



## Scenario-Focused Engineering

By Austina De Bonte

Microsoft Press Dez 2014, 2014. Buch. Book Condition: Neu. 228x187x35 mm. Neuware - Great technology alone is rarely sufficient today to ensure a product's success. At Microsoft, scenario-focused engineering is a customer-centric, iterative approach used to design and deliver the deeper experiences and emotional engagement customers demand in new products. In this book, you'll discover the proven practices and lessons learned from real-world implementations of this approach, including: Why design matters: Understand a competitive landscape where customers are no longer satisfied by products that are merely useful, but respond instead to products they crave using. What it means to be customer focused: Recognize that you are not the customer, understand customers can have difficulty articulating what they want, and apply techniques that uncover their unspoken needs. How to iterate effectively: Implement a development system that is flexible enough to respond to early and continuous feedback, and enables experimentation with multiple ideas and feedback loops simultaneously. How to bridge the culture gap: In an engineering environment traditionally rooted in strong analytics, the ideas and practices for scenario-focused engineering may not be intuitive. Learn how to change team mindset from deciding what a product, service, or device will do, to discovering what...



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