

IDEO David Kelley's opinion:  
the first mouse  
thinks interviews are overrated

- design had always been about aesthetics but now it's a team sport with routiney innivating
- design in the past was about industrial/graphic design, it was an individual sport, and you could name the person behind the design. Now, design is done in teams
- New ideas that have never been thoght of before from people collaborating on design, people can build on each other's ideas
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What's is opinion on innovation

- human centered design of technology
- method
- incremental improvements, how can we make things better?
- "a fish doesn't know that he's wet"
- should be easy for human use
- put together people in teams from different disciplines, and instead of tearing each other's ideas down, they buld on each other