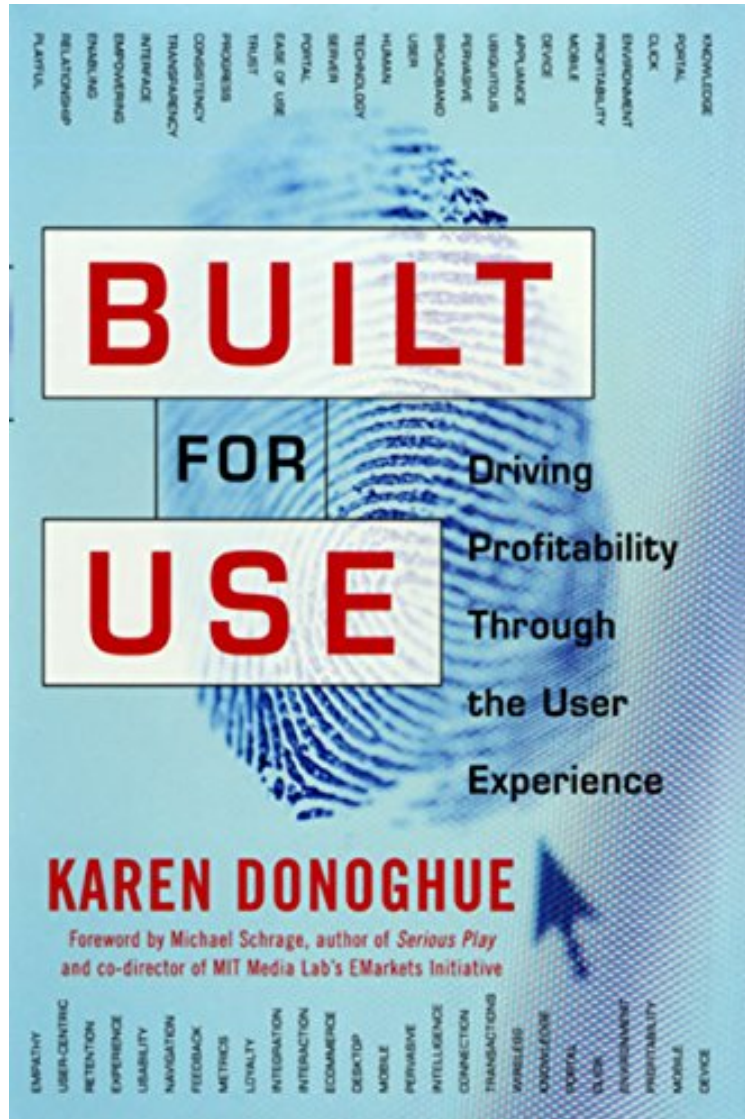


# Built for Use: Driving Profitability Through the User Experience

Karen Donoghue

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**Karen Donoghue : Built for Use: Driving Profitability Through the User Experience** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Built for Use: Driving Profitability Through the User Experience:

0 of 0 people found the following review helpful. What's In It For Me? By Teresa Esser Before reading Built for Use, I had no idea how corporations measured the success or failure of an expensive Web site. I knew there was more to online shopping than grammatical sentences and attractive graphics, but I was clueless about how I could ensure that the Web site I was developing would not become an object of ridicule. Built for Use introduced me to the things that professional Web usability experts already know: that the Web site design process must be a collaboration between all

of the people who will use the site, and that failure to take usability into account means failure, period. It was good for me, a solitary author, to be told again and again that Web Site Design was a Team Sport. It was also good for me to be reminded that I needed to design my site around the needs of my users. After all, why was I building a Web site in the first place? To show off my book's beautiful cover? To impress my publisher? To convince people to buy my book? Or to answer a potential reviewer's questions -- posed at 2:00 a.m., when they are finally getting around to writing the review -- without having to make myself available via telephone? I enjoyed the chapter on "Nine Things a Marketer Needs to Know About User Experience Strategy." It was good to learn that "easy to use today does not mean easy to use tomorrow, when the site is six times as large, you have 100 additional offerings, and your competitors are increasing exponentially." Donoghue points out that spending fifteen to twenty thousand dollars to check your Web site's usability is a good investment if it allows you to make \$500,000 worth of Web development more appealing to your customers. Spending \$20 on a copy of *Built for Use* is an even better investment, if it helps you avoid usability problems in the first place.

2 of 2 people found the following review helpful. Read this book it will make life easier ! By A Customer.....especially if everyone who is a part of the product creation, business and marketing "food chain" reads it! Karen clearly, immediately and with great impact explains how and why we like some stuff and not others, and that this IS the bottom line. She relates human characteristics like trust, loyalty, familiarity, curiosity, desire to product success and profitability. This is the first business book that tangibly quantifies "soft" human characteristics and ties them to value, profitability and staying-power in the marketplace. Her case studies are great examples of how a user-centric approach worked from concept, design, testing through product launch. Donoghue's other key point feels sometimes forgotten in the rush-to-market. That it takes many disciplines (dare I say a village) on every side of the problem, working together to create best practices and best solutions, and it doesn't stop at product launch. This approach has to be one's design and business attitude for life. As I was reading the book, I thought of my parents in West Virginia, friends in Bangkok, a client in Seattle- and me at work (wherever that may be) trying to educate my clients to this perspective. How much easier it would be if business goals and user experience design disciplines sat together with real people (users) to create products. Gee, wouldn't that be great! and fun! and a lot more satisfying on all counts. Hey, Karen, do you have quantity discounts? I'd like to give one to every one in my current and future "food chain"! Or maybe it could be distributed with the Yellow Pages... :)

