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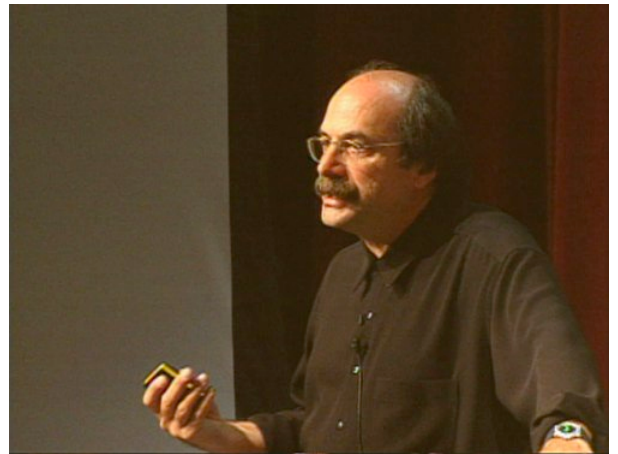
The Process of Design

David Kelley, *IDEO*

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Video URL: <http://ecorner.stanford.edu/videos/683/The-Process-of-Design>

Kelley believes that you need a language, a process and a framework in order to design. He stresses that experience is key success factor: learn from all the projects you've worked on, distill the knowledge and apply it to your future projects. He recommends reading *The Art of Innovation* for IDEO's concept of a great process.



Transcript

Focus on process. I don't particularly feel like an expert in anything other than the process of how you go about designing things. So I really believe that kind of having a process for a project development or for the way you run your business and then being mindful of that and being able to improve it, both of your cycles; you do a project and you think well, geez, what went right, what went wrong, what can I improve and then you improve it and then you go back. But somehow without having a language, not having a step by step kind of approach of kind of framework to look at, it's hard to improve it. So in my classes, I see some people who are in the talk I gave yesterday at the medical school who I kind of hear the same thing here, but the truth is that becoming an expert of the process is what lasts time and time again project after project. So the only reason to listen to somebody like me is one of the beauties of being a design consultant is we probably work in about 4,000 projects and so you don't have to be so smart. All you have to do is be able to learn from each of those groups and take the best part that they're doing and incorporate it into your own process. You can't steal their intellectual property but you can certainly learn from their process and incorporate it into your own. Again, there's a book on this by my brother called *The Art of Innovation* if you want to go into detail about what we think is a great process. Everybody should have their own process.

This is just an example process that we use where we go through it step by step and we're constantly refining it and try to improve what we do.