

(Each of the panels flip over asynchronously and independently;  
offering three different ways to begin the conversation; like the flip-  
board interface)


$$O - P / E = N$$


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$$O - P / E = N$$

This equation governs the value an  
entire class of goods;

It determines success in delivering  
complex value propositions;

It shapes business strategy and  
government policy;



<p>The distinction between goods and services is a deeply-ingrained fallacy.</p>	<p>Why do some services flourish and others, forgive the pun, founder?</p>	<p>The business model is pitch perfect and the strategy is sound.</p> <p>Government policy is clear about about what's best in the public interest.</p>
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<p>Beyond the obvious and superficial, when customers pay for a service, aren't they paying for "goods"?</p> <p>It's time to right a wrong.</p>	<p>What gives some category leaders immunity from challengers?</p> <p>What gives some challengers the impunity to take on establishments?</p>	<p>How do you make sure policy and strategy won't fall flat in implementation and operation?</p>
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Later in the show I use the four iconic colors of Post-It Notes, with yellow signifying the null, normal and the default. I thought we could use the same color for navigation and visual cues.



Services deliver particular outcomes and experiences when and where needed.

Their services are hardier and more resistant to industry factors; costs & risks every player is exposed to.

Every layer and unit in the enterprise should correctly read, interpret and execute policy and strategy.

Think of the many ways to pay for something or getting somewhere.

Outcomes are the “goods” and experience is the “packaging”.

Post-industrial goods, or PIGS.

Superior design provides an unfair advantage they fully exploit. Think of design as genetic code.

Design is an expression of policy and strategy in the form of code; we know good code makes all the difference.



Final states of the three flip-boards. The visitors arrives at this state after flipping through each story or thread independently)

Services are guaranteed sets of outcomes & experiences; delivered by the rendering of a customer asset, or the renting of a resource; within a particular space, time or platform.	They package and deliver outcomes better than others; making sure that the quality of experience is not just a matter of users feeling good.	Good design reduces the risk the expected value fails to materialize.  Great design creates unexpected value with superior outcomes and experiences at a lower cost.
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Outcomes – Price/Experience = Net Value  O-P/E=N  O = Quality of Outcomes	Outcomes – Price/Experience = Net Value  O-P/E=N  E = Quality of Experience	Outcomes – Price/Experience = Net Value  O-P/E=N  P/E = Total Cost of Utilization, or TCU
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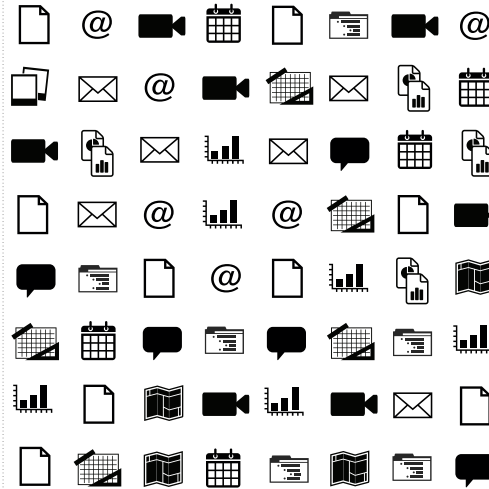
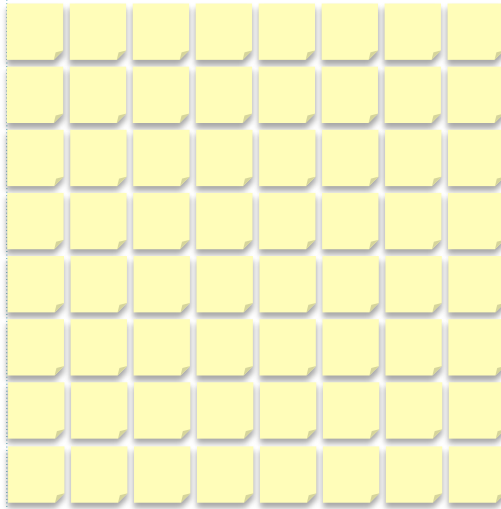


(The text in the upper panels needs refinement; but otherwise the theme and message are set)

**“If at first, the idea is not absurd,  
then there is no hope for it”.**

**Albert Einstein**

## <Need a placeholder for overarching theme or key message somewhere suitable in this layout>



### Everybody can code

Punched cards and paper tape were once used to write computer code. Of course, not everybody could program a computer.

