

A black square microchip with white pins on all four sides.
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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;




The distinction between goods and services is a deeply-ingrained fallacy.


 Why do some succeed where others fail?

The business model is pitch perfect and the strategy is sound.

Government policy is clear about about what's best in the public interest.

 Beyond the obvious and superficial, when customers pay for a service, they pay for particular outcomes.


They pay for 'goods'.

 What gives some service providers immunity from challengers?

What gives some challengers the impunity to take on establishments?

How do you make sure policy and strategy won't fall flat in implementation and operation?






The value is from having those 'goods' guaranteed within particular places, times and platforms.

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.



Outcomes are the 'goods' and experience is the 'packaging'.


Post-industrial goods, or PIGS, in the form-factor of experience.

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 a code.



Think of design as software code.



 <p>Affected gains and avoided losses from the rendering of a customer asset, or the renting of a resource.</p>	 <p>They not only deliver a superior quality of outcomes, but also package and deliver them with a superior quality of experience.</p>	 <p>Good design reduces the risk the expected value fails to materialize.</p> <p>Great design delivers superior outcomes and experiences at a much lower cost.</p>
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 <p>Outcomes – Price/Experience = Net Value</p> <p>O-P/E=N</p> <p>O = Quality of Outcomes</p>	<p>Outcomes – Price/Experience = Net Value</p> <p>O-P/E=N</p> <p>E = Quality of Experience</p>	<p>Outcomes – Price/Experience = Net Value</p> <p>O-P/E=N</p> <p>P/E = Total Cost of Utilization, or TCU</p>
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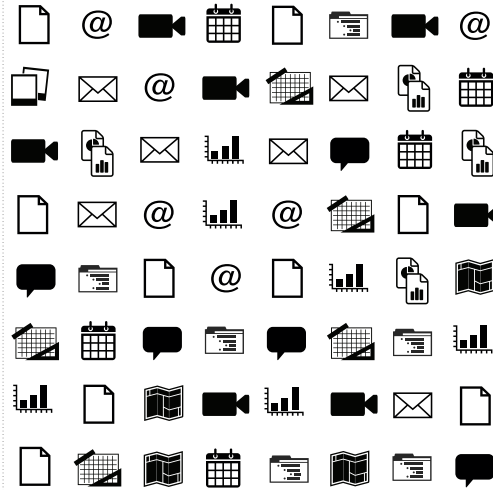
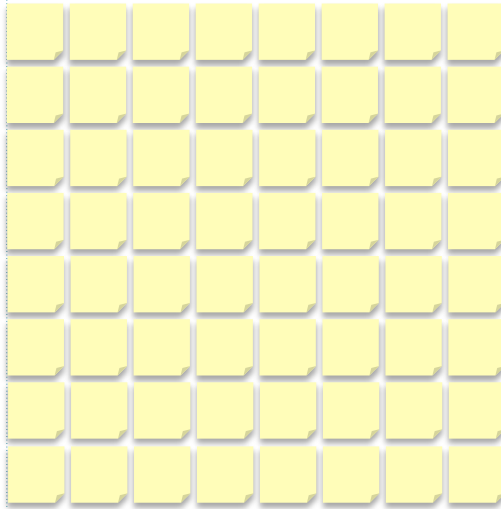


**“If at first, the idea is not absurd,
then there is no hope for it”.**

Albert Einstein



If [design should be code](#), then the
'programmers' should be nurses
and physicians; field agents and
technicians; postal workers and
flight attendants; the policymaker,
legislator; and Army generals.



Design is code

Punched cards and paper tape were once used to write computer code. Imagine writing code with the proverbial Post-It Notes®. Everybody can code.

