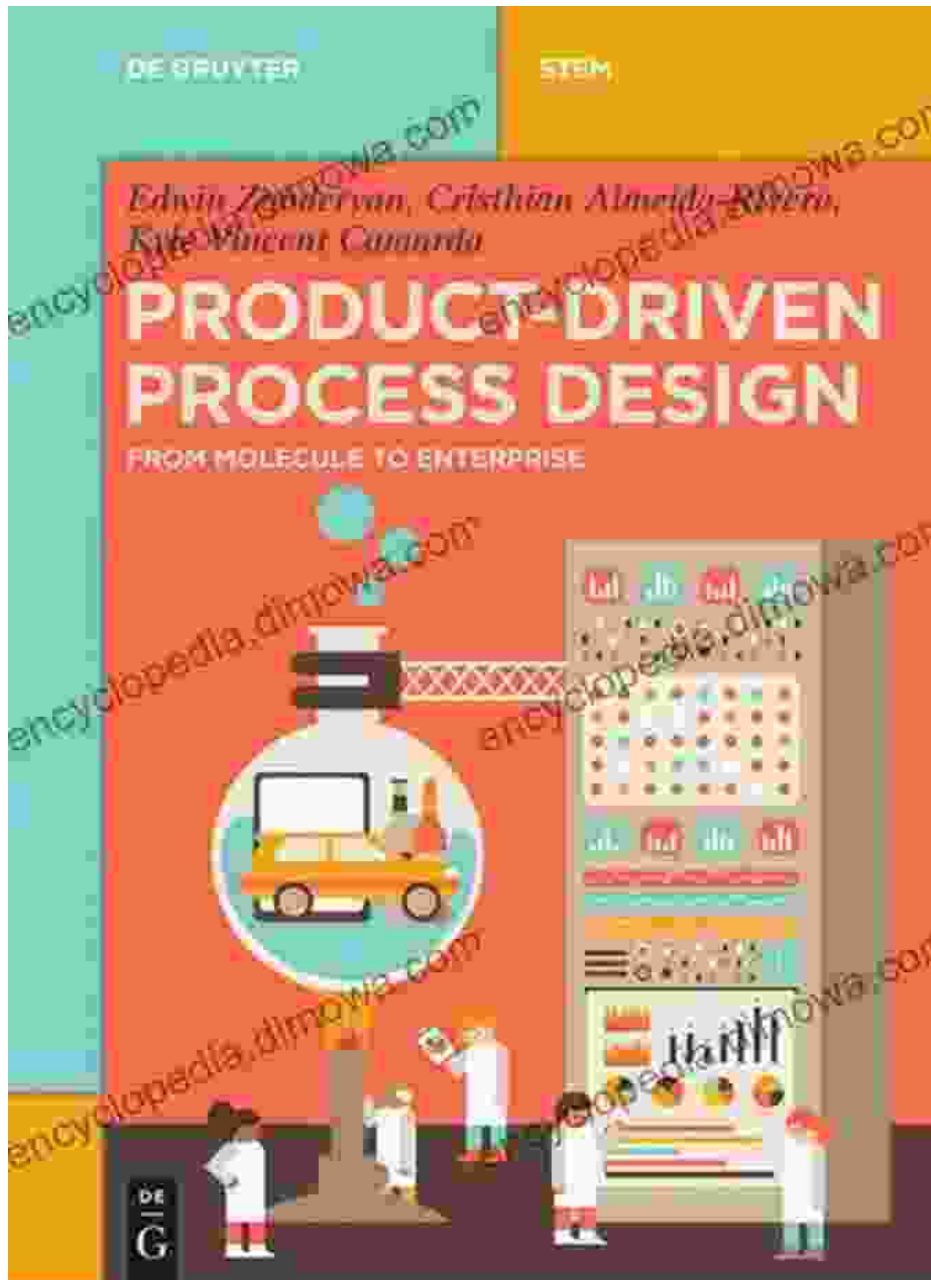


# Unlock Innovation: A Comprehensive Guide to Customer-Driven Product Design



**Step-by-Step QFD: Customer-Driven Product Design, Second Edition** by John Terninko

★★★★☆ 4.6 out of 5

Language : English



File size : 18376 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 240 pages



## The Ultimate Guide to Creating Products that Customers Love

Are you ready to revolutionize your product design process and create products that your customers will love? Look no further than the second edition of 'Customer Driven Product Design'! This comprehensive guide provides you with a step-by-step framework to develop products that meet the needs and desires of your target audience, leading to increased customer satisfaction, innovation, and business success.

### What's New in the Second Edition?

- **Updated frameworks and case studies:** Stay up-to-date with the latest industry best practices and real-world examples.
- **Expanded coverage of design thinking and agile development:** Learn how to incorporate these powerful methodologies into your product design process.
- **New chapter on ethical considerations:** Explore the ethical implications of customer-driven product design and how to create products that are responsible and sustainable.

### Key Features of the Book

- In-depth coverage of the entire product design process, from ideation to launch.
- Practical tools and techniques for conducting customer research, including interviews, surveys, and user testing.
- Step-by-step guidance on creating user personas, developing product concepts, and building prototypes.
- Case studies and examples from leading companies to illustrate real-world applications of customer-driven product design.
- A companion website with additional resources, including templates, exercises, and videos.

### **Who Should Read This Book?**

- Product managers
- Product designers
- User experience designers
- Engineering teams
- Marketing professionals
- Anyone involved in the development and launch of new products

### **About the Authors**

**Dr. Alan Cooper** is the father of Goal-Directed Design and the inventor of the Visual Basic programming language. He is a world-renowned expert in software design and has written several books on the subject, including 'About Face' and 'The Inmates Are Running the Asylum'.

**Robert Reimann** is a product design consultant and educator. He has worked with companies of all sizes to develop and launch successful products. He is also an adjunct professor at the University of California, Berkeley.

## Testimonials



***““Customer Driven Product Design is the definitive guide to creating products that customers love. Alan Cooper and Robert Reimann provide a wealth of practical advice and case studies that will help you succeed in today's competitive market.””***

- **Eric Ries**, author of 'The Lean Startup'



***““This book is a must-read for anyone who wants to create products that are successful. Cooper and Reimann provide a clear and concise framework that will help you develop products that meet the needs of your customers.””***

- **Marty Cagan**, author of 'Inspired: How to Create Tech Products Customers Love'

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Don't wait any longer to start creating products that your customers will love. Free Download your copy of 'Customer Driven Product Design

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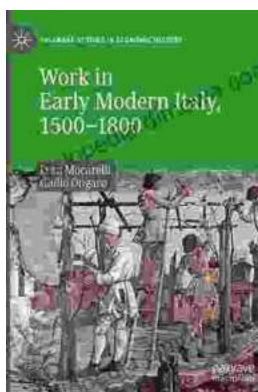
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