

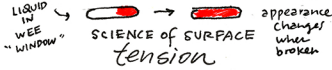
#CanUX

canUX

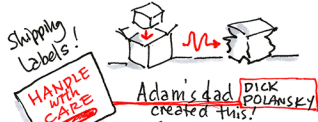
NOVEMBER 12, 2016

ADAM POLANSKY

@AdamtheIA



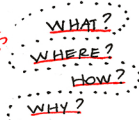
adapted for
SHIPPING / HANDLING indicators



WHAT PROBLEM are you solving?
WHY?

.....
SKETCHNOTES
@mjbroadbent

LOOK at the WORLD for REAL PROBLEMS in need of REAL SOLUTIONS



REFRAME EXPECTATIONS

actually, EXCEED THEM!

we're not just this anymore



DO the RESEARCH

WHAT CAN BE MADE

Simpler and MORE CONVENIENT and

F***ING **MAGICAL**

So good that the device DISAPPEARS!

WHICH HAS THE least flexibility?

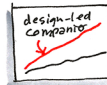


COMMIT TO ITS understanding its physicality makes it easier

How DO YOU ESTIMATE the **ROI** of QUALITY?

It's easy to defer and nearly IMPOSSIBLE to recover

VALUE



228% better results

DMI DESIGN-CENTRIC Survey



Innovation is merely a new combination of 2 things

Design is the process of going from an existing condition to a preferred one

MILTON GLASER