



# Mental Models: Aligning Design Strategy with Human Behavior

By Indi Young

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## Mental Models: Aligning Design Strategy with Human Behavior By Indi Young

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.

### TESTIMONIALS

"Indi Young's mental models are the perfect way for your team to integrate your user's perspective into your design. Indi has written a comprehensive guide for anyone who wants to make use of this power design technique. I'll be giving this book out to all of our important clients and insisting they make it part of their process."

Jared Spool, CEO & Founding Principal, User Interface Engineering

"Developed over the course of more than ten years, Indi Young's common sense approach focuses on user behavior, diagrammatic representations, and the participation of all stakeholders in collaborative discovery. It is a book that designers and students, alike, will find useful."

Richard Buchanan, Professor of Design, School of Design, Carnegie Mellon University

"Indi Young's new book is a welcome addition, covering an aspect of the design process that is extremely important but often neglected. The book is chock-full of practical advice derived from real-world development projects, but doesn't lose sight of the broad conceptual underpinnings."

Ray Valdes, Research Director, Web Services, Gartner Inc.

"Indi Young gives great insight into the nuts and bolts of understanding, capturing and visualizing user needs. Her "how to" instructions provide clear guidance for teams wishing to undertake a serious effort to architect, design and develop products with the user in mind."

Sara L. Beckman, Haas School of Business, University of California Berkeley

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### **Editorial Review**

#### Review

There's a passion for mental models in this book which is contagious, even to an existing supporter of the concept. --Joanna Bawa, Usability News

I think it is a must read for design teams. When using Indi Young's mental models in your process you will without a doubt improve the quality of your products for the target audience. --Jeroen van Geel, Johnny Holland

Those in the social sciences will revel in its qualitative and intuitive approach, yet those in the hard science will appreciate its straightforward and simplistic tone. --Marisa Peacock, CMSWire

#### About the Author

Indi's work spans a number of decades, from the mid-80's when the desktop metaphor was replacing command line and menu-based systems, to the mid-90's when the Web first toddled onto the scene, to now, when designers are intent on crafting good experiences. After 10 years of consulting, Indi founded Adaptive Path with six other partners in 2001, all hoping to spread good design around the world, making things easier for people everywhere. 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 mental model method, *Mental Models - aligning design strategy with human behavior*, published by Rosenfeld Media. She is now consulting independently, conducting mental model workshops, and mentoring.

### **Users Review**

#### **From reader reviews:**

##### **John Jacquez:**

Are you kind of active person, only have 10 or perhaps 15 minute in your day to upgrading your mind talent or thinking skill possibly analytical thinking? Then you are having problem with the book than can satisfy your small amount of time to read it because all this time you only find guide that need more time to be study. *Mental Models: Aligning Design Strategy with Human Behavior* can be your answer because it can be read by anyone who have those short free time problems.

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