

**KNOW-HOW BLOCK
SERVICE**

DESIGN
TALKS
BUSINESS
Conference



**Krzysztof
Ożóg**
Fuzers

**It's all about the dots -
how to find and use
information?**



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IT'S ALL ABOUT

HOW TO
find
understand
and use

THE DOTS

INFORMATION

TO DELIVER
big change
with
small differences





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start with





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why are



here



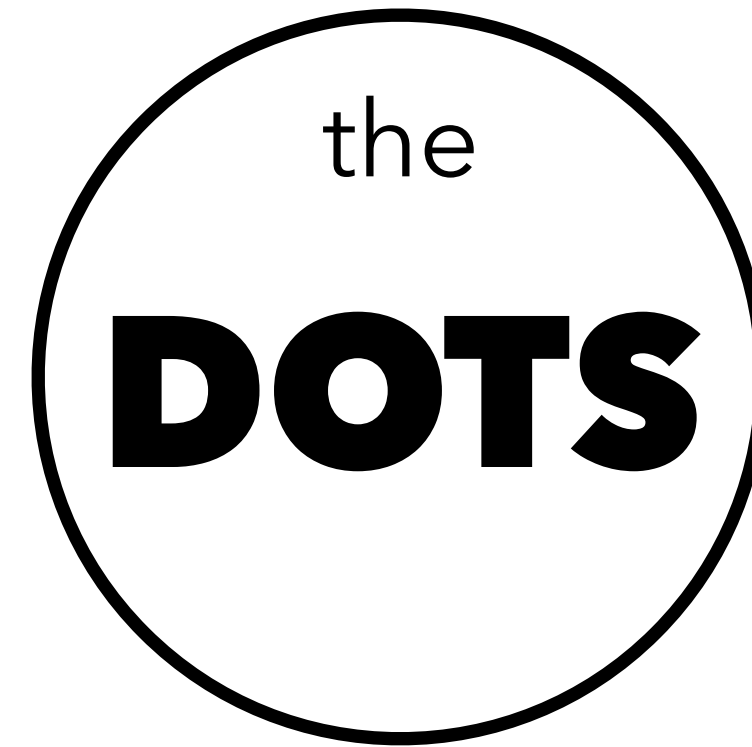


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we

wondered why ...

then we combined



what if
we
had
combined
them
earlier

?



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S.H.

E.M.

N.C.





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S.H.

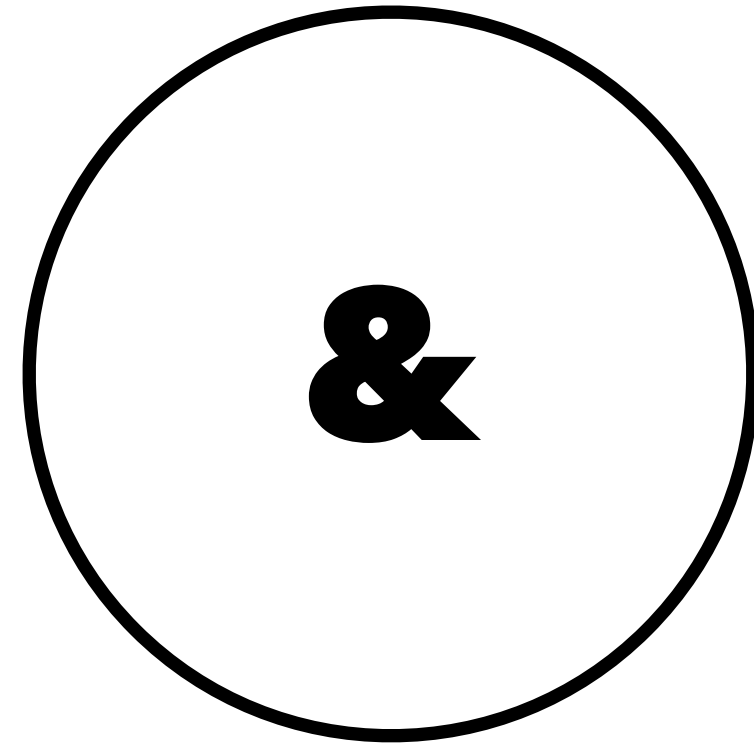
Sherlock **H**olmes



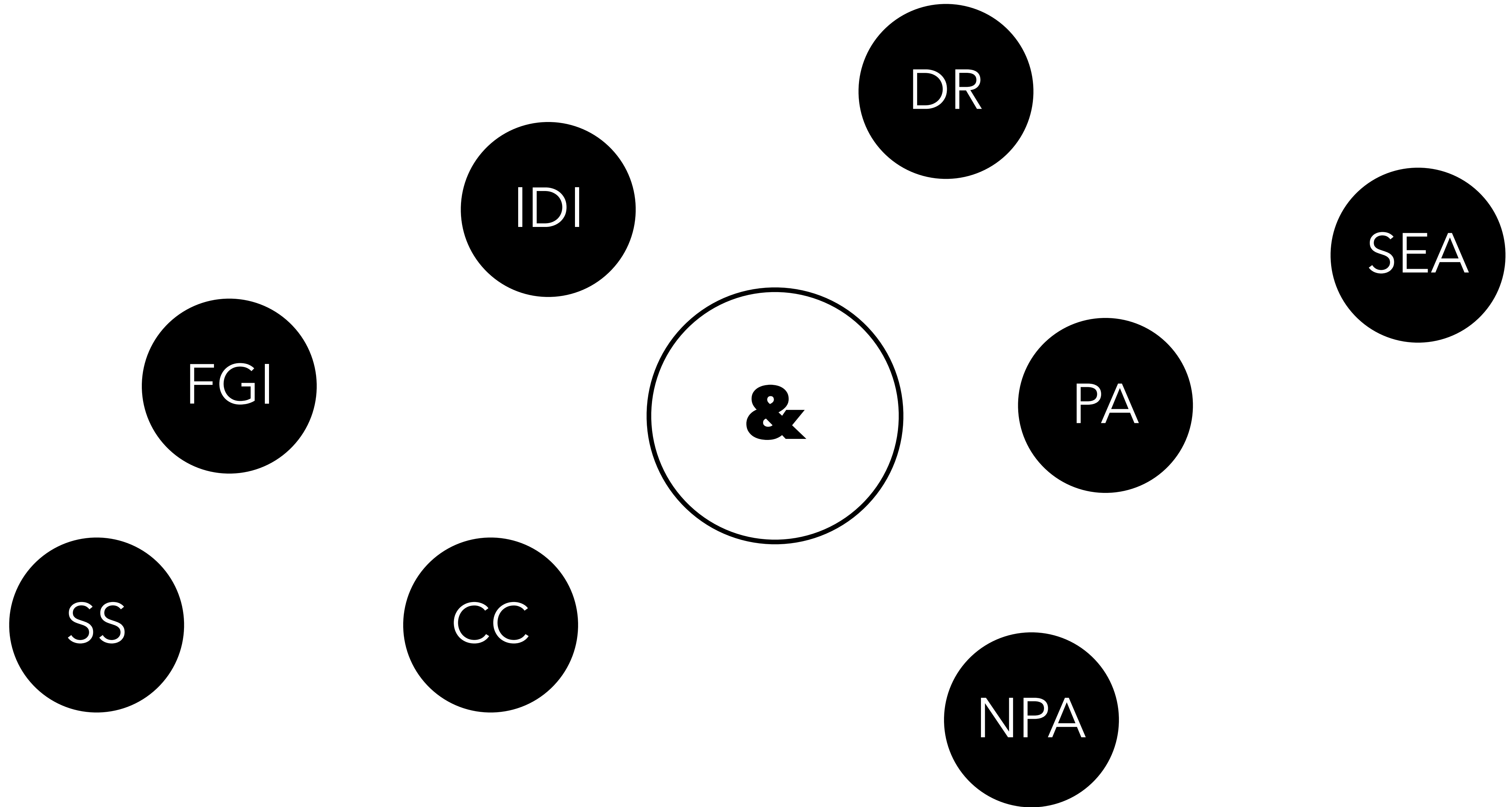


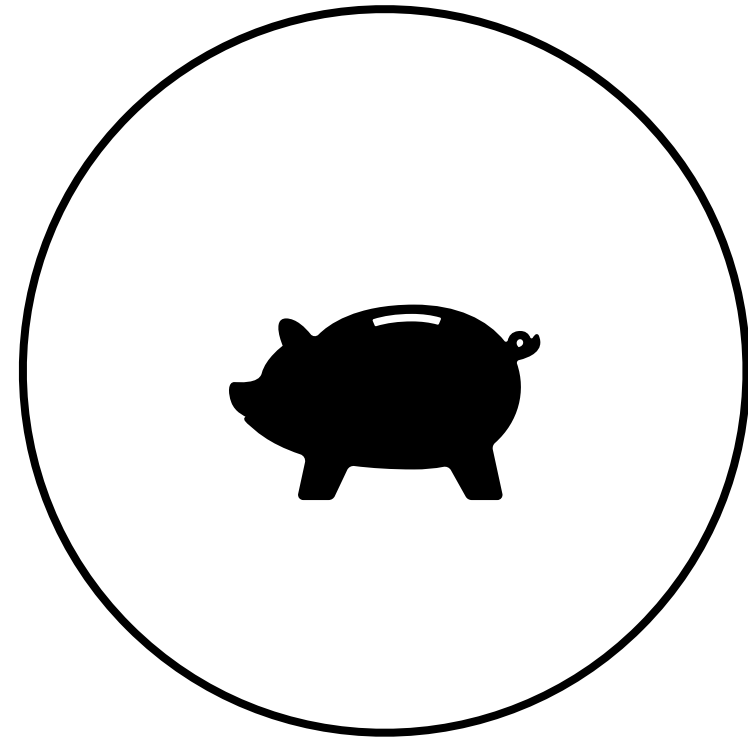
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research