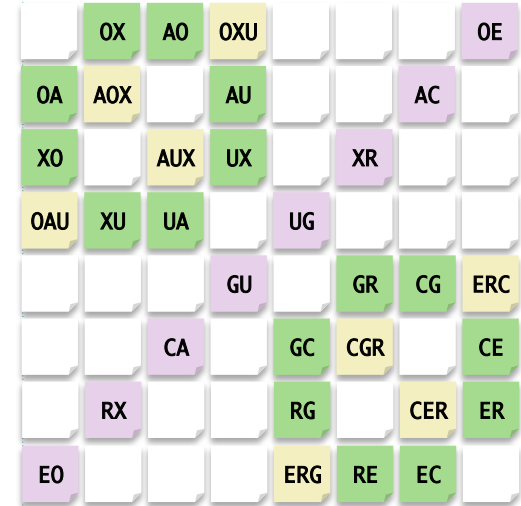
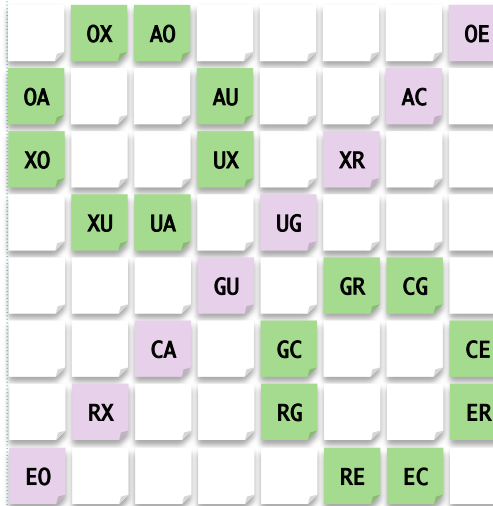
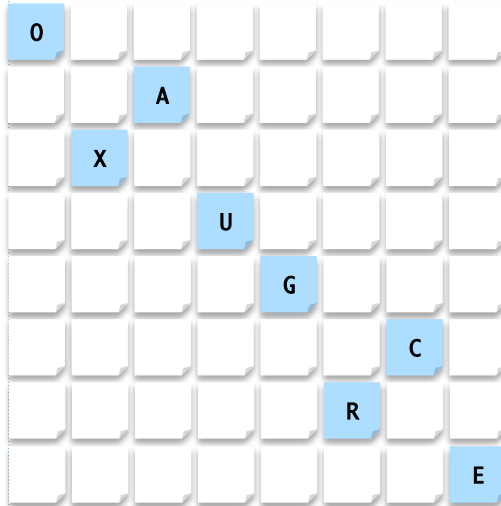
Ideas are statements

Not everybody is a designer but they have ideas, observations and insight; in their heads and in various files and formats. All the time and everywhere.

Active minds; passive design

Imagine a way to process these statements and passively convert them to code. Design code. From the noisy but decompressed white space.

Everybody can code.



8 Design Perspectives

Anchor the value proposition of every service; the building blocks for the entire design language.



24 Design Arguments

For tagging, framing and expressing ideas, observations and insight as design statements.

