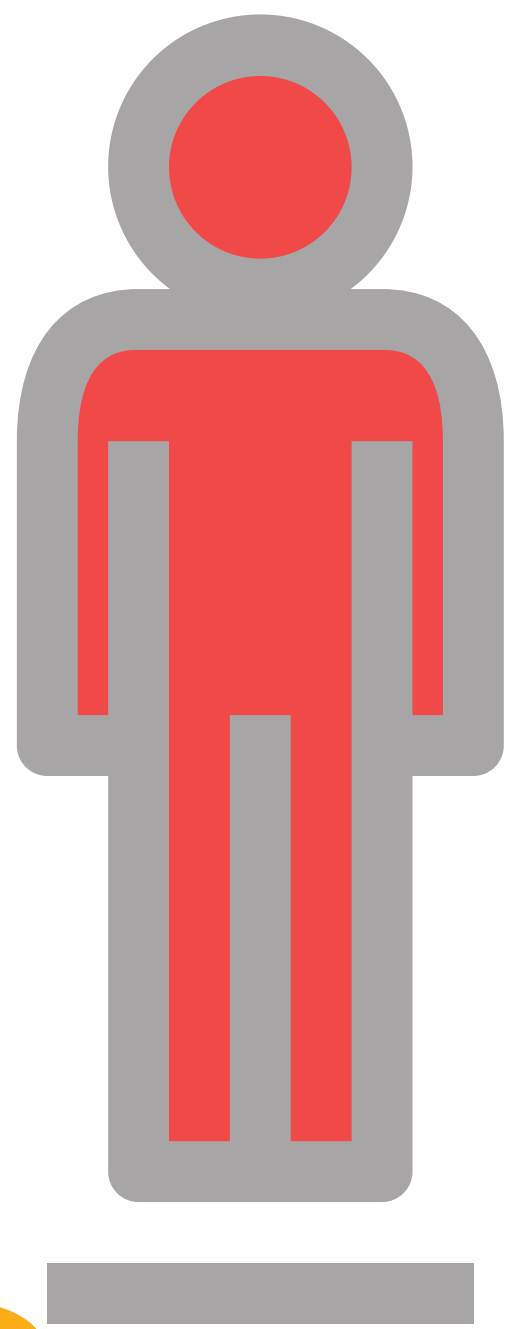


Regla No. 1



¡Críticas! *¡Juicios!*

DESIGN THINKING



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Challenge**
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Regla No. 2



DESIGN THINKING



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Regla No. 3



ideas

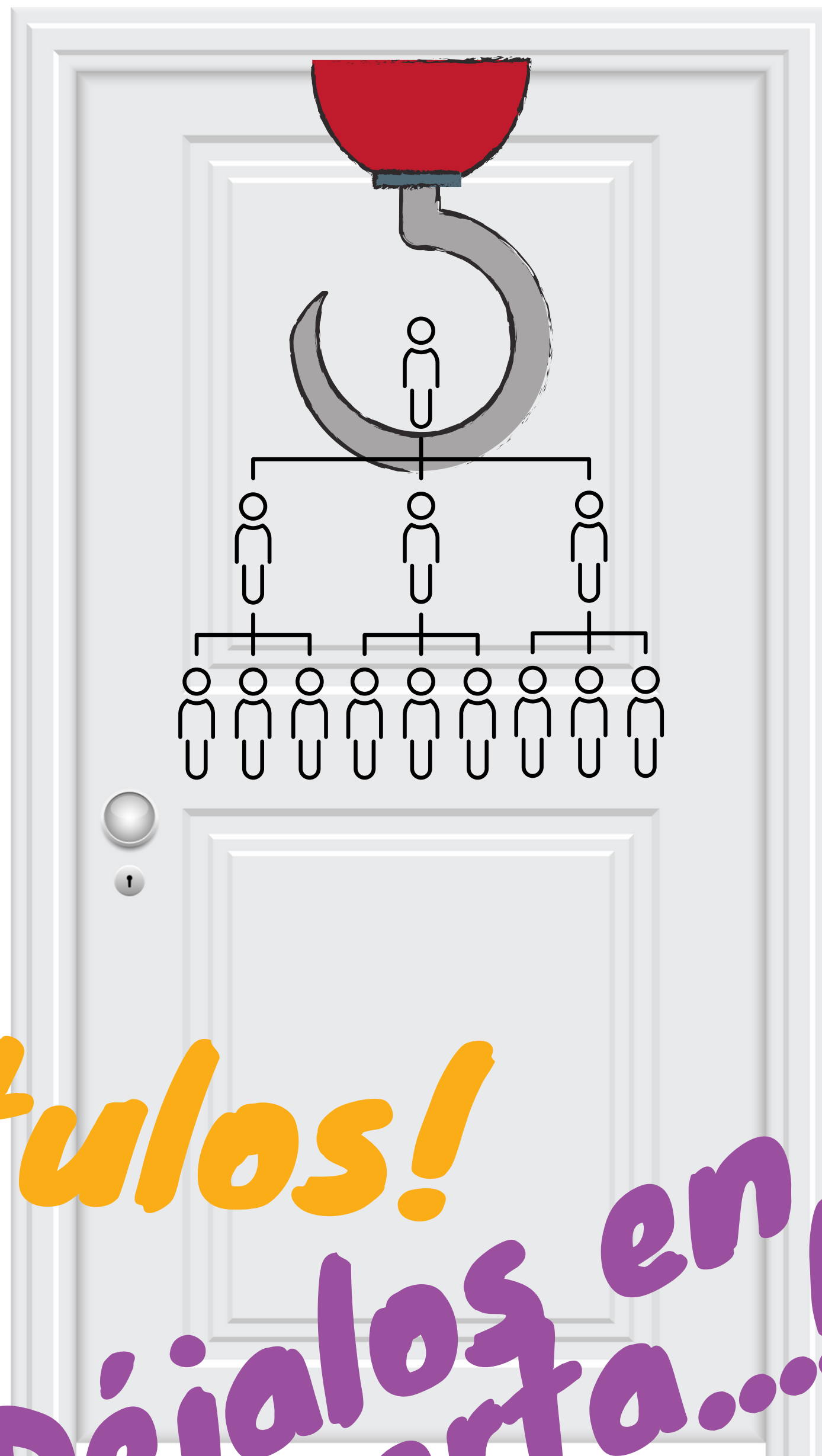
¡Presta atención! ¡A las ideas de otros..!

