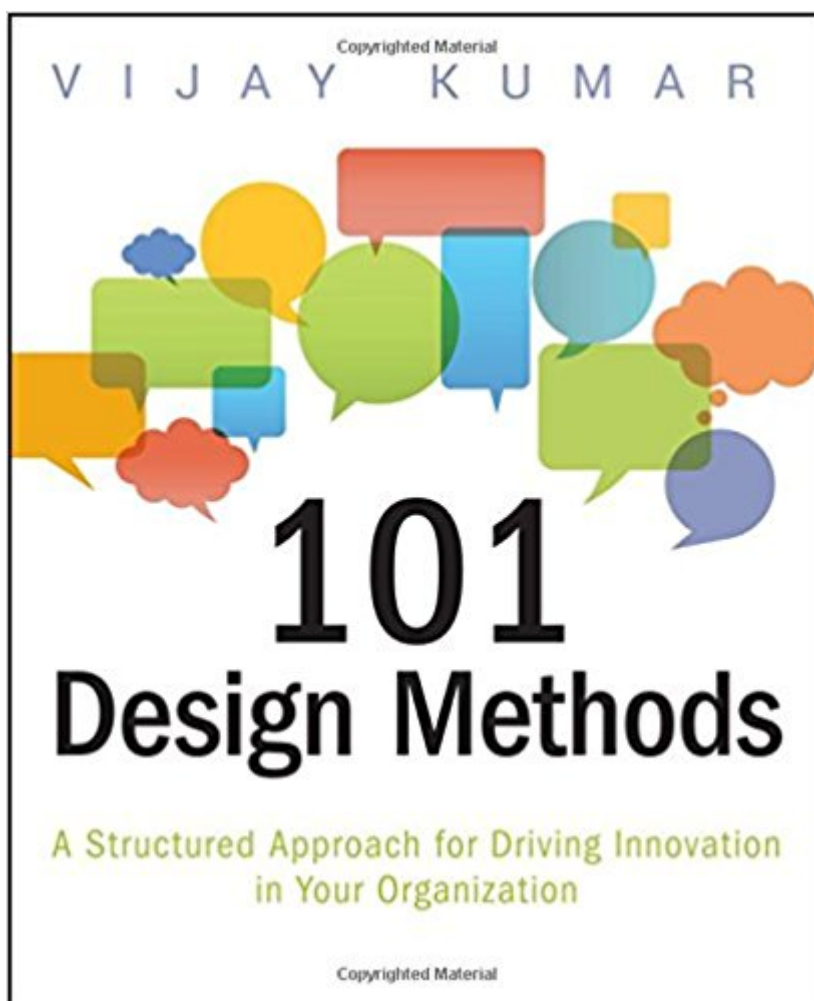


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# 101 Design Methods: A Structured Approach For Driving Innovation In Your Organization



## Synopsis

The first step-by-step guidebook for successful innovation planning Unlike other books on the subject, 101 Design Methods approaches the practice of creating new products, services, and customer experiences as a science, rather than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings. Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find this an invaluable resource. Novices can learn from it; managers can plan with it; and practitioners of innovation can improve the quality of their work by referring to it.

## Book Information

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## Customer Reviews

Exclusive: Author Vijay Kumar on The Five Basic Insights That Drive Innovation in Organizations

Today we are flooded with the term “innovation” everywhere -- in magazines, journals, conferences, books, blogs, boardrooms, and news. Yes, with this level of attention being paid to “innovation”, it feels like “innovation” has arrived! It has made a splash in the world, especially in the world of business! But, what does this really mean to an organization? How does this energy and enthusiasm impact a person’s daily activities at work? Innovation wins customers, creates competitive advantage, and increases profit for organizations. But it’s also a notoriously risky venture to enter into, resulting in extremely low success rates and reluctance on the part of investors and decision-makers to support it. Does

innovation have to be so risky and unpredictable? I can attack these issues head on by articulating a vision of a reliable, repeatable, and structured approach for driving innovation in organizations. This vision is shaped by five basic insights about innovation.

1. Innovation is a discipline, not a mystery. Practicing innovation is not a mystery, contrary to what most people believe. Innovation is a discipline. It can be planned, practiced, improved, and excelled at. It can be formalized as a disciplined process. We can approach the practice of innovation (creating new products, services, and customer experiences) like a science, with a set of practical and rigorous methods, tools, and frameworks.
2. Innovation process needs clear modes, mindsets, and methods. Modes provide innovators the focus necessary to deal with complex innovation challenges. Mindsets provide them with clear ways of thinking to fully understand challenges and appropriately conceive responses. Methods facilitate step-by-step actions to reach desired outcomes and end goals. This way of framing structured innovation is particularly valuable for innovators to effectively work together as teams.
3. Four primary forces shape innovations. The primary forces that shape successful innovations are business, technology, design, and society. Business force relates to the question of what is viable in the market -- where are the market gaps and how to fill them. Technology force looks for what is possible with new emerging technologies and how to create new offerings. Design force asks the question of what is desirable for people and how to create humanized solutions. Society force is focused on what is sustainable for the community and the environment. Integrating these forces produce innovations that deliver higher user and economic value.
4. Innovations need collaboration and teamwork. Innovations use structured and disciplined processes in which all stakeholders participate. For example, engineers, technologists, business analysts, strategists, researchers, designers, social scientists, community members, and even end-users participate in the process. Collaborative thinking at many levels of the organization is needed to conceive reliable solutions.
5. The same generic process benefits many diverse projects. A generalized innovation process -- comprehensively conceived for observing, reframing, ideating, prototyping, and planning -- can be used to develop a wide variety of concepts like products, services, experiences, messages, channels, business models, or strategies. It can also support the needs of various types of organizations -- corporate businesses, social organizations, governments, entrepreneurs, or networked organizations.