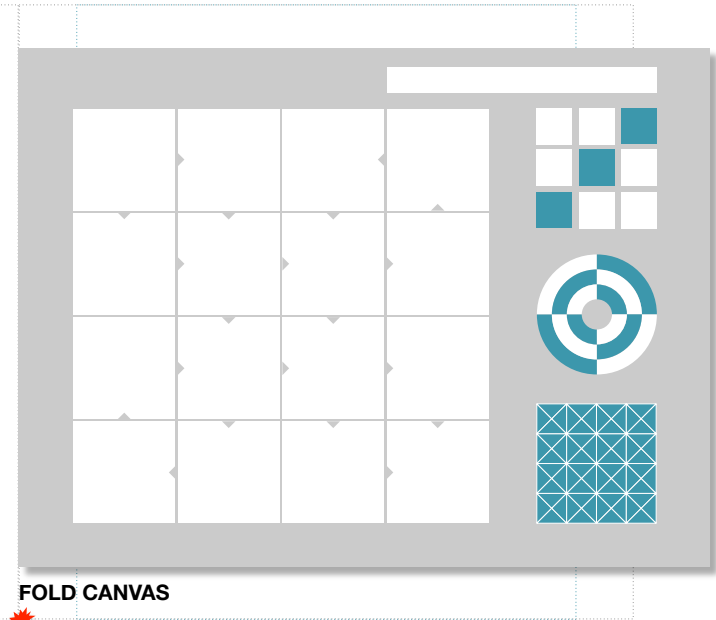
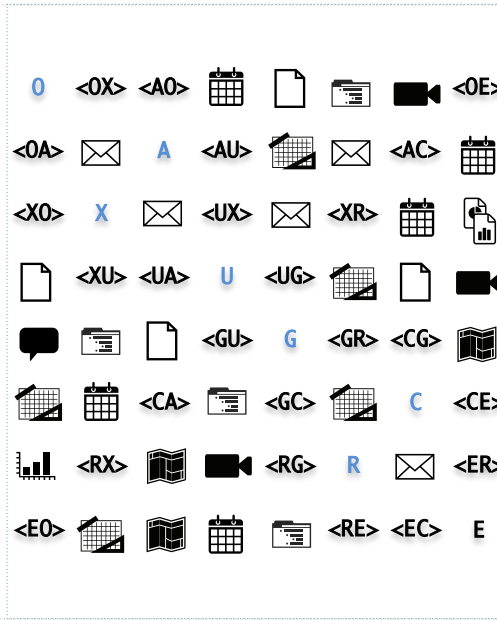
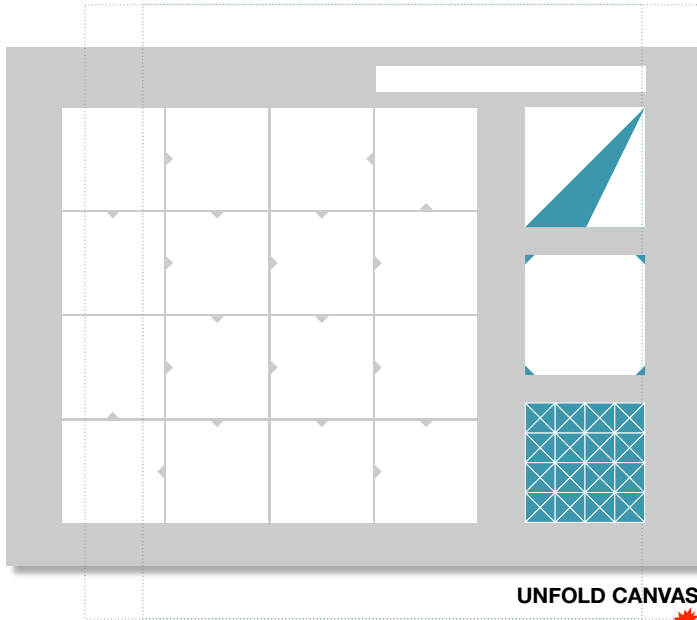


32 Design Functions

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



With simplicity and sophistication.
(One without the other is disappointing)



Good design, fast™

Combining the tradition of industrial design with the tradecraft of strategy, for a powerful design logic based on proven science of economics, engineering and operations.