DESIGN THINKING



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Regla No. 4



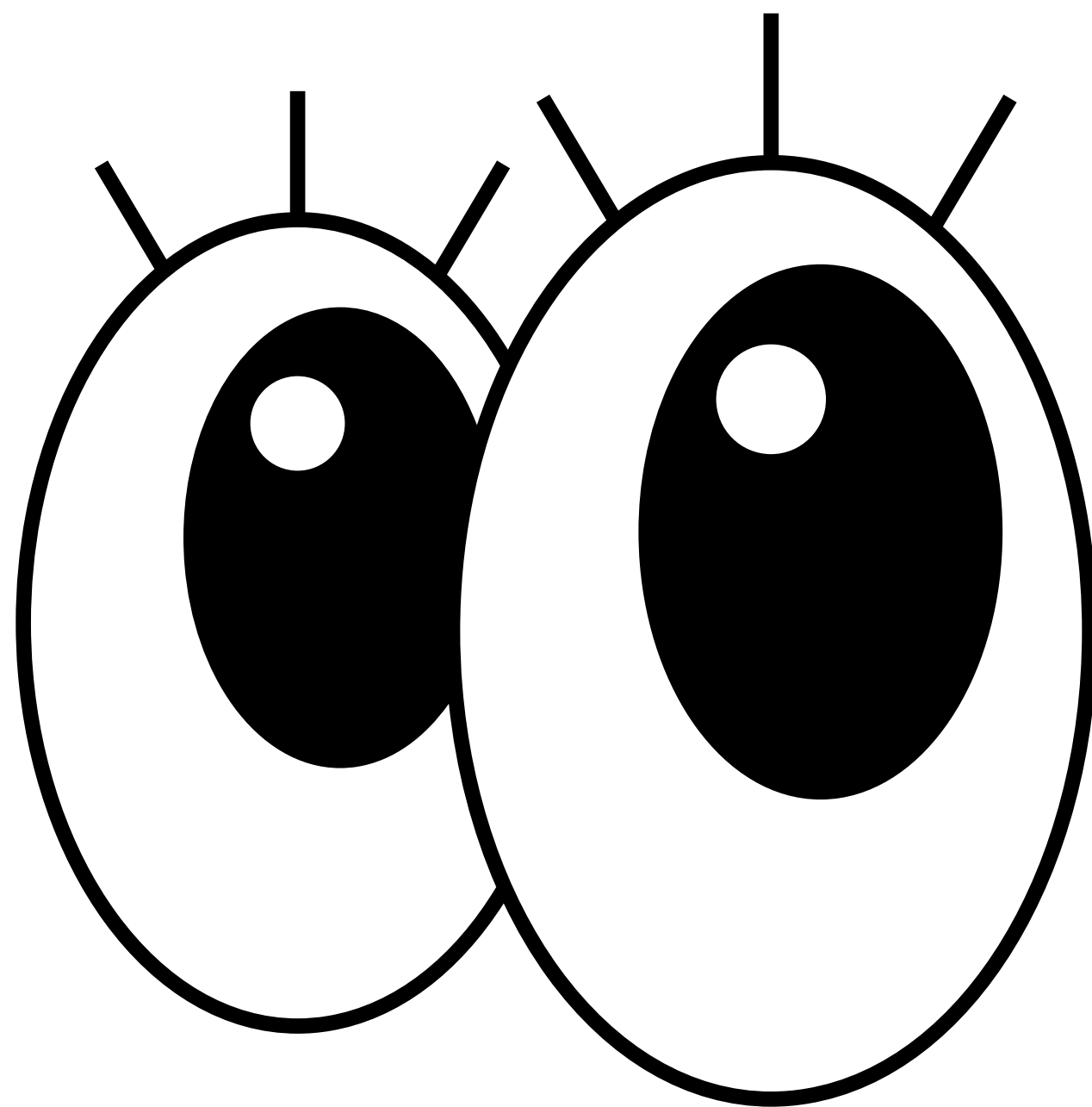
¡Títulos!
¡Déjalos en la puerta...!

