Human-centered design

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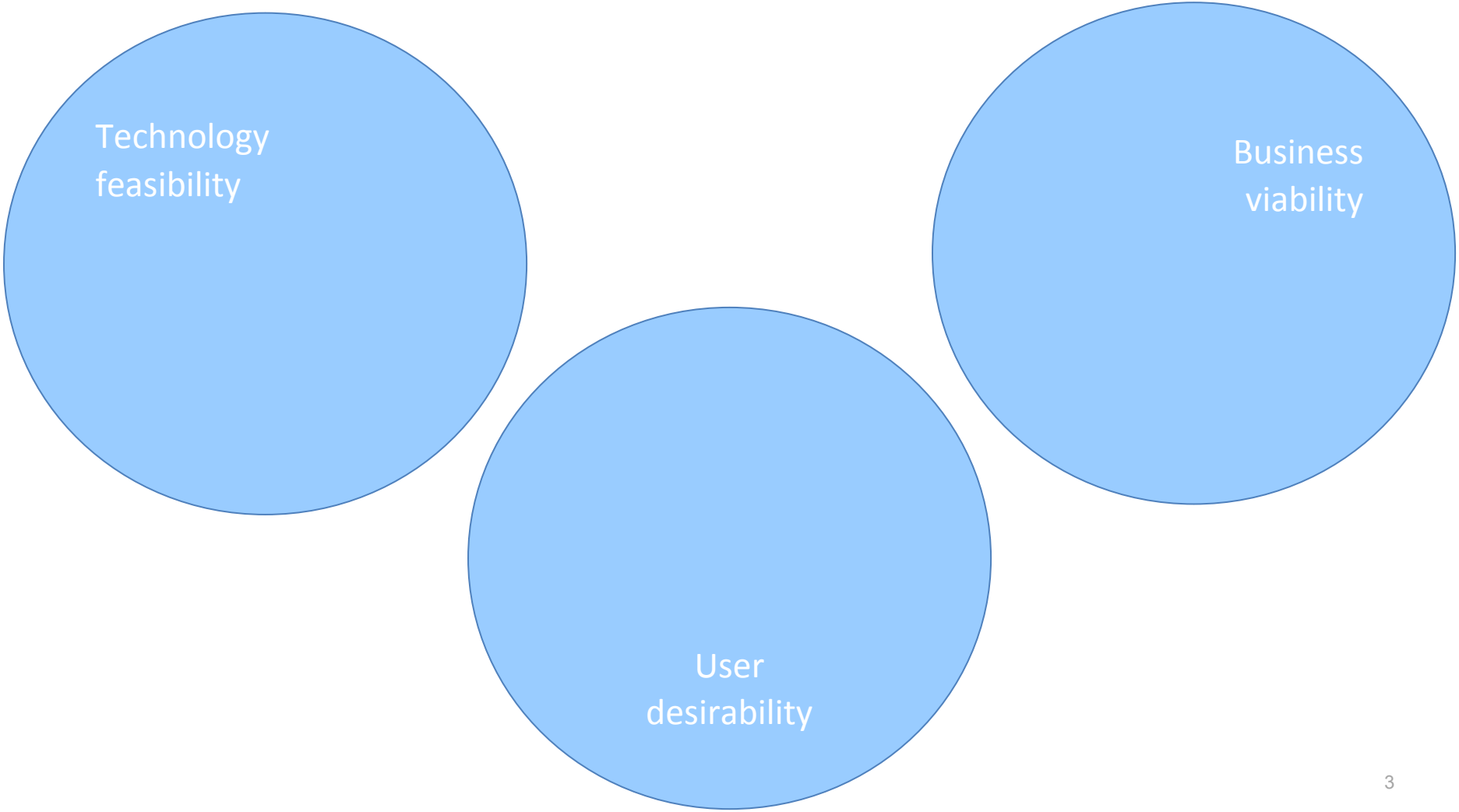
Intel Corporation
July 19, 2014