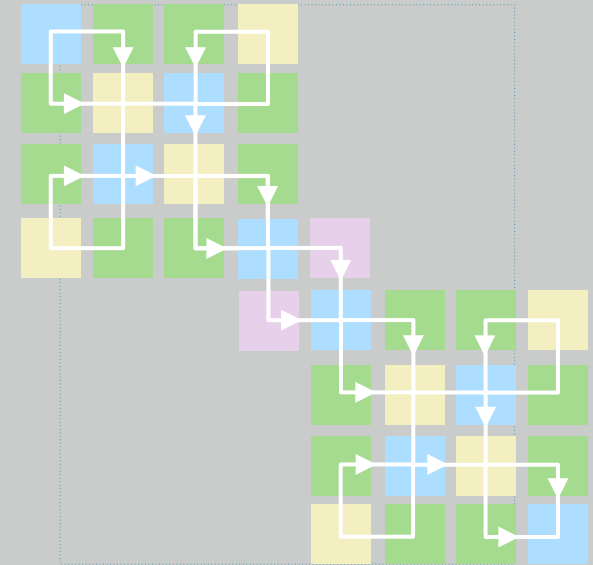
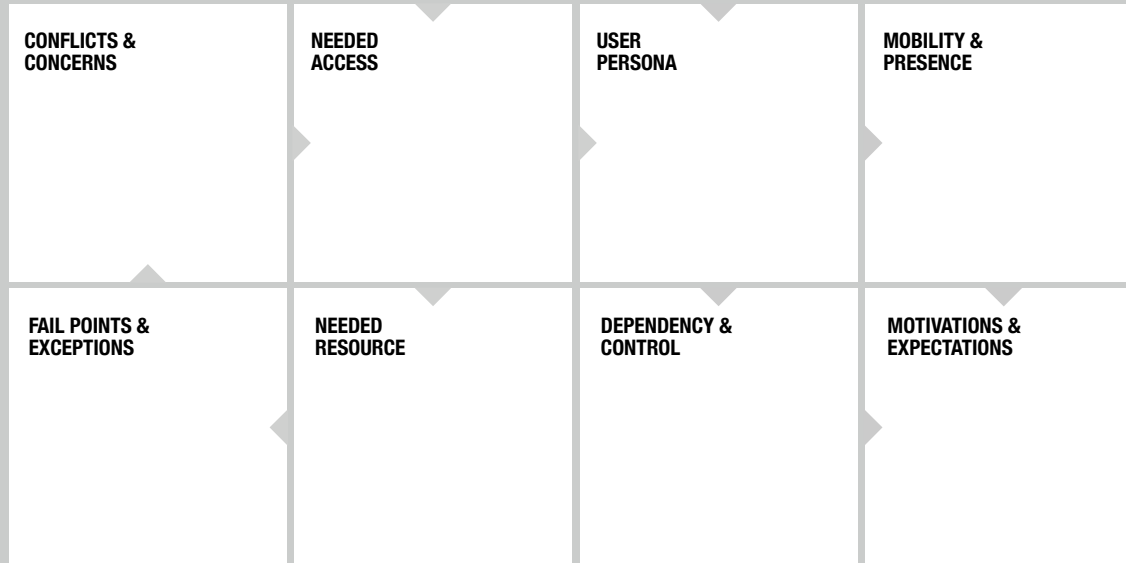
Placing ideas, observations and insight on canvases embedded with the design logic, passively generates the design of a service product.



Each canvas has 16 Design Functions in a 4x4 array, interlocked by the design logic, with charts in the margin for analysis and encoding of business model and strategy.