analysis





bank

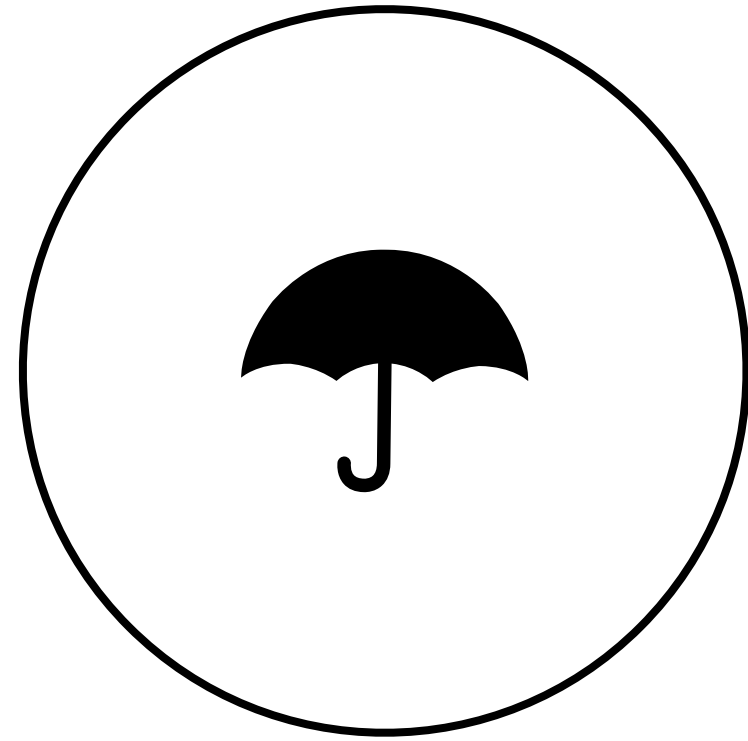
moment when
bank realizes that

their perception of
user behaviour

is different in 43%
then they've
assumed



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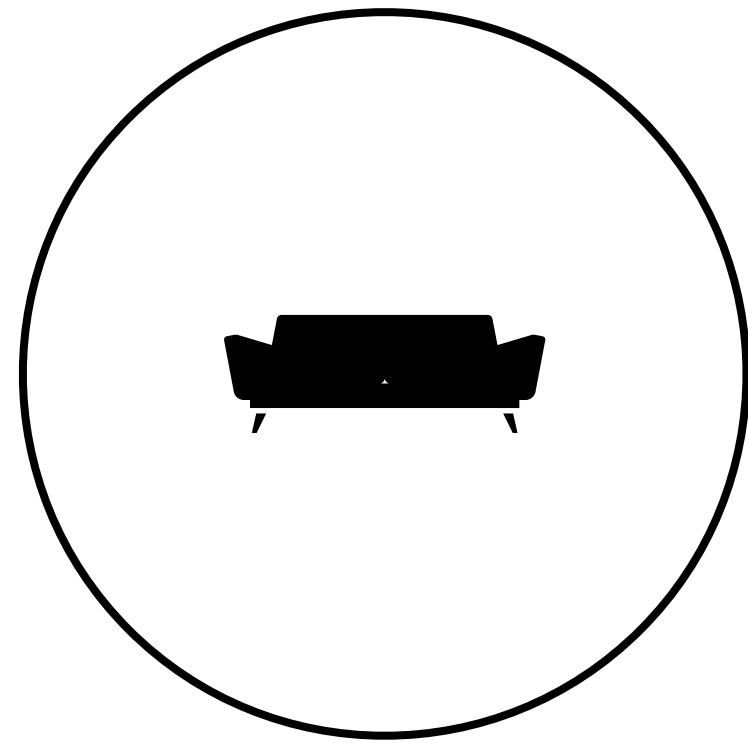


insurance company

that realizes that
their documents

are hard to

explain,
fill in and
distribute



furniture company

that realized that
city-farming

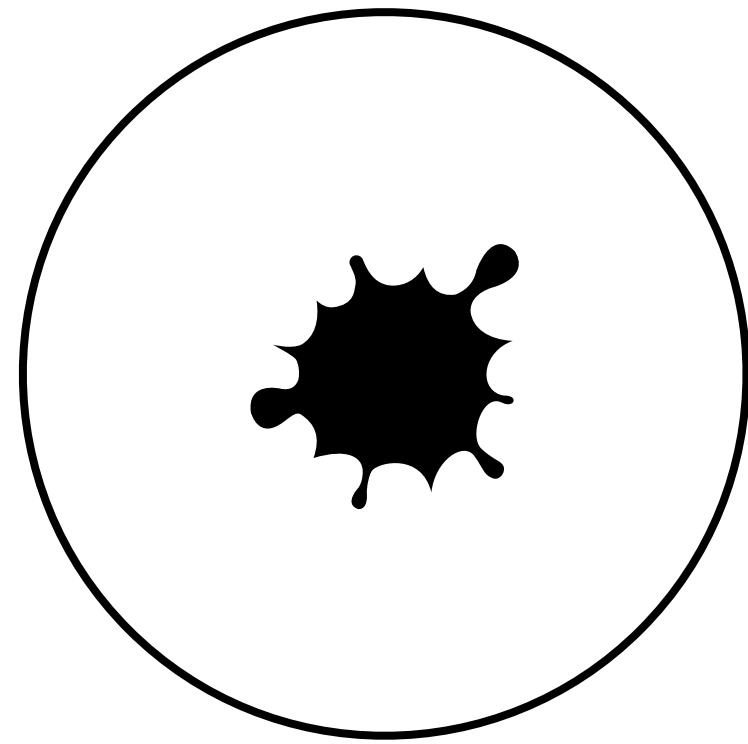
is a source of

great sustainable
solutions

within city limits



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art_ incubator

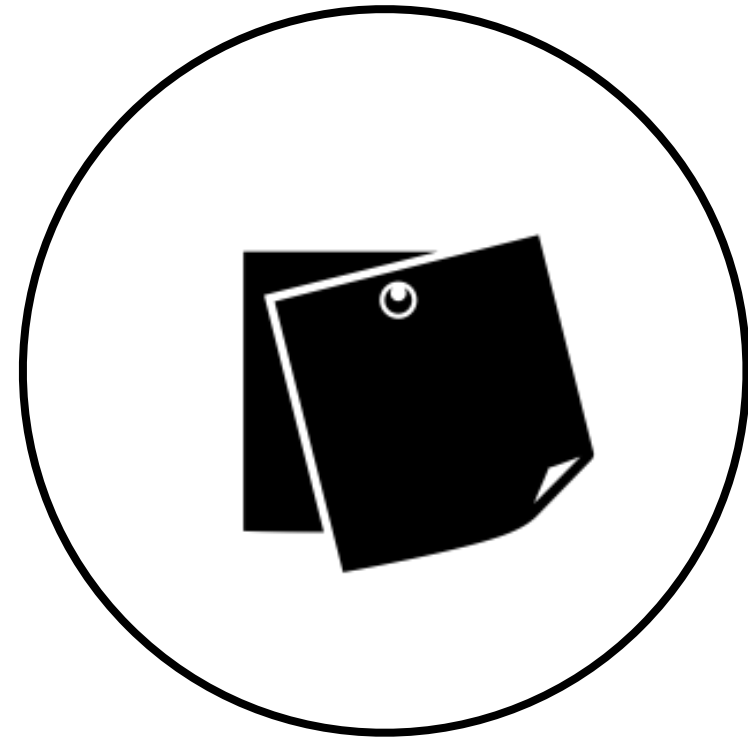
that asked
their residents

to share where the
dots about

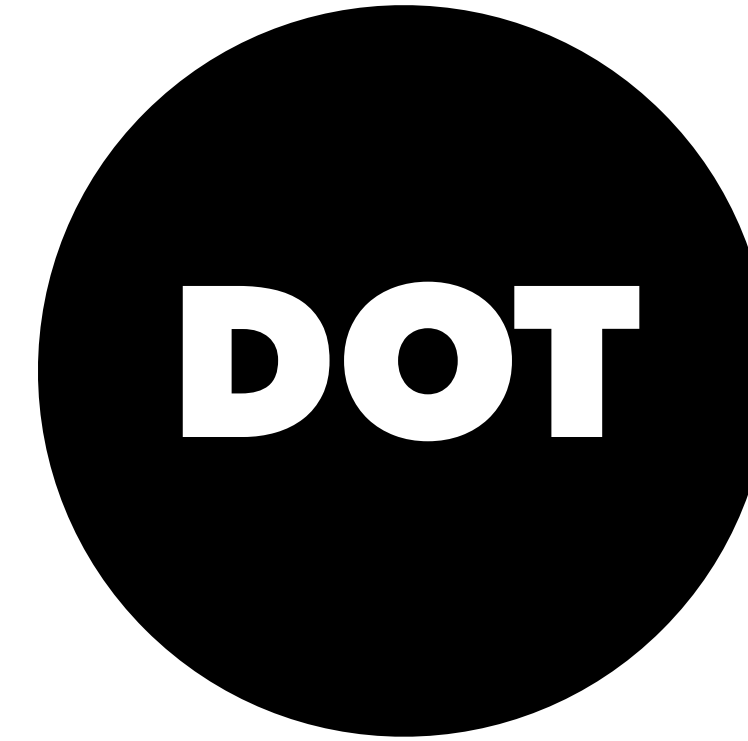
supporting
creativity are

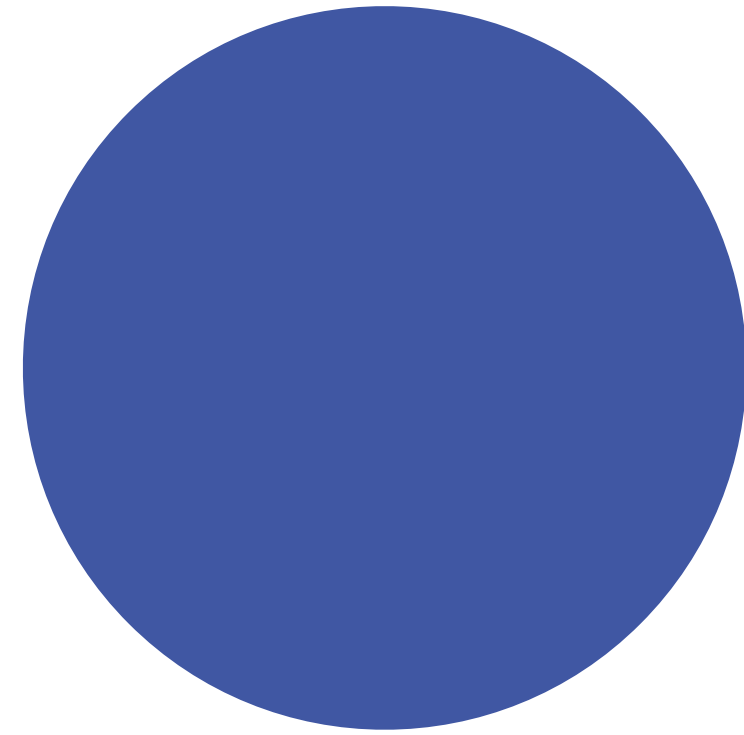


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post-it is a





post-it is not
for fun and coloring of a workshop

each **post-it** should be treated
as single piece of **information**
that we **find & analyse,**
understand & locate on picture





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social media

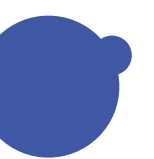
media

users to be

users now

business publications

business model





organization's culture

expectations

trends

history

behaviours

motivations





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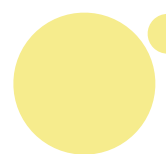
ideas backlog

