

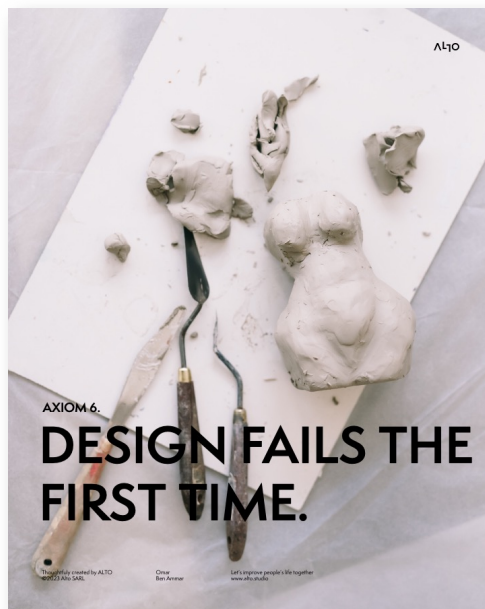
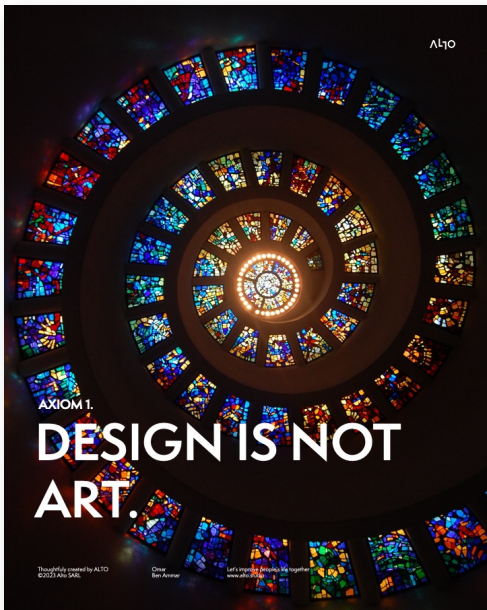
WHY?

DESIGN

THIS

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Thinking like a designer can transform how companies develop products, services, processes, and strategy.

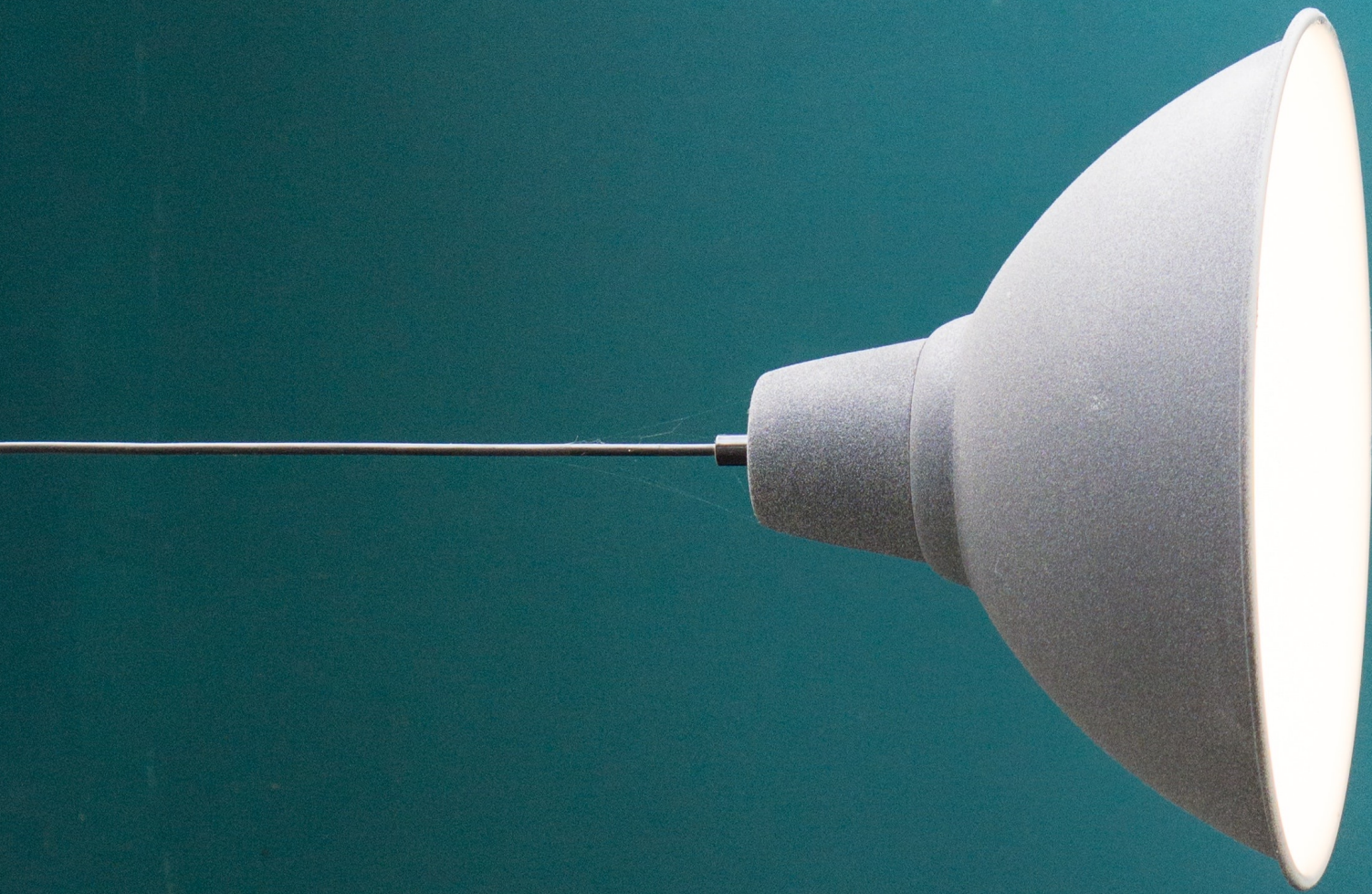
However, most people think that Design is about making things look pretty – decoration.

