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Design as Product Strategy Bringing design thinking to product management to create products people love
Jon Kolko Director, Austin Center for Design

Design as Product Strategy - Jon Kolko

Kolko walks the reader through each step, sharing insights from his fifteen-year career in product design along the way. Whether you're a designer, a product developer, or a marketer thinking about your company's next offering, this book will forever change the way you think about--and create--successful products.

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Jon Kolko, Savannah College of Art and Design Understanding Design (with a Capital "D") Design is the creation of a representational dialogue between people and products, services and systems

The Synthesis phase of the design process requires the

Predicting and Avoiding the Commoditization of Design Research Presented at IIT's Design Research Conference, 2009 Companies I'm a Partner at Modernist Studio. Modernist is a strategy and innovation company; we help our clients build a design strategy and launch great new products and services.

Jon Kolko - Official Site

Jon Kolko at the 2014 Texas Book Festival Jon Kolko is the founder of Austin Center for Design, a progressive educational institution teaching interaction design and social entrepreneurship. He is also a

partner at Modernist Studio.

Jon Kolko - Wikipedia

15 Abductive Thinking and Sensemaking: The Drivers of Design Synthesis Jon Kolko Overview: Making Sense of Chaos Designers, as well as those who research and describe the process

Abductive Thinking and Sensemaking: The Drivers of Design

In Well Designed Mr. Kolko provides solid case studies in the form of interviews supporting the idea that empathy allows product managers and designers to build and design products people will truly love and use. This book was difficult to read at various points and that may have been because I am not a designer so I had to go back and reread ...

Well-Designed: How to Use Empathy to Create Products

Sharp and refreshing, design insider and expert Jon Kolko offers a new view and usable process for conceiving and building powerful, emotionally resonant new products in this new book. In Well-Designed, Kolko-VP at MyEdu and Founder and Director of the Austin Center for Design--shows how deep, meaningful engagement happens when products and ...

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Jon Kolko is vice president of consumer design at Blackboard. He joined Blackboard with the acquisition of MyEdu, a start-up focused on helping students succeed in college and get jobs. Jon is also the founder and director of Austin Center for Design. His work focuses on bringing the power of design to social enterprises, with an emphasis on ...

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