Communicating the UX Vision: 13 Anti-Patterns That Block Good Ideas

Martina Schell, James O'Brien

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This book identifies the 13 main challenges designers face when they talk about their work and provides communication strategies so that a better design, not a louder argument, is what makes it into the world.

It is a fact that we all want to put great design into the world, but no product ever makes it out of the building without rounds of reviews, feedback, and signoff. As an interaction or UX designer, you've felt the general trend toward faster development, more work, and less discussion. As we spend time crafting, we become attached to our own ideas and it gets all too easy to react to feedback emotionally or dismiss it, when we should be taking the time to decode it and explain or adapt the design.

Communicating the UX Vision helps you identify the skills and behavioral patterns to present your work in more persuasive ways, and respond more constructively to feedback from coworkers and stakeholders.

- Learn presentation tips that make stakeholders and other departments take your designs more seriously
- Uncover valuable techniques to make feedback sessions more productive
- Understand how to improve empathy with business stakeholders and learn to speak their language better
- Discover how to better understand your behavior and identify your personal anti-patterns

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