The simple surfaces of canvases are embedded with sophisticated code



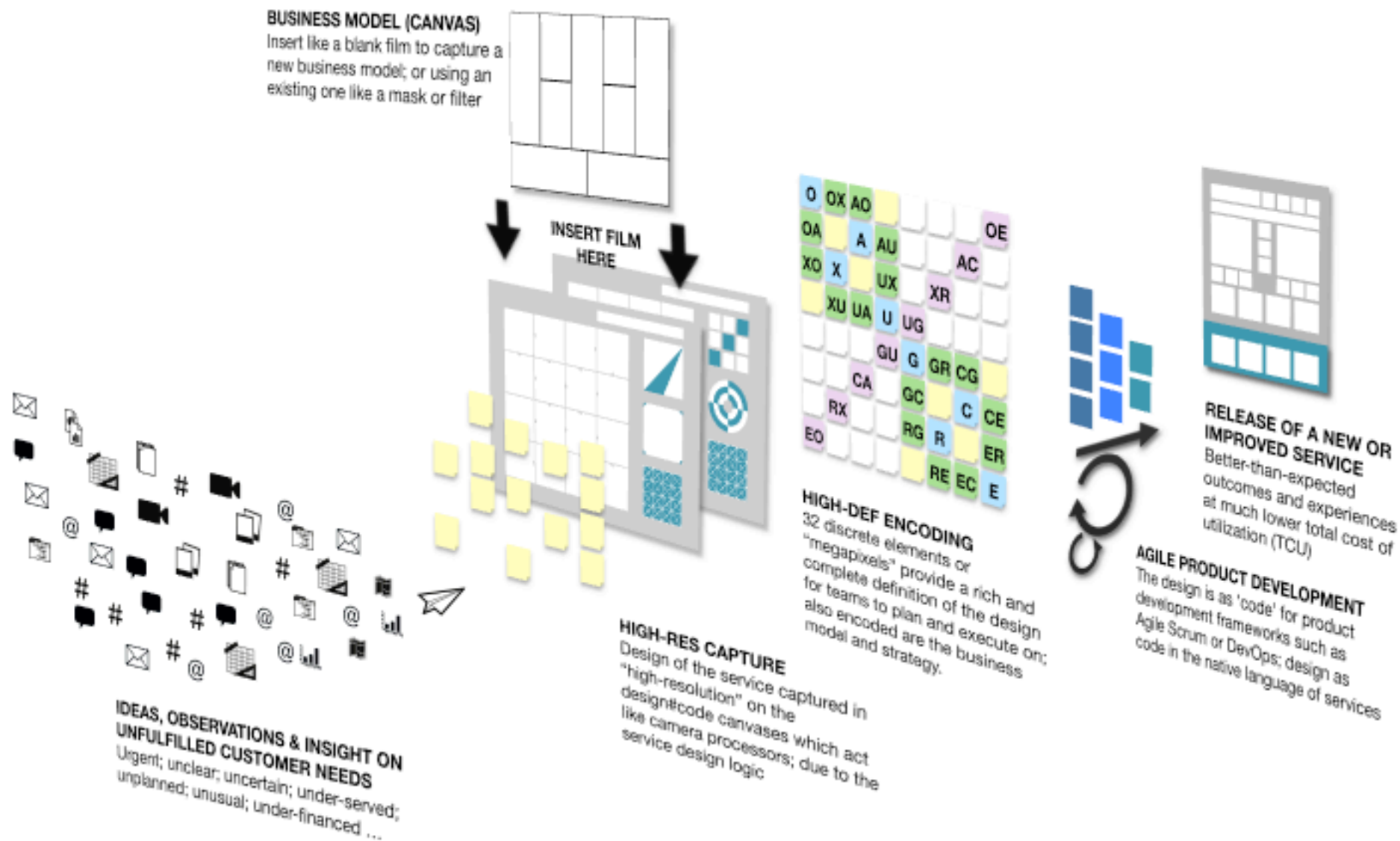
Raising the bar by lowering the barrier™

By engaging in the design effort those who are otherwise not; either because they're too busy, or not trained in the "black art" i.e. formal methods in design and architecture.

