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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-

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A mental model is a diagram that illustrates behavior patterns gathered from audience representatives. Mental models described in the book consist of two parts, the top part is a visual depiction of the behaviors of a particular audience and the bottom part shows various ways of supporting matching behaviors.

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than ten years, Indi Young's common sense approach focuses on user behavior, diagrammatic representations, and the participation of all stakeholders in collaborative discovery.

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The book will help you define a model of how and why the various behavior groups think. You can then define the gaps between this model and your current design, to your proposed design, and your business goals. A great strategic tool to map out a product roadmap and strategy. Jim Mandas - Customer Experience consultant.

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Human Behavior (book illustrations)

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Books Mental Models - Indi Young

But there are very few workshops that teach you what to design. In this workshop, Indi

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Young, author of *Mental Models: Aligning Design Strategy with Human Behavior*, will teach you the skill of building mental model diagrams--a powerful tool to help you create products and services that do a better job of meeting the real needs of your users.

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