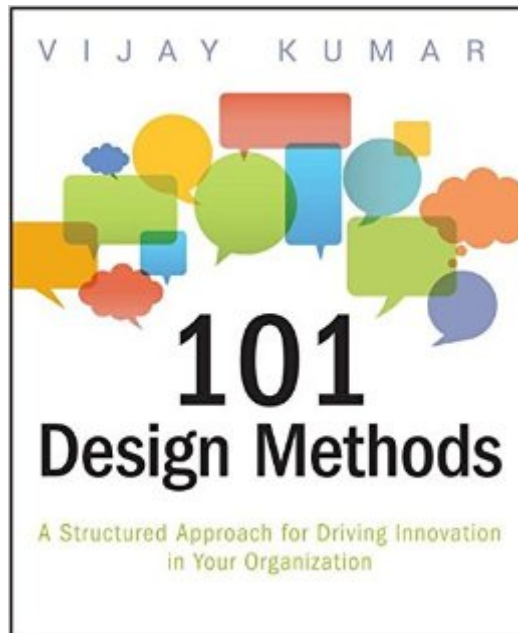


The book was found

101 Design Methods: A Structured Approach For Driving Innovation In Your Organization



Synopsis

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.

Book Information

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Customer Reviews

This is a book I wanted to like, but it is so superficially written that I can only give it two stars. On a generous day, I might have given it three stars, but not any more. 101 design methods turns out to be 101 tools for the innovation process (from initial stage all the way through to commercialization). The whole process is covered but it is fair to say that the focus is around the prototype stage. If you have read a book about design consultancy IDEO you know pretty much the type of work described in this book (anthropological methods, Post-it notes, etc.) Each method gets two pages, which are identically structured: * 10% description of method. Unfortunately this section is far too short. Sadly the author provides absolutely no references. Instead he takes credit as if these methods were novel. You might think that in a book for practitioners, references are not so important. Fair

response, but at the very least there should have been some references for further readings.* 35% picture. This is generally an illustrative picture. Good.* 20% case study. It is nice with case studies even though they are written up in a too sanitized way. In fact, the section is often a repetition of the description of the method. The most typical case study is a not-for-profit service.* 25% practical steps. The steps are always almost identical: identify, analyze, report. This section is extremely tedious and repetitive. Totally useless material.* 10% filler material. Also not useful. I seriously question the author's judgement when describing the methods in this manner. Personally, I don't like the very mechanical approach of presenting the tools. Still, there will definitely be some methods that you would like to look further into.

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