DESIGN THINKING



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Regla No. 5



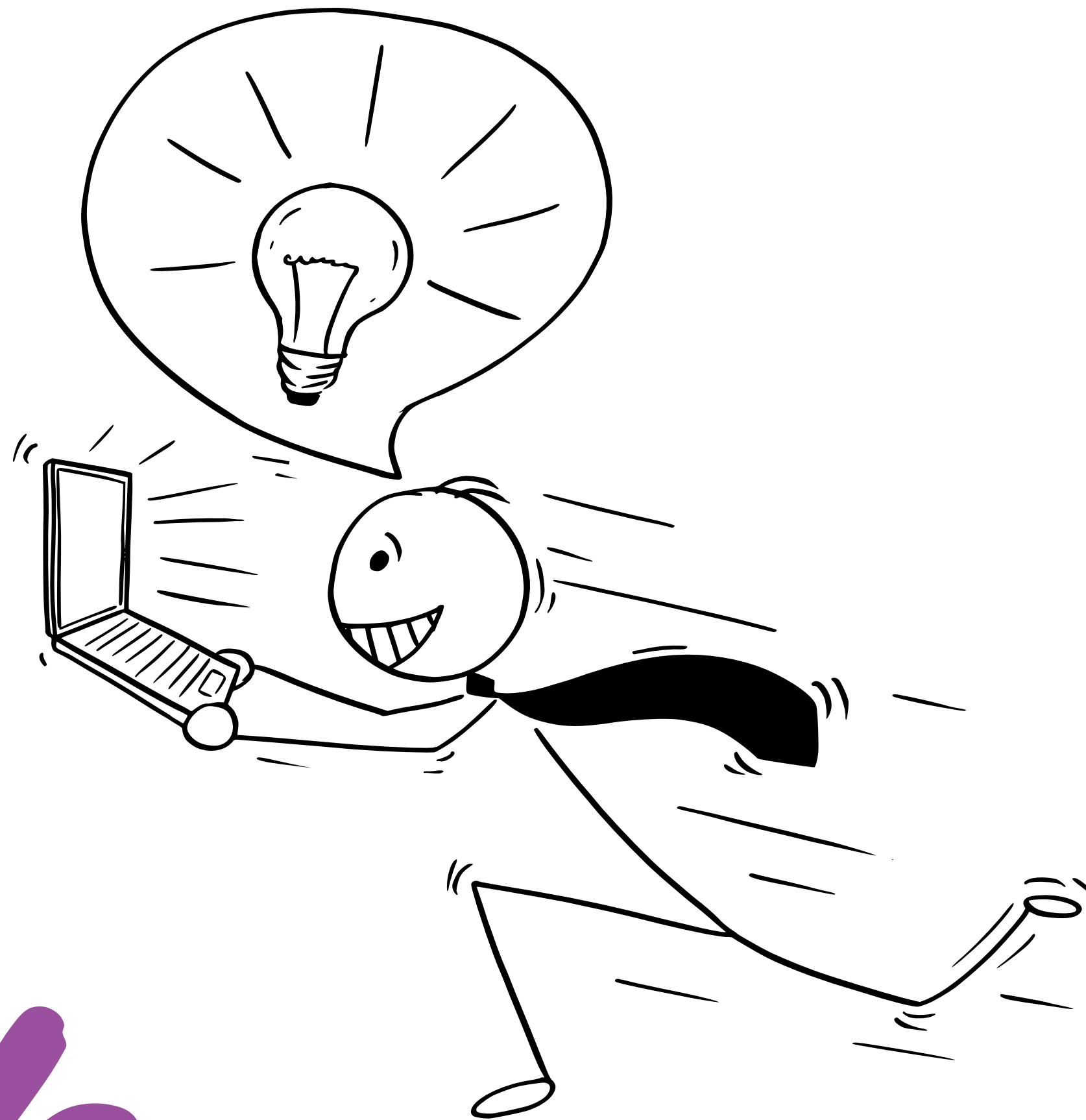
Visual!
illustra...!