Imagine a new kind of code using Post-It Notes®, making programmers out of Army officers and physicians; field agents, supervisors and technicians; postal workers and flight attendants; the policymaker and the legislator.

### Ideas, observations, and insight

They may not be designers but they know a lot about getting a particular job done, better, faster and cheaper.

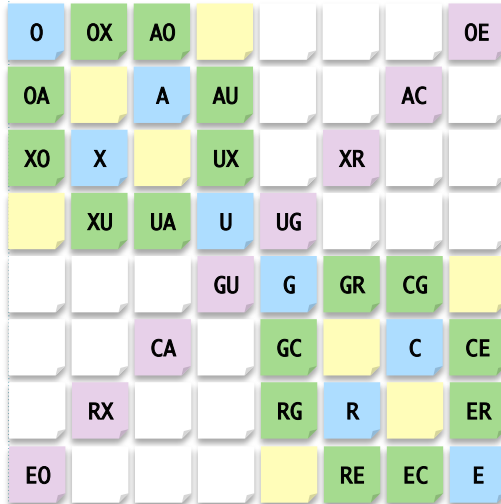
They have ideas, observations and insight, in their heads and across various files and formats, they routinely put these into messages and meeting notes; sketches and diagrams; maps and plans; spreadsheets and charts. They tag photos and videos.

### Embedded logic

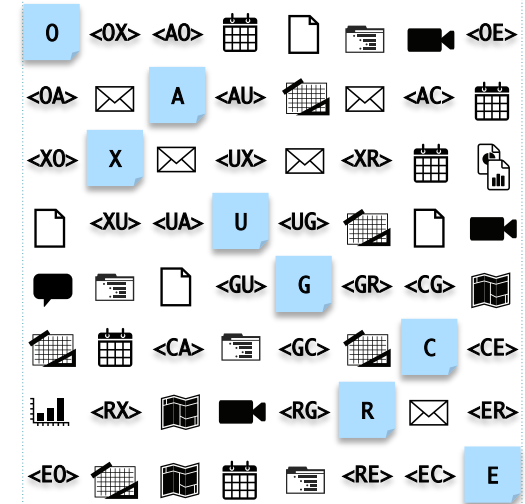
In there are design statements; except that nobody is really sure or aware. Organizations are inherently noisy.

What if an embedded logic could filter the noise and passively convert these statements and expressions into a rich and complete design? As new ideas, observations and insights flow, the design updates itself; or at least begs for attention!

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<OX> <AO> <OE>  
 <OA> <AU> <AC>  
 <XO> <UX> <XR>  
 <XU> <UA> <UG>  
 <GU> <GR> <CG>  
 <CA> <GC> <CE>  
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### 32 Design Functions