**current projects
in organization**

surroundings

technology

daily life





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books you read

people you meet

movies you watch

stereotypes

crowdsourcing sites

conferences & events



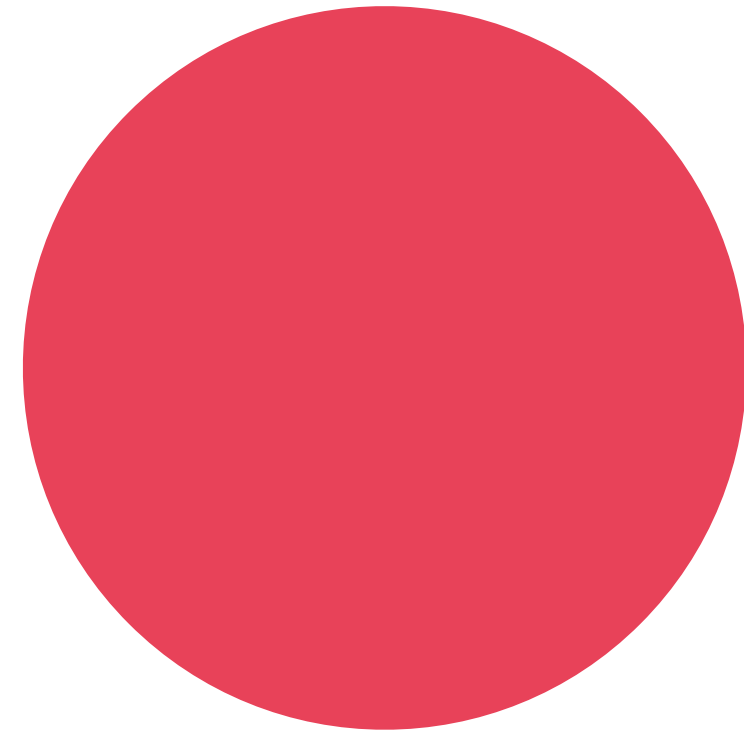


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know **your dots**



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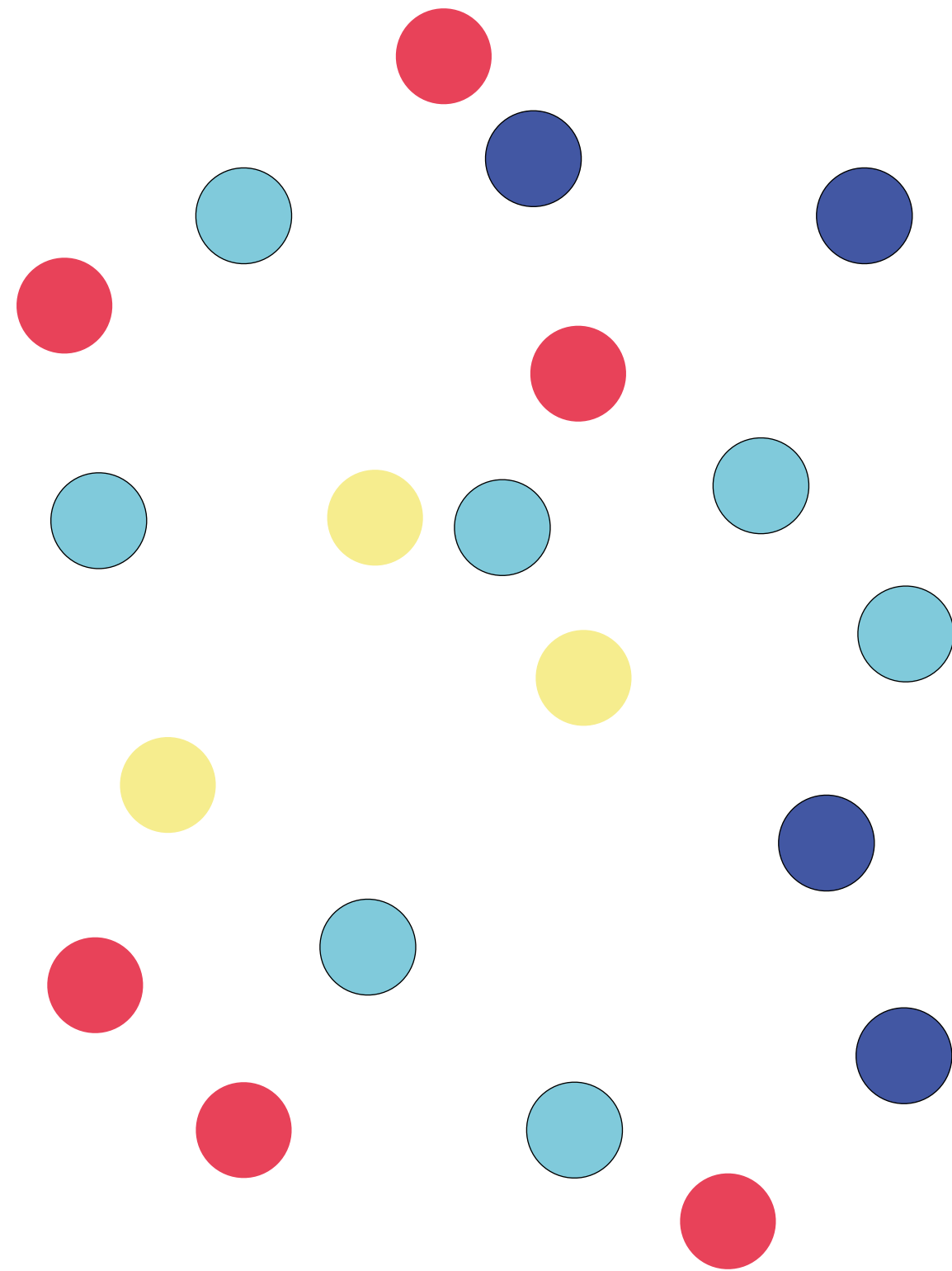
using research to **spot information**
allows you to tap into the collective
intelligence of business reality





