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Conceptual Design for Interactive Systems: Designing for Performance and User Experience

Avi Parush

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Conceptual Design for Interactive Systems: Designing for Performance and User Experience provides readers with a comprehensive guide to the steps necessary to take the leap from research and requirements to product design. The text presents a proven strategy for transforming research into a conceptual model, discussing the iterative process that allows users to build the essential foundation for a successful interactive system, while also taking the users' mental model into consideration.

Readers will gain a better understanding of the framework they need to perceive, understand, and experience their tasks and processes in the context of their products. The text is ideal for those seeking a proven, innovative strategy for meeting goals through intuitive and effective thinking.

- Provides a practical, guiding approach that can be immediately applied to everyday practice and study
- Complete analysis and explanation of conceptual modeling and its value
- Discusses the implications of effective and poor conceptual models
- Presents a step-by-step process, allowing users to build the essential foundation for a successful interactive system

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