Or, Art.

But Design is as much an art as it is a science - cold and calculated process. Sometimes to the detriment of pretty. Yet, the Design is not allowed to fail.

We like to think about Design as an attitude, a philosophy of life.

Our is articulated around eight fundamental axioms.



AXIOM 0.

DESIGN IS HOLISTIC.

Whether you lean towards Intelligent Design or Randomness, it's not the question.

In both approaches, the outcome, the thing that is created, must fulfill the holistic criteria in order to succeed.

This is true in the context of life as it is in the context of business.

For us, this is the essence of Design; the center, the "point zero".

As David Kelley brilliantly said: "Design brings together what is desirable from a human point of view, with what is technologically feasible and economically viable."

So, holistic is about balance, about finding the sweet spot, about confidently answering yes to all these three questions: do they want this? Can we do this? And should we do this?

AXIOM 1.

DESIGN IS NOT ART.

In the world of Design, there's a practiced art that requires finesse and skill.

But let's be clear: the final output of the Design process is not art.

Art is a beautiful form of creative expression that sparks questions and individual interpretation. It's emotional, inspiring, and oh-so-important to our humanity.

Design, on the other hand, is a different beast altogether. It's a creative process with a specific goal: to solve a problem and meet the needs of the people who will ultimately interact with it.

Design should be clear and concise, leaving little room for interpretation. It's meant to guide a user through each stage of their interaction, providing answers rather than raising questions.

There is art in Design, but Design is not art.

Judge
me
whom
you
are
portect.

AXIOM 2.

DESIGN IS NEVER
PERFECT.

Design is the art of crafting elegant solutions that meet real human needs.

However, as we design for humans, we must contend with the complexity of people's expectations and desires.

Needs and wants that are constantly evolving over time.

Sometimes Design must evolve to keep pace with these changes, while at other times, Design can be the catalyst for change itself.

Thus, designers' work is never truly done.

While great Design can be timeless and need not be trendy, great designers are always listening and iterating, constantly attuned to the evolving needs of the people they serve.

ALTO



AXIOM 3.

DESIGN REFLECTS REALITY.

Empathy is the channel through which great Design flows and connects to the needs, desires, and realities of the people who will encounter it.

And, if there is one and only cardinal sin in Design, it is indifference toward people and the reality in which they live.

Design must be anchored in the real-world context in which it will be used, reflecting the reality of people's lives.

Without this understanding, our decisions are shots in the dark - hoping for the best.

To fill a real need, Design must reflect reality.



AXIOM 4.

DESIGN SPEAKS FOR ITSELF.

Design isn't about being simple or complex, beautiful or garish.

Rather, the hallmark of great design is its ability to make its function obvious to the people who encounter it.

Whether a design is simple or complex, beautiful or plain, it must communicate its function clearly and effectively.

A person should be able to interact with a well-designed thing intuitively, without confusion or frustration.

In short, great design doesn't just look good - it works.

ALTO

AXIOM 5.

**DESIGN IS A
TOOLBOX.**

In the world of problem-solving, it's critical to recognize that each challenge is distinct, with its own set of idiosyncratic characteristics.

As a result, there is no one-size-fits-all process to arrive at the optimal outcome.

The art of Design is about having a toolbox and an astute understanding of when to deploy each tool.

As Maslow aptly noted, "...it is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail."

A designer must be equipped with a hammer, screwdriver, pliers, hex wrench, and any other necessary tools to craft the best possible solution.

Design is not a standardized process.

AXIOM 6.

DESIGN FAILS THE FIRST TIME.

Great design isn't a lightning strike of inspiration that strikes once and never again.

No, my friends.

It's an iterative process that demands experimentation and continuous refinement.

You'll rarely nail the perfect solution right out of the gate, and that's okay.

Through trial and error, you'll gradually learn what works and what doesn't.

Only then can you craft a solution that truly resonates with your audience and meets their unique needs.



AXIOM 7.

**DESIGN SHOULD
DELIGHT.**

As human nature oscillates between avoiding pain and seeking pleasure, Design must balance the pursuit of delight with other essential considerations.

A good Design should create moments of delight for the people who encounter it.

Delight can come in different forms for different people, but it is often a mix of form, function, and value that creates that emotional connection to a well-designed thing.

This is where empathy comes in - understanding what is delightful to whom.