

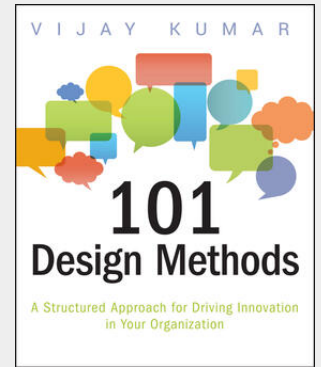
Kumar

101 Design Methods

A Structured Approach for Driving Innovation in Your Organization

The first step-by-step guidebook for successful innovation planning Unlike other books on the subject, 101 Design Methods approaches the practice of creating new products, services, and customer experiences as a science, rather than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings. Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find this an invaluable resource. Novices can learn from it; managers can plan with it; and practitioners of innovation can improve the quality of their work by referring to it.

A step-by-step guidebook on deploying design thinking for innovation Design thinking is a mindset and method that can be applied to nearly any innovation challenge or endeavor. Using structured methods for observation, reframing, ideation, prototyping, and planning, design thinking can be used to develop innovative solutions in a wide range of business scenarios and social reform. 101 Design Methods is the first step-by-step guidebook for successful innovation through design thinking. Unlike other popular titles, 101 Design Methods approaches the practice of creating new products, services, and customer experiences as a science, rather than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings. Exploring the "mindset" and "methods" for each, the modes of thinking covered include: * SENSE INTENT * KNOW CONTEXT * KNOW PEOPLE * FRAME INSIGHTS * EXPLORE CONCEPTS * FRAME SOLUTIONS * REALIZE OFFERINGS Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find 101 Design Methods an invaluable resource. Novices can learn from it; practitioners can structure their work; managers can plan with it; and executives can make decisions based on it.



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