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information

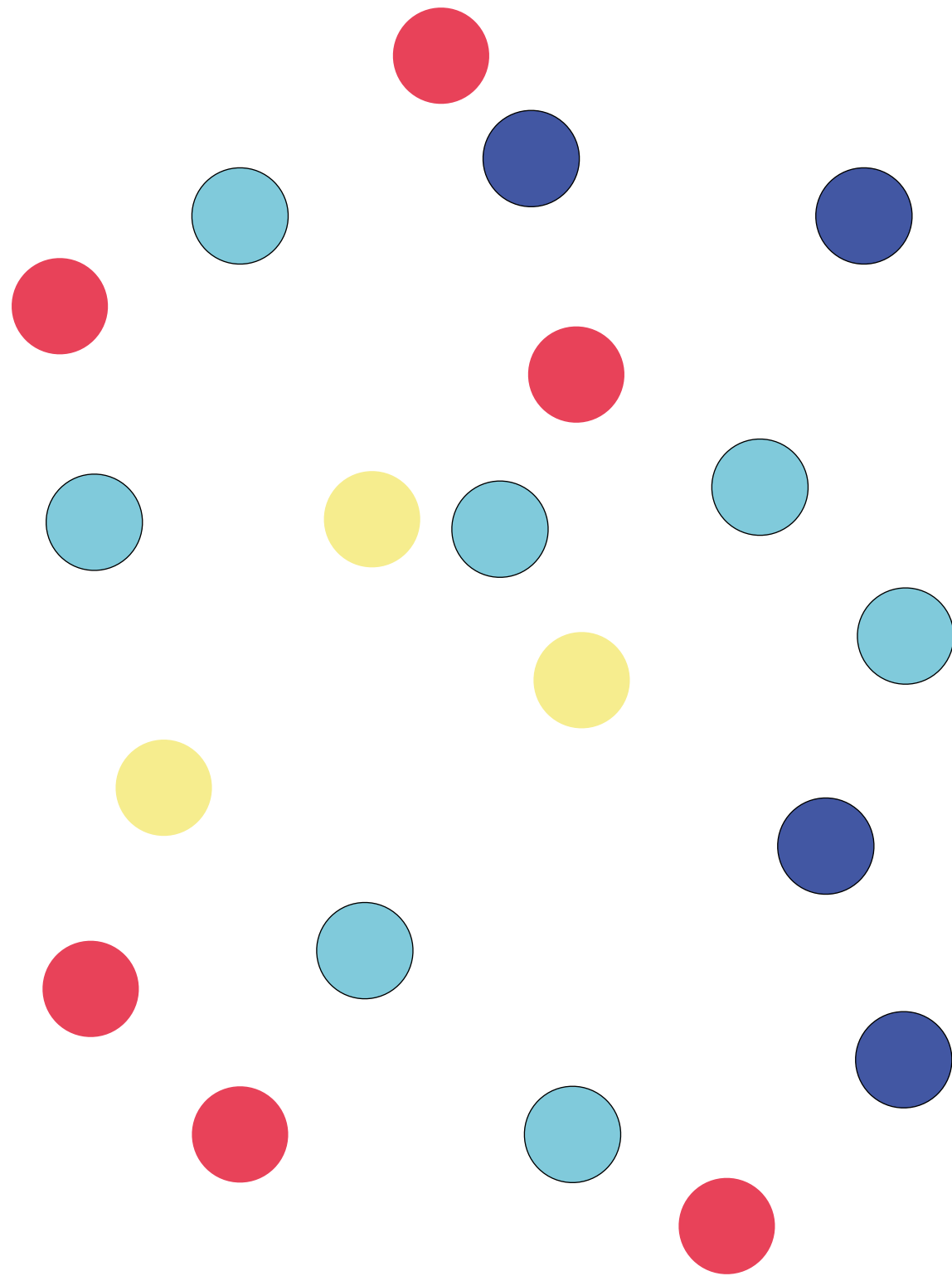


gathering information



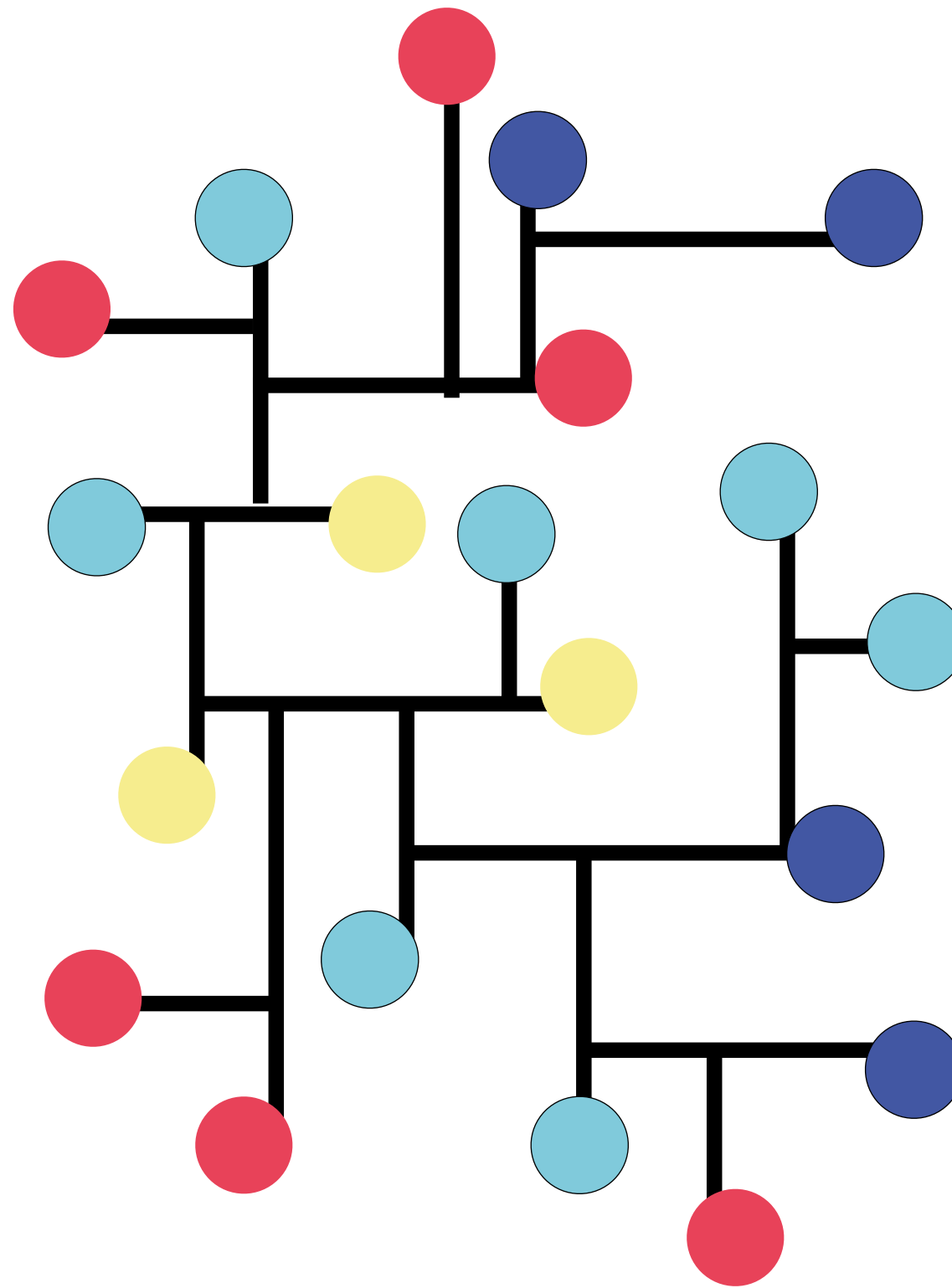


information



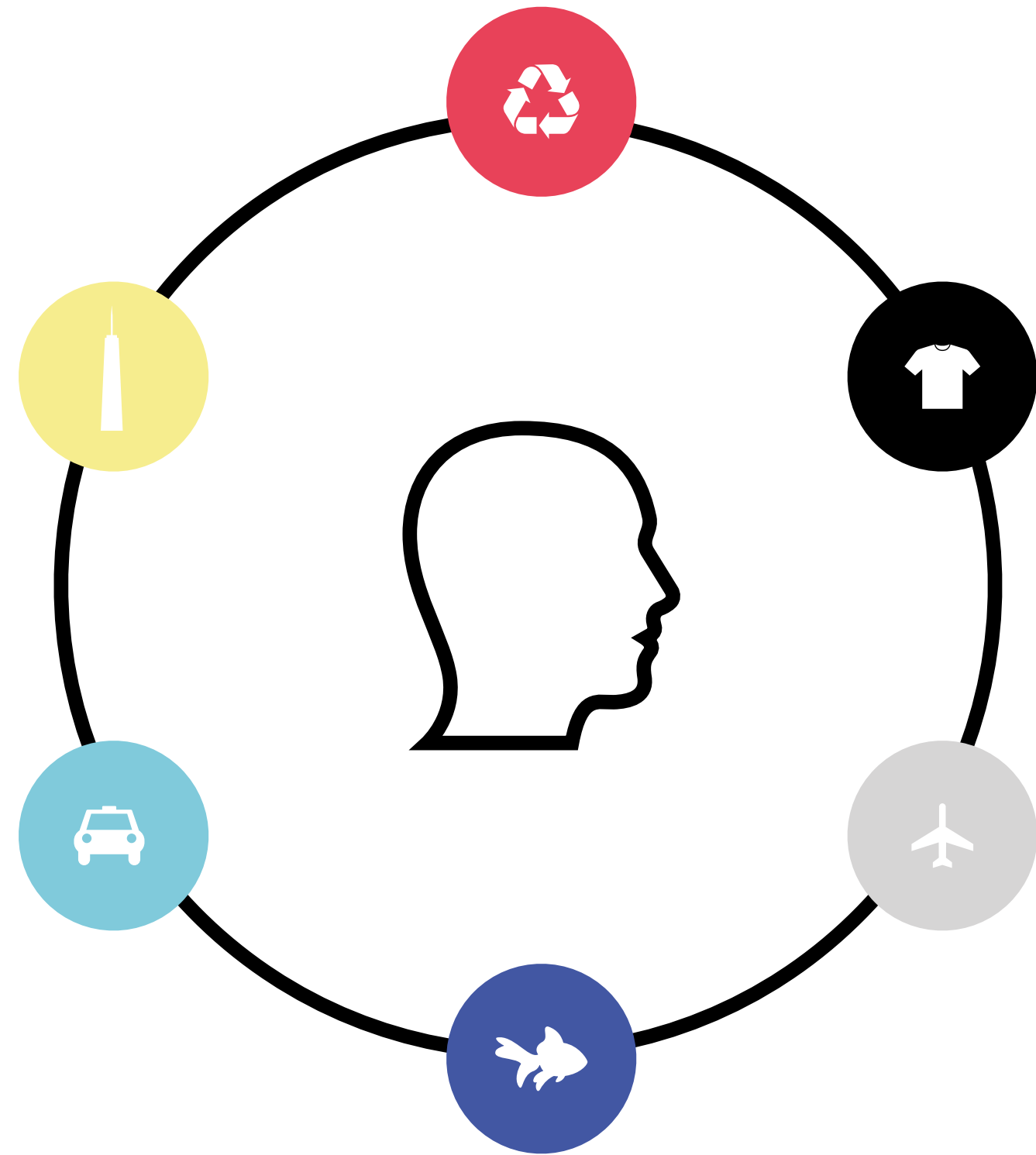
gathering information

knowledge



understanding the information is
reading between the lines





some dots should always be taken
under consideration / **sustainability**

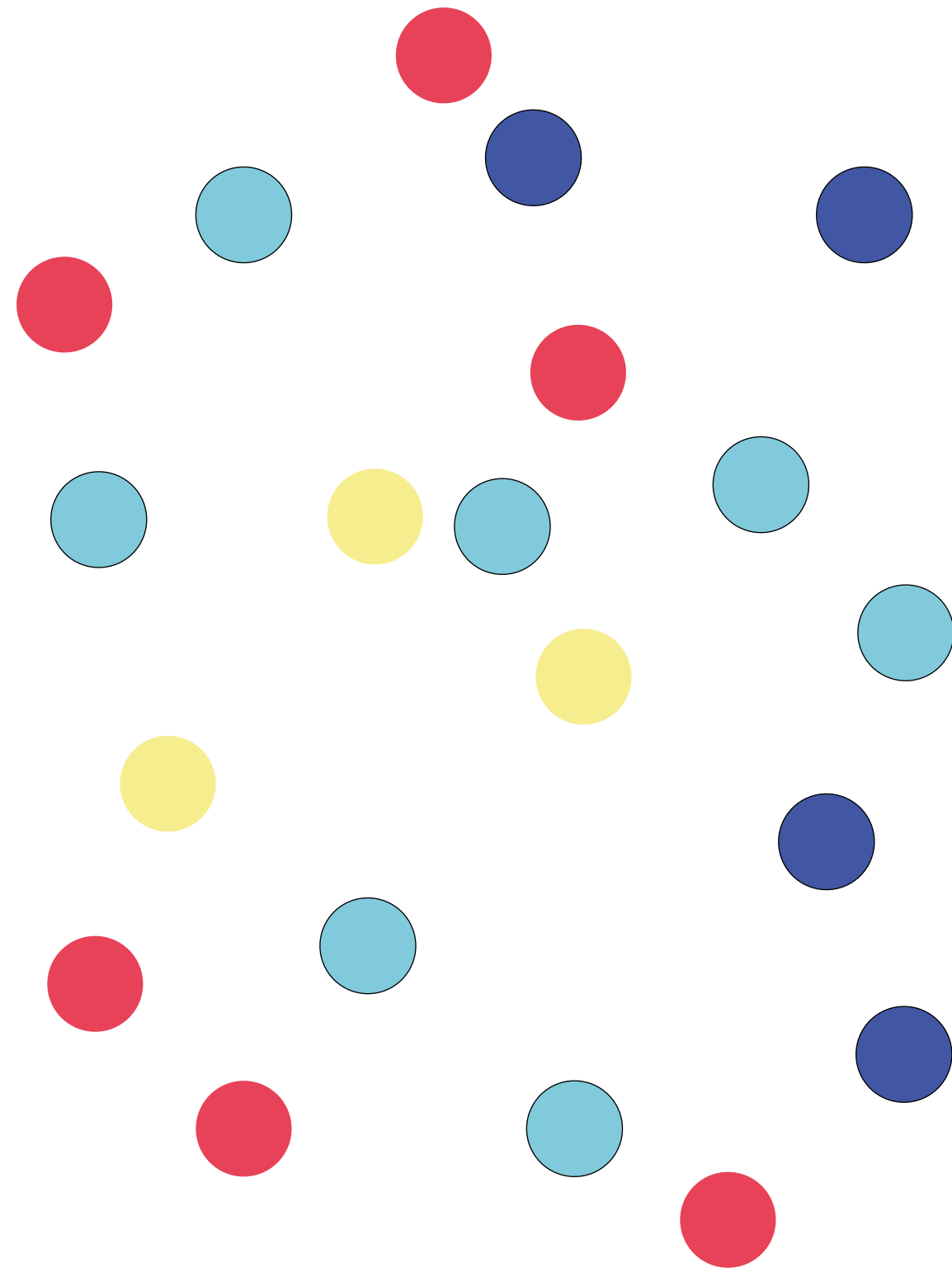
human-centered design might be not
enough / **world-centric** approach

