# Let's talk about strategy…

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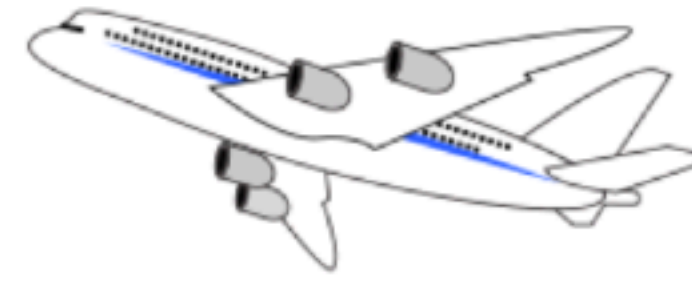
service design and product strategy

@sophiedennis

**slides**: slideshare.net/sophiedennis

**10,000 - 1,001 feet**
**The Big Picture** - integrated view of company's entire offering; brand characteristics
(5% of team effort)

**1,000 - 101 feet**
**Strategy** - requirements; briefs; desired results; planning; vision; campaign concepts
(15% of team effort)

**100-11 feet**
**Structure** - flows; service blueprints; architectural renderings, wireframes; wayfinding; navigation; brand standards and guidelines; visual language
(40% of team effort)

**10-1 feet**
**Surface** - typography; color; layout; interface design; spacing; animation; transitions; CMF (color, materials, finish) (40% of team effort)

From *Org Design for Design Orgs* by Peter Merholz and Kristin Skinner (O'Reilly, 2016).

Informed by Jesse James Garrett's classic *The Elements of User Experience* (New Riders, 2010) strategy, structure, and surface layers