

# Inspiration

Observe & Inquire

Tell Stories

Synthesize

1

# Ideation

Brainstorm

Experiment

2

# Implementation

Execute

Spread

# INSPIRATION

# IDEATION



Look out at the world



Observe consumers



Synthesize as a team



Brainstorm



make multiple sketches and scenarios



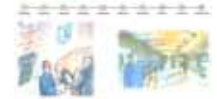
Focus on extreme users



Share insights



build creative frameworks



Describe the customer journey



explore technology options



tell stories



Use a project room



Prototype



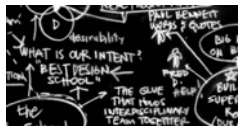
understand business constraints



Engineer the experience



Test with users



Look in at the organization

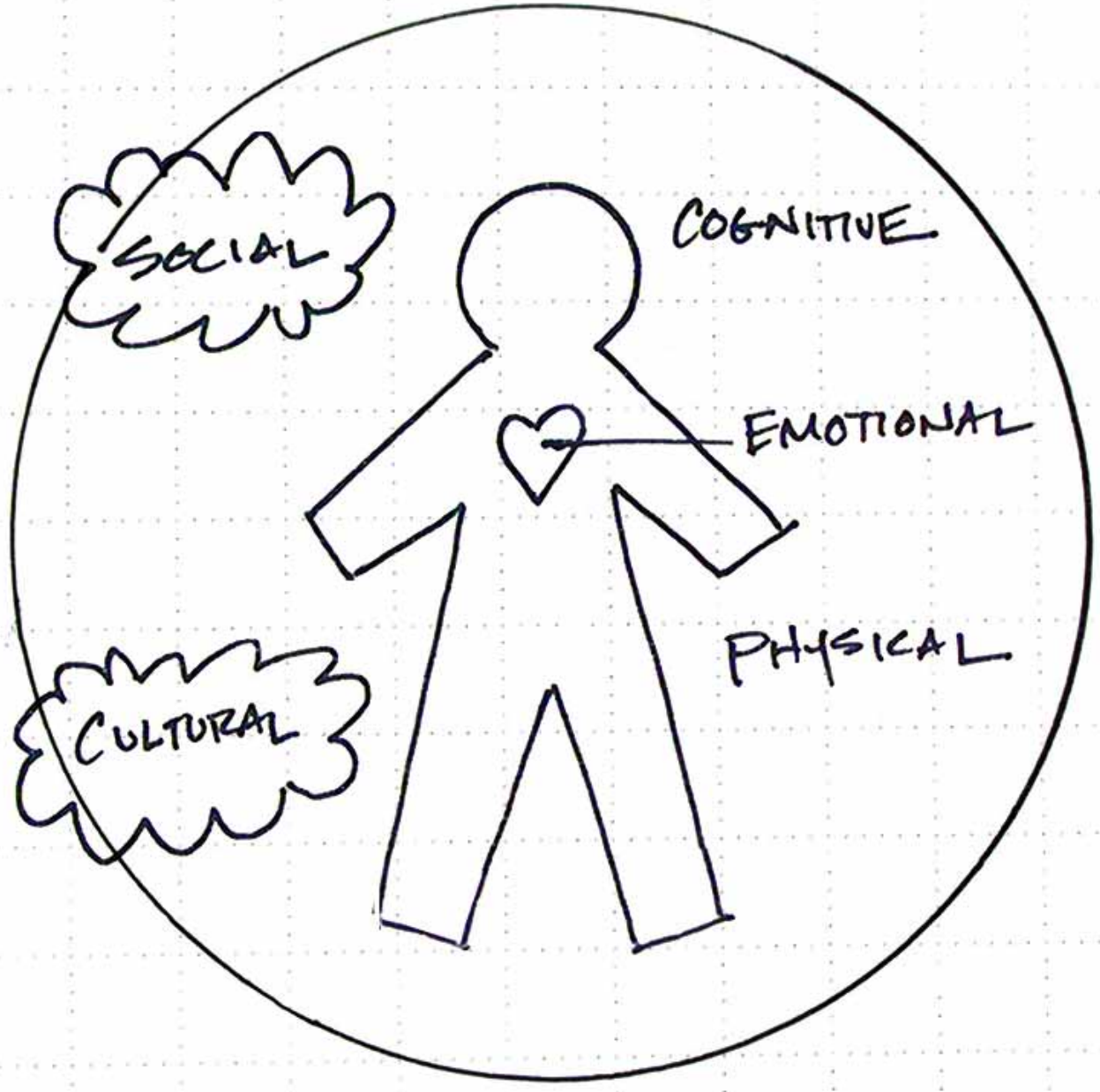


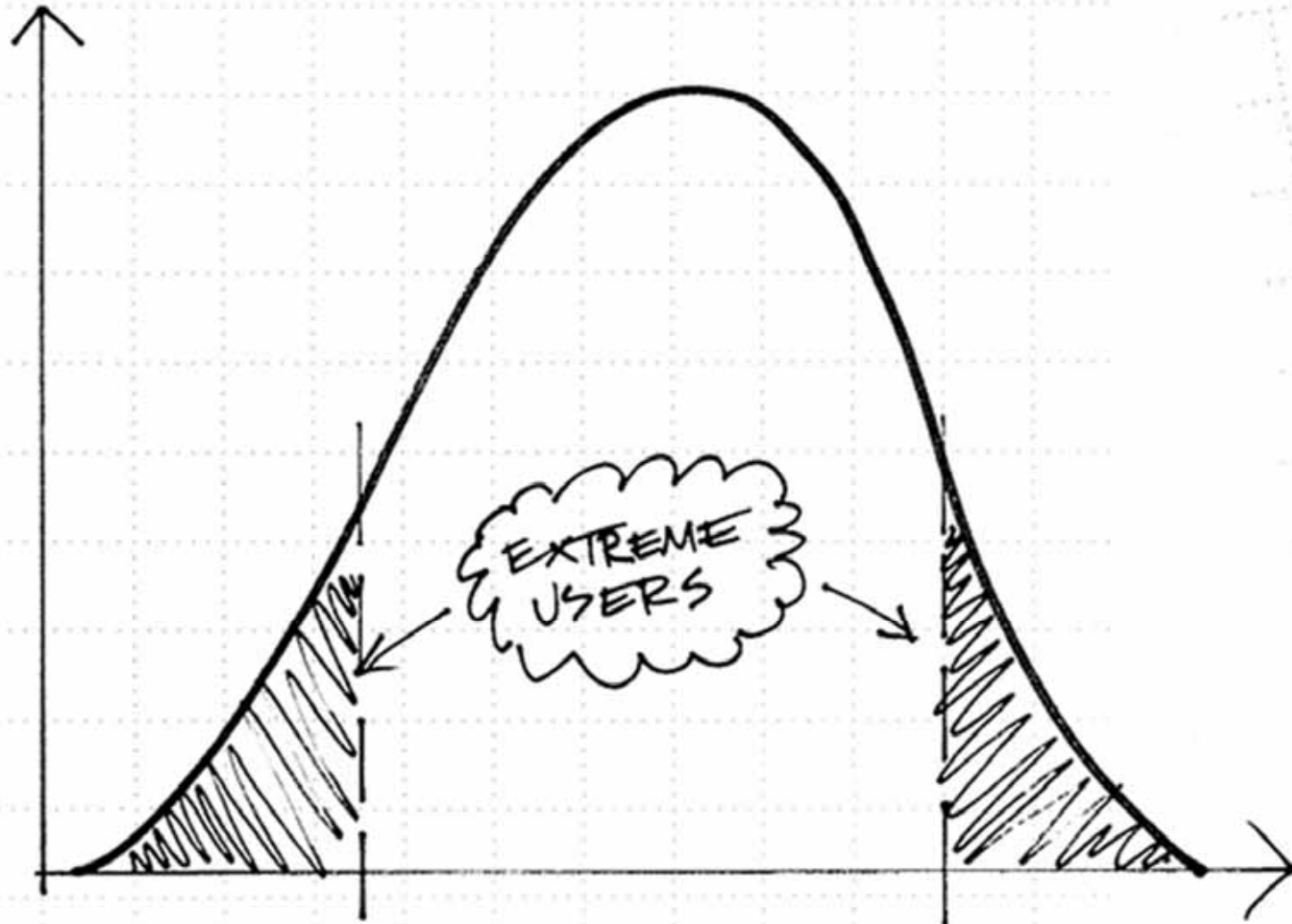
Tell stories



communicate and spread

# IMPLEMENTATION





**insights come from  
extreme users**

building to think



1407  
200  
1615

**story telling**