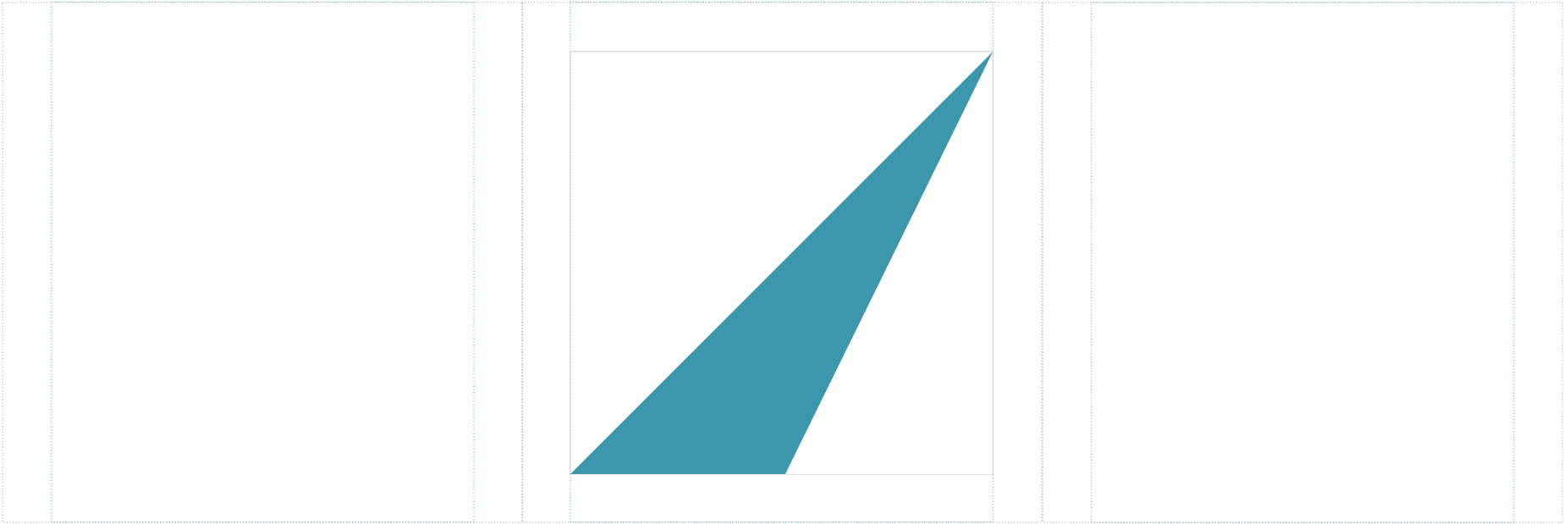
The single thread of logic through the 32 Design Functions readily integrates input from multiple perspectives, work sessions and work streams, so teams

