



Just Enough Research

By Erika Hall

Download now

Read Online ➔

Just Enough Research By Erika Hall

Design research is a hard slog that takes years to learn and time away from the real work of design, right? Wrong. Good research is about asking more and better questions, and thinking critically about the answers. It's something every member of your team can and should do, and which everyone can learn, quickly. And done well, it will save you time and money by reducing unknowns and creating a solid foundation to build the right thing, in the most effective way. In *Just Enough Research*, co-founder of Mule Design Erika Hall distills her experience into a brief cookbook of research methods. Learn how to discover your competitive advantages, spot your own blind spots and biases, understand and harness your findings, and why you should never, ever hold a focus group. You'll start doing good research faster than you can plan your next pitch. Erika Hall has been working in web design and development since the late 20th century. In 2001, she co-founded Mule Design Studio where she directs the research, interaction design, and strategy practices. Erika speaks and writes frequently about cross-disciplinary collaboration and the importance of natural language in user interfaces. In her spare time, she battles empty corporate jargon at Unsuck It. She also co-hosts *Running from the Law*, a weekly podcast on business law and endurance fitness, and can probably outrun you.

 [Download Just Enough Research ...pdf](#)

 [Read Online Just Enough Research ...pdf](#)

Just Enough Research

By Erika Hall

Just Enough Research By Erika Hall

Design research is a hard slog that takes years to learn and time away from the real work of design, right? Wrong. Good research is about asking more and better questions, and thinking critically about the answers. It's something every member of your team can and should do, and which everyone can learn, quickly. And done well, it will save you time and money by reducing unknowns and creating a solid foundation to build the right thing, in the most effective way. In *Just Enough Research*, co-founder of Mule Design Erika Hall distills her experience into a brief cookbook of research methods. Learn how to discover your competitive advantages, spot your own blind spots and biases, understand and harness your findings, and why you should never, ever hold a focus group. You'll start doing good research faster than you can plan your next pitch. Erika Hall has been working in web design and development since the late 20th century. In 2001, she co-founded Mule Design Studio where she directs the research, interaction design, and strategy practices. Erika speaks and writes frequently about cross-disciplinary collaboration and the importance of natural language in user interfaces. In her spare time, she battles empty corporate jargon at Unsuck It. She also co-hosts *Running from the Law*, a weekly podcast on business law and endurance fitness, and can probably outrun you.

Just Enough Research By Erika Hall Bibliography

- Sales Rank: #215012 in Books
- Published on: 2013
- Binding: Paperback
- 154 pages

 [Download Just Enough Research ...pdf](#)

 [Read Online Just Enough Research ...pdf](#)

Editorial Review

Users Review

From reader reviews:

Eric Johnson:

Now a day folks who Living in the era where everything reachable by talk with the internet and the resources within it can be true or not involve people to be aware of each details they get. How individuals to be smart in acquiring any information nowadays? Of course the answer then is reading a book. Looking at a book can help individuals out of this uncertainty Information mainly this Just Enough Research book since this book offers you rich data and knowledge. Of course the information in this book hundred percent guarantees there is no doubt in it you know.

Ethel Fung:

Information is provisions for those to get better life, information these days can get by anyone from everywhere. The information can be a information or any news even an issue. What people must be consider any time those information which is inside the former life are challenging be find than now could be taking seriously which one is suitable to believe or which one often the resource are convinced. If you get the unstable resource then you obtain it as your main information we will see huge disadvantage for you. All those possibilities will not happen throughout you if you take Just Enough Research as the daily resource information.

Kenneth Allen:

The particular book Just Enough Research will bring you to definitely the new experience of reading any book. The author style to clarify the idea is very unique. Should you try to find new book to study, this book very ideal to you. The book Just Enough Research is much recommended to you to see. You can also get the e-book in the official web site, so you can more easily to read the book.

Mary Cox:

The actual book Just Enough Research has a lot associated with on it. So when you make sure to read this book you can get a lot of profit. The book was compiled by the very famous author. Tom makes some research prior to write this book. This particular book very easy to read you may get the point easily after looking over this book.

**Download and Read Online Just Enough Research By Erika Hall
#HGSXUBPD8LZ**

Read Just Enough Research By Erika Hall for online ebook

Just Enough Research By Erika Hall Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Just Enough Research By Erika Hall books to read online.

Online Just Enough Research By Erika Hall ebook PDF download

Just Enough Research By Erika Hall Doc

Just Enough Research By Erika Hall Mobipocket

Just Enough Research By Erika Hall EPub