# The Power of Design

## Fast and cool

* Five steps in the process of designing a better consumer experience
  + Observation
    - Understand the consumer experineces
      * Shadowing
      * Behavioural mapping
      * Consumer journey
      * Camera journals
      * Extreme user interviews
      * Storytelling
      * Unfocused groups
  + Brainstorming
    - Analyzing data gathered by observing people
    - Each lasts no more than an hour
    - Rules of brainstorming are strict and are stenciled
      * Defer judgment
      * Build on the ideas of others
      * Encourage wild ideas
      * Go for quantity
      * Be visual
      * Stay focused on the topic
      * One conversation at a time
    - Rapid prototyping
      * Mocking up working models helps everyone visualize possible solutions and speeds up decision-making and innovation
        + Mock up everything
        + Use videography
        + Go fast
        + No frills
        + Create scenarios
        + Body storm
    - Refining
      * Narrows down the choices to a few possibilities
        + Brainstorm
        + Focus prototyping
        + Engage the client
        + Be disciplined
        + Focus
        + Get agreement
    - Implementation
      * Bring strong engineering, design, and social-science capabilities to bear when actually creating a product or service
        + Tap all resources
        + The workforce