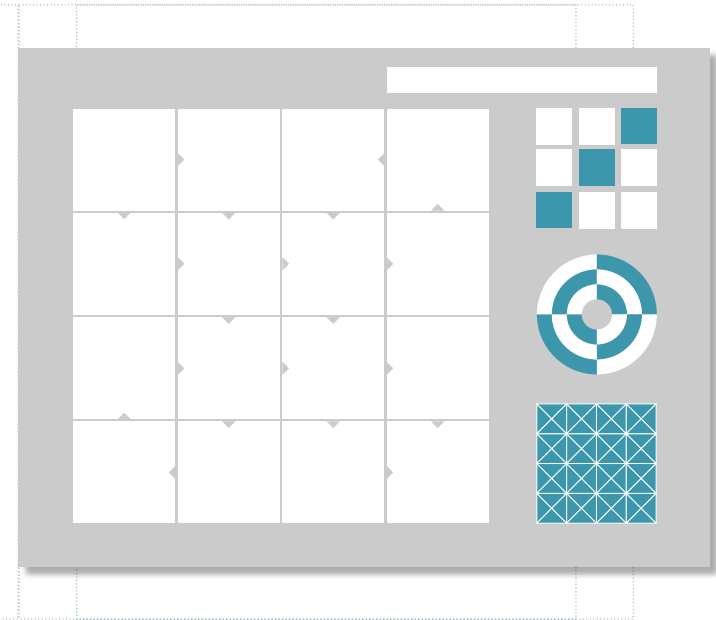
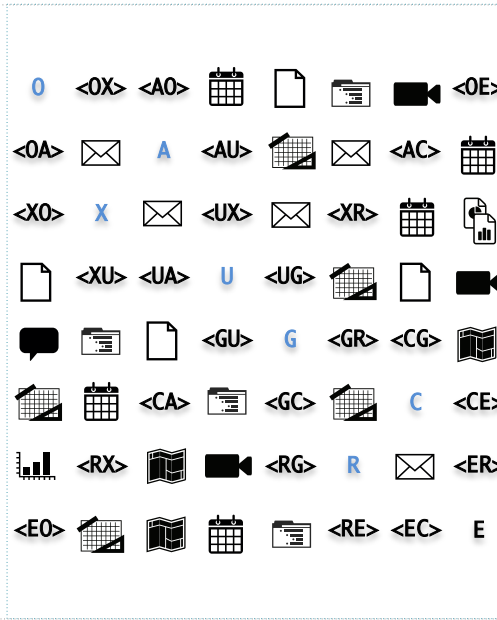
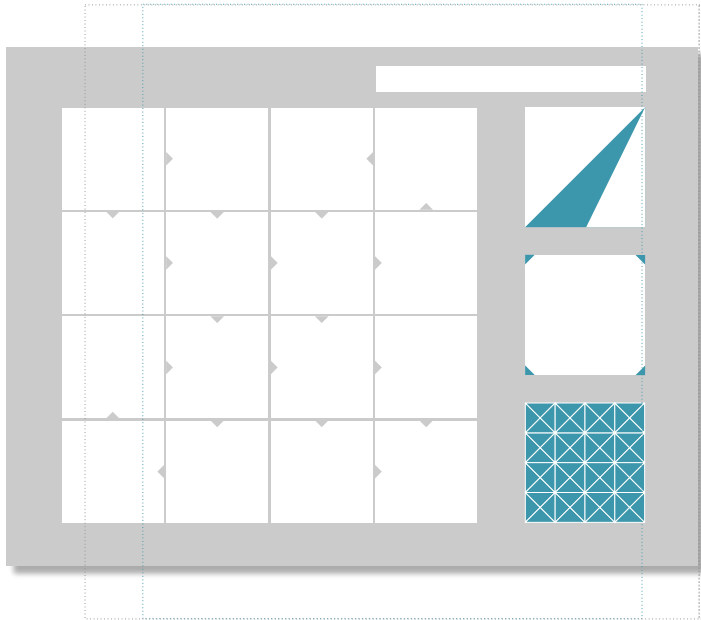
Describe every aspect of a service in terms of structure and behaviour; they define the service genome.

