目标为导向的设计

设计 商业 技术

What do people need?

A successful product is desirable, viable, and buildable

What can we build?

Viability

What will sustain a business?



Designers

User model

- motivations
- behaviors
- attitudes and aptitudes



Management

Business model

- funding model
- · income / expense projections, etc



Technologists

Technology model

- · core technologies
- technology components
- build vs. buy

用户体验要素

