

**modernist
studio.**

INTRODUCTION TO DESIGN STRATEGY

A designerly approach to product management





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1/7 PHOTOS: LEONID UROSSOV FOR FAST COMPANY



BY KATHARINE SCHWAB 5 MINUTE READ

For Mauro Porcini, design is the key to making a corporation like PepsiCo relevant. He [joined](#) the company in 2012 after a 10-year stint as Chief Design Officer at 3M, and has focused his efforts on creating a company culture that embraces design thinking to make the food and beverage giant more nimble, and create experiences that grow the brand.

At the 2016 Fast Company Innovation Festival, Porcini cited five books that have shaped his design philosophy and helped him implement it in

“Design is the key to making a corporation like PepsiCo relevant.”

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[Image: StudioM1/iStock]

**UBER: DESIGNING TRUST INTO A COMPANY THAT DESPERATELY NEEDS IT**

With a new CEO at the helm, changes to its executive board, and a renewed focus on profitability, Uber is trying to right its ship after a tumultuous 2017. The role of design in that transition, according to vice president of design Michael Gough, is to introduce a more empathic and considered approach to the company and the product. The rapid expansion model that helped Uber scale is no longer sufficient for a company that on the surface may be running an app but in the process is creating new economies. “If we got a button wrong at Adobe, people complained,” shares Gough, who prior to Uber led design teams at Microsoft and Adobe. “If we get a button wrong at Uber, entire economies get disrupted. You have to think about all these repercussions, because little mistakes can have incredible downstream

..

“If we get a button wrong at Uber, entire economies get disrupted.”

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[Photo: Steven Pabel/Unsplash]



BY AILEEN KWUN 8 MINUTE READ

Last week, Christopher Hawthorne—the *Los Angeles Times*’s architecture critic of 14 years—announced he’d be [leaving his post to become L.A.’s first-ever chief design officer](#). The new role, specially created for him by Los Angeles Mayor Eric Garcetti, signaled that design criticism now had a seat at the City Hall table.

Posting the [announcement on Twitter](#), Hawthorne (who’s swiftly updated his handle from @HawthorneLAT to @HawthorneCDOLA) humbly admitted that being an architecture critic at a major U.S. newspaper is the only role he’d previously aspired to fulfill, and yet in [his final column for the *Times*](#), made it clear there’s no shortage of issues for him to tackle in his new job—from climate change to

“Design criticism now had a seat at the City Hall table.”

Design Strategy

Design Strategy is about...

Experience

Design Strategy is about...

Emotional Insight

Design Strategy is about...

Narrative, Stories & Value

FUNDAMENTALS

Design strategy is fundamental to bringing design to product management.

Experience

The things and pressures on people that define and shape their interactions

Emotional Insight

Finding meaning in data by looking at it from the perspective of people

Narrative, Stories & Value

Stories of how a person can achieve their goals, and the value they get from an experience

Empathy







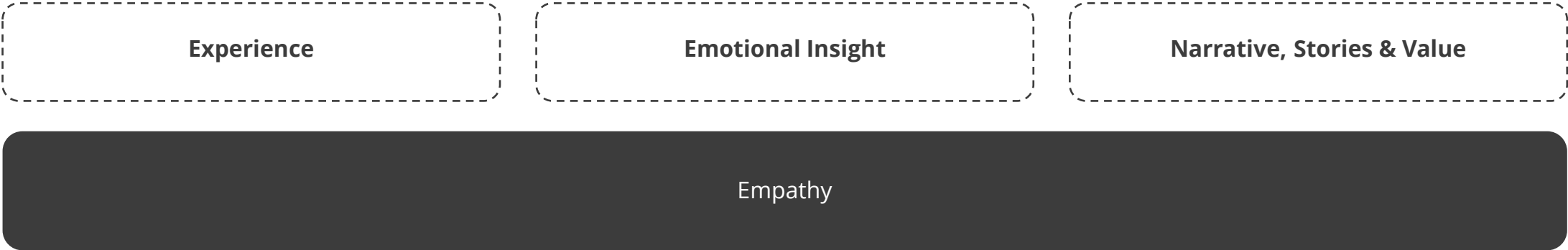






*“In February, the Disney board authorized a budget of nearly **\$1 billion** for MyMagic+”*

