It’s all about the dots - how to find and use information?
IT’S ALL ABOUT

HOW TO
find
understand
and use

THE DOTS

INFORMATION

TO DELIVER
big change
with
small differences

Krzysztof Ożóg / service designer
+ 48 508 843 474 / www.fuzers.com
start with

a **STORY**
why are we here?
we wondered why ...

then we combined

what if we had combined them earlier
S.H. Sherlock Holmes
research & analysis
moment when bank realizes that their perception of user behaviour is different in 43% then they've assumed
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
that asked
their residents
to share where the
dots about
supporting
creativity are
post-it is a DOT
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.
social media

users to be

media

users now

business publications

business model
behaviours
expectations
organization’s culture
trends
history
motivations
books you read  people you meet
movies you watch  stereotypes
crowdsourcing sites  conferences & events
know your dots
using research to **spot information** allows you to tap into the collective **intelligence of business reality**
information

gathering information
information

knowledge

gathering information

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
spotting vs creating
DATA -
- DRIVEN design
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

extra mile for a customer

social media

memories

holidays
miya’ sushi

- sushi
- local business
- sustainability
- as expensive service
- doing good deed
IKEA

Black Friday
consumerism
great amount of customers
chance for amazing campaign
tesla

electric car company

sport car

CO2 emission

sustainability

excitement
how to work with dots
intuition

strategy
do not base your business on intuition.

It’s a 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**!
light pollution = point of view pollution
N.C. Nicolaus Copernicus
stay inspired