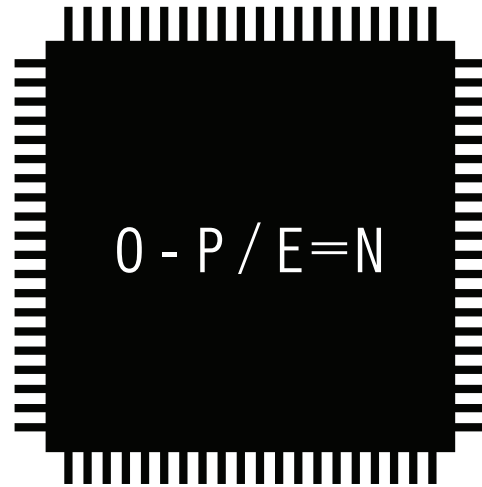


A black square microchip with a grid of pins on all four sides. The equation $0 - P / E = N$ is centered on the chip.
$$0 - P / E = N$$

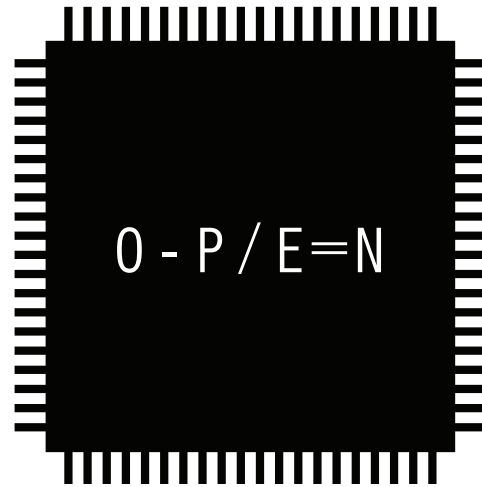
This equation governs the value
proposition of an entire class of
industrial goods;





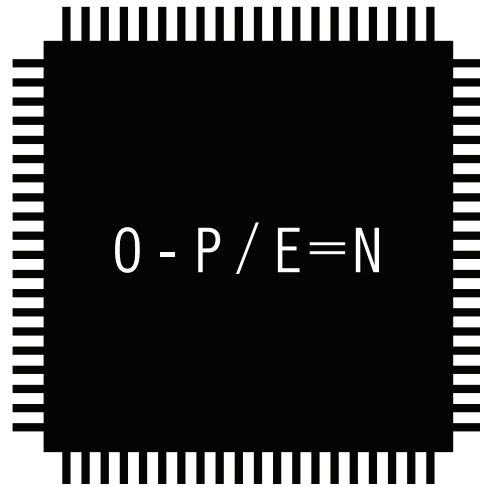
It determines success and failure
in delivering the most complex of
value propositions;





It defines the form factor in which
governments and commercial
enterprises create value.





Services.



What is a service?

Beyond the obvious and superficial,
when customers pay for a service,
what are they *really* buying?



A guarantee
that a particular set of
outcomes & experiences
will materialize within a
particular space or time.

Services are post-industrial
products; outcomes are the 'goods'
and experience is the packaging.



What makes some
service enterprises thrive
where others barely
survive?

What gives some category leaders
immunity from challengers?

What gives some challengers the
impunity to take on establishments?



What makes some
service enterprises thrive
where others barely
survive?

They guarantee superior sets of
outcomes & experiences in more
attractive space-time combinations;
at much lower cost to customers.



What makes some
service enterprises thrive
where others barely
survive?

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



What makes some
service enterprises thrive
where others barely
survive?

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



Design is integral to the DNA of each and every public service. Design is not a matter of superficial appearance.

How public services are 'designed' is central to their purpose, their function, their character. Design is the application of hard disciplines not soft furnishings.

[Restarting Britain 2:
Design and Public Services](#)

A report by the Design Commission, UK, 2013.

What's true for public services and non-profits is most certainly true for commercial enterprises, with the additional burden of profitability.



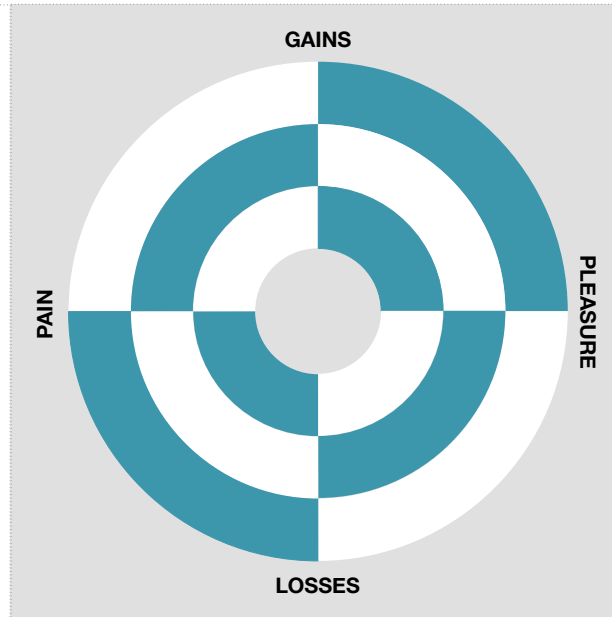
The business model is
pitch perfect and the
strategy is sound.

Policy and legislation
articulate what's best in
the public interest.

What could possibly go
wrong?

Outcomes -
Price/Experience =
Net Value





Expected value fails to materialize in the particular outcome-experience form factor within a particular space or time; customers end up *paying* a much higher price, especially when the service is “free”.



