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Designing for Growth, the reference book and this Field Book, have given me a fantastic and very practical roadmap for the User Experience (UX) part of the project that I am leading. I particularly like the combination of design templates and steps, with the project management items, ex: the Design Brief.

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The Steps Step 1: Identify an Opportunity Step 1: Identify an Opportunity (pp. 8-9) So that's it! Four simple questions. And we're... Step 2: Scope Your Project Step 2: Scope Your Project (pp. 10-11) Framing a project and refining its scope are essential... Step 3: Draft Your Design Brief Step 3: ...

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Step 1: Identify an Opportunity 6 17 Step 2: Scope Your Project 8 19 Step 3: Draft Your Design Brief 10 21 Step 4: Make Your Plans 12 23 Step 5: Do Your Research 16 27 Step 6: Identify Insights 18 29 Step 7: Establish Design Criteria 20 31 Step 8: Brainstorm Ideas 22 33 Step 9: Develop Concepts ...

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*The Designing for Growth Field Book by Liedtka, Jeanne (ebook)*

New entrants to the field usually need a degree in product design, industrial design, or engineering. Soft skills also play a major role, as communication and teamwork are key. One of the most rewarding aspects of product design is the opportunity to innovate, which may be why it was recently voted the most appealing job for Generation Z.

*Design Career: 7 of the Highest Paid Jobs in the Industry*

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