— Fast Company





Cast Members
Costumes
Attractions
Restaurants
Souvenirs
Magic Band
Hotel Room

Experience

Emotional Insight

Narrative, Stories & Value

Empathy



Cast Members
Costumes
Attractions
Restaurants
Souvenirs
Magic Band
Hotel Room

Magic
Imagination
Optimism
Playfulness

Experience

Emotional Insight

Narrative, Stories & Value

Empathy



Cast Members
Costumes
Attractions
Restaurants
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Magic Band
Hotel Room

Magic
Imagination
Optimism
Playfulness

We promise you will have the most magical experiences of your life.

Experience

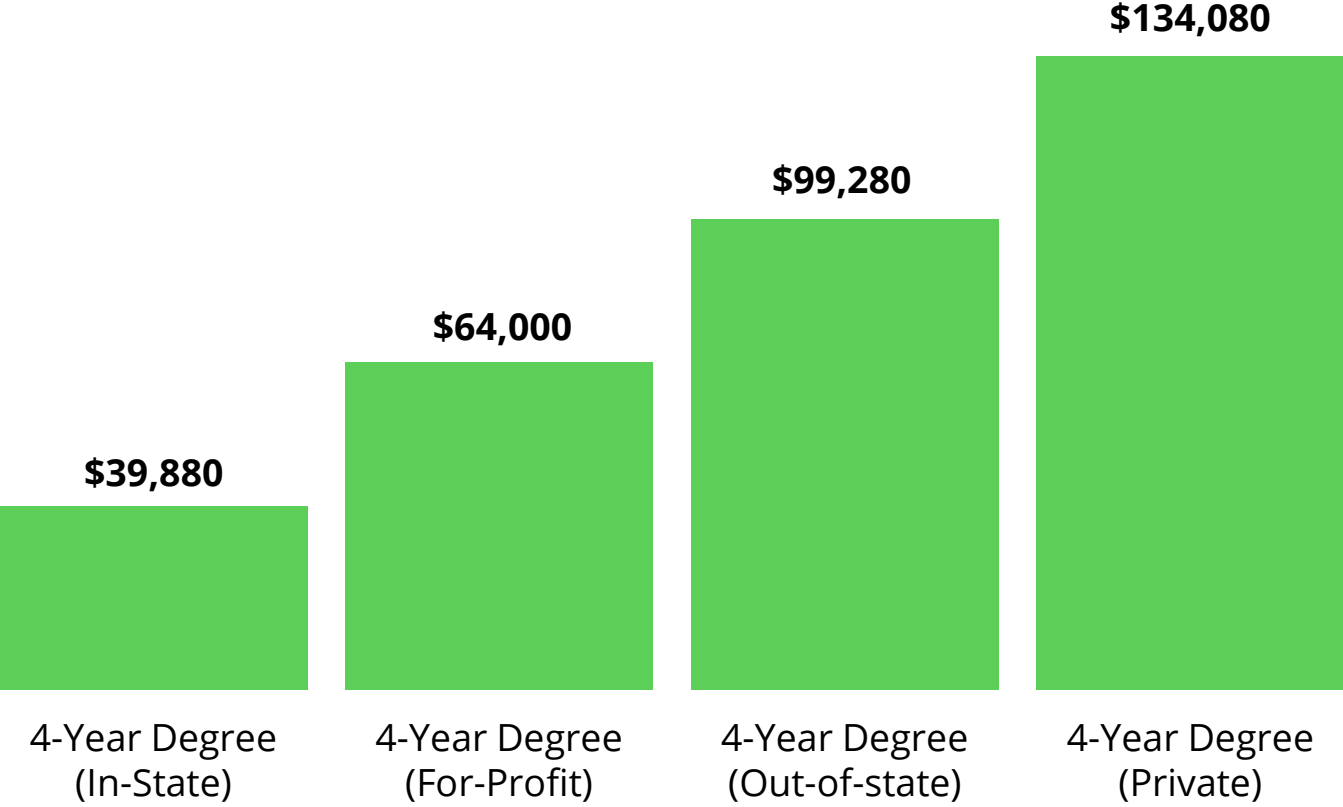
Emotional Insight

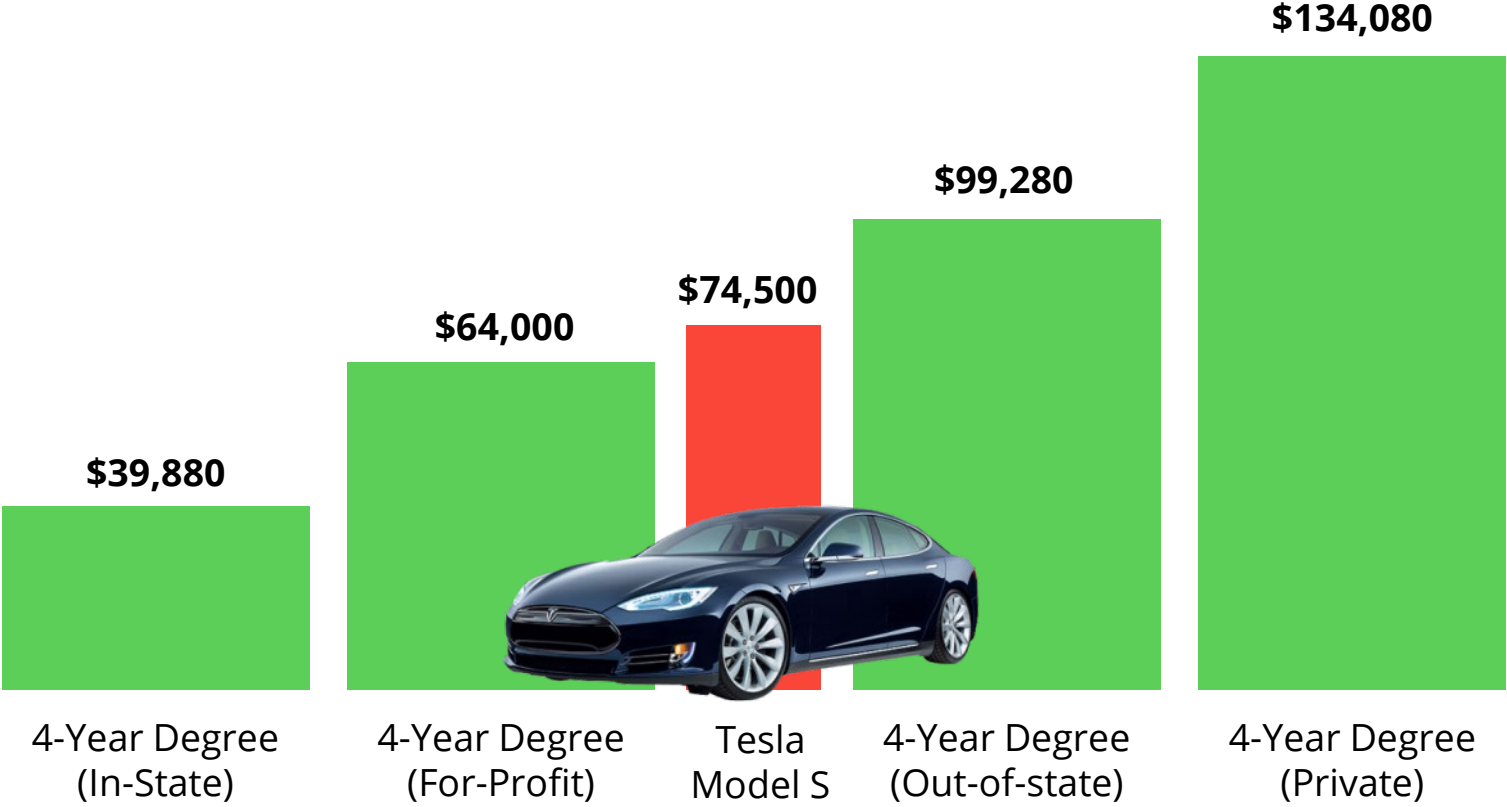
Narrative, Stories & Value

Empathy

Not just for consumer products...

