



# Interviews Observation and Focus Groups: 110 methods for user-centered design

*Robert A. Curedale*

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**Interviews Observation and Focus Groups: 110 methods for user-centered design** Robert A. Curedale  
The methods described in this book can be used by designers to better understand the perspectives of the people that the designs are intended for. They will help the design team: 1. Make informed design decisions 2. Identify areas of opportunity 3. Analyzing a competitive landscape 4. To understand trends 5. To analyze complex, changing and ambiguous design problems 6. Enable meaningful conversations about difficult design topics 7. Use real-time information to help identify problems and make the best decisions 8. Create design that has a better return on investment 9. Understand your customer's perspectives 10. Create more successful design. These user-centered methods can be applied to support informed design decisions as part of a Design Thinking approach. Design Thinking is an approach to designing products, services, architecture, spaces and experiences that is being quickly adopted by designers, architects and some of the world's leading brands. This book is an indispensable reference guide for: 1. Architects, industrial designers, interior designers, UX and web designers, service designers, exhibit designers, design educators and students, visual communication designers, packaging and fashion designers, all types of designers 2. Engineers and Marketing professionals 3. Executives and senior business leaders 4. Decision makers in R&D of products, services, systems and experiences 5. School teachers and school students

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