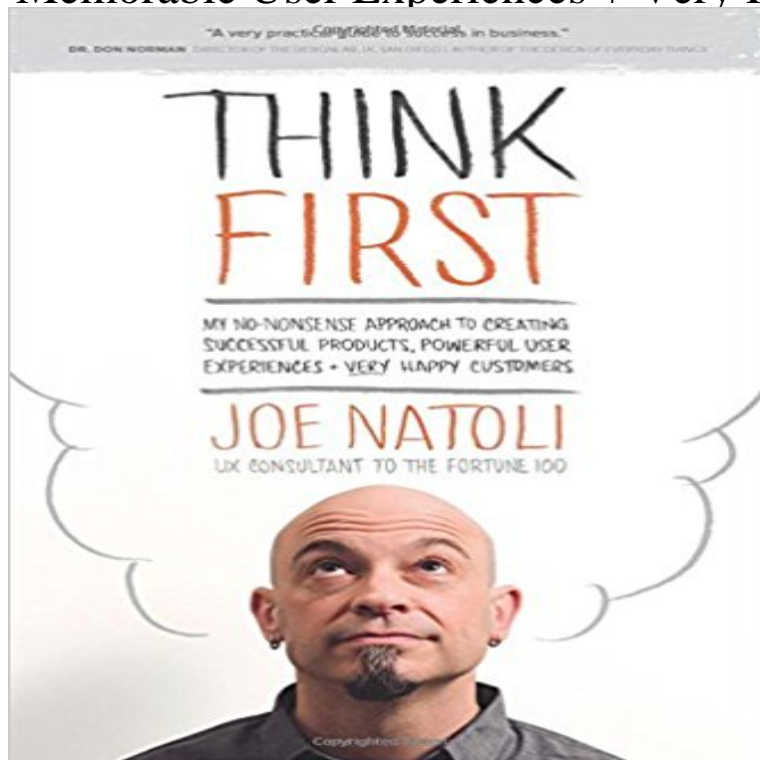


# Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers



Creating an app, site or any product that succeeds -- or sells -- is most definitely a tall order. Designing anything for people is tough, because we're inherently complex and...well...messy. Which means that things like market share and ROI don't come easy. But time and effort spent finding the right problems to solve allows designers, developers and product teams to take quantum leaps forward in exceeding the expectations of everyone involved. In *Think First*, Joe Natoli shows you exactly how to do this, using lessons learned from his 26 years as a UX consultant to Fortune 100 and 500 organizations. You'll find proven principles, step-by-step methods and straightforward, jargon-free advice that can be applied to any kind of digital product. *Think First* proves that while people are indeed messy and complex, designing for them doesn't have to be. Author Joe Natoli explains why he believes *Think First* is unlike any other book on the subject of UX strategy and design: I didn't want to write yet another book that covers the narrow, tactical pieces of the design process, he says, because great design and great UX are the result of multiple activities across multiple people, roles and disciplines. It's everybody's business. *Think First* walks you through everything that must be considered to create great UX -- and gives you a roadmap to make it happen. *Think First* details Joe's no-nonsense approach to creating successful products, powerful user experiences and very happy customers. *Think First* serves as a roadmap to building a solid foundation for UX that's strong enough to withstand any weather as projects move into design and coding. Here are just some of the things you'll learn: Simple user research methods that anyone can perform -- even if you've never done research of any kind. The right questions to ask stakeholders and users at the outset of any (and every) project. The 3

crucial questions you must ask of every client, every time. How to tell the difference between what people say they need vs. what they really need. A better, simpler way to generate meaningful UX requirements at the outset of the project. How to figure out what features and functions will result in great UX and deliver value to both users and the business. How to avoid scope creep and the never-ending project scenario.

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approach to creating successful products, powerful user experiences and very happy customers. We were very pleased to interview author Joe Natoli about his new book Think First: My no-nonsense approach to creating successful products, memorable user experiences and happy customers. Today, well be offering **Think First: My No-Nonsense Approach to Creating Successful** The no-nonsense approach to creating successful products, powerful user experiences + very happy customers. **Think First: My No-Nonsense Approach to Creating Successful** Get my secrets to more successful products, less project stress and practical, powerful UX. UX suffers you build something that people either dont need or cant use. Think First demystifies these foundational ideas in a very conversational, Joe Natoli has provided a handbook to User Experience design that gets to **Think First: My No-Nonsense Approach to Creating Successful** Download Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers **Think First: My No-Nonsense Approach to Creating Successful** Think First : My No-Nonsense Approach to Creating Successful Products, Memorable User Natoli no-nonsense approach to creating successful products, powerful user experiences and very happy customers. **Think First: My No-Nonsense Approach to Creating Successful** Editorial Reviews. Review. A very practical guide to success in business. - Dr. Don Norman Buy Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers: Read 39 Books Reviews - . **Think First UX Mastery** Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers by Joe Natoli (2015-10-05) **Think First: My No-Nonsense Approach to Creating Successful** Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers eBook: Joe Natoli: **Think First by Joe Natoli on iBooks - iTunes - Apple** Compre Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers (English Edition) de **Think First: My No-Nonsense Approach to Creating Successful** Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers eBook: Joe Natoli: **Think First: My No-Nonsense Approach to Creating Successful** Think First - My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers av Joe Natoli - Se omtaler, **Download Think First: My No-Nonsense Approach to Creating** Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers (English Edition) eBook: Joe **Think First: My No-Nonsense Approach to Creating Successful** Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers. by Joe Natoli Technology **Think First: My No-Nonsense Approach to Creating Successful** Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers eBook: Joe Natoli: : **Think First by Joe Natoli - Read Online - Scribd** Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers (English Edition) eBook: Joe **Think First: My No-Nonsense Approach to Creating Successful** Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Products, Memorable User Experiences + Very Happy Customers. **Q&A with Joe Natoli Author of Think First - UXM - UX for the Masses** The NOOK Book (eBook) of the Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers **Think First: My No-Nonsense Approach to Creating Successful** My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers Joe Natoli. doublecheck and recheck **Download ebook Think First : My No-Nonsense Approach to** Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers (English Edition) eBook: Joe