

SHOW DON'T TELL

Communicate your vision in an impactful and meaningful way by creating experiences, using illustrative visuals, and telling good stories.



FOCUS ON HUMAN VALUES

Empathy for the people you are designing for and feedback from these users is fundamental to good design.

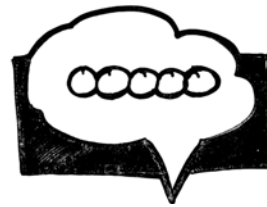
CRAFT CLARITY

Produce a coherent vision out of messy problems. Frame it in a way to inspire others and to fuel ideation.



EMBRACE EXPERIMENTATION

Prototyping is not simply a way to validate your idea; it is an integral part of your innovation process. We build to think and learn.



BE MINDFUL OF PROCESS

Know where you are in the design process, what methods to use in that stage, and what your goals are.



BIAS TOWARD ACTION

Design thinking is a misnomer; it is more about doing that thinking. Bias toward doing and making over thinking and meeting.



RADICAL COLLABORATION

Bring together innovators with varied backgrounds and viewpoints. Enable breakthrough insights and solutions to emerge from the diversity.

D.MINDSETS