Design Thinking with Alice Agogino

Metrics of Design:

- Does it get used?
- Awards?
- Emotional response: customer response serves the intended purpose
- Innovative:
  - Social impact: who buys it & $$ $$ $$ (sales & stock price)
- Performance

Process & Practice

- Good design practice
  - Not that

Coca-Cola

Usage

- Brand value
- Identifying the best design relative to the requirements

Interdisciplinary where you cycle through the concrete and the abstract (at least twice)

Learning process among a team

Co-design

A more

Looking in the context: people