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101 Design Ingredients to Solve Big Tech Problems

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101 Design Ingredients to Solve Big Tech Problems



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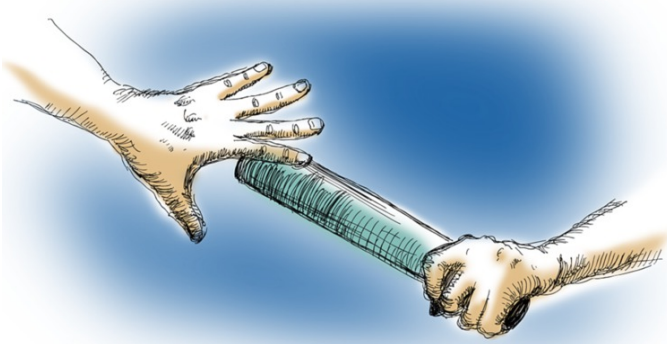
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*This book is dedicated to the memory
of our beloved son Joseph Christopher
Chen, who had the most perfect heart.*

March 7–April 14, 1997

Ingredient 18

Time It Right



Be at the right place at the right time, doing the right thing.

“Timing is everything. Nothing else matters.”

—Anonymous

The Problem

Organizations launch ideas and improvements too late or too early.

The Solution

Conduct customer research and get enough support across your organization to prioritize work more effectively.

- Embrace relevant trends. Analyze changes in customer behavior and make a list of new trends that look like they will continue to grow. Interview, run surveys, and conduct focus groups to validate early assumptions and help narrow down your choices.
- Confirm priorities. Align your work to meet the most important business needs, and confirm they match genuine customer needs, too. Keep a close watch on the competition and what they are up to in similar areas to create a better, more well-timed proposition.
- Create early prototypes to constantly validate ideas. Improve and increase feature functionality and fidelity over time. Build momentum through this continuous learning and iterative improvement process until you have enough experience backed up by customer validation and business buy-in to launch.