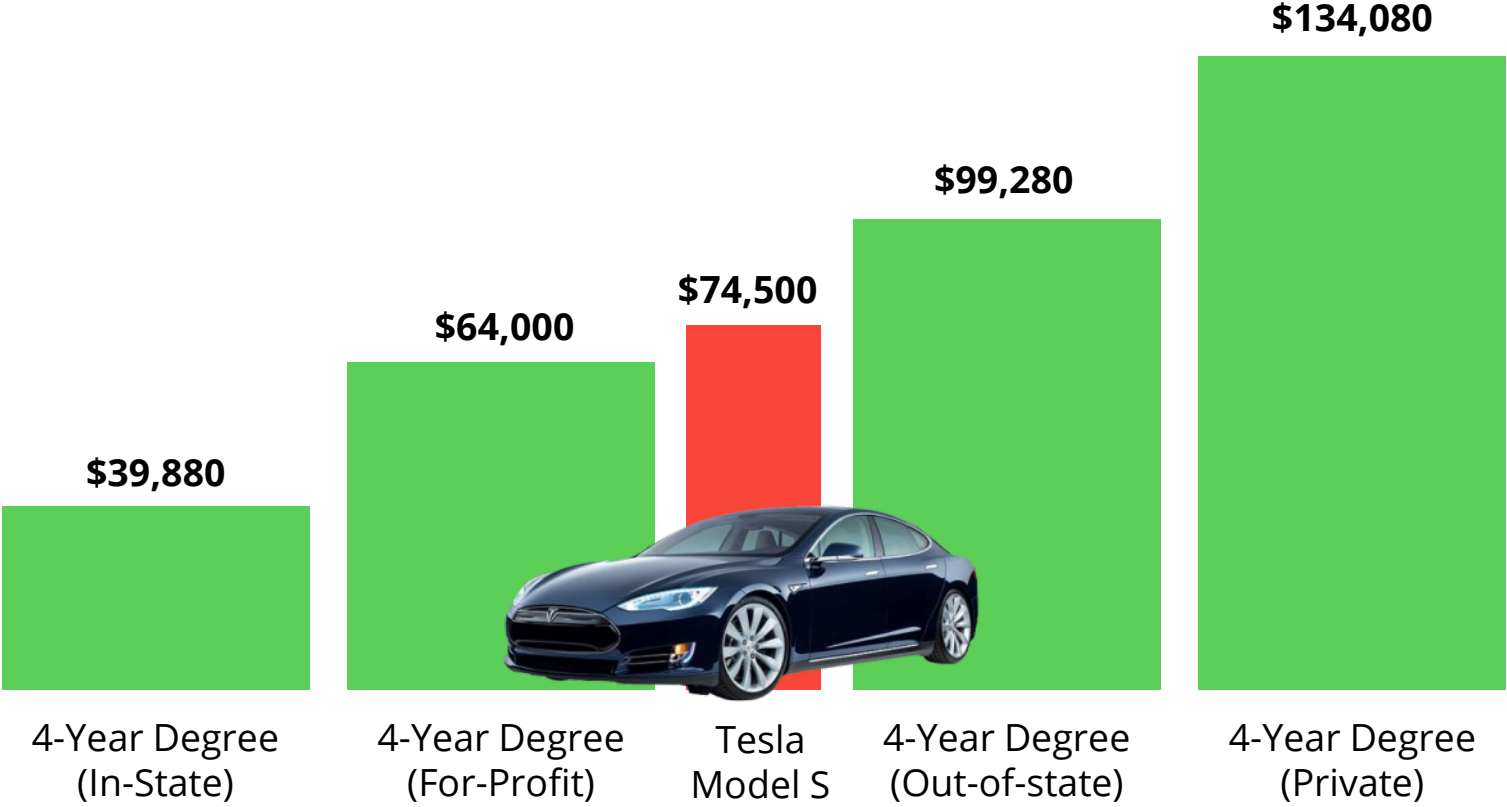
Blackboard[®]

