



## Stanford eCorner

### Are You Ready to Roll the DICEE?

Guy Kawasaki, *Garage Technology Ventures*

March 02, 2011

Video URL: <http://ecorner.stanford.edu/videos/2672/Are-You-Ready-to-Roll-the-DICEE>

Entrepreneur and author Guy Kawasaki articulates the components of "DICEE," an acronym he uses to explain what every great product must possess: Depth, Intelligence, Completeness, the ability to be Empowering, and Elegance. Kawasaki uses stories and personal examples to elaborate on each of these requirements.



#### Transcript

You need to create something what I call DICEE. DICEE is an acronym. D stands for depth. Great products, great services, great ideas, great causes are deep. Lots of features, lots of functionality. They have anticipated what people will need as they come up the power curve. Great products are deep. They are also intelligent. When you look at them, you say, "Ah, somebody was thinking. Somebody has even perhaps understood my pain better than I have, has articulated my pain better than I have." I'll give you a great example.

I want to buy a Ford Mustang. Specifically, I want to buy a Ford Mustang that's called a GT500 Shelby Mustang. This Mustang has 450 horsepower. It goes 0 to 60 in 4.4 seconds. I have an issue, however. I know that if I bought such a Ford Mustang, your classmate, my son, will inevitably end up driving it. It is not clear to me that I should put into the hands of my son a Shelby GT500 Mustang. Ford, however, has a very intelligent product. They have created something called MyKey. And what you can do with MyKey is program the top speed of the car.

So, I could give my son the keys to the Mustang and he could not go faster than 55 miles per hour. You can tell him that part. Now, it is true that MyKey does not control how long it takes you to get to 55 but it does limit you to 55. I think that is a very intelligent product. The C stands for completeness. When all of you guys go and start software companies, do not consider your product the download, the digital installation. The totality of your product is the product, the documentation, the online support, the string of enhancements. It's the totality of the product, not simply the executable code. Great products, great services are complete. They are also empowering.

They make people feel more creative, more productive. They make people have a piece of mind. They bring joy to them. Powerful products do that. And the last thing is elegant. Great products have a great user interface. Somebody cared about the user interface. So, as you get ready, ask yourself, "Are we creating something that's deep, intelligent, complete, empowering and elegant? Are we rolling the DICEE?"