

Mental Models Aligning Design Strategy With Human Behavior

Mental Models

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Young**

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Mental Models Aligning Design Strategy

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-your-sleeves book for designers, managers, and anyone else interested in making design strategic, and successful.

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Mental Models offers a
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Mental Models Aligning Design Strategy Indi's mental models have helped both start-ups and large corporations discover and support customer behaviors they didn't think to explore at first. She has written a book about the

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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

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Mental Models Aligning design strategy with human behavior. Ubiquity, Volume 2008 Issue April | BY Indi Young | Full citation in the ACM Digital Library .
I ndi got her BS in Computer Science from Cal Poly and began her master's at Colorado State. She then worked as a software engineer, later managing Web applications that focused on the user.

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