an introduction to
Design Thinking
I'M BIGGER, STRONGER AND OLDER, I'LL CRUSH YOU

I'M FASTER, LEANER AND MORE CREATIVE, YOUR TIME IS OVER
Mechanical Inventions

Weight and movement are connected. You cannot have one without the other. Weight is created by the movement of the Earth as it spins through the framework. The Earth only turns, however, because of its weight in relation to the other planets.

By studying the connection between weight and movement, I can design many devices.

By studying force, I am able to provide power for the machines.

This cart is set on the stage and can travel entirely by itself, without being pulled, pushed, or pulled. Using two big leaf springs that are shaped like the arms of a crossbow, it can steer its way around a course.

The cart is powered by two large coiled springs in barrel-like boxes underneath. By winding up the spring and releasing the cart in motion, it must be pulled back.

I used five different kinds of wood to construct the cart. The biggest difficulty was finding the right type of wood to make the cart. It had to be hard, durable, and resistant to strains and breakage.

I discovered that once the springs have been wound up, a brake is applied to keep the device at a standstill.

To stop a tooth from breaking and causing all sorts of destruction, I suggest inserting a lever to engage in the catchet.
Indications of bow and stone-tipped arrow use 64,000 years ago in KwaZulu-Natal, South Africa.
I love it!

Me too!
The Business Value of Design

McKinsey & Company
300 public companies
Five years
2m pieces of $ data
100k design actions

YOUR OPINION MATTERS
IPHONE: 1 TO X
A look at the evolution of the Apple gadget across key specs

WEIGHT (in gm)

135  iPhone 1
133  iPhone 3G
135  iPhone 3GS
137  iPhone 4
140  iPhone 4s
112  iPhone 5
112  iPhone 5C
112  iPhone 5S
129  iPhone 6
172  iPhone 6 Plus
143  iPhone 6S
192  iPhone 6S Plus
113  iPhone SE
138  iPhone 7
188  iPhone 7 Plus
148  iPhone 8
188  iPhone 8 Plus
174  iPhone X

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Companies with top-quartile McKinsey Design Index scores outperformed industry-benchmark growth by as much as two to one.

Annual growth (normalized), %

- Top-quartile McKinsey Design Index performers
- Industry benchmarks

Revenues

Total returns to shareholders
More than 50% of the companies surveyed admitted that they have no objective way to assess or set targets for the output of their design teams.

More than 40% of the companies surveyed aren’t talking to their end users during development.
Empathize
Define
Ideate
Prototype
Test
Apple Becomes First U.S. Company Worth More Than $2 Trillion

Aug 19, 2020 — On July 31, 2020, after reporting strong third-quarter earnings, Apple surpassed Saudi state oil giant Aramco to become the world's most ...
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