DESIGN THINKING



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Regla No. 6



ilideas!

ilocas!

DESIGN THINKING



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Regla No. 7



iEnfoque!
iDirecto!

DESIGN THINKING



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Regla No. 8



*¡Usuario!
¡En el centro!*

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Regla No. 9



¡Divertido! ¡Alegre!

DESIGN THINKING



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Regla No. 10



¡Escuchar!

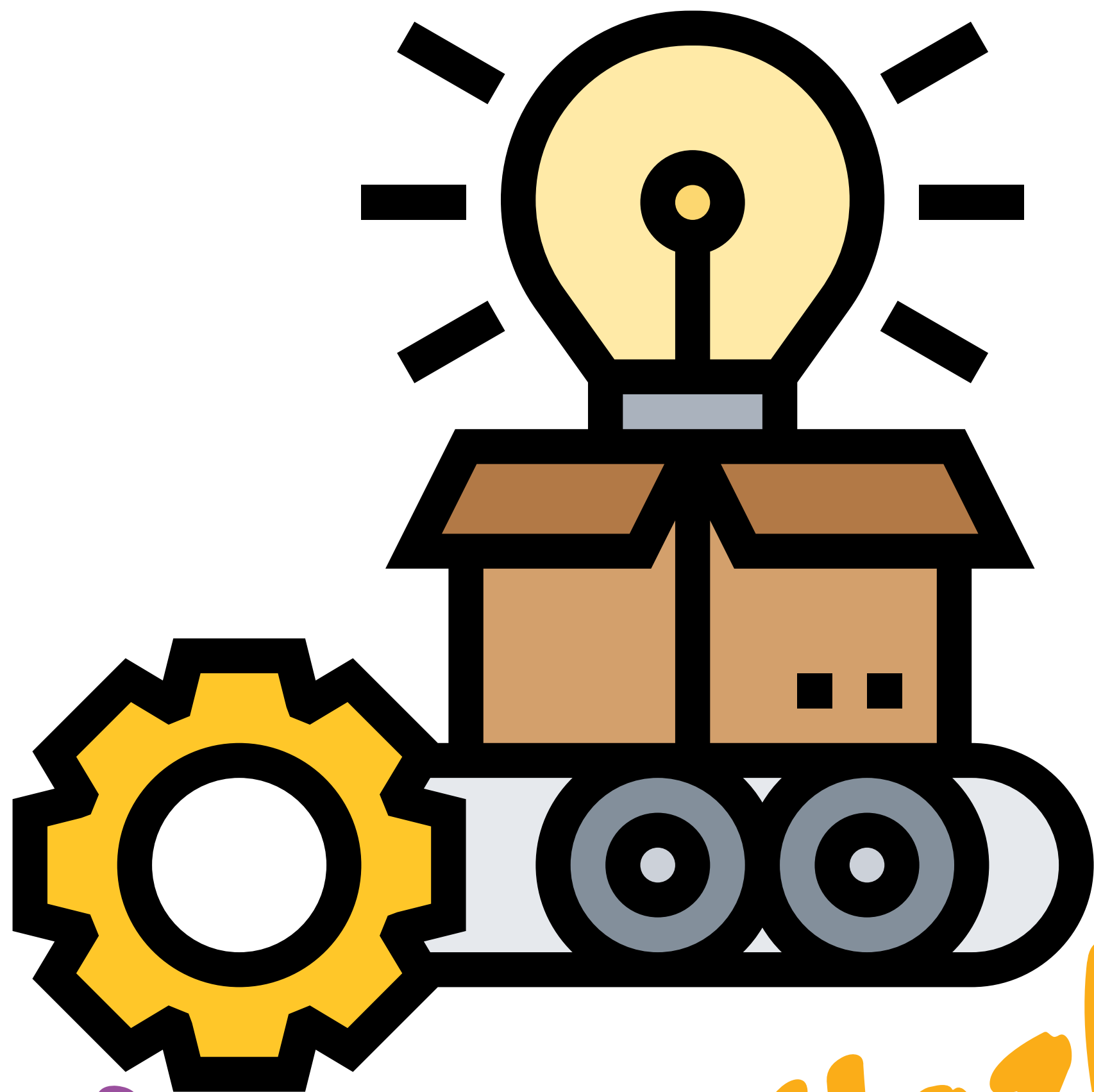
*¡Con la boca en
pausa!*

DESIGN THINKING



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Regla No. 11



¡No hables! ¡Hazlo!

DESIGN THINKING



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Regla No. 12



*¡Desacierta ifrecuente!
Pronto!*

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