### 24 Design Arguments

For expressing ideas, observations & insight; the vocabulary of the Design Functions; as simple as HTML tags

### 8 Design Perspectives

Without them, no value proposition are not complete; customer and service provider perspectives; the hidden cube



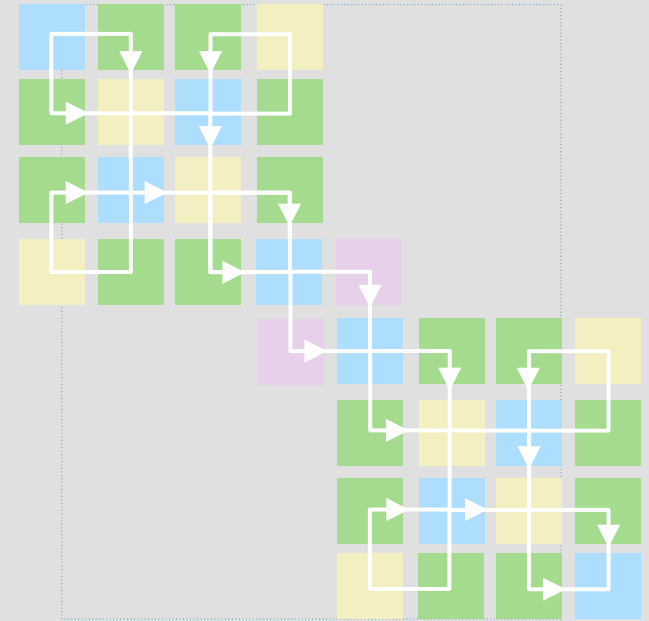
### Good design, fast™

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

Like spreadsheets for design, when complete, 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 design are the provider's business model and strategy.

Each canvas has a 4x4 grid of interlocked panels that represent the 32 Design Functions that process design input (canvas content) into meaningful information on one or more aspects of a service design. Each panel also acts as a special folder for maintaining and updating the design





### Raising the bar by lowering the barrier™

The canvases make it easy to engage stakeholders in the design effort, allowing them to contribute whatever they can, whenever they can, with spontaneity and speed, without necessarily being present at the same place or at the same time.

Teams can work asynchronously and in parallel, building progressively faster on each piece of input, as the canvases accumulate content.

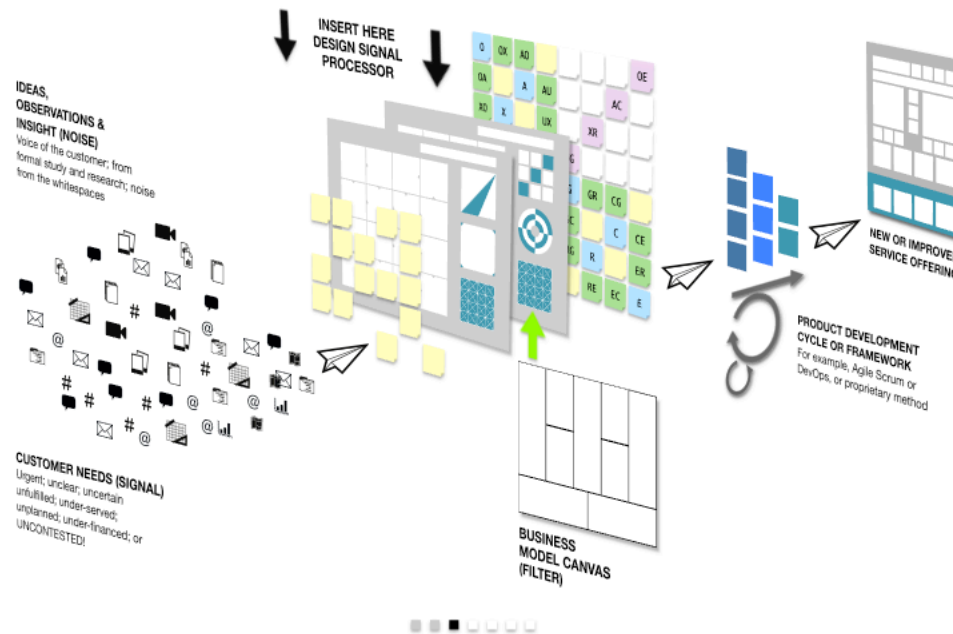
A single unbroken thread of logic passes through the 32 Design Functions across the two canvases.

through readily integrate multiple perspectives and lines of inquiry; help teams elaborate, iterate

and draw conclusions on each other's input; help identify conflicts and force meaningful discussions; provide multiple paths across the canvases to prevent deadlock; and they allow teams to cross-reference and fill in the blanks like in crosswords, Sudoku and Scrabble-type games.

