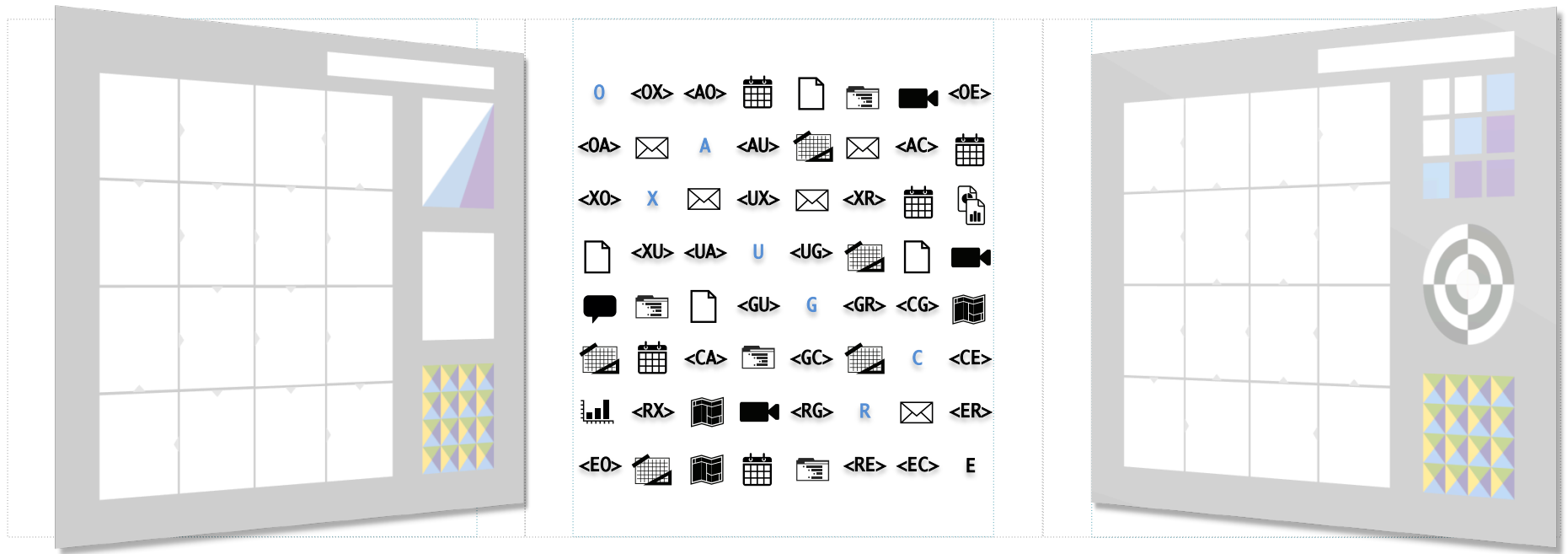


O - P / E = N

**design#code is a
system for developing
breakthrough solutions
in the form factor of
services;**

Superior sets of outcomes and
experiences at a better price; minus
the false choices or compromises
that corrode customer value or
erode margins, or public trust.

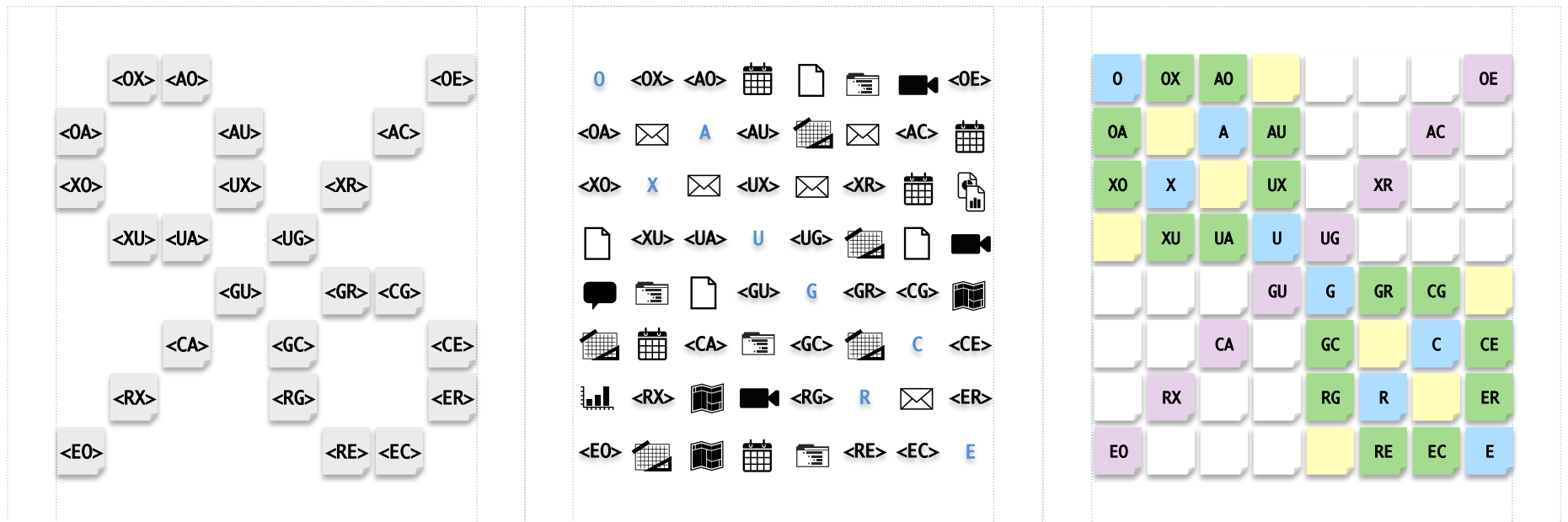
**Canvas.
Code.
Content.**



Like design spreadsheets, the canvases passively generate the design of a service product, in the form of an instruction set or pseudo code, that teams can implement. Encoded in the design are the business model and strategy.

design#code combines the tradition of industrial design with the tradecraft of strategy, to generate superior designs in fast cycles. The canvases embed a sophisticated design logic, based on economics, industrial engineering and organization science.

While the logic ensures the design is neither simplistic nor superficial, filling the canvases with ideas, observations and insight can be as simple as having a whiteboard discussion, a friendly chat or a spirited argument at a table.



12 Design Arguments

There are two sides to each argument; one from each Perspective

Design Input

Ideas, observations and insight, as and when they occur, to who they occur.

32 Design Functions

For a rich and complete design that covers every aspect of the service genome.