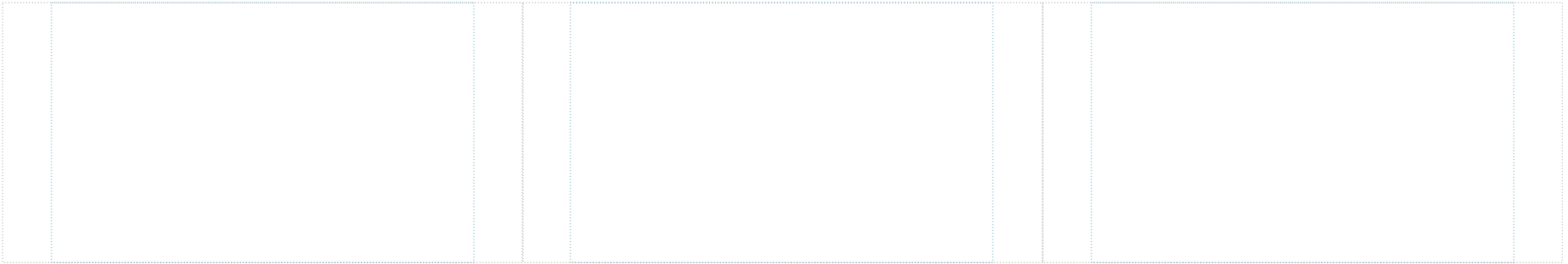
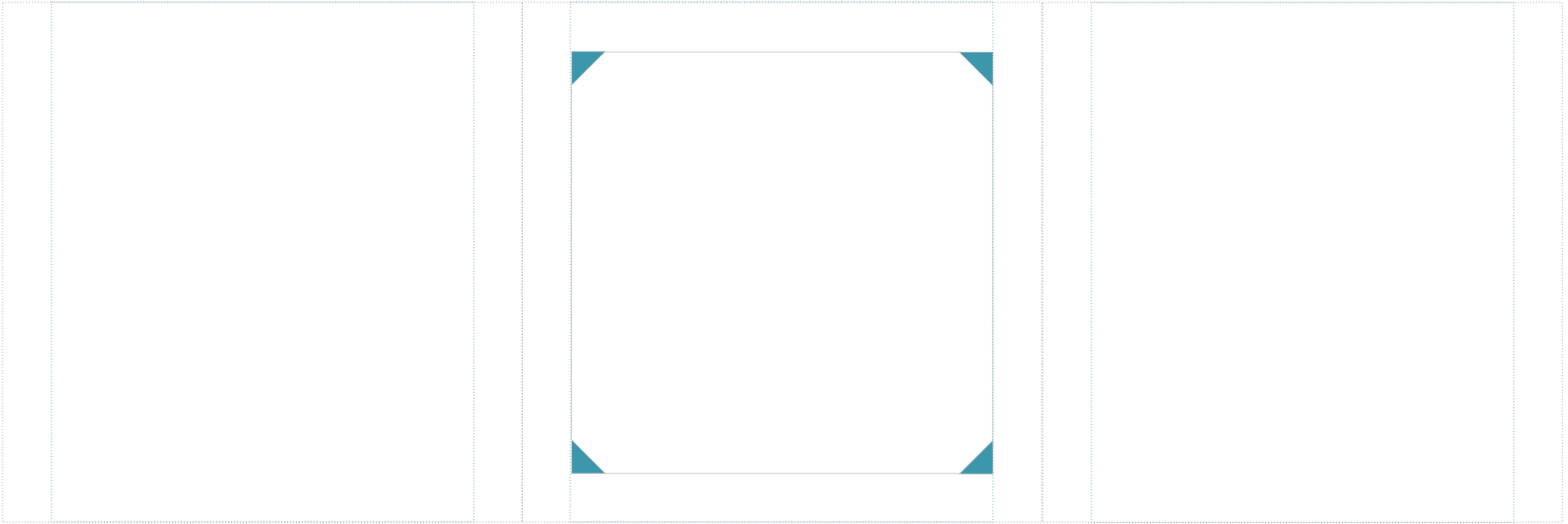
can collaborate in an asynchronous and parallel manner. This accelerates efforts and reduces pressure so there is enough time for discussion and creative conflict.

