Interesting quotes:
Forget the way it used to be.
In a very innovative culture, you can't have a kind of hierarchy of here's the boss.
There has to be a command decision. It becomes very autocratic for a short period of time in defining what things people are gonna work on.
If you don't work under time constraints you could never get anything done.
Being playful is important for being innovative.

What were the steps of their process?
First thing is acknowledge that it's kind of the same to make that project in a week;
Consider the safety early;
And theft steal lots of carts;
The team splits into groups to find out firsthand what the people who use make and repair shopping cart.
After that, come back and have communication with others;
Second day, brainstorming. Stay focused, encourage wild ideas, defer judgment on the idea of others. Idea will post on the wall.
After that, the team is drifting and Dave holds informal side session.
The team will split up to 4 areas of concern(shopping safety check out and finding)
Then, team starts building prototypes (client meeting)
After that, put things together and make it work well.
Finally, take that to real market.

What parts of their process were surprising?
Everyone appears to be equal.
Limit time for design.

Did you disagree with anything they said or did?
Totally agree with what they says and did. Smart Boss have a good organization for
Any other noteworthy items?