

HOW TO

CONTENTS

INTRODUCTION	P08	Design a better business and the double loop
> PREPARE	P24	Prepare your team, your environment, and how you work
● POINT OF VIEW	P46	Be a rebel, develop your vision, create design criteria
🔍 UNDERSTAND	P82	Understand your customer, context, and business
💡 IDEATE	P124	Learn to ideate, expand your ideas, and select ideas
🎯 PROTOTYPE	P152	Bring ideas to life, sketch, and make prototypes
🧪 VALIDATE	P180	Find the riskiest assumption, experiment, and pivot
>> SCALE	P214	When and how to scale; Investment Readiness Level
APPENDIX	P262	Index, the team, and acknowledgments

8 | CHAPTERS

48 | CASE STUDIES

20 | TOOLS

7 | CORE SKILLS

29 | DESIGNERS

36 | HACKS

> 150 | VISUALS