101 Design Ingredients to Solve Big Tech Problems

Eewei Chen

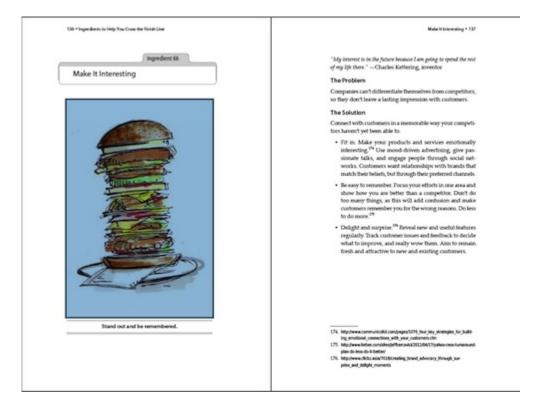# 101 Design Ingredients to Solve Big Tech Problems

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One page, one ingredient. 101 reasons to become more successful at solving those big technology problems. *101 Design Ingredients* will help your technology team identify problems, share responsibilities, and work better together.

In parts 1 through 4, you'll find 101 problem-solving ingredients grouped into project stages, to help you apply the right ingredient at the right time. Start at any point and page through the humorously illustrated ingredients until you find one that matches your needs best. The ingredients cover the spectrum your business needs to be successful, with tips on team-building, creating a business model, product launch, productivity, and much more. Each ingredient includes three practical suggestions to get you started right away.

In part 5, you'll see examples of how companies can blend some of the ingredients used in this book to solve specific business requirements for investment, innovation, leadership, and more. Each recipe shows how a company fine-tuned six of the ingredients to build their own unique solution. You'll learn how to mix and match ingredients to create your own recipes for success, tailored to your company's needs.

The ingredients and recipes in this book can be applied by beginners starting out on their first technology project, as well as seasoned professionals who have been tackling the same big problems for years and need a fresh new approach to problem solving.

Ingredient 66

Make It Interesting

Stand out and be remembered.

"My interest is in the future because I am going to spend the rest of my life there." —Charles Kettering, inventor

The Problem

Companies can't differentiate themselves from competitors, so they don't leave a lasting impression with customers.

The Solution

Connect with customers in a memorable way your competitors haven't yet been able to.

- Fit in. Make your products and services emotionally interesting.[174] Use mood-driven advertising, give passionate talks, and engage people through social networks. Customers want relationships with brands that match their beliefs, but through their preferred channels.

- Be easy to remember. Focus your efforts in one area and show how you are better than a competitor. Don't do too many things, as this will add confusion and make customers remember you for the wrong reasons. Do less to do more.[175]

- Delight and surprise.[176] Reveal new and useful features regularly. Track customer issues and feedback to decide what to improve, and really wow them. Aim to remain fresh and attractive to new and existing customers.

174. http://www.communicobld.com/pages/1074_four_key_strategies_for_building_emotional_connections_with_your_customers.cfm
175. http://www.forbes.com/sites/jeffbercovici/2012/04/17/yahoo-ceos-turnaround-plan-do-less-do-it-better/
176. http://www.clickz.asia/7018/creating_brand_advocacy_through_surprise_and_delight_moments

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