let's work in environment /
design & business & sustainability

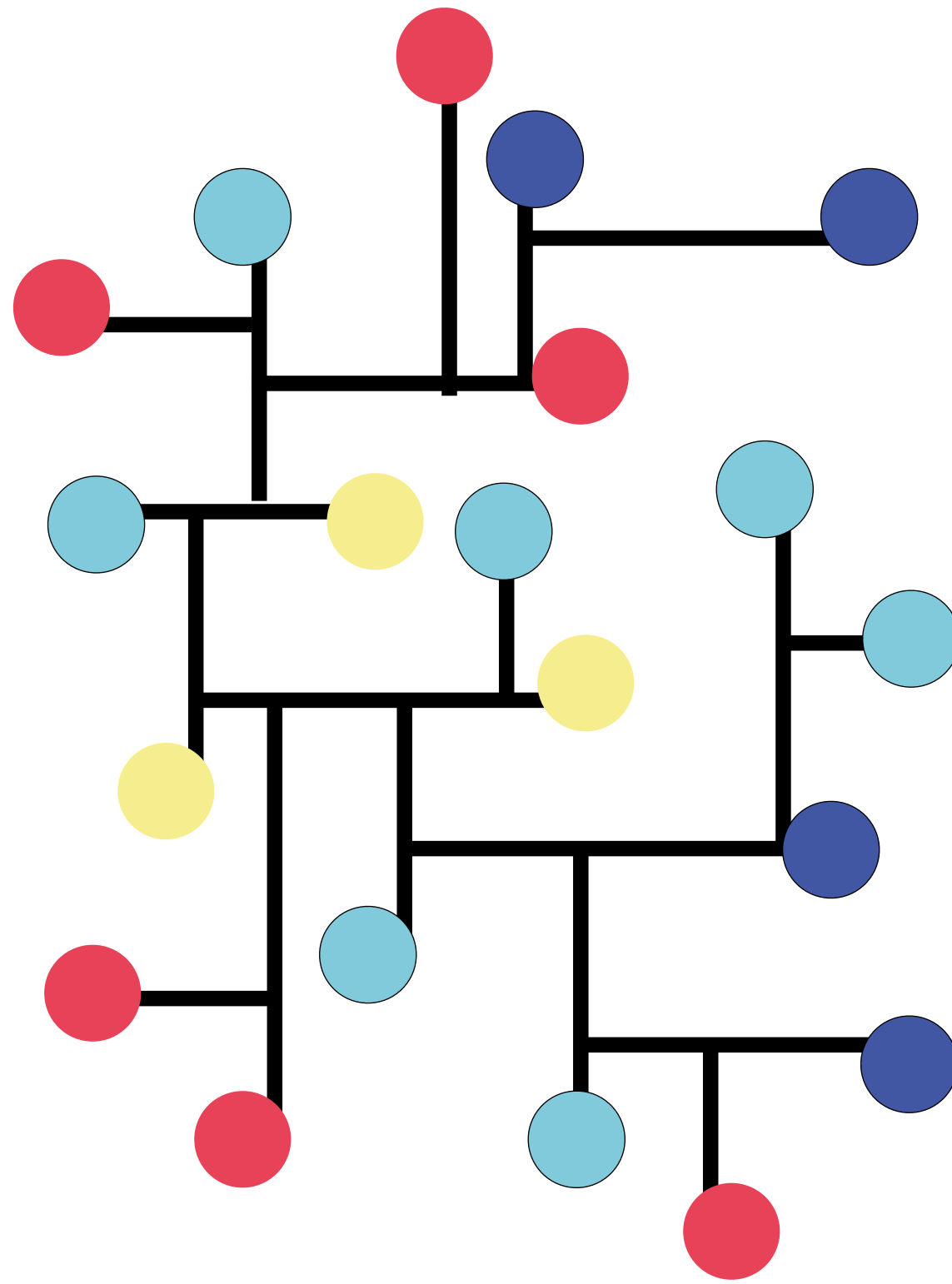




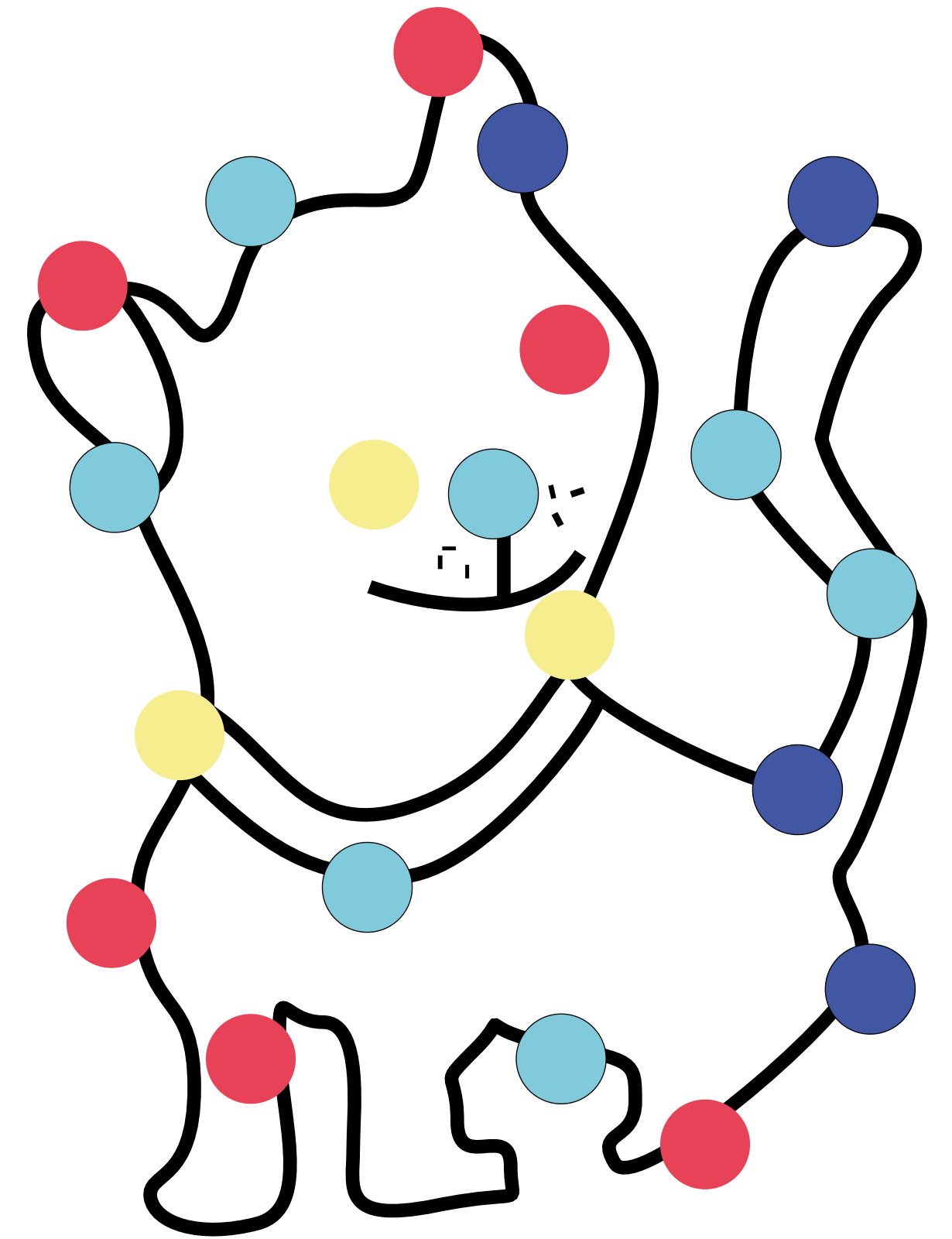
information



knowledge



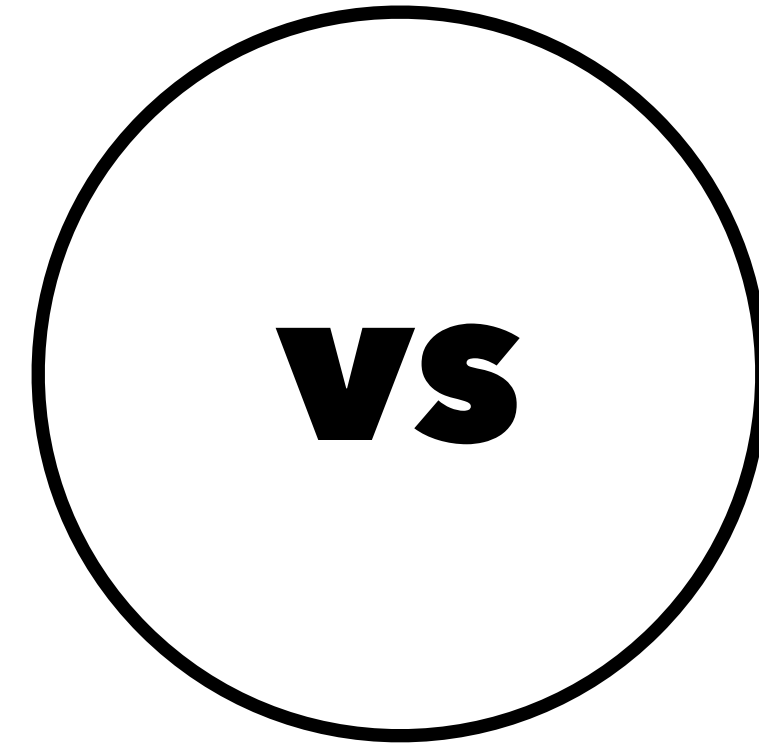
creativity





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spotting



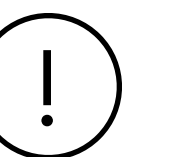
creating





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DATA -
- DRIVEN design





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do businesses **RESPOND** to customers'
needs and wants **OR DO THEY CREATE** them





our **job** is to

FIGURE OUT what they're going to want
before they do...

