

# Product Design for the Web: Principles of Designing and Releasing Web Products

Von Randy J. Hunt

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**Von Randy J. Hunt : Product Design for the Web: Principles of Designing and Releasing Web Products** before purchasing it in order to gage whether or not it would be worth my time, and all praised Product Design for the Web: Principles of Designing and Releasing Web Products:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Gute Zusammenfassung, aber eher fr BeginnerVon MaxKein schlechtes Buch, jedoch eher fr Anfnger geeignet. Es bietet

dennoch eine gute Zusammenfassung des aktuellen Stands der web product entwicklung.

**Kurzbeschreibung** Web designers are no longer just web designers. To create a successful web product that's as large as Etsy, Facebook, Twitter, or Pinterest or even as small as a tiny app you need to know more than just HTML and CSS. You need to understand how to create meaningful online experiences so that users want to come back again and again. In other words, you have to stop thinking like a web designer or a visual designer or a UX designer or an interaction designer and start thinking like a product designer. In this breakthrough introduction to modern product design, Etsy Creative Director Randy Hunt explains the skills, processes, types of tools, and recommended workflows for creating world-class web products. After reading this book, you'll have a complete understanding of what product design really is and you'll be equipped with the best practices necessary for building your own successful online products.