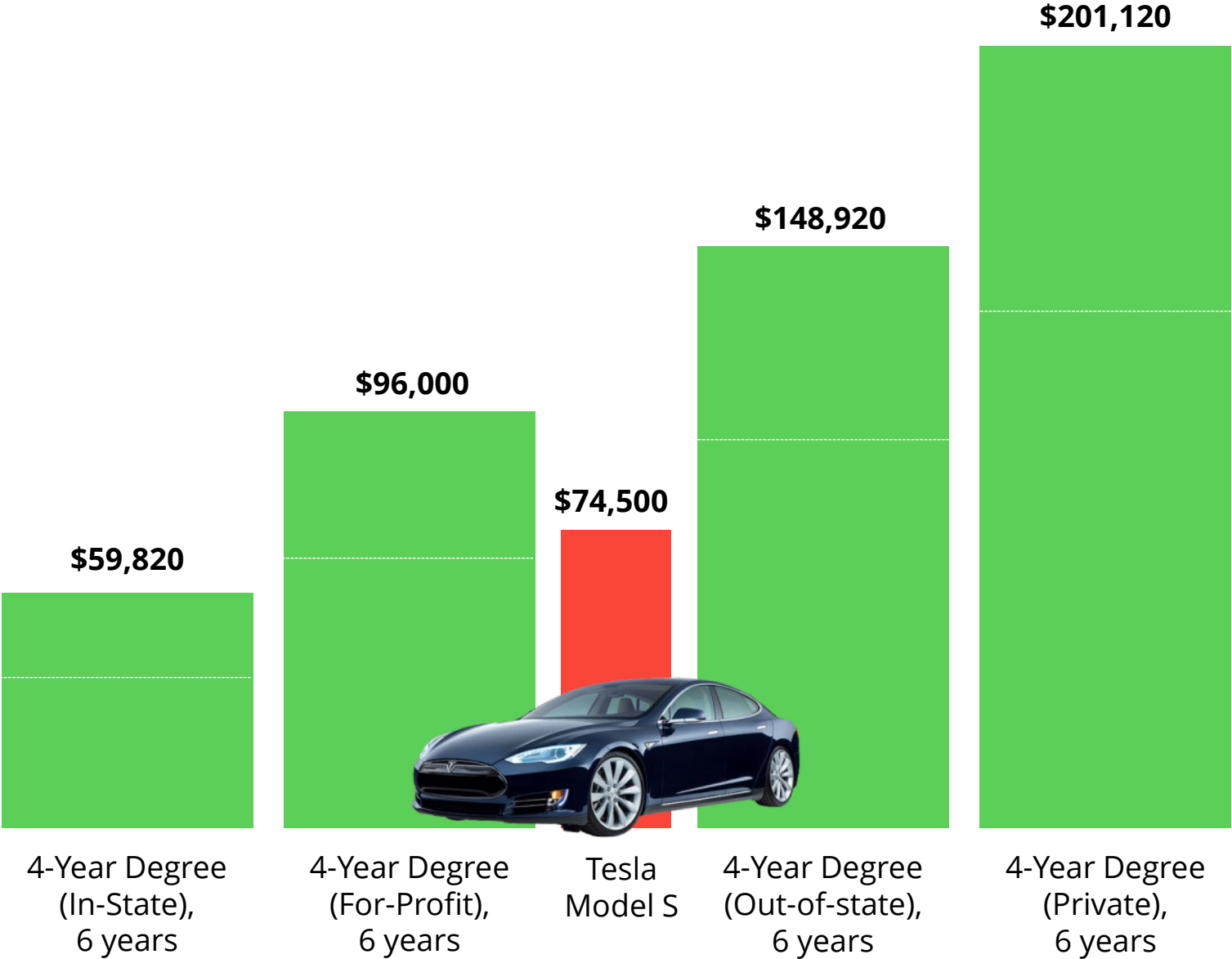


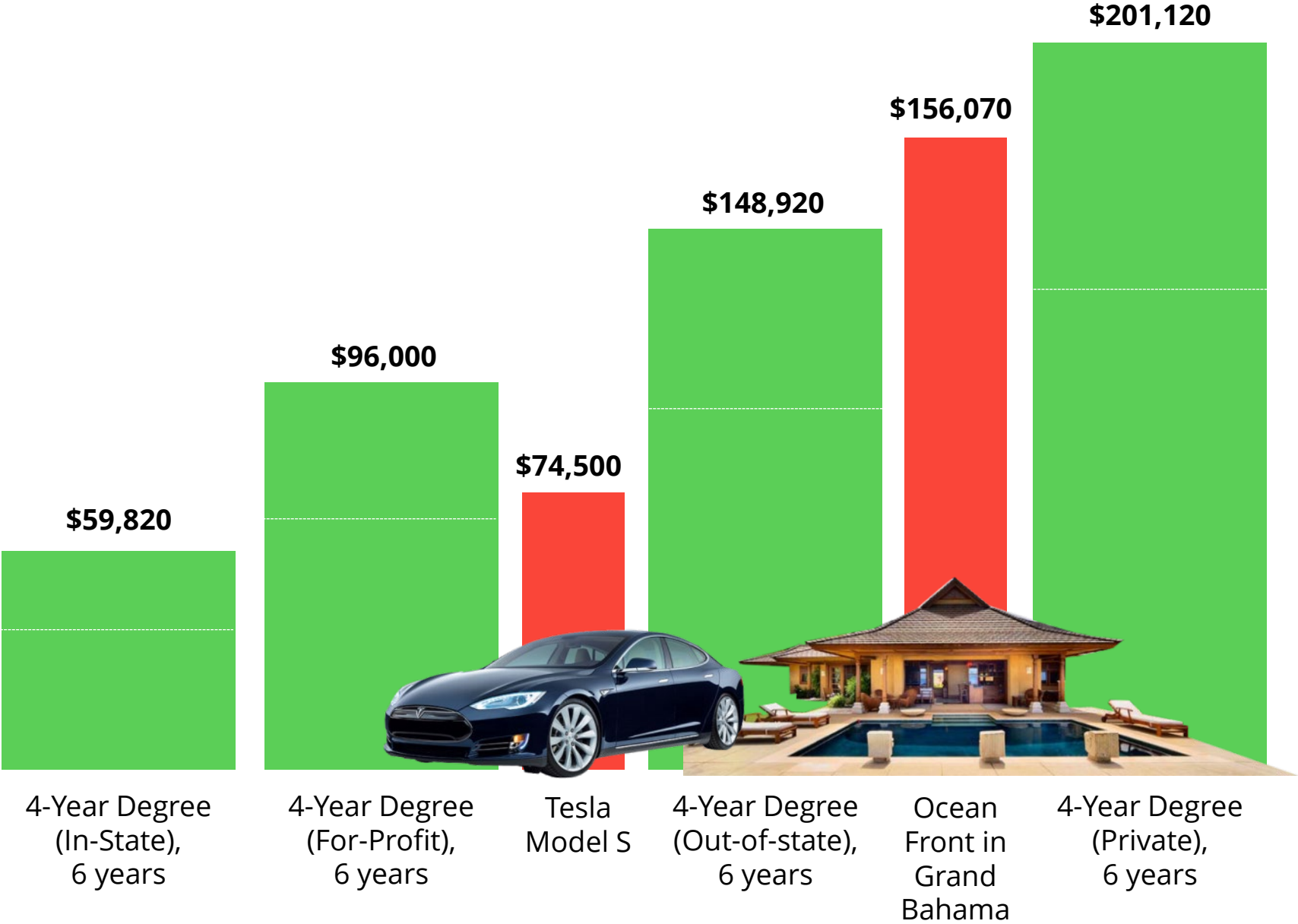


Six year graduation rate for
undergrads in the United States:

59%







*“There was one page that explained how your student loans would be forgiven – the only thing it said is **if you die**. It didn’t make me feel great.”*

— Sara, Environmental Studies major







After graduation, I'll get a job or get into graduate school. If I want to stick with psychology, I'll get a masters degree in it so I can become a certified psychologist, or I might stick to the original plan and go to law school. After I make the decision, pretty much the rest of life happens after that. You know, be a lawyer, finish school and make sure you make enough money to support yourself and do fun things. And then you just get old.

Desiree



Observation:

Students don't know.

