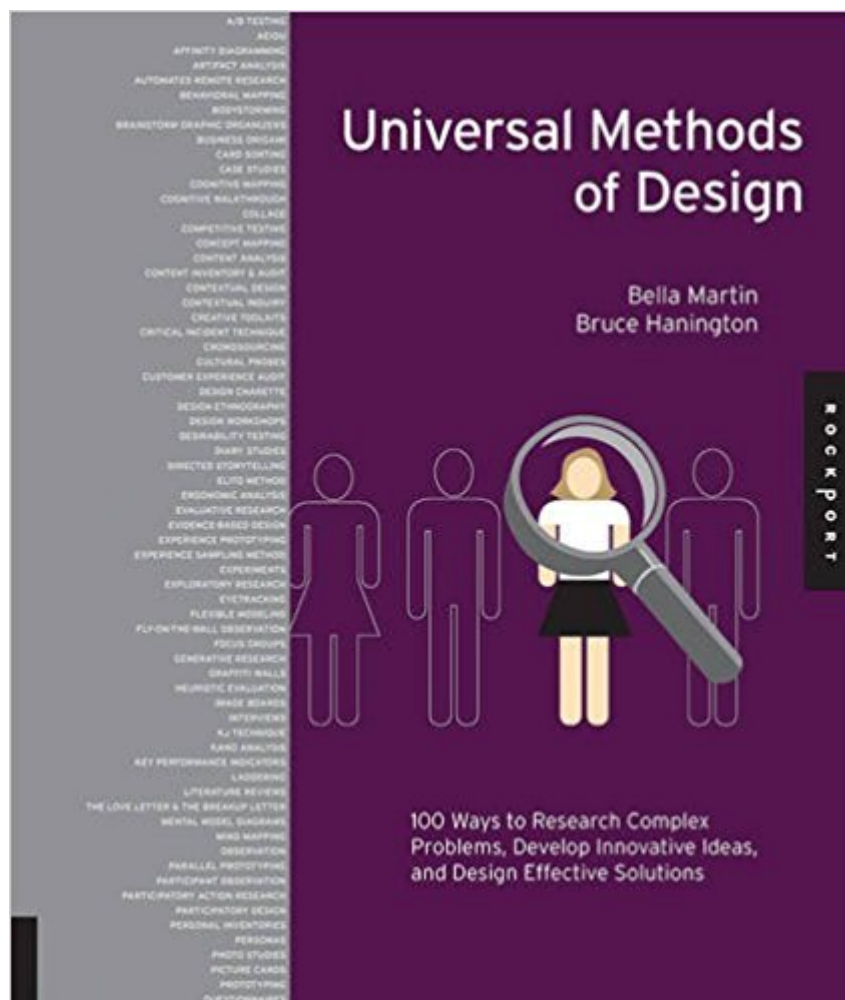


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# Universal Methods Of Design: 100 Ways To Research Complex Problems, Develop Innovative Ideas, And Design Effective Solutions



## Synopsis

"Universal Methods of Design is an immensely useful survey of research and design methods used by today's top practitioners, and will serve as a crucial reference for any designer grappling with really big problems. This book has a place on every designer's bookshelf, including yours!"

—David Sherwin, Principal Designer at frog and author of *Creative Workshop: 80 Challenges to Sharpen Your Design Skills*

"Universal Methods of Design is a landmark method book for the field of design. This tidy text compiles and summarizes 100 of the most widely applicable and effective methods of design—research, analysis, and ideation—the methods that every graduate of a design program should know, and every professional designer should employ. Methods are concisely presented, accompanied by information about the origin of the technique, key research supporting the method, and visual examples. Want to know about Card Sorting, or the Elito Method? What about Think-Aloud Protocols? This book has them all and more in readily digestible form. The authors have taken away our excuse for not using the right method for the job, and in so doing have elevated its readers and the field of design. UMOD is an essential resource for designers of all levels and specializations, and should be one of the go-to reference tools found in every designer's toolbox."

—William Lidwell, author of *Universal Principles of Design*, Lecturer of Industrial Design, University of Houston

This comprehensive reference provides a thorough and critical presentation of 100 research methods, synthesis/analysis techniques, and research deliverables for human centered design, delivered in a concise and accessible format perfect for designers, educators, and students. Whether research is already an integral part of a practice or curriculum, or whether it has been unfortunately avoided due to perceived limitations of time, knowledge, or resources, *Universal Methods of Design* serves as an invaluable compendium of methods that can be easily referenced and utilized by cross-disciplinary teams in nearly any design project. This essential guide:

- Dismantles the myth that user research methods are complicated, expensive, and time-consuming
- Creates a shared meaning for cross-disciplinary design teams
- Illustrates methods with compelling visualizations and case studies
- Characterizes each method at a glance
- Indicates when methods are best employed to help prioritize appropriate design research strategies

*Universal Methods of Design* distills each method down to its most powerful essence, in a format that will help design teams select and implement the most credible research methods best suited to their design culture within the constraints of their projects.