(The canvas panels have been cut and paste here from the Illustrator file for the UNFOLD canvas. Need to make sure the white thread in the right-hand side graphic renders well.)

(This would be the key large graphic that covers the entire screen. It is worth spending extra effort on it to make sure the graphic renders like an exploded diagram with interactive elements)

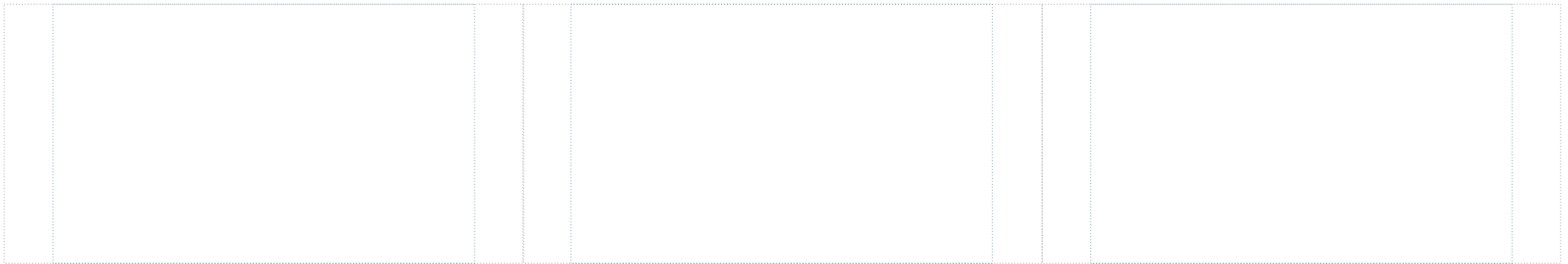


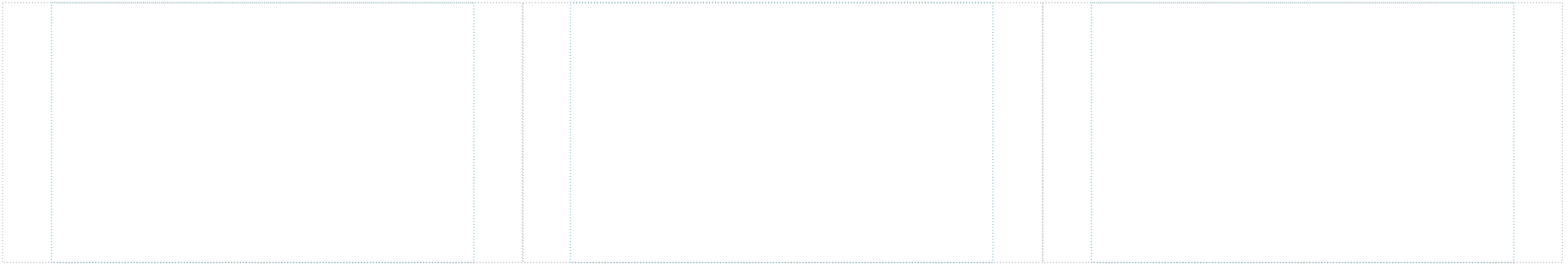
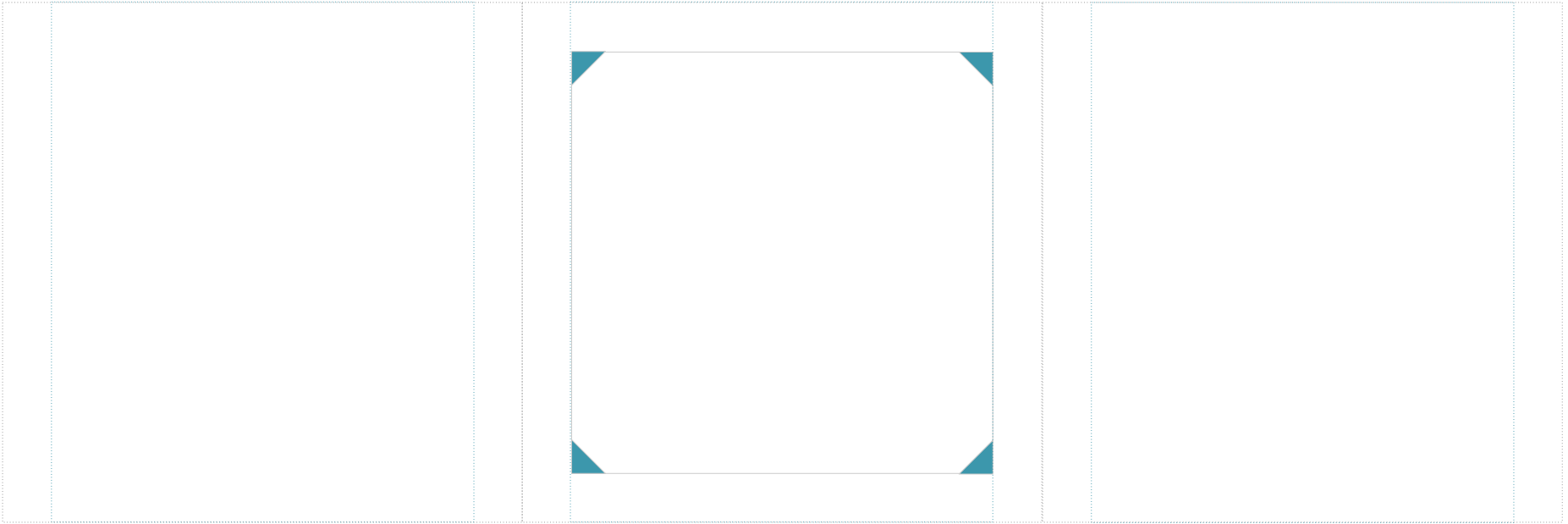
Insert original from big\_frame.pdf

