

Book List Digital Concept Development / Digital konceptudvikling – 1. Semester 2021

Konceptudvikling og værdiskabelse / Concept Development and value creation:

- Kalbach, J., 2016: Mapping experiences : a guide to creating value through journeys, blueprints, and Diagrams. O'Reilly Media.

ISBN-13: 9781492076636 **Kr. 465,00**

- Osterwalder, A. & Pigneur, Y., 2013. Business model generation: a handbook for visionaries, game changers, and challengers, Wiley.

ISBN-13: 9780470876411 **Kr. 320,00**

- Osterwalder, A. et al., 2014. Value Proposition Design, New Jersey: John Wiley & Sons, Inc.

ISBN-13: 9781118968055 **Kr. 320,00**

Brugerundersøgelse og metode / User Survey and method:

- Kuniavsky, M., Goodman, E. & Moed, A., 2012. Observing the user experience: a practitioner's guide to user research, Morgan Kaufmann.

ISBN-13: 9780123848697 **Kr. 535,00**

- Goodwin, K., 2009. Designing for the digital age: how to create human-centered products and services, Wiley Pub.

ISBN-13: 9780470229101 **Kr. 640,00**

Teknologiforståelse / Technology understanding:

- Adam Greenfield, 2017. Radical Technologies: The Design of Everyday Life, Verso.

ISBN-13: 9781784780456 **Kr. 125,00**