Design

- to plan and make decisions about (something that is being built or created) : to create the plans, drawings, etc., that show how (something) will be made.

- Bring sensibility to an idea.
Design Philosophy

“Simplicity is the ultimate sophistication.” - Leonardo Da Vinci.

Things should be as simple as possible, but no simpler.

“Question everything generally thought to be obvious.” - Dieter Rams.

What is yours? Your teams?

Steve Jobs - Craft, Above All

IDEO - Human Centered
D - Describe

- Describe the problem
  - Who is affected
  - How many
  - What is the real problem?
- Describe existing solutions
  - Competing designs
  - There is always a current solution (may be to just ignore the problem)
- Describe the ideal solution
  - Design specifications
  - Measurables
E - Explore

- Ask questions
- Propose solutions
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- . . .
- Don’t be afraid
- Use a big marker
- Ask Questions
S - Select

- Narrow ideas
- Compare the best ideas
- Add details
- Propose solution
I - Implement

- Prototype
  - Mathematical
  - Fundamental
  - Physical
    - Cardboard and duct tape
    - Function
    - Form
- Create design documents
- Fabricate
G - Gage

- Measure against ideal solution
- Test functionality
N - Nth number of iterations

- Go back to any step in the process