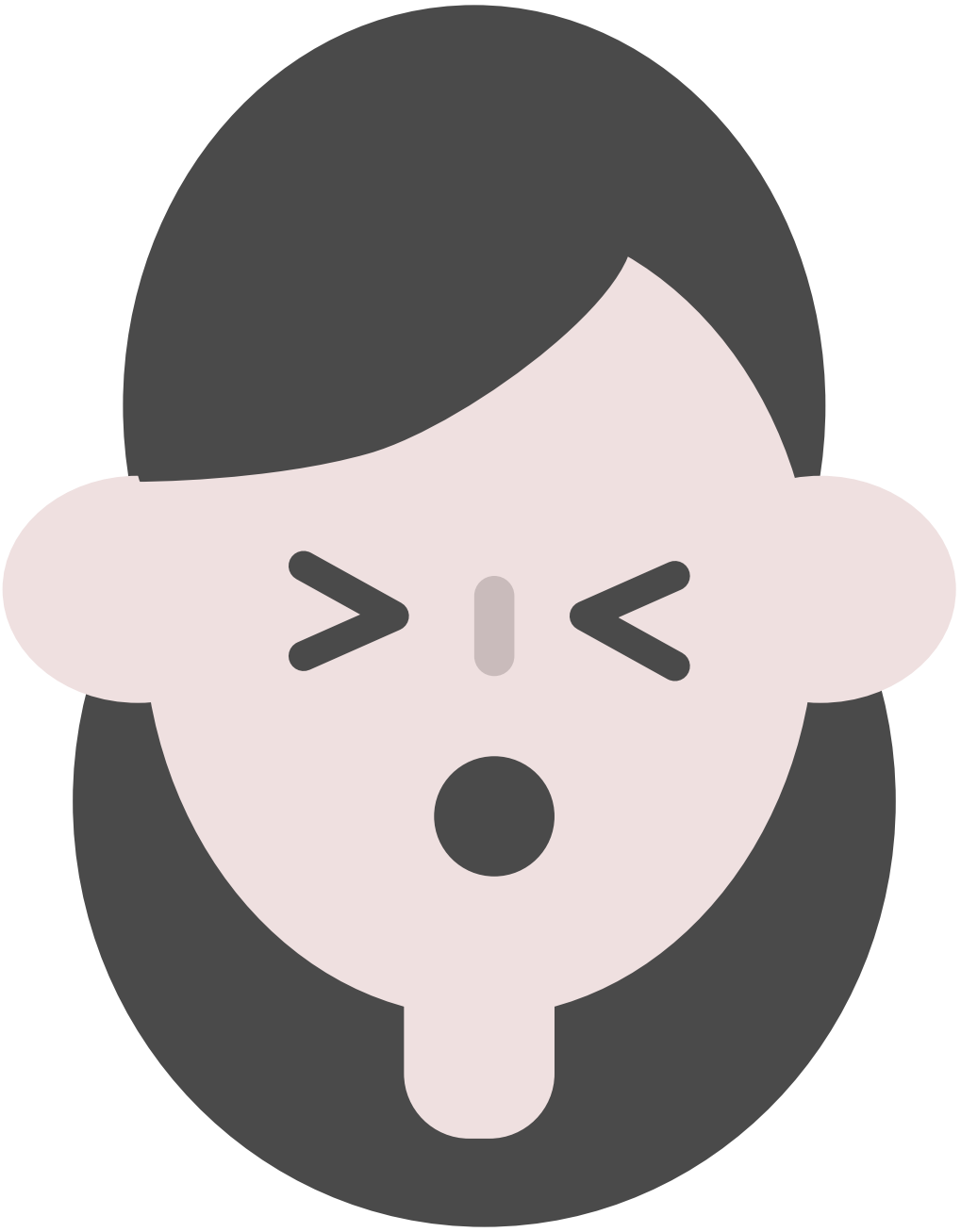


work!

Eagerness

does not



SHORT-SIGHTED Syndrome

INNOVATION Dilemma

EGOCENTRIC Bias

SHORT-SIGHTED syndrome

1. SHORT-SIGHTED Syndrome

Focus is Ok for assembly line workers,

but danger for designers.