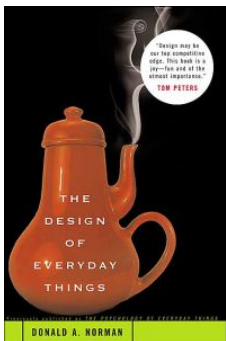


## MEETING IN A BOX

## The Design of Everyday Things

## Support Product Design at

Start the conversation with your team and take initiative to be a part of our success. Use the getAbstract on “The Design of Everyday Things” to get started.



**Step 1:** Have your team read the “The Design of Everyday Things” getAbstract summary. To access the abstract, click on the book cover.

**Step 2:** Schedule a team meeting to discuss the questions below.

**Step 3:** Have a discussion with your team.

*“Far too many items in the world are designed, constructed and foisted upon us with no understanding – or even care – for how we will use them.”*



Donald A. Norman

Author

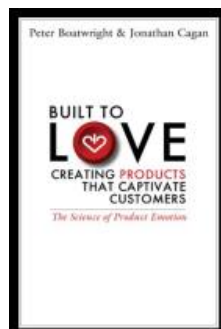
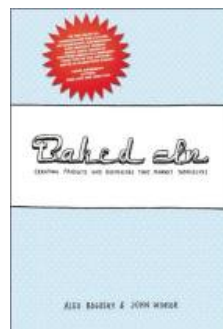
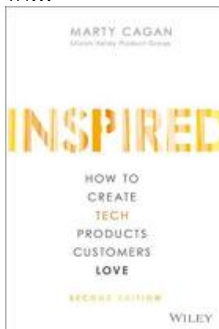
## Discussion Questions

1. How do you make sure your products/services are designed with the user in mind?
2. What are your thoughts on the seven principles of good design mentioned in the summary?

## Take away

Users should come first in product design. Take advantage of consumers’ common knowledge to make products usable and keep things simple.

If you liked “The Design of Everyday Things” here are some additional getAbstract summaries and channels you may be interested in...



CHANNEL: Product Design