

YOSEF SHUMAN'S 11 DESIGN PRINCIPLES

GOOD DESIGN IS BOTH COMPREHENSIVE AND ETHICAL. THIS IS HOW TO DO IT.

- 1 PUT PERSONS FIRST**
BE A CHAMPION FOR IMPROVING QUALITY OF LIFE. EVERYTHING ELSE IS SECONDARY.
- 2 SEEK DIVERSITY**
WORK AND ENGAGE WITH A WIDE RANGE OF PEOPLE – ESPECIALLY OUTLIERS, EXTREME USERS, POSITIVE DEVIANTS, AND THE OFT OVERLOOKED OR DISENFRANCHISED.
- 3 COLLABORATE CONTINUOUSLY**
INVOLVE AND EMPOWER STAKEHOLDERS THROUGHOUT THE ENTIRE PROCESS.
- 4 KEEP AN OPEN MIND**
ACCEPT THAT YOU DON'T KNOW EVERYTHING AND ACT LIKE YOU KNOW EVEN LESS – BECAUSE THE BEST INSIGHTS AND IDEAS OFTEN COME FROM UNLIKELY PLACES.
- 5 GO DEEP AND BROAD**
THE INTERNAL FORCES, HUMAN PSYCHOLOGY, AND RELATIONSHIPS WITHIN AN OPPORTUNITY SPACE ARE JUST AS IMPORTANT AS THE LARGER CONTEXT, SYSTEMS, AND ANALOGOUS EXPERIENCES AROUND.
- 6 PLAN FOR THE FUTURES**
THE ONLY CONSTANT IS CHANGE, SO CONSIDER WHERE WORLD TRENDS, EMERGING TECHNOLOGIES, AND THE EVER-RISING BAR OF STAKEHOLDER'S EXPECTATIONS WILL BE IN YOUR INTENDED TIME PERIOD.
- 7 DO MORE, TALK LESS**
CREATE, SHARE, AND ENGAGE IN THE REAL WORLD. FIRST-HAND EXPERIENCES, REACTIONS, AND FEELINGS ARE RICHER AND CLOSER TO THE TRUTH THAN OPINIONS.
- 8 PURSUE TRUTH**
RELENTLESSLY EXAMINE AND ELIMINATE ASSUMPTIONS.
- 9 ITERATE FORWARD**
EMBRACE FAILURE AS A LEARNING OPPORTUNITY, NOT A SETBACK.
- 10 STAY OPTIMISTIC**
PROGRESS IS ALWAYS POSSIBLE.
- 11 FEAR YOUR POWER**
RECOGNIZE THAT DECISIONS YOU MAKE DETERMINE THE KIND OF WORLD WE ALL LIVE IN.

"YOU CANNOT SAVE PEOPLE, YOU CAN ONLY LOVE THEM."

—ANAÏS NIN