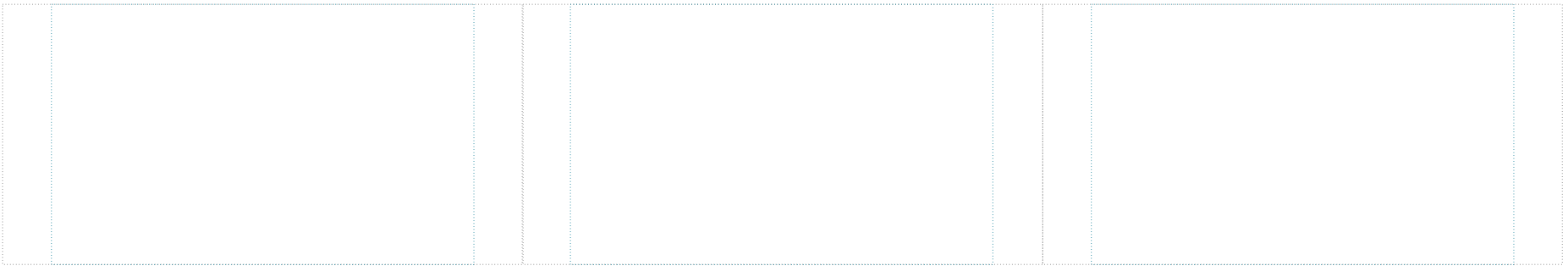
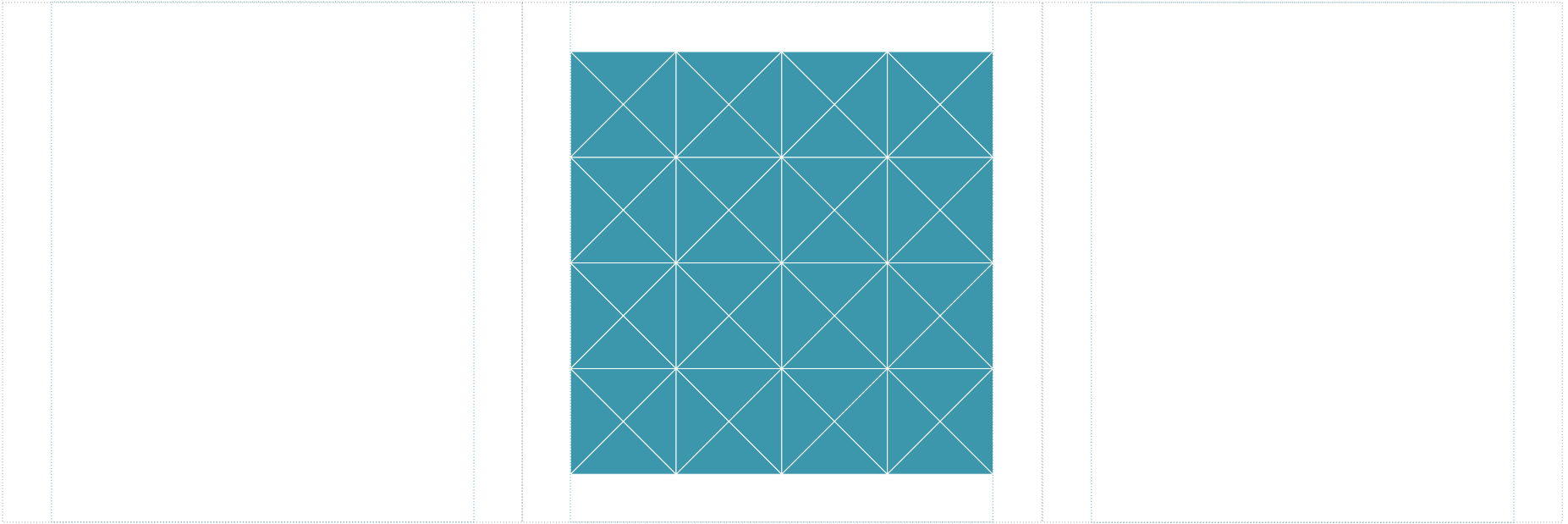
So design is neither simplistic nor superficial; collaboration hazards

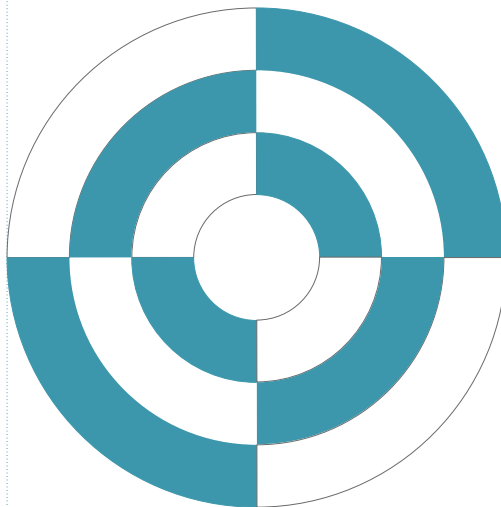


Design Signal Processing™









design#code

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

(patent-pending)





Talent



**Talent. Never enough.
You know what we mean.**

Customers



**We want you to fall in love.
With us. So watch this space.**

Partners



**Venture. Adventure.
You know who are.**

Make us beg you to join us.

Email:

Or, let us watch it for you.

Email:

Tell us we'll fail without you.

Email:

