

Presumptive Design: Design Provocations for Innovation

Presumptive Design is a groundbreaking book that challenges traditional approaches to design thinking. It offers a new way of thinking about design that can lead to more innovative and successful products and services.

The author, Steven Worsley, argues that traditional design thinking is too focused on solving problems. This approach can lead to incremental innovation, but it is unlikely to produce truly disruptive innovations.



Presumptive Design: Design Provocations for Innovation by Leo Frishberg

★★★★☆ 4.6 out of 5

Language : English
File size : 38788 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Print length : 412 pages
Screen Reader : Supported



Presumptive Design, on the other hand, is about creating new possibilities. It is about imagining what could be, rather than what is. This approach can lead to more radical innovations that have the potential to change the world.

The Principles of Presumptive Design

Worsley identifies four key principles of presumptive design:

1. **Start with a provocation.** A provocation is a question or statement that challenges the status quo. It is a way of getting people to think outside the box and imagine new possibilities.
2. **Be bold and speculative.** Presumptive design is not about playing it safe. It is about taking risks and trying new things. The goal is to come up with ideas that are truly innovative and have the potential to change the world.
3. **Don't be afraid to fail.** Failure is a natural part of the innovation process. It is important to learn from your mistakes and keep moving forward.
4. **Collaborate with others.** Presumptive design is a team sport. It is important to work with others who share your passion for innovation.

How to Use Presumptive Design

Presumptive design can be used in a variety of ways to generate new ideas and solve problems. Here are a few tips:

- **Use provocations to spark your creativity.** A provocation can be a question, a statement, or even an image. The goal is to get you thinking outside the box and imagining new possibilities.
- **Be bold and speculative.** Don't be afraid to come up with ideas that are truly innovative and have the potential to change the world.
- **Don't be afraid to fail.** Failure is a natural part of the innovation process. It is important to learn from your mistakes and keep moving forward.

- **Collaborate with others.** Presumptive design is a team sport. It is important to work with others who share your passion for innovation.

Benefits of Presumptive Design

Presumptive design can offer a number of benefits, including:

- **Increased innovation.** Presumptive design can help you to generate more innovative ideas and solutions.
- **Improved problem solving.** Presumptive design can help you to solve problems in new and creative ways.
- **Enhanced creativity.** Presumptive design can help you to become more creative and think outside the box.
- **Increased collaboration.** Presumptive design can help you to collaborate more effectively with others.

Presumptive Design is a powerful tool that can help you to create more innovative and successful products and services. If you are looking for a new way to think about design, then this book is a must-read.

Free Download your copy of Presumptive Design today!



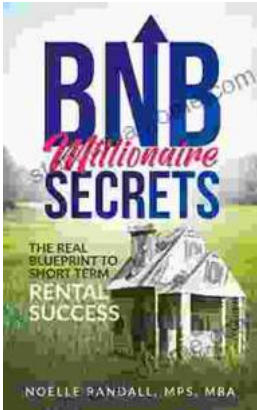
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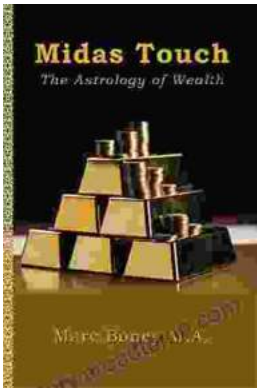
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