



Build Better Products: A Modern Approach to Building Successful User-Centered Products

By Laura Klein



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It's easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. *Build Better Products* is a hands-on, step-by-step guide that helps teams incorporate strategy, empathy, design, and analytics into their development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience.

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Editorial Review

Review

This book should be mandatory reading for anybody making product decisions. --Eric Ries, author of The Lean Startup

If you're looking to build a better product (and who isn't?), Klein is here to help. Build Better Products is your go-to guide for relevant frameworks, useful exercises, and actionable expert advice. --Anne Raimondi, SVP of Marketing, Zendesk, and lecturer, Stanford Graduate School of Business

We all know that most products fail, but few books offer a prescriptive way to avoid this grim reality. Use Laura's book to guide your product teams toward a successful end run. --Jaime Levy, author, UX Strategy

About the Author

Laura fell in love with technology when she saw her first user research session over 20 years ago. Since then, she's worked as an engineer, UX designer, and product manager in Silicon Valley for companies of all sizes. Her books, Build Better Products (Rosenfeld Media, 2016) and UX for Lean Startups (O'Reilly Media, 2013), help teams learn more about their users and apply that knowledge to make products people use and love. She advises early stage startups and consults with companies that want to improve their research, UX, and product development processes. She has a deep and abiding love of business jargon, and her fondest wish is to someday facilitate a synergy or synergize a facilitation. Whichever is easier.

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