our **task** is to

READ THINGS that are not yet on the page

Steve Jobs

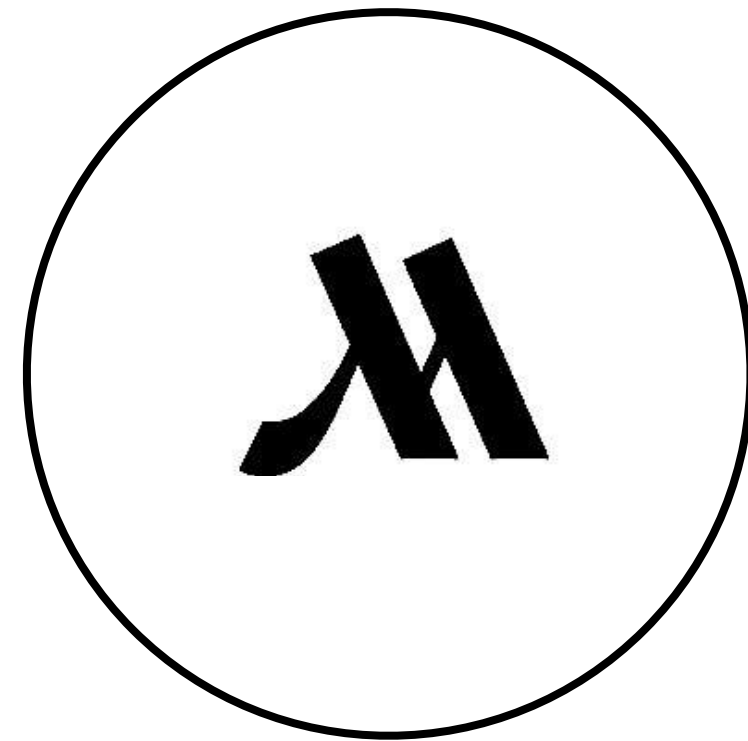




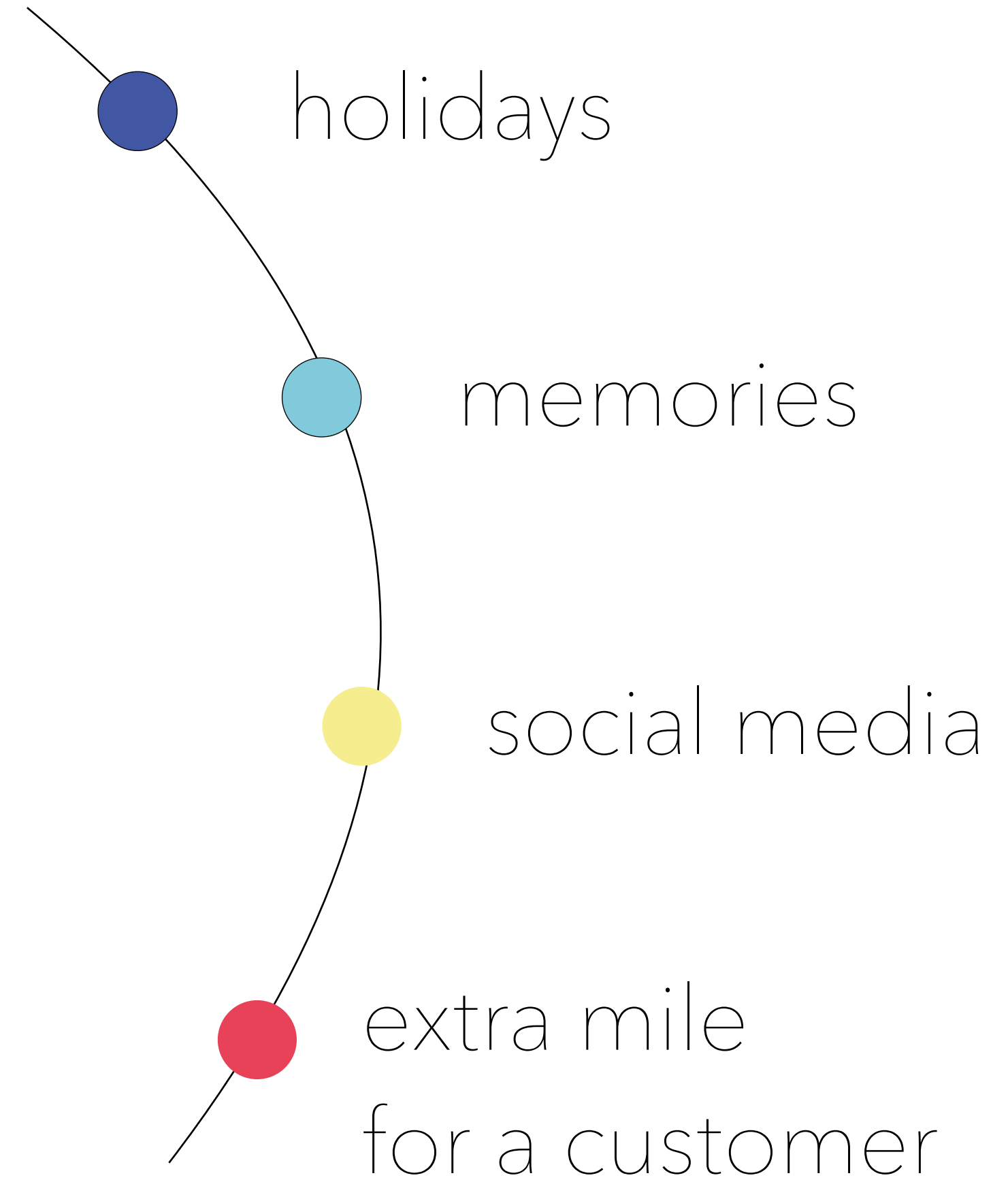
our job as designers

in not only to **READ BETWEEN** the dots,
it's also (if not mainly) to **SKETCH BETWEEN** them



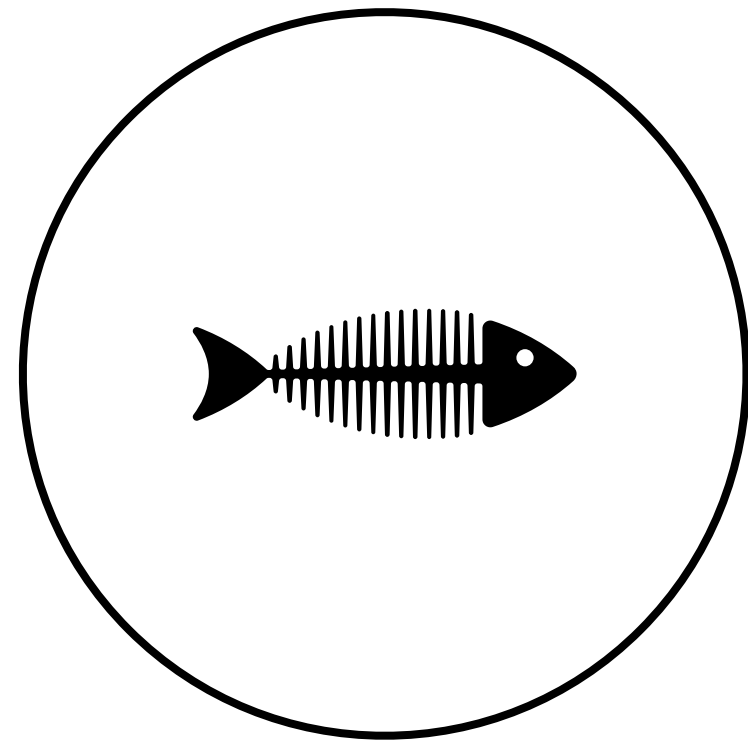


hotel



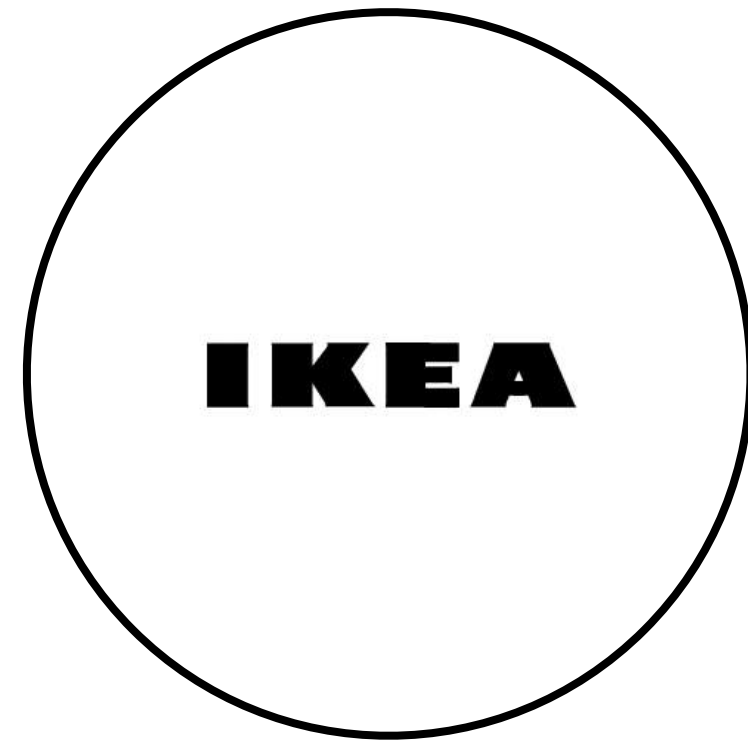


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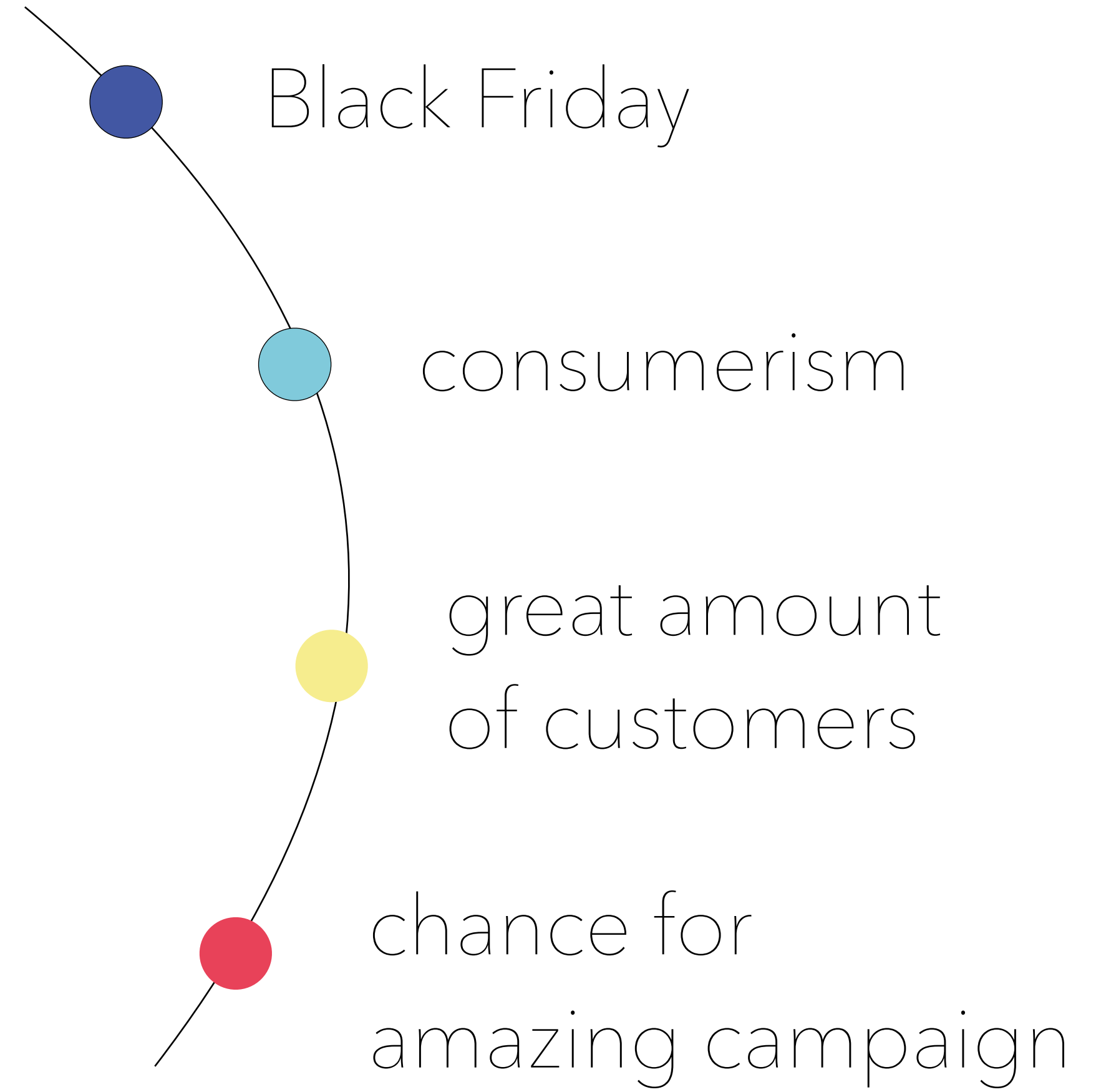


