

## Foreword

This book takes you into a real project, filled with real people, real clients, and some very real drama. Imagine — recruiting not going smoothly! or a prototype game concept that needs to be scrapped mid-testing. The idea that projects run perfectly is usually fiction. In this case this semi-fictional story is about as real as it gets.

Conveying a project as complex as this book sets out to do is an amazing challenge. Authors Stefano and Laura manage to recreate the sometimes overwhelming nature of a client project in short, accessible segments, taking you through the project experience from start to finish.

Reading through a few short chapters, you will begin to understand the triad of the user experience from agency, client and customer perspectives. You will walk away with a new understanding of the approach and value of human centered design. You may find yourself trying to 'pinch and zoom' into the pages of the story to see more details of deliverables along the way.

I grew up with a father who was a cartoonist and illustrator, able to tell complex and sometimes funny stories through the eyes of a protagonist frame-by-frame. It's amazing to me how graphic novels convey story, characters, details, and scenes in just a few pages.

Don't just scan the book, or simply flip through it. Sit down and allow yourself to get absorbed in the story, and hear what the characters have to say. I promise you will start to feel what it is like to be involved in a rich, complex human centered design project — and you *will* learn along the way.

This is an actual internship in 115 pages.

Enjoy!

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