



Presumptive Design: Design Provocations for Innovation

Leo Frishberg, Charles Lambdin

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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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