

# Contents

- 04 Introduction
- 06 The Design Process

## 01 14 How to Define Problems

- 16 Brainstorming
- 22 Mind Mapping
- 26 Interviewing
- 30 Focus Groups
- 38 Visual Research
- 42 Brand Matrix
- 46 Brand Books
- 50 Site Research
- 56 Creative Brief

## 02 60 How to Get Ideas

- 62 Visual Brain Dumping
- 68 Forced Connections
- 74 Action Verbs
- 78 Everything from Everywhere
- 82 Rhetorical Figures
- 88 Icon, Index, Symbol
- 92 Collaboration
- 96 Co-design
- 100 Visual Diary
- 104 Lost in Translation
- 108 Concept Presentations

## 03 112 How to Create Form

- 114 Sprinting
- 120 Alternative Grids
- 126 Kit of Parts
- 132 Brand Languages
- 136 Mock-Ups
- 140 Physical Thinking
- 144 Take the Matter Outside
- 148 Unconventional Tools
- 156 Regurgitation
- 160 Reconstruction

## 166 How Designers Think

- 167 How Do You Get in the Mood?
- 170 How Do You Create Form?
- 176 How Do You Edit?

- 183 Index