



# Why We Fail: Learning from Experience Design Failures

*Victor Lombardi*

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## **Why We Fail: Learning from Experience Design Failures** Victor Lombardi

Just as pilots and doctors improve by studying crash reports and postmortems, experience designers can improve by learning how customer experience failures cause products to fail in the marketplace. Rather than proselytizing a particular approach to design, Why We Fail holistically explores what teams actually built, why the products failed, and how we can learn from the past to avoid failure ourselves.

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