Insight:

*Students feel that college determines the
“rest of your life,” and describe pressure
and an urgency to constantly push
forward.*

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myEdu

At a Glance | MyEdu Profile | Schedule & Courses | **Jobs & Internships**

Jon | | Logout

New York, NY

11 great jobs in the Big Apple

[Back to map](#)

STREET FOOD
4,000
Total street vendors

RENTAL PRICE
\$3017
Median rental rate

COMMUTE
44 minutes
Average commute time

LOCATION

Where I want to work

11

Around my university

0

Close to my hometown

3

Within my country

99

Not seeing the jobs you want?

Jobs & Internships You Might Be Interested In

These listings are based on your area of study and school location as set in your [user profile](#).

Software Developer Intern

Clear Vision Optical
Hauppauge, NY

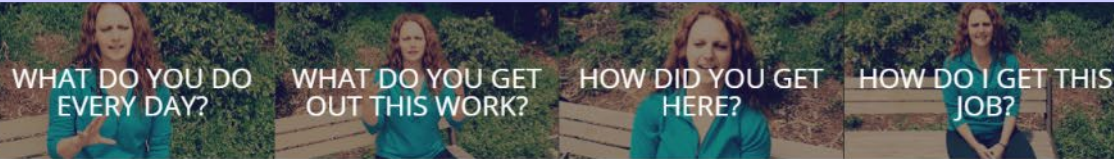
View

jobs by

Software Developer Intern

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Perks

1. Great, great job security. There's a ton of demand for nurses.
2. You help people feel better, and gain their respect and trust.
3. You're always learning.

Salary & Cost Of Living

ANNUAL SALARY = A MONTH

\$69,620 = **\$5,801**

After paying average living expenses, you will have approximately:

\$69,620

[What can I afford?](#)

Downers

1. You'll have to interact with a lot of gross fluids.
2. Some patients aren't very nice. You still have to help them.
3. You'll have little control over your nights and weekends.

What do you think of this career?

No Way

Maybe

Totally



Blackboard

Beth Carlson

Activity Stream

Courses

Organizations

Calendar

Messages

Grades

Tools

Admin

Log Out

(BIS45-67)

Biological Sciences

Dr. Andrew Moulton

Professor

[Andrew's Virtual Office](#)

Mon, Wed

1:30pm - 3:30pm

Tue, Fri

2:30pm - 4:30pm

Harrison Hall

Room 1306

Gibson Hall

Room 1821

Details & Actions

Beth Roberts

Teachers Assistant (TA)