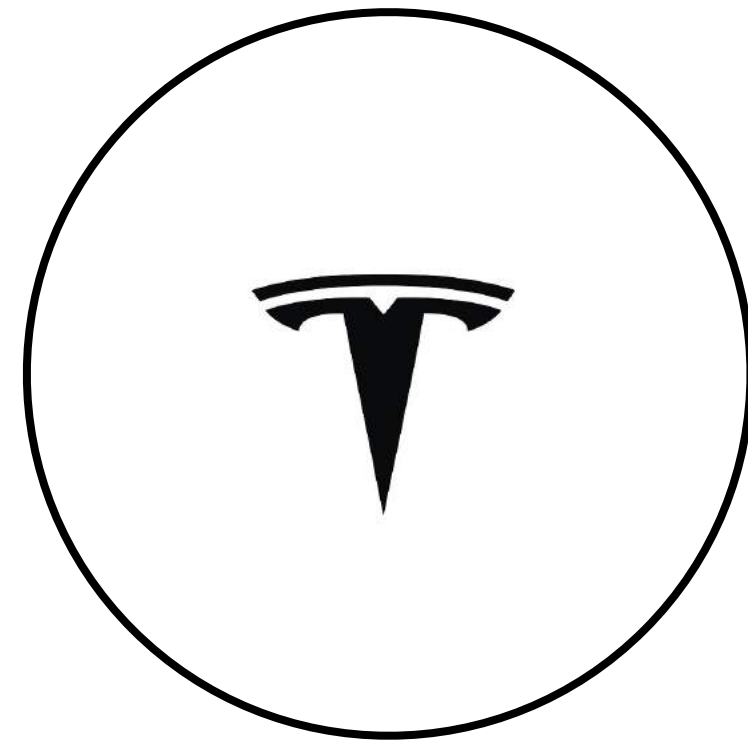
miya' sushi



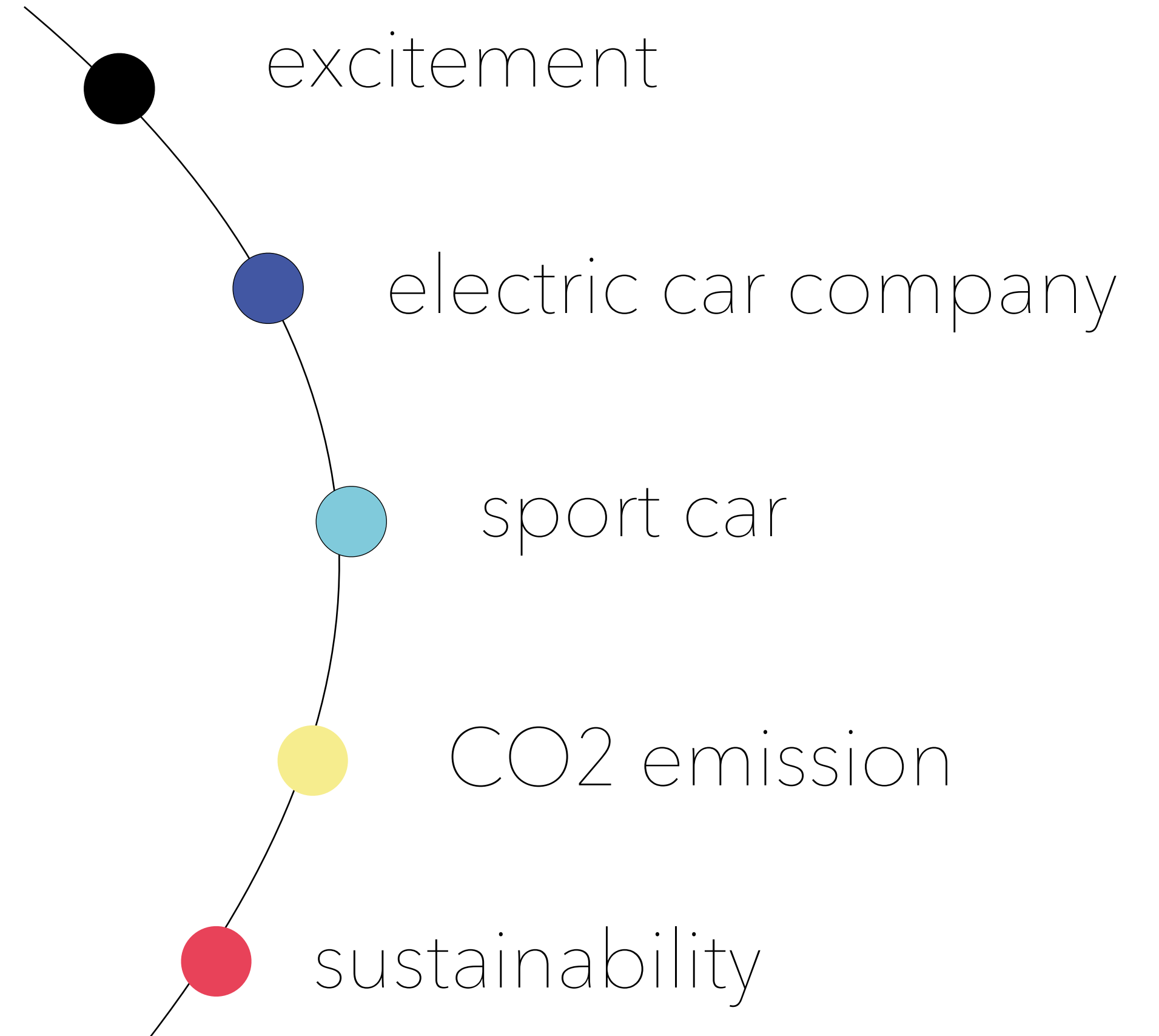


ikea



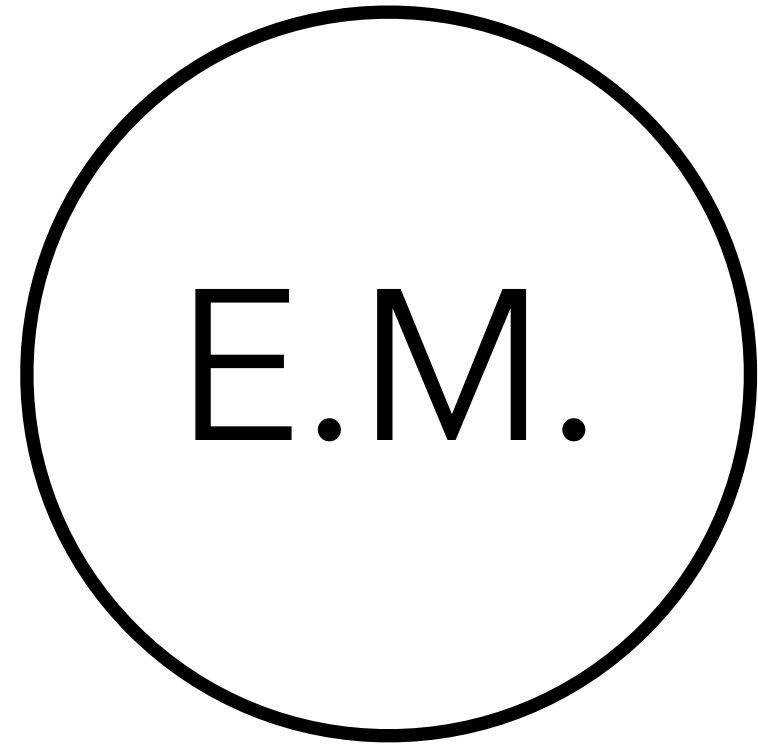


tesla





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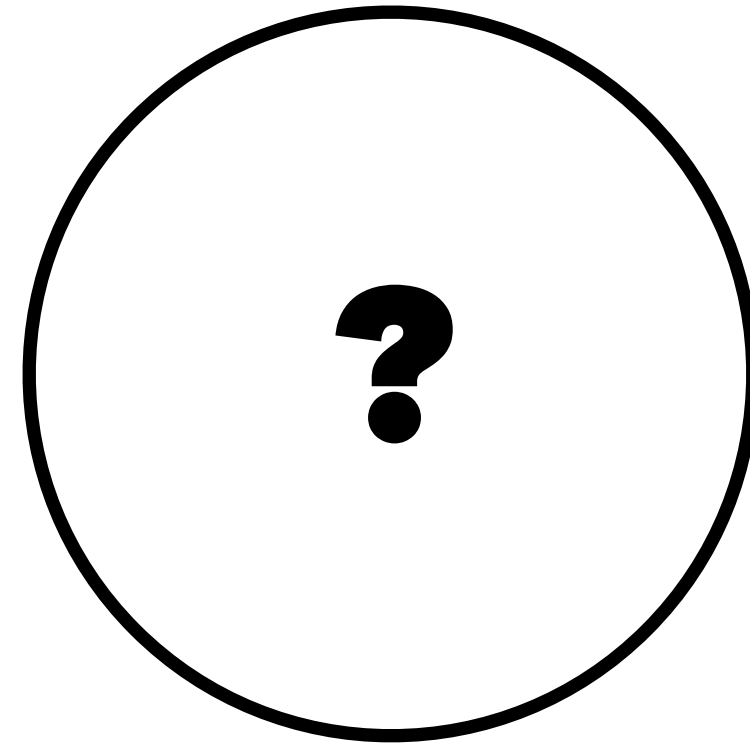
Elon Musk





