



## Stanford eCorner

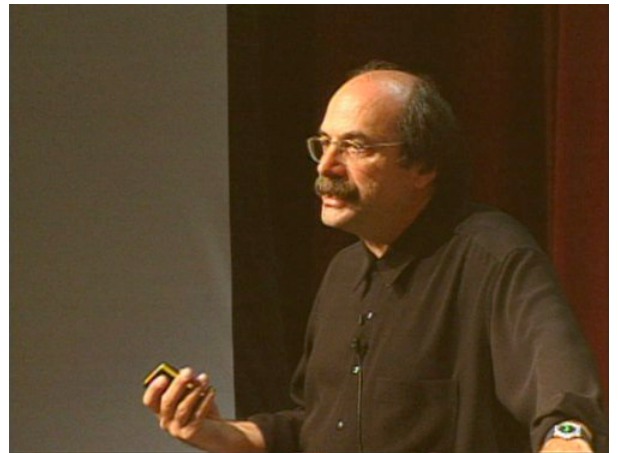
### Designing for Others

David Kelley, *IDEO*

October 03, 2001

Video URL: <http://ecorner.stanford.edu/videos/691/Designing-for-Others>

Kelley addresses the question of how IDEO negotiates conflicts in attitudes towards design process with their clients. He mentions that most of the IDEO process takes place before the client product development takes place hence there is less chance for a clash. IDEO concentrates on ethnographic studies and innovation audits. This enables them to empathize with the clients' needs and demands and successfully wins them over. He also stresses that IDEO is highly experienced at problem solving and this knowledge should be leveraged. Offering a free strategic/conceptual phase is also an option to show sincerity. Kelley also talks about training people in IDEO's process to promote innovation. He mentions unfortunate it is when these individuals move back into a large corporation and their newly learned creativity is stifled by the already established overwhelming company culture and process.



#### Transcript