

1. Define the core problem and conceptual logic of the design.
2. Embrace risk-taking, embrace mistakes, and learn from them—rather than avoiding risks to pursue perfect scores.
3. The design process itself is as valuable as the final outcome.
4. Commit to creating work that resonates emotionally with people, using empathy.
5. Design serves reality.
6. Design is a social act; diverse perspectives strengthen outcomes.
7. Maintain curiosity and a critical perspective.
8. Respect and pay attention to details.
9. Seize serendipitous and emergent ideas.
10. Establish clear rules that can generate rich variations.