"Design thinking is a method that can be applied to nearly any endeavor, business scenario, or social reform. In his book, 101 Design Methods, author Vijay Kumar describes how design methods can be applied as a science, rather than through art, through practical steps of observation,

reframing, ideation, prototyping, and planning." (Contract Magazine, May 2013)

This is a book I wanted to like, but it is so superficially written that I can only give it two stars. On a generous day, I might have given it three stars, but not any more. 101 design methods turns out to be 101 tools for the innovation process (from initial stage all the way through to commercialization). The whole process is covered but it is fair to say that the focus is around the prototype stage. If you have read a book about design consultancy IDEO you know pretty much the type of work described in this book (anthropological methods, Post-it notes, etc.) Each method gets two pages, which are identically structured: \* 10% description of method. Unfortunately this section is far too short. Sadly the author provides absolutely no references. Instead he takes credit as if these methods were novel. You might think that in a book for practitioners, references are not so important. Fair response, but at the very least there should have been some references for further readings. \* 35% picture. This is generally an illustrative picture. Good. \* 20% case study. It is nice with case studies even though they are written up in a too sanitized way. In fact, the section is often a repetition of the description of the method. The most typical case study is a not-for-profit service. \* 25% practical steps. The steps are always almost identical: identify, analyze, report. This section is extremely tedious and repetitive. Totally useless material. \* 10% filler material. Also not useful. I seriously question the author's judgement when describing the methods in this manner. Personally, I don't like the very mechanical approach of presenting the tools. Still, there will definitely be some methods that you would like to look further into. For this reason the book could have been a three star book, if the author would have given the reader some advice for further readings. If the case studies would have been more illustrative the book would probably be worth four stars. The book is printed in full color on pretty good paper. The layout of the book feels modern and professional.

This is kind of weird, but I think it's worth saying. This book about design is printed on the crappiest paper. It's shiny. It looks like a magazine. But it's practically disposable. I mean: it's no thicker than tissue paper. The author may have thought his ideas would stand the test of time: but the publisher clearly thought the book needn't last more than a few weeks. My copy of 101 DESIGN METHODS got slightly wet. Like less than 5% wet. All the pages stuck together. Every one. And they stick like glue: many won't separate. I had to go through page by page and peel the pages apart. Some of them just fell apart: one page stuck to the next. I mean: the amount of water that in a normal, well-made book on decent paper would dry and leave some wrinkling. This thing is ruined. John Wiley & Sons! Can you not make money selling the book for twenty bucks and printing it on paper

that's better quality?As for content, the book has three or four kinds of charts, and then they're used to represent a few different parts of the design process. It shouldn't be called "101 Design Methods": it should be called "101 Uses for Four Kinds of Charts."

I moved into UX design from software development about ten years ago, and have read about 50 books on user experience design. My top four are:1. Universal Principles of Design, by Lidwell, et. al.2. The Design of Everyday Things, by Don Norman3. Sketching User Experiences, the Workbook, by Bill Buxton, et. al.4. This book, 101 Design MethodsThe first two on my list are about design principles. They help you understand how to recognize and diagnose poor design.The second two are about the design process. What steps do you go through to get a good design?I don't believe in highly prescriptive processes, and the author of this book doesn't either. Since projects and teams vary so much, you need a menu of options to construct a good design process for your circumstances. This book gives you many, many options, and discusses the pros and cons of each. I found myself knowing right away if I thought a particular method would work for me and the teams I lead.If you are looking for step-by-step recipes to do design, this isn't the book for you. If you want to consider lots of ways to do design, and choose the ones you think apply to your case, then I don't think you can find a better book for that than this one.

Gives an overview of a lot of different design methods but doesn't really provide much detail on any of them. Seems like it would be good if you have no exposure to different tools and techniques for innovation and design. Many of the methods included I had already been exposed to and those that I hadn't, the book didn't provide much depth and I would have needed to look elsewhere to learn enough to actually apply them.

I used this book as course material for teaching a design research class. The book served as a great reference for the students when exploring different methodologies and research techniques. In general I would say it helps to have some background or understanding in qualitative research to get the most out of it as the book doesn't go into depth on specific subjects/methods but rather gives a broad overview of methods outlining the benefits/when to use. So if you are looking for a reference to help steer your projects in the right direction this is a great book. If you are looking for a how-to manual or a deep dive into research methods then I would suggest looking elsewhere.

Of course it's an excellent book! I'm taking Vijay's class and we deal with a research problem

guiding by this book step by step.Great methods book.You should practice these methods then you would know how great this book is.

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