## Book Information

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## Customer Reviews

Bruce Hanington is an associate professor, director of graduate studies, and former program chair of industrial design in the School of Design at Carnegie Mellon University in Pittsburgh, Pennsylvania. He has dedicated his teaching and research to methods and practices for human centered design, with an emphasis on design ethnography, participatory design, and the meaning of form in context. He has consulted on design projects with GE Appliance and Johnson and Johnson, and his work has been published in Design Issues, The Design Journal, and Interactions, with chapters in Designing Inclusive Futures and Design and Emotion: The Experience of Everyday Things. Bella Martin is a design practitioner and independent consultant in Atlanta, Georgia, where she brings her expertise for design research methods to companies who are new to user-centered design but eager to give their users a voice in the design process. She holds a Master of Design in Communication Planning and Information Design from Carnegie Mellon University, where she first began her ongoing work in visualizing user-centered research methods. Bella Martin is a design practitioner and independent consultant in Atlanta, Georgia, where she brings her expertise for design research methods to companies who are new to user-centered design but eager to give their users a voice in the design process. She holds a Master of Design in Communication Planning and Information Design from Carnegie Mellon University, where she first began her ongoing work in visualizing user-centered research methods.

As a user experience designer with 10 years of experience and clients like National Geographic, Stephen Hawking, Best Buy, Bon Iver, and Harvard University, I have experience with nearly every method described in this book. Yet when I pack up to go to work or consulting gigs or client

meetings or lectures or workshops, this is the first book that goes into my bag before I leave home. When I'm not carrying it with me it is usually still close at hand. There are many more inspiring, industry-changing texts on the market, but Universal Methods of Design is simply the most valuable book in my day-to-day practice. I thought of saying that this book is to user-centered designers what Strunk's Elements of Style is to writers, but the analogy isn't quite right. Writers generally know the best practices for semicolon usage and unordered list formatting. In contrast, most people that claim the title "user experience designer" still spend the majority of their time wireframing or designing in Photoshop. It's really not your fault, it is ours; the UX community has done very little to help educate entering UX professionals, so you have likely never been exposed to most of the methods detailed in this text. You don't know how powerful a simple technique like Affinity Mapping can be, or how the investment in LEGO's Serious Play products can yield a hundred-fold return, or how an absurd hour spent writing love letters and hate letters to yourself can significantly improve a product. But for the aspiring UX designer, this book is an essential introduction to the methods used in professional experience design projects. For those of us that have experience with these design methods: we all have dealt with those challenging projects, difficult stakeholders, or unique product requirements that seem to exhaust our standard design toolbox. Those situations where our usual methods for scoping, defining, researching, modeling, prototyping, producing, and testing seem inadequate. In these situations, there is no better reference than what Hanington and Martin have put together in this book. Buy it, and if you are underwhelmed then I'll buy you a drink and let you hassle me about it when I see you at the next conference.

This is a reference book and a survey book, of one hundred current methods in design research methodology, for the fitting of a product, service or system to a user, client or customer population. The survey and the text are the product of the superb learning and research environment for these methods at Carnegie Mellon University. Methods are listed in alphabetic order. Each is given a two page treatment; one page of text and another of figures and diagram. URLs, standard reference sources are conveniently listed on the same page, and not in an index at the back of the text. The treatment of these diverse methods in identical format makes a cross comparison of methods simple and fast. Further, an indication is given (an index of 1 through 5) of whether the method is useful at the early or the late phases of the research process so that methods can be compared within phase-categories. The format and page layout in the hard-copy version are such that moving between methods, and cross comparing methods will be easier in the paper format than in the electronic. At the bargain price of 24 USD this is both an affordable and very complete aid to current

best practices in design survey methodology.

This book has a similar format of Universal Principles of Design, but in this case, is a compendium of methods. It has 100 design research methods, sometimes are analysis techniques or research deliverables that constitutes some of what people call design thinking. In the book you will find design research methods that could be exploratory, secondary, generative or evaluative. I think is a good synthesis especially if you want to learn how to do the design work that in a lot of books is just ethereal. But if you really want to implement a specific method perhaps you will need another source for deeper understanding. In most of the methods you will find the sources for more information, and sometimes the seminal publication of the method. It also presents suggestions of complementary methods inside the book in a "see also" line. I liked the format of the book because is easy to read and to use as a guide: it has just two pages per method, one small description and an example. The book helped me a lot gaining a big picture of design methods. A must have for someone who wants to get deeper in the design research.

This book is an excellent resource for design researchers who want to be able to scan through the wide range of design research methods available and discover new ones that they haven't yet employed (methods are alphabetically arranged). I've never seen such a good overview of all design research methods in one place, and you don't need to read much per entry to get the gist of each one. A clear example is also provided per entry. However, it does not provide a lot of depth. So you will likely have to use other sources if you actually need to use the method.

This book is amazing, it is a compilation of the best methods of design applied to different fields.

I really love this book, it's loaded with great methods which I plan on using for co-creation workshops.

Great!

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