

DESIGN PROCESS

Learn to learn



OBSERVE

User and context
Competitive Market Audit

PLAN

Open-ended foundation with
an understanding of the “why”

IDEATE

Don't stop at the obvious,
Don't stop at the impossible

TEST

Prototype and experiment
Fail quickly and fail cheaply

DISTILL

Focus towards a solution
Tell the story

REPEAT.

“If you can't describe what you're doing as a process,
you don't know what you're doing.”

W. Edwards Deming