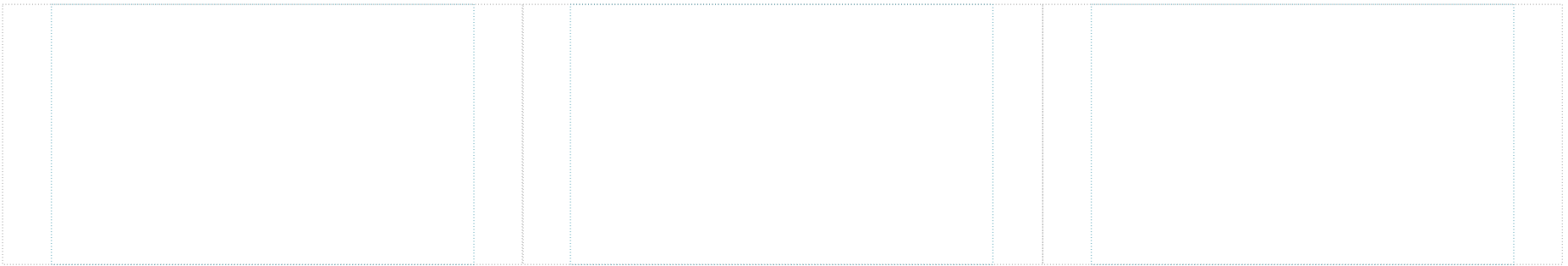
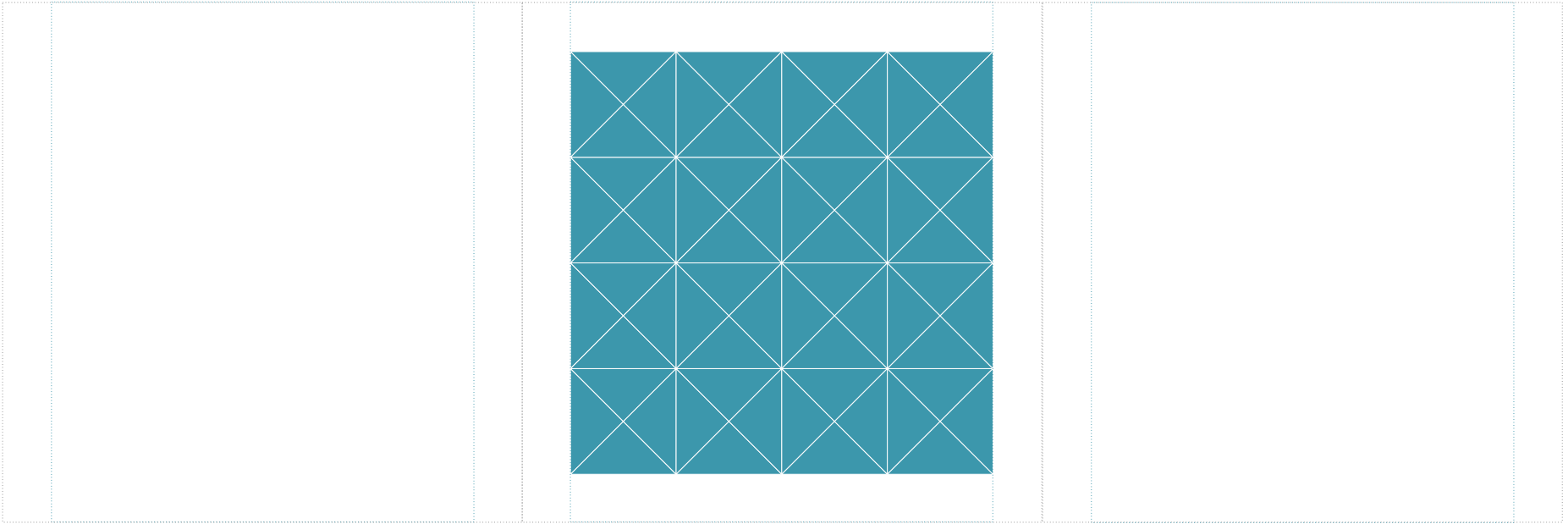
At any point, clicking NEXT on this button should take the user to the end (through that flash through of canvas icons, to the end)

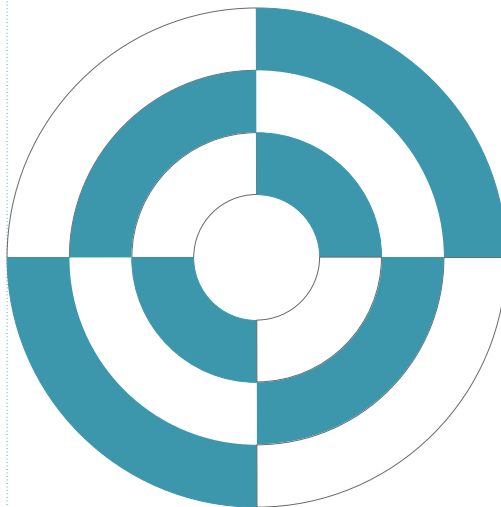


**<Need a placeholder for overarching theme or key message somewhere suitable in this layout>**











**design#code**

A system for developing  
breakthrough solutions in the  
form factor of services.





**What this  
space**

Or, let us watch it for you.

Email:



## Graphics

