

Descargar libros The Designer's Guide to Product Vision: Learn to Build Your Strategic Influence to Shape the Future

By Laura Fish



Today, design is a critical business competency, and designers need to play a leadership role. This guide helps you transform yourself into a strategic designer and take your seat at the table where key decisions are made. You'll master a breakthrough process for creating innovative product and service visions and translating them into high-value market offerings. Defining an effective product vision requires deep discipline and multiple skills. Drawing on their pioneering experience, Laura Fish and Scott Kiebusch guide you through every step, helping you organize strategy, plan for innovation, and tell a clear story of your customer's future experience. Once you've defined a strategy-led product vision, make it real. The authors' agile "Vioneering" techniques help you navigate fast-

changing product journeys - iteratively and continuously improving experiences while staying aligned with your mission and purpose. With these tools and insights, you can lead business-critical

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