WORKSHOP:

Practical Design Principles

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187
examples

1397
principles

161
creators

What are Design Principles?

Design Principles are a set of words or phrases written to help guide a team to reach an objective

Fisher-Price®

Intrinsic play value

Ingenuity

Strong construction

Good value for the money

Action

FISHER • PRICE TOYS

FISHER-PRICE
Activity Center

Fisher-Price

AMBULANCE

Fisher-Price

FISHER PRICE
Fisher-Price

Design Principles...

...help us navigate towards a vision

...assist with decision making

...defend your rationale

Design Principles...

...shift thinking toward goals not tasks

...break down complex concepts or ideas

Design Principles...

...create a sense of “Why?”

Design Principles...

...inform decisions, culture & process

Design Principles...

...encourage collaboration

Design Principles...

...promote innovation

Design Principles...

...mean less meetings

Design Principles...

...mean less management

3 Principles for Writing Design Principles

Concise

Brief

Simple

Clear and to the point

Memorable

Make them visible, put your principles on the wall

Principles should be referred to in daily conversations

Aim for 3-5 principles

Definitive

What makes your product unique?

How do you define what you want to do?

How do you define who you are?

Concise
Memorable
Definitive

Why not use rules?

DARTINGTON
CRYSTAL
Tony Laithwaite
SIGNATURE SERIES
4 x Flutes

Do not drop

DO NOT CRUSH

THIS WAY UP

this side up
do not
stack
do not crush

FRAGILE

Rule:

The website has to load in under 10 seconds

Principle:

Quick

Rule:

The task needs to be completed in under 3 steps

Principle:

Focused

Rule:

Everything needs to be accessible from the dashboard

Principle:

Pertinent

Concise
Memorable
Definitive

Workshop

Visit ben.bz/ideas

“My new startup is like **Dropbox** for **Poets**.”

Create a product or idea

4 minutes

1. Visit ben.bz/ideas
2. Choose a type of product
3. Think of a name for your product
4. Pick somebody to introduce your product to the wider group

Write a mission statement

3 minutes

- “We want to be the number one…”
- “We are solving the problem of…”
- “Our aim is to encourage healthy eating for…”

Discuss themes

5 minutes

As a group discuss some of the design themes that surround your product and its users.

- Who is your product for?
- What challenges will your users face?
- What problems are you trying to solve?

List principles

5 minutes

On your own list as many words, phrases and short sentences that could

- Try framing your themes as positive statements
- List words
- List short phrases
- Write one thing per post-it

Group your principles

3 minutes

Gather the principles together. Find common patterns. Arrange post its into groups.

- Discuss as a team
- Place similar principles in groups
- Identify common patterns

Decide

3 minutes

- Decide which principles best fit your mission and themes
- Ideally you should aim for 3-5 principles
- Concise. Memorable. Definitive.
- Get ready to present your product and principles to the room

Present

Time permitting

One by one tell us:

- Your product name
- What your product does
- What your mission statement is

Then:

- Read out your design principles and briefly explain why you chose them

Thank you!

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