ammunition
BEING DESIGN DRIVEN
design:
purpose, planning, or intention that exists or is thought to exist behind an action, fact, or material object
great design:
an inspired interpretation embodied in a compelling experience
what does it take to consistently do great design?
management > marketing > design > engineering > manufacturing > sales > support
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vision of the end experience
clear, high design expectations across organizations
shared understanding of what needs to be done
priority and commitment
TECHNOLOGY ENABLES, BUT DESIGN ESTABLISHES
deliver the classic polaroid experience in a modern way
fill the gap between affordable & expensive
nalascent
reconceive how we build things
We are what we repeatedly do. Excellence, therefore, is not an act, but a habit.

— Aristotle
THANK YOU!
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