TABLE OF CONTENTS

foreword
A SHARED LANGUAGE
by Shawn M. McKinney
introduction
THE NEW DESIGNER
New Skills for the Conceptual Economy
chapter 1
MAGIC FOOTSTEPS AND WICKED PROBLEMS 17
An Overview of the Design Process
chapter 2
A FRAMEWORK FOR GETTING THINGS DONE WELL 39
The Value of Process
chapter 3
THE COLLABORATIVE DESIGNER65
Creating a Strong Client-Designer Relationship
chapter 4
DESIGNING IN CONTEXT97
Empathic Design Through Research
chapter 5
UNDERSTANDING THE BUSINESS 111
Linking Design and Business

chapter 6 UNDERSTANDING THE AUDIENCE140 Designing for People
chapter 7 WHAT'S THE BIG IDEA?176 Managing the Complexity of Concept Development
chapter 8 MAKING STRATEGY VISIBLE
chapter 9 DESIGN ACCOUNTABILITY230 Design in the Land of the Bottom Line
chapter 10 PLANNING IN A TURBULENT ENVIRONMENT251 Managing the Design Process
chapter 11 REFINING YOUR PROCESS
ACKNOWLEDGMENTS284
INDEX 286