

RETROSPECTIVE



- UNSTRUCTURED ENVIRONMENT REQUIRES US TO BE A LEADERSHIP.
  - WOULD BE NICE TO PRACTICE DIFFERENT SETS OF SKILLS
- CORE SKILL SETS.

TOOLKIT FOR DESIGN THINKING!

- RESEARCH
- CRITIQUE
- SKETCHING
- AFFINITY MAPPING

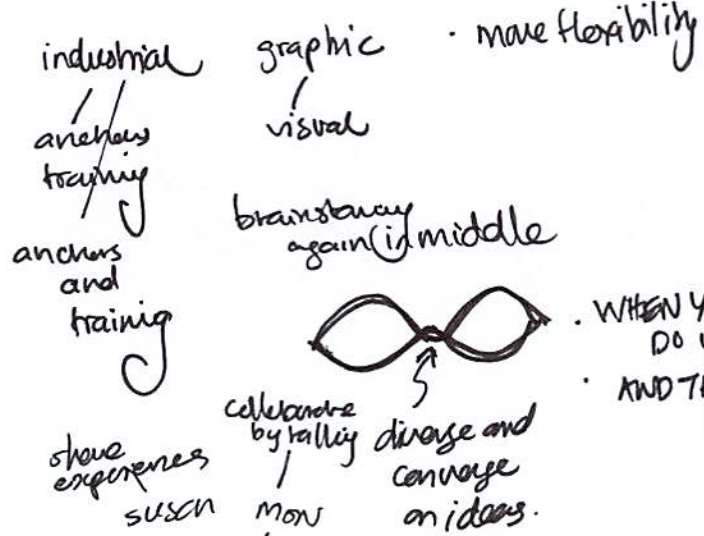
how to work between different disciplines \* on moodle?

lab like exercises.

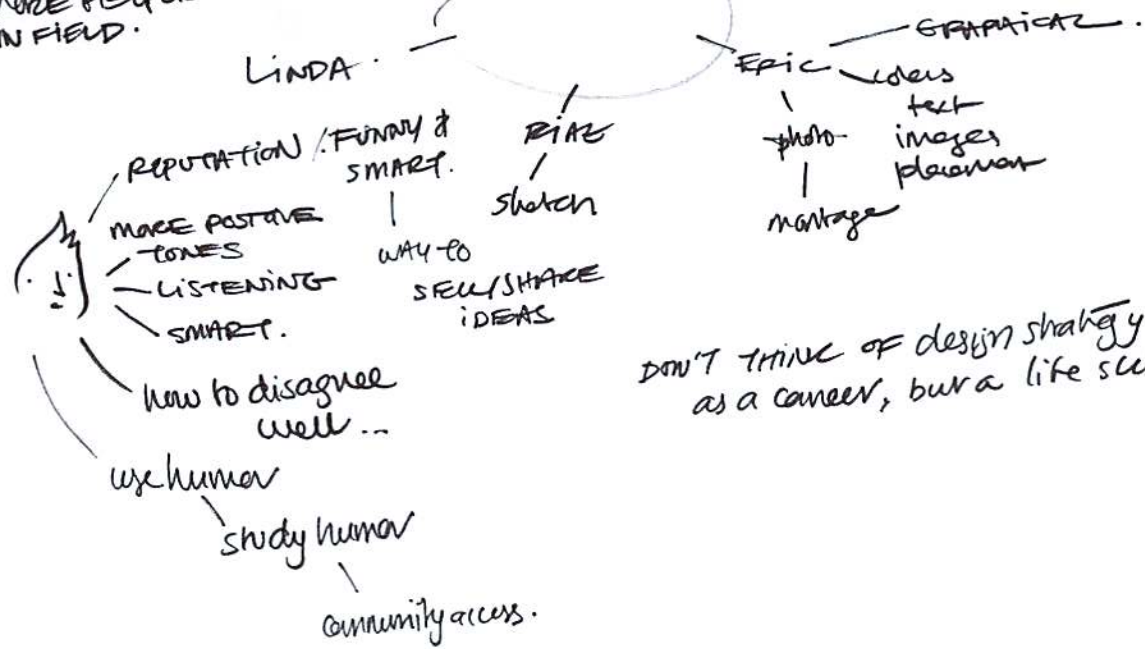
MORE PEOPLE IN FIELD.

- multidisciplinary processes
- Same name for different process
- different processes same name
- Riaz - feedback putting bridge together

TEAM DYNAMICS



WHEN YOU DO YOUR THING AND THEN COME BACK.



DON'T THINK OF design strategy as a career, but a life skill.

EXECUTIVE CREATIVE DIRECTOR at FROG DESIGN  
 INNOVATION HUBS.  
 FROG CREATES CULTURE.

DESIGN IS AN ARGUMENT ABOUT THE FUTURE  
 Continuous improvement complete thoughts  
 vision pieces proof of concepts.



\* You have to overcome immense obstacles of belief and trust aspirations towards design...

how you see the future  
 how we've seen the future  
 'You won't know the future till it is here'

all big ideas are a risk

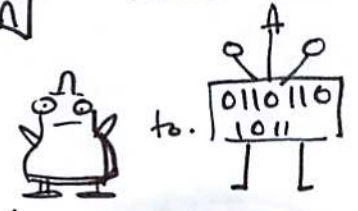
Corporate condition. No Risk. No Reward  
 innovators get people to take risk.  
 old model innovation precedent

FUTURE VISION IDEAS at corporation.

LYING ABOUT THE FUTURE CREATES HISTORY.

VISIONING CREATES A FUTURE. PEOPLE WANT TO ACHIEVE.

Shift from industrial economy to networked economy



Shift from things to experiences

SOFTWARE IS THE NEW PLASTIC.

SOFTWARE IS A MATERIAL.

INDUSTRIAL DESIGN SERVICES INNOVATION...  
 You need to create an artifact to talk about it.  
 IDEAS ARE CHEAP NOTHING STARTS UNTIL YOU START IMPLEMENTING IT.

deliver authentic experience  
 cheaper faster

near zero cost of experience distribution.

3-8 years to make meaningful change in a large corporation  
 it's not hard... it's lay and soft.

- START SMALL
- LEGACY IS OK.
- You don't need a process just a frame.

DISCOVER DESIGN DELIVER  
 empathy prototype → deliver.  
 - new land or code is legal code / IP law. \$\$\$

we are going to get uncomfortable with loads of digital stuff. as long as we can sift through it...

patience to let all small things add up.

TRUST / no risk no rewards

SKETCH PROTOTYPE VISUALIZE } THE FUTURE.

KNOW YOUR CLIENT.  
 people setting work done form relationships

person doing work for!

user centered design & executive centered design  
 speak their language set in their heads mirror body language

future → network is the new software... PLASTICS TO PIXELS.

\* wikipedia. #IAZ 09