1 of 1 people found the following review helpful. Use it and don't lose it By A Customer San Jose, CA, USA As a marketing director of a B2B dot com, I found Donoghue's book hit the nail on the head. Her book offers sound advice that will outlive most companies-Internet or conventional. Placing customers first is the cornerstone of all successful business strategies built to last, yet this fundamental premise is frustratingly absent in the many high technology companies, large and small--in Silicon Valley. Many of these companies, still stubbornly cling to a feature/product-focus, which drag their customers around in an unresponsive or poorly response-able product or user experience. To be sure, the challenge of finding out what customer WILL WANT in technologies customers don't even know how to pronounce, is a daunting task for all marketing managers. But there are ample case studies to draw from, both in Donoghue's book, and from the marketing intelligence already developed by other industries. New and unimaginable products will continue to be introduced at increasingly rapid speeds, but human behavior around new product adoption has some very predictable elements. Karen Donoghue's book is a timely analysis of what went wrong with a "great idea" called the Internet. While the Internet is still alive ---the critical lessons Donoghue speaks about did not have to be learned the hard way. Reading this book will help marketing managers avoid another unnecessary repetition of this recent, painful business failure.

The first practical guide to linking business strategy with the art and science of user experience and online design It has becoming increasingly clear that the big winners in the E-business arena are those that practice customer-centric design. While there are a multitude of good books on the art and science of user interface and website design, until *Built For Use*, there were none that focused on user experience from the corporate strategist's and marketing manager's perspectives. Drawing upon her work as a user-experience strategist for numerous Fortune 1,000 firms, Karen Donoghue explores the dynamics of business strategy and user experience in a concise, jargon-free manner for nontechnical managers. With the help of fascinating and instructive before-and-after case studies, she helps managers become fluent in the language of user-experience; identifies user-experience and design strategy best practices; explains how to determine what customers want; and much more.

From the Back Cover The big winners in the E-business arena are those who practice customer-centric design. More than simply a matter of jazzy graphics, customer-centric design is about earning the trust and loyalty of a dedicated customer base by making the quality of the user experience the centerpiece of the total online strategy. As illustrated by the examples of the many big winners covered in this book, for those who practice customer-centric design, the online user experience is a major part of a company's value. And, as shown by the experiences of the many dot-com also-rans cited, anything less than a total commitment to the user experience is, at best, an expensive, humbling exercise in futility. While there are a multitude of books on the art and science of user interface and Web site design,

until now none has focused on the online user experience from the corporate strategist's and marketing manager's perspectives. The first guide to linking business strategy with the art and science of online user experience, *Built for Use* offers a total approach to the planning and development of ebusiness experiences that build long-term customer loyalty and drive long-term profits. Drawing upon her experiences as a user-experience strategist for numerous Fortune 1000 firms, Karen Donoghue explores key business strategy and user-experience issues in a concise, jargon-free style for nontechnical managers. With the help of fascinating and instructive before-and-after case studies from State Street Corporation, Fidelity Investments, Trellix Corporation, and other major players in the ecommerce arena, Donoghue makes a strong business case for customer-centric design practices. She describes user experience and design-strategy best practices for everything from putting together and managing an interdisciplinary team dedicated to delivering superior user experience to measuring the design strategy success and ensuring continued customer satisfaction. *Built for Use* is required reading for marketing professionals at companies actively pursuing an online presence, as well as for the development teams with which they collaborate. Praise for *Built for Use*: "The best interface is the absence of one. I am not a user; I am me. It is about time that designers of digital experiences thought hard about why a dog has so much more interface intelligence than any computer. It is about time that senior executives realized that quality of an experience is their business. Said differently, the icing is the cake."shy;shy;Nicholas Negroponte, Founding Director, MIT Media Laboratory, Author of *Being Digital* "Read this book if you want to learn why your company may be electronically rude to its customers today and how to avoid it in the future. Karen Donoghue is a thought leader and expert who helps companies evaluate and design user experiences that welcome and engage their customers. Her deep experience, knowledge, and insights are captured in this insightful book. It should be a must-read for every executive, manager, and designer who cares about the relationships their company is developing with its online customers."shy;shy;Hans Peter Brondmo, Digital Impact Fellow, Author of *The Engaged Customer* "Design sense, and sensibility, are all-too-rare rare qualities. Karen Donoghue has them innately and in abundance. Her user interface designs have a hallmark simplicity and elegance that belie a lifetime of insight and observation of the real ways that real people relate to complex information technologies. In *Built for Use* she shifts her incisive design eye from the intimate area of person/machine interfaces to the vast field of business interactions. The result is a lucid look at business interfaces with real products, real services, and real customers."shy;shy;Michael Hawley, Director of Special Projects, MITAbout the AuthorKaren Donoghue is founder and principal of HumanLogic, a strategic user-experience firm servicing Fortune 1000 clients, including Fidelity Investments, State Street Global Advisors, Reuters, Ltd., FleetBoston Financial, EMC Corporation, and Trellix Corporation. HumanLogic also serves many dot-com start-ups such as Raging Bull and MidnightTrader. She has been involved in the planning and development of innovative user experiences since 1987. Ms. Donoghue is a graduate of the prestigious MIT Media Lab and sits on the board of the MIT Enterprise Forum of Cambridge. She holds six U.S. patents on user interface technologies. For the latest information, resources, and insights about user-experience strategy for managers, visit the *Built for Use* Web site at <http://www.builtforuse.com>