



Mental Models

Indi Young

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There is no single methodology for creating the perfect product—but you can increase your odds. One of the best ways is to understand users' reasons for doing things. Mental Models gives you the tools to help you grasp, and design for, those reasons. Adaptive Path co-founder Indi Young has written a roll-up-your-sleeves book for designers, managers, and anyone else interested in making design strategic, and successful.

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