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Articulating Design Decisions is a must have book for anyone in the creative field, I'd even argue that people who are solely developers, and rarely touch designs should read it too. Tom has done an excellent job in tackling the issues that we all face when explaining our choices to our clients and the rest of the team.

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Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs themselves--simply because the most articulate person usually wins. This practical guide focuses on principles, tactics, and ...

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Even though this is always a risk, approaching our meetings with this fear actually undermines the purpose of articulating design decisions. If we aren't able to convince stakeholders that our solution is better, either we aren't doing a good job of communicating to them or we don't understand their needs enough to create a design that solves the problem.

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Tom Greever is a user experience and interface designer. By his own description, he “makes things: design, mobile, web, apps.” He is UX Director at Bitovi, a firm that does web application consulting and training. And he is author of a book recently published by the highly-respected O’Reilly Media, titled Articulating Design Decisions. This book aims to help you communicate with stakeholders, keep your sanity, and deliver the best user experience.

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