How to ensure business
model and strategy are
faithfully reproduced in
design?

How to ensure the best
intentions of policymakers
and cabinets aren't nullified
by ground realities?

Code it.



How to ensure business model and strategy are faithfully reproduced in design?

How to ensure the best intentions of policymakers and cabinets aren't nullified by ground realities?

"Instead of ... blueprints ... there is something that better represents what we should be designing going forward: genetic code ... an 'instruction set' ... the idea that code is only the beginning of something: it sets off a series of behaviours, but you can't know the ultimate outcome in advance".

[From Blueprint to Genetic Code: The Merits of an Evolutionary Approach to Design](#)

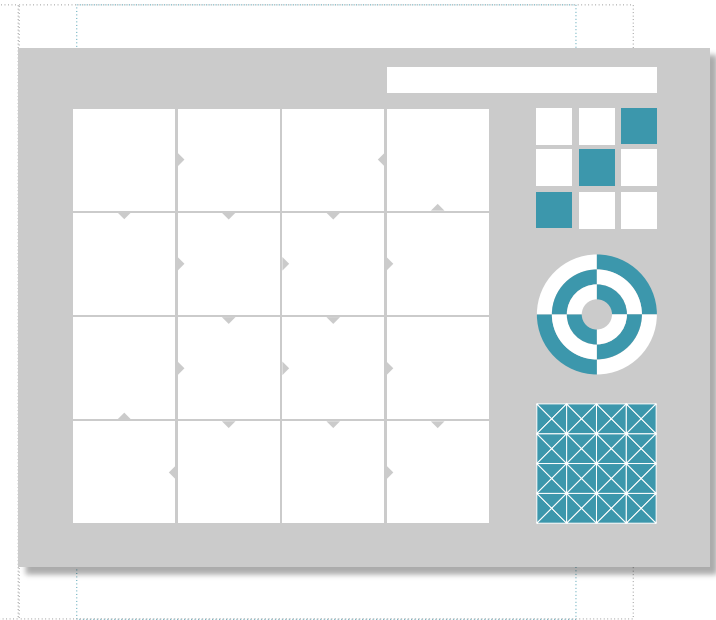
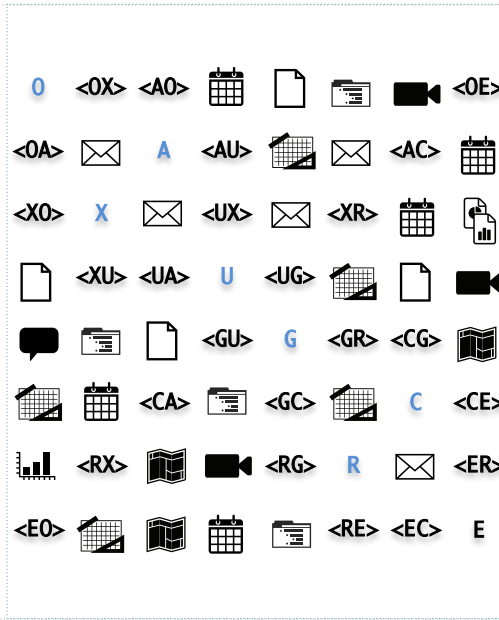
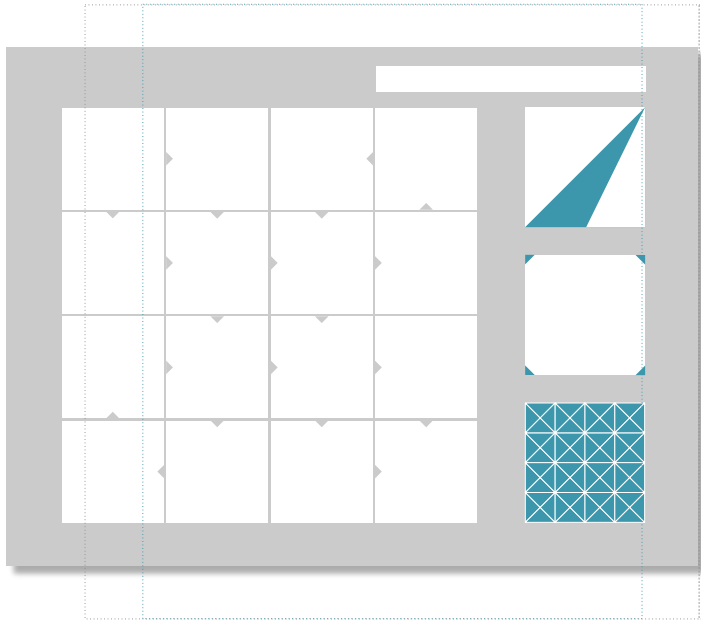
Tim Brown, CEO of IDEO
Rotman Magazine, Spring 2012

"While most of us don't understand how to work with genetic code, we have already begun to understand how to work with ... software code. The design and engineering of software has changed quite radically ... a metaphor for how we as designers need to ... work going forward".



**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.



<OX> <AO> <OE>
 <OA> <AU> <AC>
 <XO> <UX> <XR>
 <XU> <UA> <UG>
 <GU> <GR> <CG>
 <CA> <GC> <CE>
 <RX> <RG> <ER>
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	XU	UA	U	UG		
			GU	G	GR	CG
		CA		GC		C
						CE
	RX			RG	R	
EO					RE	EC
						E

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.





Graphics