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how to work

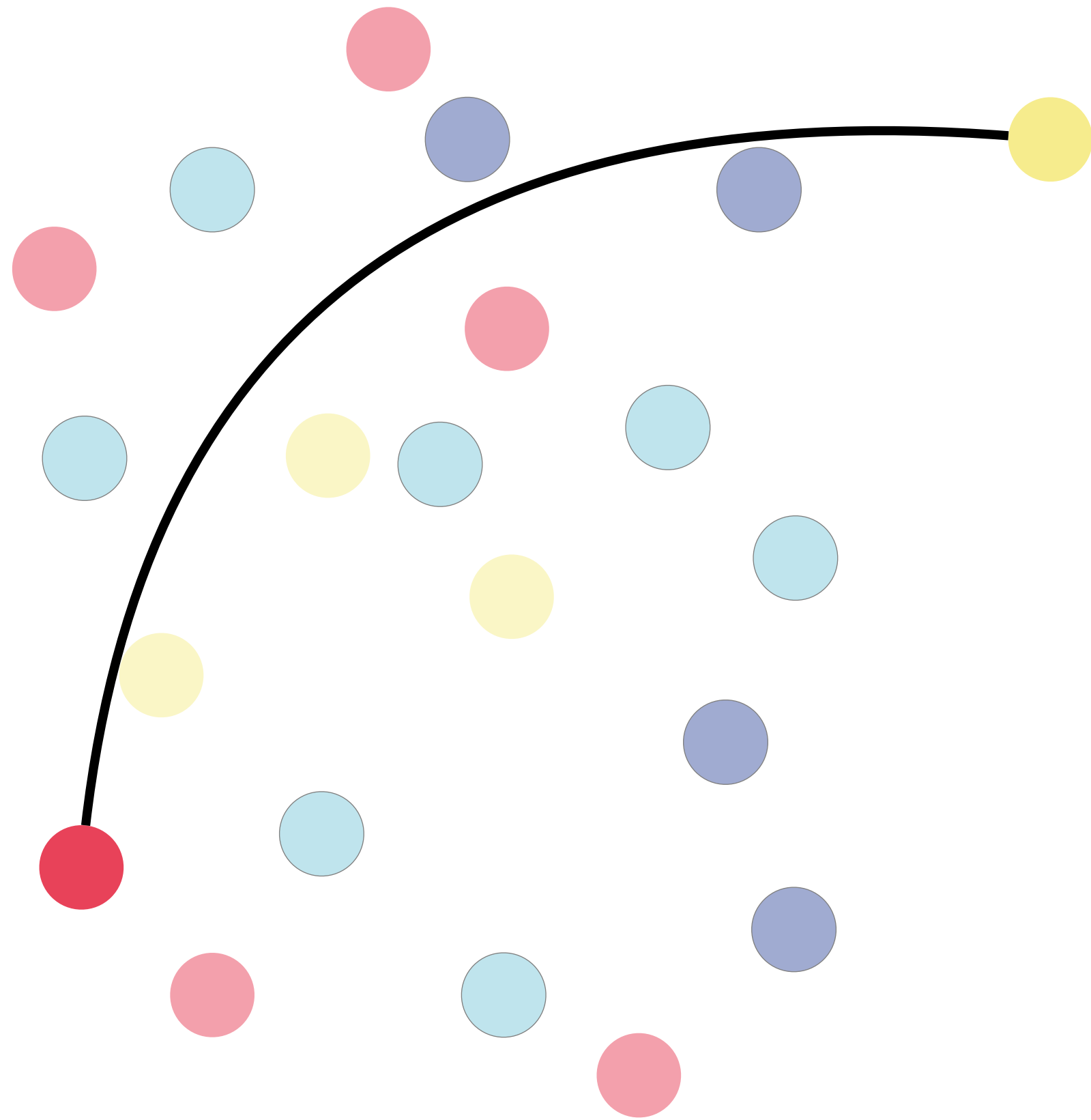


with dots

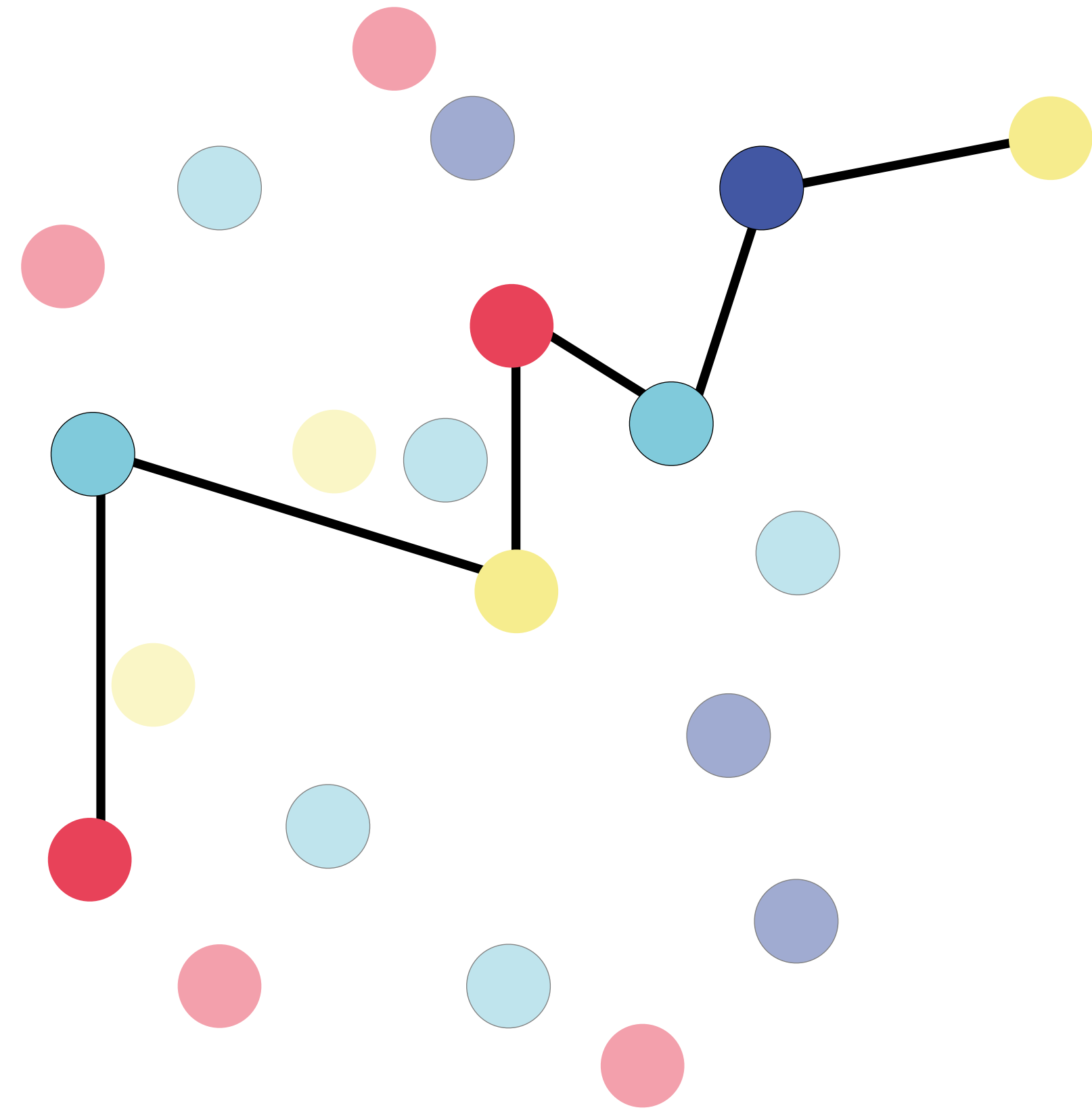




intuition



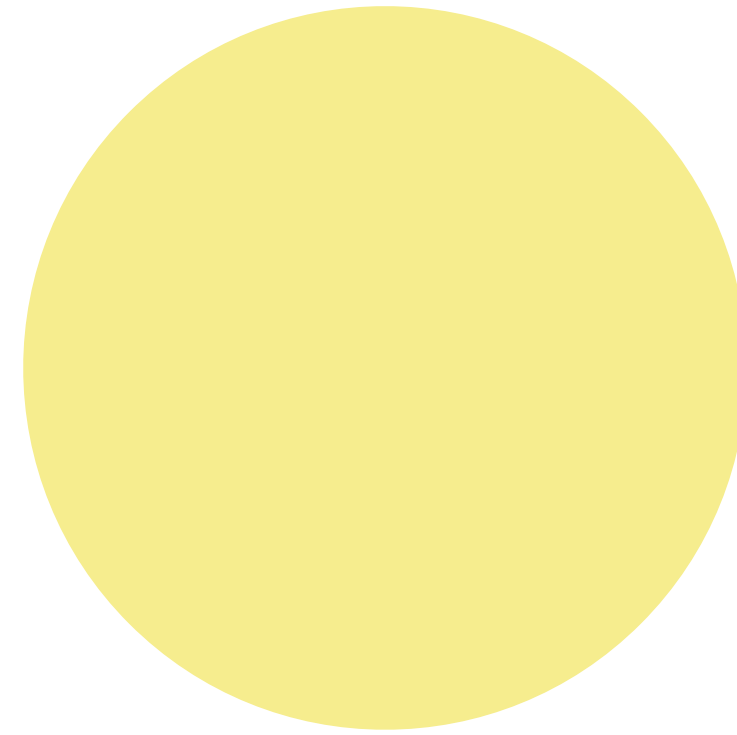
strategy





do not base
your business
on intuition

it's fancy name
for guessing



see and sketch
full image then
plan your way





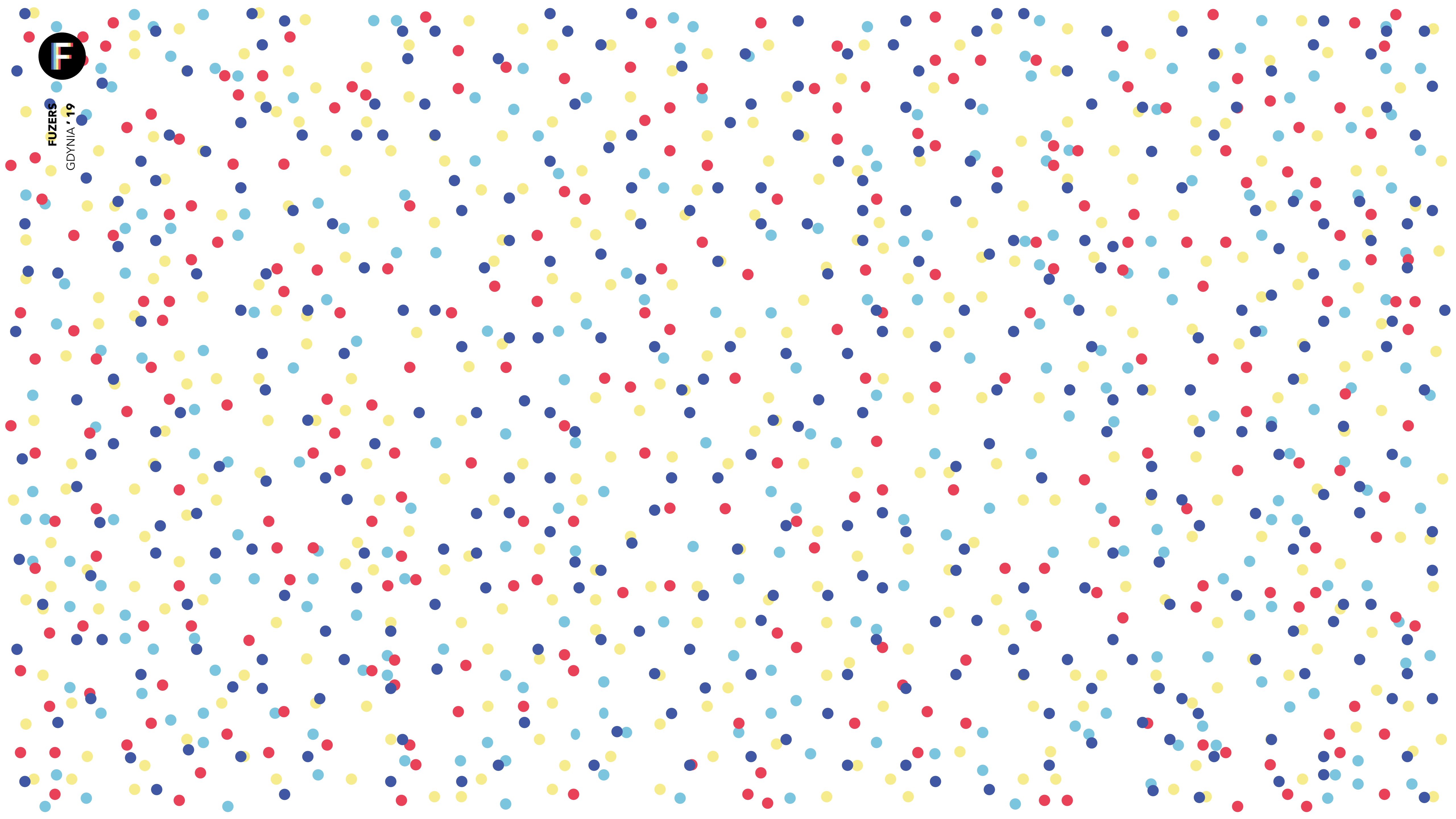
ground rules

- 1 find dot you're on **right now**
- 2 locate the **nearest one**
- 3 look for dots in **different** colors
- 4 **sketch !**





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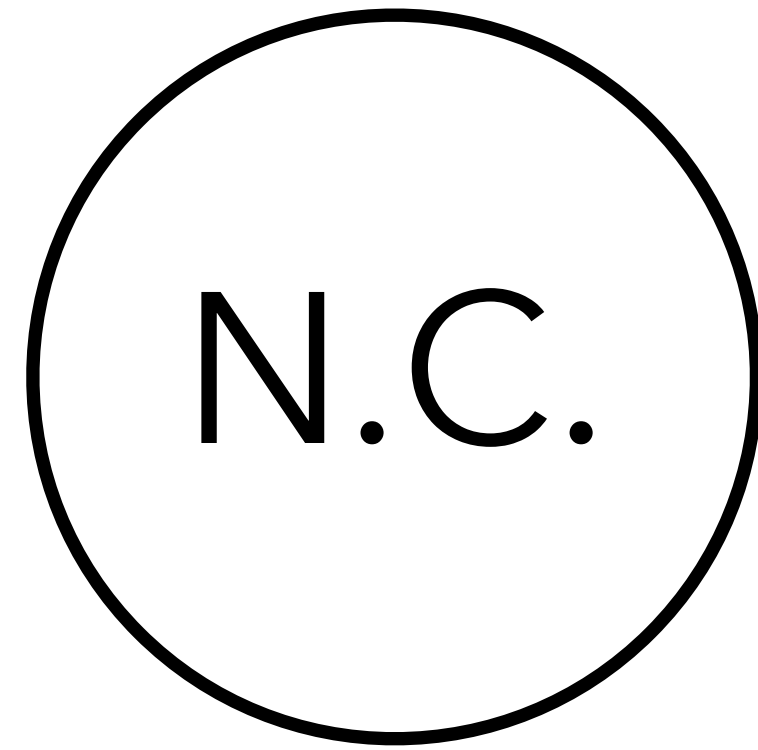
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light pollution = **point of view pollution**

Lublin, 19.03.2019



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Nicolaus Copernicus





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stay **inspired**