Newton
MessagePad


Technology
feasibility
Business
viability
User
desirability

Technology feasibility

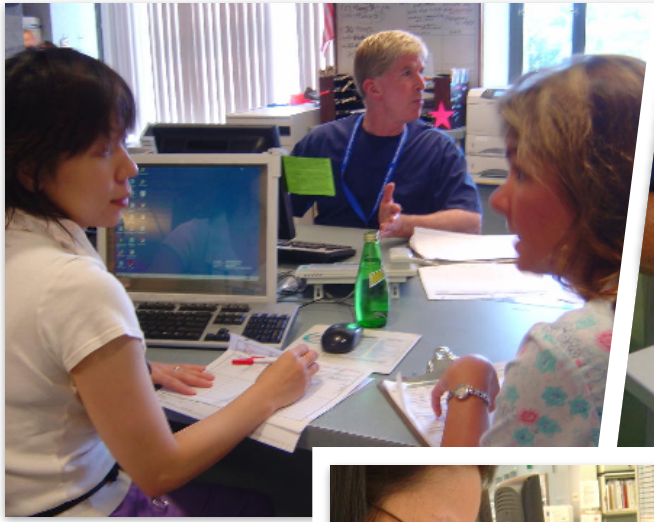
Business viability

User desirability

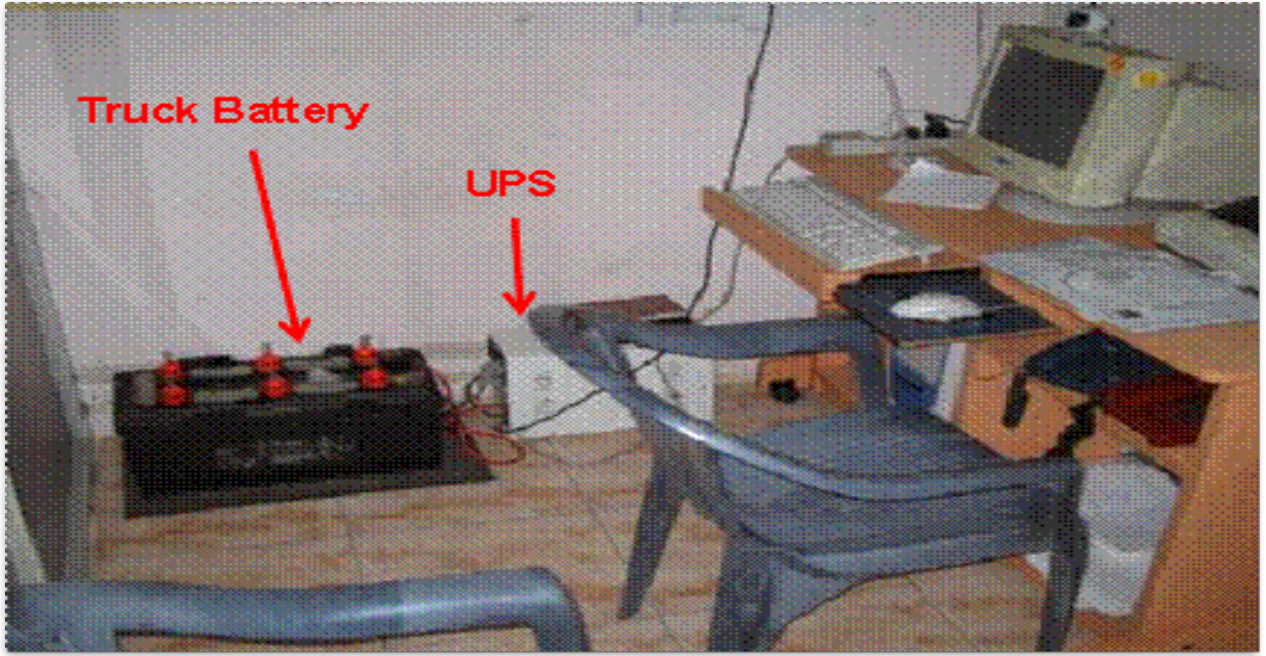
How to find your

Without breaking your bank

1. Go outside



1. Go outside



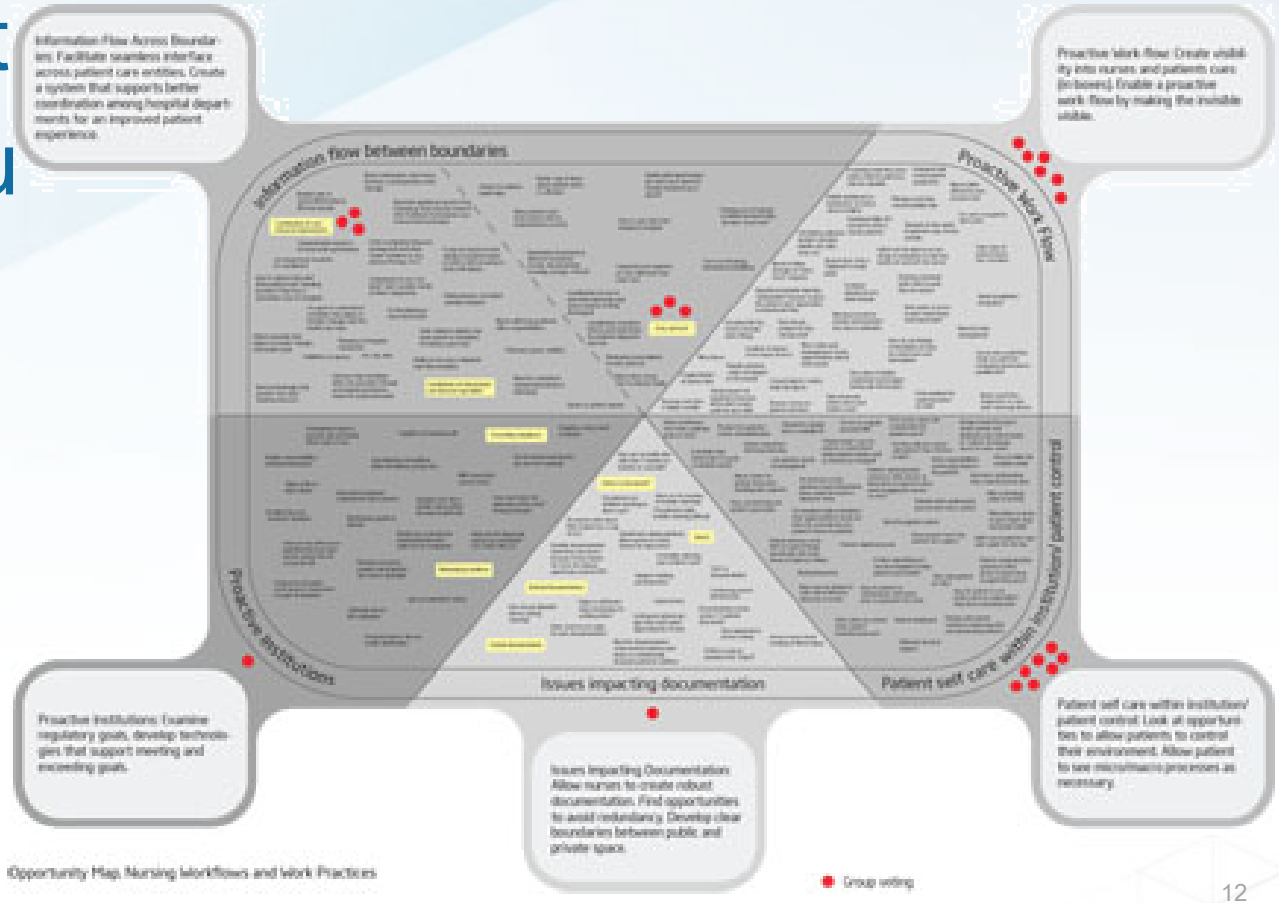
1. Go outside

2. Take notes and pictures; share with friends

3. Fight about what it all means

4. Think about whole systems

5. Figure out where you can play



6. Make stuff up

7. Then test it

AWW/ASHA first encounters a pregnant woman

AWW/ASHA first encounters a newborn child

8. Then test it some more

Just be sure you know what you're testing and why

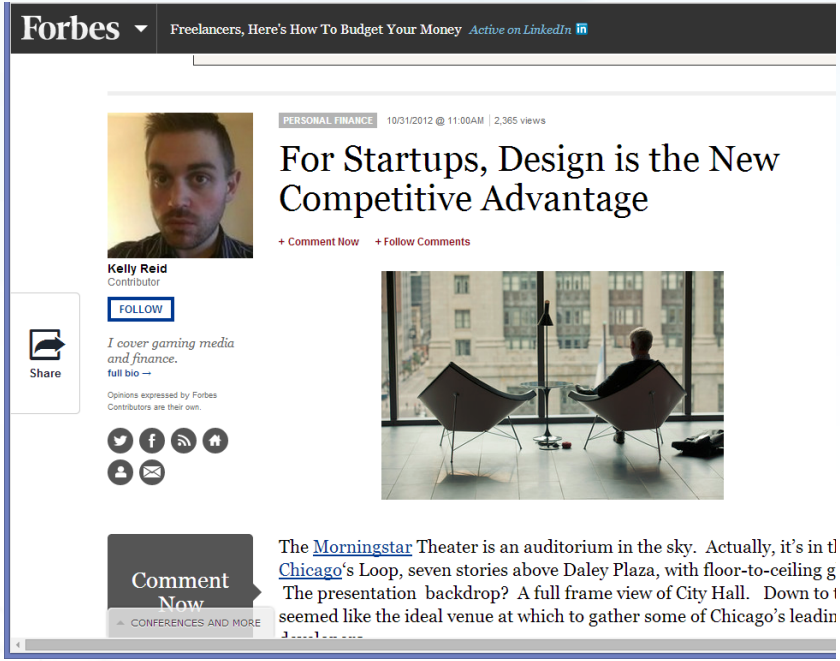
1. Go outside
2. Share with friends
3. Fight about it
4. Think of whole systems
5. Find where you can play
6. Make stuff up
7. Test it
8. Iterate

Observant, storytelling

Analytic

Creative

Critical



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For Startups, Design is the New Competitive Advantage

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The Morningstar Theater is an auditorium in the sky. Actually, it's in t
Chicago's Loop, seven stories above Daley Plaza, with floor-to-ceiling g
The presentation backdrop? A full frame view of City Hall. Down to t
seemed like the ideal venue at which to gather some of Chicago's leadin

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Innovation & Design

How Business Is Adopting Design Thinking

By Venessa Wong | November 03, 2009

SEND TO kindle

At GE, P&G, and other companies, a design perspective is a problem-solving apparatus that can be applied companywide

When the best and brightest managers from GE (GE) attend the company's Crotonville learning center in Ossining, N.Y., for the Technical Leadership Development Course, they start by reading a comic book. For many of the handpicked participants, this is their first, uncomfortable encounter with design. They're stretched further over the two-week training as they're asked to decribe their toughest problem in a haiku and draw workflow and patient experience maps.

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