

IDEO Video - The Deep Dive

Evaluate the company identity / culture

What seems unique or interesting about it?

How do they balance specialization vs homogenization? What aspects of their approach should your team model or avoid?

Would you want to work in a company with a similar identity / culture? If so, what can you do as a team to set up a similar culture?

Evaluate the company's conceptual design process

How do they encourage creativity? What aspects of their approach should your team model or avoid?

How do they make decisions / reach consensus? What aspects of their approach should your team model or avoid?

Other good aspects of their design process (things you would like to model).

Other questionable aspects of their design process (things you would like to avoid).

Other Lessons Learned: