DESCRIPTION

The first step-by-step guidebook for successful innovation planning

Unlike other books on the subject, 101 Design Methods approaches the practice of creating new products, services, and customer experiences as a science, rather than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings. Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find this an invaluable resource. Novices can learn from it; managers can plan with it; and practitioners of innovation can improve the quality of their work by referring to it.

ABOUT THE AUTHOR

VIJAY KUMAR is a professor at the IIT Institute of Design, the graduate school of design at the Illinois Institute of Technology, where he leads the Strategic Design Planning and the Design Methods programs. Kumar has taught, published, consulted, and lectured throughout the world on using structured methods, tools, and frameworks for conceiving reliable human-centered innovations and turning them into strategic plans for organizations. He has consulted for Autodesk, Motorola, Pfizer, Procter & Gamble, SC Johnson, Steelcase, Target, T-Mobile, and many others.
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