Start Presentation

Accessible to this class

Record Message

To Everyone in this class

Send Message

To Everyone in this class

Course Open

Click to close this course

Course Outline

Filter Content

Biological Sciences: Interactive

Visible to students

Lesson 1: Contents

Visible to students

Biological Sciences: Interactive

Visible to students

Edit

Delete

Close

Content Container

Visible to students

The Major Divisions of Life

Visible to students

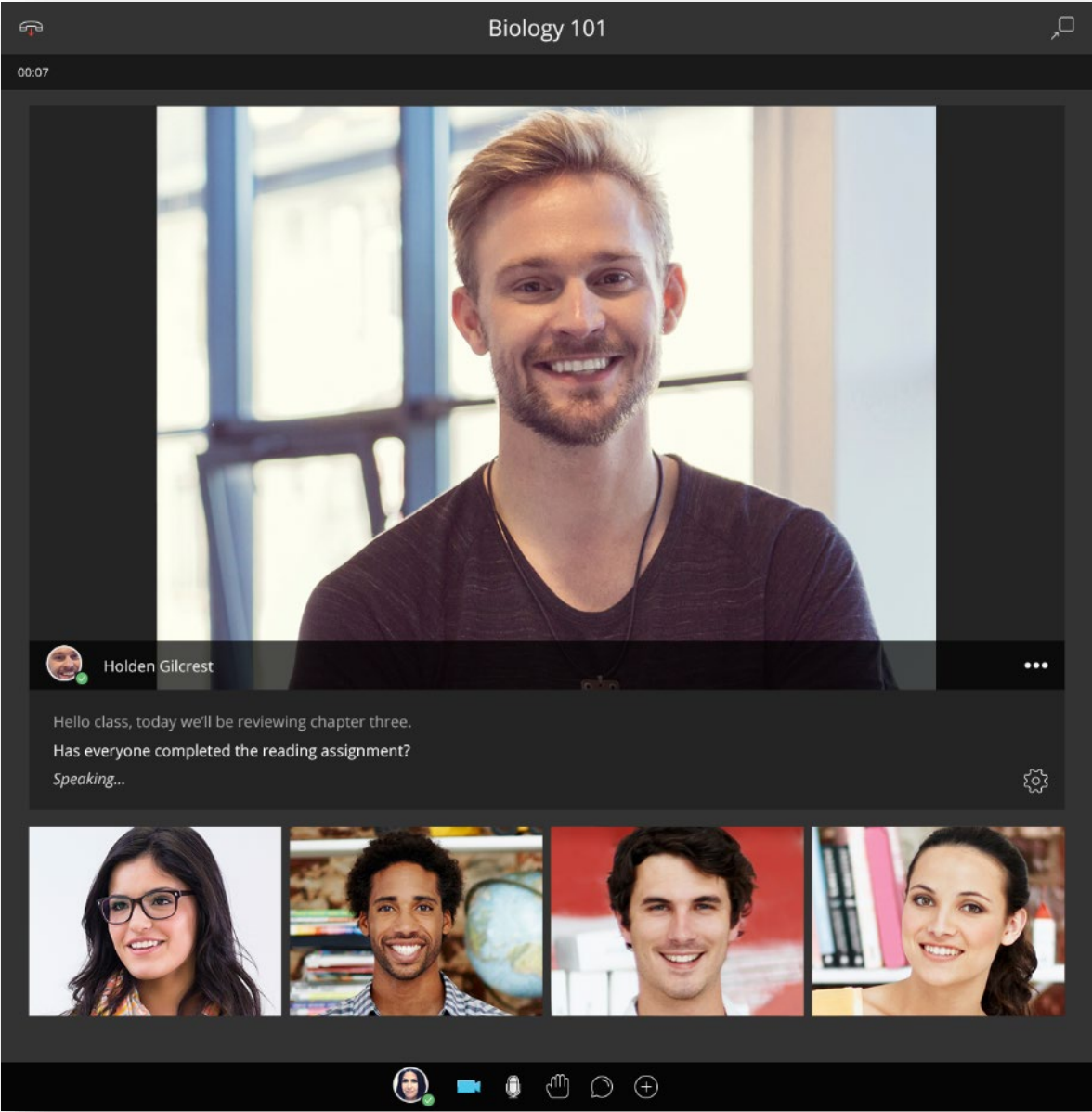
Life Sciences PowerPoint

Visible to students

Third Level Content Container

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Value:

We minimize anxiety around the academic experience, and help students identify their hidden passions and interests.



Blackboard®

Experience

Emotional Insight

Narrative, Stories & Value

Empathy



Blackboard®

Mobile Apps
Web Apps
School-specific Applications
Help and Support

Experience

Emotional Insight

Narrative, Stories & Value

Empathy



Blackboard®

Mobile Apps
Web Apps
School-specific Applications
Help and Support

Calm
Supportive
Optimistic
Enriching
Educational

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Blackboard®

Mobile Apps
Web Apps
School-specific Applications
Help and Support

Calm
Supportive
Optimistic
Enriching
Educational

We promise to help you succeed in college and get a job.

Experience

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Design Strategy offers

Value



*“Today, IBM is announcing more than **\$100 million** in global investments to greatly expand its UX consultation practice, which serves clients in the realm of experience design and engagement.”*

— IBM



*“General Electric made a massive investment, **more than \$1 billion**, to build a software Center of Excellence.*

Melody Ivory, a User Experience Product Manager, told me, ‘I was about employee number 30 in February 2012. By June of 2012 we were close to 100. By the end of the year we were 500 people.’”

— Harvard Business Review

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Empathy

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OUR AGENDA

Learning by doing

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
x									

RULES

- 1. Everyone has to draw**
- 2. Expect to learn**
- 3. Build ideas up instead of cutting them down**

- thanks!

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