

What we're building is probably underestimated by most people. Communication is really inefficient. If we can improve that just a little bit for a lot of people, that's a massively important thing for the economy and the world.

- Mark Zuckerberg (founder Facebook)

Design Process

1. Formulate an opinion

Design with the end in mind.

2. Research

Gather support, validation, knowledge, insights, and inspiration

3. Proto-type

*Everything & anything can move a project forward –
produce to prove & design to explore.*

Prototypes may only address a minor aspect of the whole.

4. Review/analyze/test

*There's no right or wrong – just what accomplishes defined objectives –
360 degree critique*

5. Iterate

Never done.

6. Present

Entertaining-efficient-effective-precise-succinct-impactful-relevant (dialogue)