



# Presumptive Design: Design Provocations for Innovation

By Leo Frishberg, Charles Lambdin

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**Presumptive Design: Design Provocations for Innovation** By Leo Frishberg, Charles Lambdin

Everything you know about the future is wrong. *Presumptive Design: Design Provocations for Innovation* is for people “inventing” the future: future products, services, companies, strategies and policies. It introduces a design-research method that shortens time to insights from months to days. Presumptive Design is a fundamentally agile approach to identifying your audiences’ key needs. Offering rapidly crafted artifacts, your teams collaborate with your customers to identify preferred and profitable elements of your desired outcome. Presumptive Design focuses on your users’ problem space, informing your business strategy, your project’s early stage definition, and your innovation pipeline. Comprising discussions of design theory with case studies and how-to’s, the book offers business leadership, management and innovators the benefits of design thinking and user experience in the context of early stage problem definition. Presumptive Design is an advanced technique and quick to use: within days of reading this book, your research and design teams can apply the approach to capture a risk-reduced view of your future.

- Provides actionable approaches to inform strategy and problem definition through design thinking
- Offers a design-based research method to complement existing market, ethnographic and customer research methods
- Demonstrates a powerful technique for identifying disruptive innovation early in the innovation pipeline by putting customers first
- Presents each concept with case studies and exploration of risk factors involved including warnings for situations in which the technique can be misapplied

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### Editorial Review

#### Review

"...persuasive in documenting how this new method can be a universal source of inspiration...I would recommend it to more seasoned practitioners and likely those in corporate settings; but those working in agencies would benefit from its ability to let one do quick deep dives into a new domain." --**User Experience Magazine**, *Presumptive Design*

Frishberg and Lambdin have discovered the magic glue that binds design thinking to agile. In *Presumptive Design*, they boil down the essence of both, mix it all together, and package it up with a bow. The result is a clear, powerful, and brilliantly practical process. Product teams who struggle to balance human-centricity with speed will love this book. - Leah Buley, Author, *A UX Team of One*

This book lays out a passionate, compelling case about a crucial yet under-recognized truth in human-centered work: the acts of "design" and "research" are inextricable. Thanks to this book's ample theoretical frameworks and practical guidelines we can revel in that entanglement, to the benefit of our products, our designs and our users. - Steve Portigal, Author, *Interviewing Users: How To Uncover Compelling Insights*

A handbook for design paratroopers who want to move fast and learn even faster. - Dave Gray, Author, *Gamestorming*

*Presumptive Design* is a powerful approach that has fundamentally changed my perspective on design research. This is a thoughtful and readable book-a comprehensive resource for practitioners, backed by a wealth of relevant research. Overcome project start inertia, embrace failure, and reach consensus quicker with PrD. - Jim Kalbach, Author, *Mapping Experiences and Designing Web Navigation*

#### From the Back Cover

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#### About the Author

Leo Frishberg is Principal of Phase II, a Portland, OR based User Experience (UX) and Product strategy consultancy. His UX leadership extends back 30+ years. As Product Design Manager at Intel, he led multiple enterprise UX teams; as Principal UX Architect at Tektronix he established UX as a strategic component of

the business. Most recently he authored Presumptive Design, a leading-edge design research method.

Charles Lambdin is a User Experience Researcher and Designer at Intel Corporation. He has a Master's in experimental psychology and a PhD in human factors. Most of his publications are in the area of research methodology and statistics.

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#### **Claire Underwood:**

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#### **Andrew Leavens:**

The reason why? Because this Presumptive Design: Design Provocations for Innovation is an unordinary book that the inside of the book waiting for you to snap that but latter it will zap you with the secret the item inside. Reading this book next to it was fantastic author who also write the book in such awesome way makes the content inside of easier to understand, entertaining approach but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this anymore or you going to regret it. This excellent book will give you a lot of positive aspects than the other book have got such as help improving your expertise and your critical thinking technique. So , still want to hold off having that book? If I ended up you I will go to the book store hurriedly.

#### **John Silver:**

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